

# New You

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

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Before

This month's New You Makeover winner, Heather, recently won the chance to treat her damaged hair to a much needed revitalization at Svengali Salon & Spa in Markham - a salon well known for existing on the cutting edge of the latest fashion trends and techniques.

When Heather first entered through the salon's doors, her strawberry blonde hair was over processed and dry, and lacking shape and style. Colourist Jackie

## Svengali Salon & Spa Brings Out The Beauty

Headley decided to use an exciting new colouring technique that would greatly benefit Heather's damaged hair.

"It involves the use of highlights using a brick layered technique," explained Jackie. "This method requires little maintenance for the client and gives the hair a more contemporary look."

In addition, Jackie explained, the use of a darker semi-permanent colour, along with caramel highlights, adds an extra splash of colour to create more excitement.

"Originally Heather requested blonde, but I encouraged her try this method to achieve a healthier, richer haircolour," said Jackie.

After adding wonderful new colours to create a revitalizing and lively look to the once damaged hair, it was time for the cut. Hair stylist Marisa Fiore explained that Heather's hair was long, overgrown and lacked shape.

"We shortened the length and added layers to remove bulk and also added shorter layers around the face to remove excess weight and enhance her facial features."

The shorter hair, new layers,

and fresh new colour gave Heather a style that is both suitable and fashionable.

"The original hairstyle didn't suit her," said Marisa. "However, now the colour and length both compliment her gorgeous eyes and bone structure, which weren't as apparent when she first arrived."

However, Heather's new look wasn't quite finished. Makeup artist Angela Clarke finished the look with a wonderful colour scheme that focused on complimenting the wonderful new hair colour and now very noticeable eyes.

"I wanted to accent her hair," explained Angela. "In order to match the new colours, I selected earth tones, such as plums and taupes, which also helped emphasize the eyes."

In order to balance the dramatic eyes and avoid a look that was too overly done up, Angela used a pale, pink lip gloss.

All the makeup used was from Sothys, a product line from France.

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