

COVER 2 COVER

JANUARY 2012 BEGINNING

INFORM. ADVISE. INSPIRE. ENTERTAIN.

Business Ventures:

**New Businesses
Beginning During the
First Quarter of 2012**

**A New Year of
Miracles**

**New Year,
New Beginnings**

**First
Things**

**First:
Tips To Get Your
Home Ready For
the New Year**

Beauty Resolutions Gone Bad

by Ann Merin



PHOTO COURTESY OF ISTOCKPHOTO.COM

We've come to that time of year when we become hyper focused on self-improvement as we resolve to act better and look better than we did the year before. To that end, many women decide that this is the perfect time to change their look through an at home hair color project. Unfortunately, sometimes these beauty projects can go terribly wrong, like my client who decided that 2007 was the year that she was going to transition from blonde to brunette. On January 2nd she'd gone to the store, purchased an over the counter hair color and proceeded to dye her highlighted hair dark brown. However, when she saw the results, she had second thoughts and tried to lighten her hair back to blonde. She was so exhausted from the project, that she fell asleep with the bleach on her head and awoke to clumps of her long blonde hair broken off on her pillow. By the time we saw her in the salon, she was hysterical and we had no alternative but to cut what was left of her cotton candy hair into a bob.

If you find yourself in one of these blunder moments, get yourself to a professional colorist. A good colorist will almost always have a solution to correct the problem. To illustrate my point, I've listed some of the most common at home beauty blunders and the ways that they can be corrected.

- 1) I tried to dye my brown hair blonde and it turned orange!
THE CAUSE: A dye that lightens your hair does two things: it lightens your hair and then deposits a

color to take you to the desired shade (ash, neutral, warm). Over the counter dyes use a different grade of ingredients than professional hair dyes and are often less powerful. If your hair turned out orange, the dye didn't sufficiently lighten your hair or deposit enough color.

THE SOLUTION: If you are happy with how light your hair is, but just want something less "Bozo the Clown," a colorist can use a deposit-only color in a blue tone, which will neutralize the orange and create the blonde shade you desire.

- 2) I tried to dye my blonde, highlighted hair back to brown and it turned green!

THE CAUSE: A medium brown, permanent dye put directly on very light, highlighted hair will generally result in an unnatural greenish color.

THE SOLUTION: A red, deposit-only color will neutralize the green tint and create a natural looking brown shade.

- 3) I tried to lighten my hair, but my roots came out much lighter than the rest of my hair!

THE CAUSE: There are a few possible reasons why this may happen, but one of the most common reasons is that your scalp creates heat and this causes your roots to process at a faster rate than the rest of your hair.

THE SOLUTION: Your roots will have to be darkened slightly to match the rest of your hair. However, this generally cannot be done right away because freshly lightened roots tend to be resistant to color. You'll probably have to wait at least 24 hours before a colorist can correct this for you.

Keep in mind that every case is unique and that your stylist will need to know exactly what you used to determine the best solution, so bring the box from your failed experiment with you to the salon. You should also be prepared to give a history of what chemical processes you've used in the past. This information will help your colorist select the best counter measure and minimize any further damage to your hair.