

New You

An Advertising feature of The Markham Economist & Sun/ Stouffville Sun-Tribune

New You makeover contest

Name _____
 Address _____
 Phone _____
 Markham Economist & Sun/Stouffville Tribune
 9 Heritage Rd., Markham, ON L3P-1M3
 Fax: (905) 294-1538

Look and feel younger this summer!



BEFORE



AFTER

was decided only a few inches on the length would be cut from Joan's hair. The hair was texturized to add movement and dimension. Layers were also added to emphasize the cheeks and jawline and a fringe was added to open up her eyes. For the base hair colour, Lisa decided to use a dark rich brown. A few blond highlights were also added to give a sunkissed appearance to the hair. Joan's hair was originally all blond, which Lisa felt was to light for her skin tone.

Finally, makeup was applied to finish the look and to compliment the new hair style and colour. Grace, an aesthetician/makeup artist at Headlines, said Joan looked beautiful to begin with but they accentuated her beauty. First step was to apply a foundation to even out Joan's skin tone. "I went with what I envisioned and what I thought would compliment her," explained Grace. Joan's eyebrows were quite light in colour. A little bit of eye-brow powder was applied to define her brows and frame her eyes, which are the main focus of the face. "I applied an ivory colour shadow to the entire lid of her eye. A gold colour shadow was applied to the inner corner of the eye and continued to the center of the lid. A copper eye shadow was applied to the outside corner of the eye to the center of the lid, and blended together thoroughly. "These colours were chosen to compliment her skin tone and hair colour," explained Grace. A brown pencil was then used to line above the lower lashes to give the illusion of a broader eye. For the lips, a cinnamon coloured lip liner was applied to give a more full lip appearance, followed by an application of a golden-pink colour lipstick. Now Joan is enjoying many compliments from her friends and coworkers. "The makeup artist and hair stylist did a very good job," said Joan. "They made my eyes sparkle." Joan said the inside of the salon was very comfortable, cheerful and bright with an overall great feeling. "They were very professional," she said. "I recommend them to everyone. Headlines is one of the finest hair salons in York Region."

Look and feel younger this summer with a new look from Headlines Hair Studio in Stouffville.

Joan Ransberry, this month's makeover winner said she is happy with the new look created by the talented staff at Headlines. "I think it's wonderful," said Joan. "All the staff are very skilled, and very customer service oriented. There's quite a difference", she said. "I'm saluting sixty, and you deserve to be pampered at that age."

A consultation is necessary before the process begins, this allows the stylist to create a new look based on the wants and needs of the customer, and ensures only colour and designs suitable to a particular lifestyle are used.

Lisa, a senior stylist at the salon, said the new style radiates a more youthful appearance. Originally, Joan's hair was blond and one length, which concealed her sparkling eyes. "I wanted to reveal more of her face", explained Lisa. "Now her eyes look brighter." Lisa explained that long hair sometimes takes away from facial features, so it

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