

# New You

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

## Mak Hair Design designs winning look for contest winner

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Before

By Pam Clavir

As the proverb goes, "A change is as good as a rest," and that's exactly the philosophy that brought Marianne McCurdy, our Makeover contest winner, to Mak Hair Design.

Marianne wasn't tired with her look, but did admit that a person can get into a rut. So, she filled out a contest ballot hoping it would give her the chance to try something different. And different is what she got. Marianne has natural loose curl to her hair, and while she had never before straightened it, she was certainly keen on the idea.

"Bita (the owner of Mak Hair Design) asked me if I'd like to see how my hair would look without the curl, and I thought that would be neat," said the draw winner. "Straight hair is like night and day from what I'm used to."

Marianne's hair has loose natural curl, and after the summer, became damaged.

"It looked dry and frizzy," said Bita, "and the ends looked bleached. Her dark brown roots were about two inches long."

Knowing that Marianne wished to continue growing her hair, Bita cut off just enough hair to give it a healthy appearance. Bita wanted Marianne's hair to have more texture, movement and definition. So using various techniques including point cutting, she layered it.

When curly hair is one length, it can

take on a triangular appearance, according to Bita, who has had her hair, makeup and colour licenses for 18 years.

The layered, wispy effects provided a softer look to her client's face. Marianne is naturally dark-haired, but prefers being a blond. So, using the foil and slicing technique, Bita added chocolate brown lowlights to provide depth and contrast, while creating a warmer look.

"The lowlights prevent a washed-out look," said Bita who also added golden blond and beige blond highlights for freshness and brightness. "When different coloured highlights and lowlights of the same colour category are used, the result is thicker, richer, more luxurious hair." Bita said the strategic placement of colour allows the hairstyle to swing from one mood to another.

"She refreshed the roots, and the colour is awesome," glowed Marianne. "I couldn't believe how healthy and smooth my hair was."

Bita modernized her client's look by straightening the hair with a blow dryer. Then she used a flat iron to make it

shinier and smoother.

"She still has the option of wearing it curly or blow-drying it straight. Either way, it'll look great," said Bita.

To complement Marianne's green eyes, Bita applied autumn-toned eye shadow of copper, reddish brown and gold. She defined and framed the eyes using liquid eyeliner.

"The trick is to keep the intensity and application appropriate to the size and shape of the eye," Bita explained. For a tanned look, she applied bronzing powder like a blush. The lipstick was a copper and brown blend, while gloss provided a shiny, sexy look. The colours were stylish and easy on the eye, and quite similar to Marianne's usual colours. While the lipstick had more red than what Marianne was used to, she loved it.

"I'd go back," said Marianne. And my friends loved the look. Now I'm ready for the Christmas party."

**Mak Hair Design** is located at 411 Manhattan Drive in Markham. That's west of McCowen and south of 16th Avenue. The salon is open Monday through Saturday 905-475-1600

- Bita and her staff are pleased to welcome Sandra Deckker to the Mak team!



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