

# JENNIFER'S HAIR BOUTIQUE

## Start Planning Your Summer Makeover Now!

### Change your summer look with these hair trends for 2014!

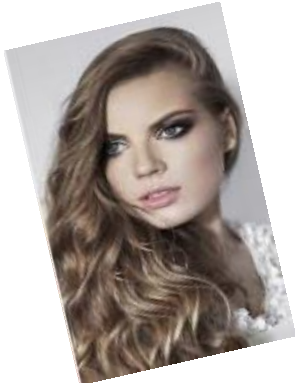
Banish a bad hair day by mastering a fashion ponytail. A super slick and secured low ponytail at the nape of your neck.

Bring out your best blonde! Remove copper/brassy tones from your ice blonde hair using Kevin Murphy Blonde Angel Wash & Rinse.

The biggest trend this summer is laid-back, fuss free mermaid waves. More randomly places and tousled, the better. Create loose waves with 2 large braids (at side) before bed.

'The Bob' is a classic haircut that will truly never go out of style. With so many ways and lengths to wear the look, there is a bob hairstyle for anyone. Bob length is spotted all over fashion runways- from slick & smooth to choppy and textured. Book in regular trims to keep your blunt bob cut looking sharp.

Summer 2014 is the season to get creative with hair accessories. Floral garlands to pretty headbands and scarves can turn a bad hair day into a good one.



## Product Recommendations



deepshine  
ADVANCED HAIR THERAPY  
COLOR  
Care



This talc-free dry shampoo instantly leaves hair clean and revived by absorbing excess oil and odor. This invisible shampoo helps maintain chemically colored and natural hair color longer. Limit colored hair's exposure to water to help prevent fadeout, and extend the time between coloring services, with RUSK® Deepshine® Color Care Invisible Dry Shampoo.

RUSK HYDRATE protects color and replenishes moisture while softening dry, brittle hair.

RUSK REPAIR provides vital nourishment to help strengthen and restore damaged, weak hair.

RUSK SMOOTH nourishes unruly hair, and provides long-lasting frizz control.

Lock haircolor in. Formulated with a patented UV-protection technology that helps maintain chemically colored and natural hair color longer, this color protection treatment stays active even if you skip a day. For maximum fadeout protection, and to extend the time between coloring services, use RUSK® Deepshine® Color Care Lock-in Treatment daily.

# Hair Colour Trends

## COLOUR ME PRETTY

### How to Wash your Hair Safely

Have you ever thought you could be doing something wrong when washing your hair? We tend to place so much emphasis on our hairstyle but we forget about the rise along the way. Did you know there are rules and guidelines to washing your hair safely? You could do more damage to your hair follicles and not realize it until your hair begins to thin.

- Rinse hair in warm-cool water

Never hot because it contributes to dry hair and this makes the strands easier to split. Rinsing in cool water will stimulate the scalp and increase circulation, as well as sealing the cuticles.

- Use pads of fingertips to massage shampoo into scalp

Do not use your fingernails. This scratches the scalp instead of a soothing massage. This can damage your hair follicles resulting in no growth. Sure, it feels pretty good and invigorating to stimulate the scalp but too much stimulation can also increase the production of sebum (oil).

- Use conditioner on ends of hair from mid-shaft down

- Use paraben and sulfate free shampoo and conditioner to keep colour fresh

This summer is bold and bright, especially after a long dreary winter. Blonde bombshells will rule this season! Follow this trend with adding sun kissed Balyage highlights, sleek pale blonde, hints of honey, gradual ombre, or strawberry blonde tones!

Balyage Highlights are a great way to enjoy your summer, as it requires less in-salon maintenance, and provides a more natural look, it can also be customizable to few face framing pieces or a full head of selectively placed pieces.



For greater impact of your ombre look, try the transition higher up to mid-shaft of hair. This look is seen on multiple celebrities



Are you the type of person who likes drastic changes? This summer is a great time to switch up the tone of blonde in your hair! Instead of looking at the usual blonde, brunette, or red colour, perhaps have a combination of each primary tone- resulting in Strawberry-Blonde!

