



bellahair

crowning glory

LET YOUR HAIR SPEAK VOLUMES WITH THE LATEST LENGTHENING AND SMOOTHING TECHNIQUES.

WORDS BY SHALLIS MASON

The hair trends coming off the catwalk this Spring range from bobs and pixie cuts to 80s inspired voluminous styles and long luxurious locks. If you're firmly positioned in the long hair camp, hair extensions can help achieve the long tresses you're after.

Extensions are fun, fashionable and just about anybody can wear them. So if you want added length and volume or you just want to have a bit of fun with your hair, they could be the change you're looking for.

Sydney hair stylist and hair extensions expert Joseph Mourad has been providing hair extensions services in Double Bay for more than 12 years and is known for his undetectable extensions that enhance the wearer's own hair. He uses only the finest A-grade quality hair for the extension process.

The secret of Mourad's success lies in his ability to cut hair to complement your face shape as well to blend colour and thickness. 'It's not just about the extensions,' he explains. 'To make them match an eye for colour and hair texture is all part of the process.'

He says it's essential the stylist is experienced and has appropriate training in the hair extension process to ensure the extensions are attached properly and the bonding is fine and delicate so there is no strain on your natural hair.

Mourad uses two new techniques: ultra-sonic cold fusion and air pressure. His salon is one of only a few in Australia using these new and improved techniques, which bonds clinical keratin with the keratin in the natural hair shaft.

These techniques use no heat, no glue and no clips, unlike other systems that can cause breakage and damage. The cold-fusion involves a gentle bonding, which results in longer lasting extensions, according to Mourad. 'The bonding is so seamless that most people won't be able to detect if someone is wearing hair extensions,' he says.

If you have time concerns, Mourad's air pressure technique can allow five to 10 extensions to be attached in less than a minute and a full head can take around 45 minutes in most cases – which means you can be in and out of the salon in the same time as a wash and blowdry. The amount of hair attached in each extension is dictated by your natural hair and usually lasts around six months. The extensions can also be dyed to match the your own hair or to add depth and highlights.

Both techniques allow the hair extensions to grow out naturally. Now you can have the long flowing locks you've always coveted! **bella**

Smooth & sleek

Joseph Mourad Hair & Beauty is now offering a new Brazilian smoothing treatment to banish dry, frizzy, unruly hair just in time for the summer months. The Keratin Complex Hair Therapy by Coppola is a revolutionary, semi-permanent smoothing system, infusing keratin deep into the hair cuticle. The keratin treatment coats and relaxes the hair and can eliminate up to 95 per cent of the frizz and curl, leaving your hair soft and shiny.

It repairs and strengthens damaged hair and there is less drying and styling time as the hair is much more manageable. And because it's semi-permanent, there is no demarcation line when the hair starts to grow.

The more damaged the hair is, the better the treatment works, although it can be used on all hair types. It's not suitable for pregnant women or children under the age of 16.

The treatment can be performed either before or after colouring. The application process takes around two hours, depending on length and texture of your hair. Results usually last from three to five months.

'Hair takes a beating during the summer months in particular, so to combat the drying and damaging effects of trips to the beach, chemicals and heat styling, I believe the Keratin Complex Hair Therapy by Coppola is ideal,' says Mourad.



BEFORE



AFTER hair extensions by Joseph Mourad