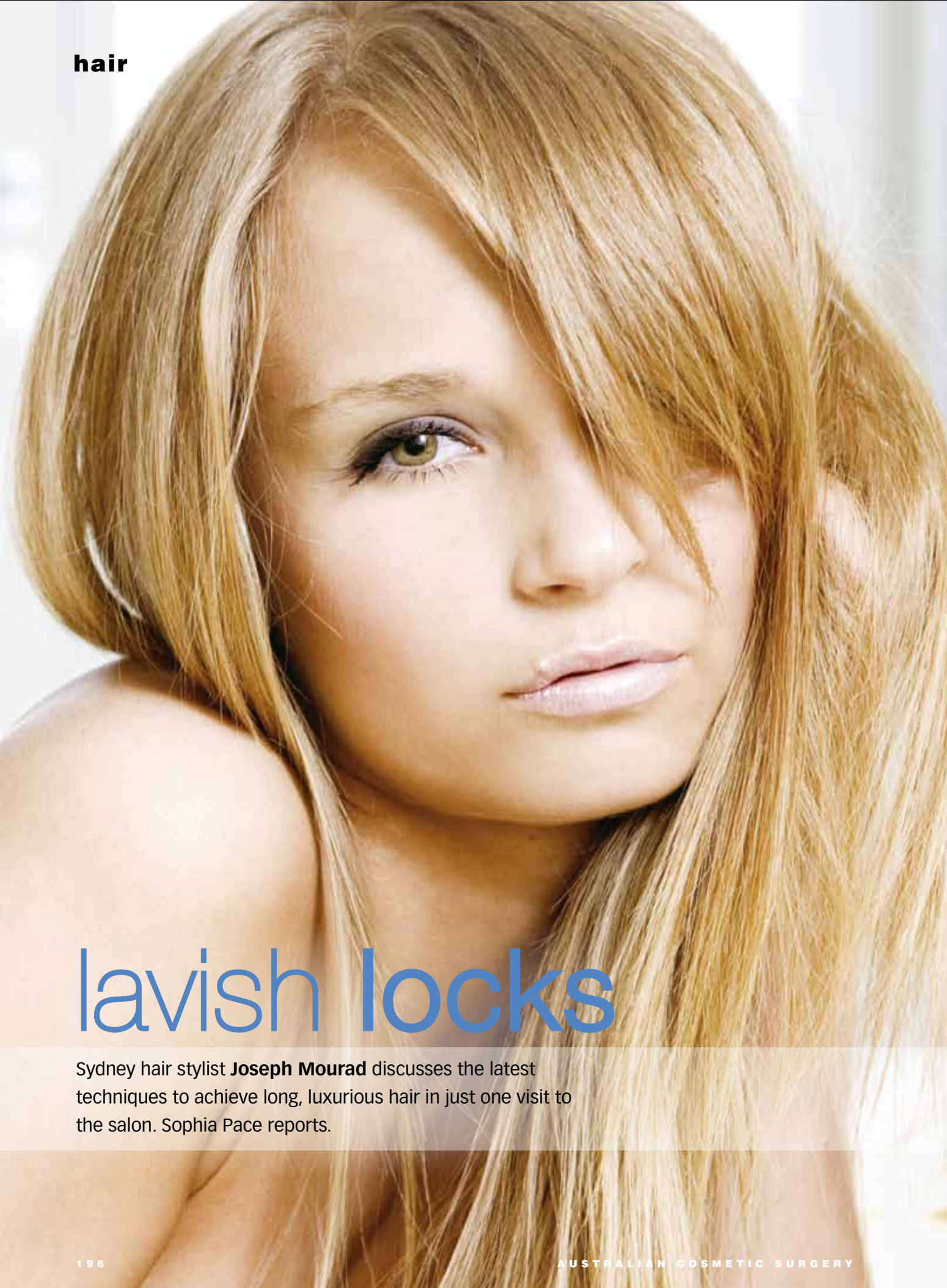




hair



# lavish locks

Sydney hair stylist **Joseph Mourad** discusses the latest techniques to achieve long, luxurious hair in just one visit to the salon. Sophia Pace reports.

**W**ith new advances in the hair care industry, longer, thicker hair can now be achieved in around the same time as it takes for a wash and blow-dry, says Sydney hair stylist Joseph Mourad of Joseph Mourad Hair & Beauty, which has recently moved to its new location at 29 Bay Street in Sydney's Double Bay.

Two new hair extension techniques available are the ultrasonic cold-fusion procedure and the air pressure method. These latest procedures work by bonding the clinical keratin with the keratin found in the natural hair shaft. Unlike other techniques that can cause breakage and damage to the client's natural hair, no glue or heat is used.

'With the ultrasonic cold-fusion and air pressure techniques, the bonding is so seamless that when my clients visit other salons, even top overseas salons in Los Angeles, London and Paris, they say stylists often don't realise they have extensions until they look closely,' says Mourad.

The process is also comparatively quick. Five to 10 extensions can be applied to the natural hair within 30 seconds. 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 says the secret to virtually undetectable hair extensions is to blend colour and thickness with the client's natural hair. 'Thickness, colour and texture must be considered in order to achieve a smooth and almost invisible bond,' he says.

The process begins with a detailed consultation with the client in order to find out what they want as well as ascertaining the texture and quality of their own hair and the direction of the growth.

Along with the latest bonding technology, Mourad uses

the highest quality human hair for the extension process. 'Hair must not be over-treated, brittle or limp. I only use shiny, healthy hair,' he says.

With high-quality extensions, clients can swim, as well as cut and even colour them just like their natural hair. With

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the right maintenance, the results can last from six months to one year and grow out naturally.

'Unlike many other forms of hair extensions, it's also possible to remove these at home with the right instructions,' says Mourad.

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

Mourad says that for many of his clients, the 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 says that there has been a shift in hair trends over the past few years. The desire for dead-straight hair has been replaced with an appetite for volume, body and curls.

With the latest extension technology, anyone can have luxuriant long hair – without spending hours in the salon, he says. **acsm**

