

FEBRUARY 2012 PASSION

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# Passionate Reds

by Ann Merin

**M**y local supermarket serves as my trusty holiday reminder. As soon as the clock strikes midnight on October 31st, the shelves of Halloween candy are replaced by aisles of Thanksgiving décor. The poinsettias and fruit cakes quickly follow. When the Christmas wrapping paper goes on sale, the Valentine's Day cards and heart shaped boxes of candy appear. In February it seems that everything is awash in red – the color of passion. Perhaps this is the reason why many women pick this month to give red hair color a whirl. If you have also been inspired to become a redhead, there are several things you should know before you take the plunge.

## 1) Figure out which red is right for you.

There are many different colors of red. When you think of a redhead do you picture an orangy red or a more ginger color? A great way to see your options and identify your preferences is to look through hairstyle magazines. Once you find a picture of your dream color, bring those pictures with you to the salon to show your stylist.

## 2) Consider how committed you are.

A colorist can offer several options to achieve your desired color, some of which are more permanent than others. A demi permanent dye will add a temporary wash of red over your current color, which will last from 4 to 6 weeks. This technique is a great way to sample the redheaded lifestyle without making a permanent commitment. If you decide that you'd like a more long-lasting change, your colorist can switch to a permanent dye. How-



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ever, if you are not sure, I suggest that you stick with the demi-permanent option because once you use a permanent dye, switching back to your starting color can be a long, drawn out process.

## 3) Be prepared to change your makeup.

If you've spent your life as a blonde, but have made the transformation to red hair, you may find that the makeup colors you've become attached to don't work as well next to your new tresses. A good option, is to invest in a makeup palette featuring neutral colors which will work no matter where you end up. And if you use a pencil to fill in your brows, don't forget to switch to a color that is a better match for your new hair.

## 4) Make regular appointments for touch ups.

Red hair dyes tend to fade more quickly than other colors. If you've made a long term commitment to being a redhead, be prepared to schedule regular appointments at the salon, so your stylist can touch up your roots and refresh the rest of your hair. Color depositing shampoos made especially for redheads can also keep your color looking fresh in between salon visits.