

hair

going to
greater
lengths

Sydney hair stylist **Joseph Mourad** recommends hair extensions for anyone wanting to gain instant length and volume. Caroline Selwyn reports.

Most women take the plunge from long to short hair at some stage and sometimes, either sooner or later, regret their decision. Women do not need to worry anymore, as hair extensions are a simple solution that makes longer hair instantly accessible.

Sydney hair stylist Joseph Mourad of Joseph Mourad Hair & Beauty in Double Bay has earned a reputation as an expert in hair extensions. Hair stylists all over Australia and even New Zealand recommend him for this procedure. Mourad uses two new techniques: ultrasonic cold fusion and air pressure. His is one of the few salons in Australia offering these new and improved methods, which bond clinical keratin with the keratin in the natural hair shaft. Unlike other techniques, there is no heat, no glue and no clips. According to Mourad, these techniques can cause breakage and damage, but ultrasonic cold-fusion involves a gentle bonding, which results in longer lasting extensions that become part of the hair.

Mourad is known for his undetectable extensions that enhance the wearer's own natural hair. Many of his clients have visited salons around the world and have reported that other stylists don't even recognise their hair extensions, because the overall effect is so natural looking.

Ajay Rochester, host of television's *The Biggest Loser*, is one of Mourad's current clients. She turned to hair extensions as an alternative to enduring months of trying to grow her hair after regretting her 'Pob' (Posh bob). Rochester tried other hair extensions including weft (or woven) ones, which are sewn on. She found them to be uncomfortable, especially when sleeping, and difficult to maintain.

She learned about Mourad six months ago through a friend and now admits she's a lifelong client. Rochester says Mourad uses the best quality hair, and the extensions are barely noticeable to both the wearer and the observer.

Hair extensions have become increasingly popular among women with all lengths and styles of hair. Some clients simply want longer locks, some come in search of a quick solution to a bad haircut and some are trying to get through the painful months of growing out a shorter cut.

For many clients, extensions are more for volume rather than length. According to Mourad, this is a common request, as hair extensions 'form a nice, thicker hairline'. Mourad has noticed a shift in hair trends over the past few years. The desire for dead-straight hair has been replaced by requests for volume, body and curls.

For Rochester, long hair is sexy, glamorous and feminine. She has always found it difficult to grow her hair past her shoulders. Through Mourad, she can gain both length and volume, and get that 'dreamy Hollywood hair' that she loves.

The secret of Mourad's success lies in his ability to blend colour and thickness. Mourad says that it is important to be a specialist in all areas to produce good

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results. Thickness, colour and texture must be considered in order to achieve a smooth and almost invisible bond. The results are long-lasting, from six months to one year. A special brush allows for grooming without damaging the extensions. Air pressure and ultrasonic hair extensions grow out naturally, but are also easily removable.

Mourad's air pressure technique is one of the fastest bonding methods available. 'Five extensions can be applied to the client's natural hair within 20 seconds,' says Mourad. 'A full head of hair can be completed in around 30 to 45 minutes, depending on the length and thickness of the client's hair.'

Mourad only uses the finest quality hair for the extension process. He says it can actually improve the quality of many of his clients' hair. Mourad also points out that the quality of hairdresser is just as important as the quality of the extensions, so clients should consult a properly trained stylist to ensure they achieve the results they are hoping for. **acsm**

