

hair

let your hair down!

Feeling flat and rundown from the effects of the party season? Hair extensions could be just be the pick-me-up you need. **Shallis Mason** reports.

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Christmas has been and gone. Summer is coming to an end, and the effects of the party season are long overstaying their welcome. Yet even a weekend away just doesn't seem likely right now. Well, if change is as good as a holiday, hair extensions might just be the saviour you're looking for!

Extensions are fun, fashionable and just about anybody can wear them, transforming and modernising your hair in as little time as a cut and blowdry in most cases.

Joseph Mourad of Joseph Mourad Hair & Beauty in Sydney's Double Bay says, 'Hair extensions allow the client to go from short to long hair or thin to thick hair, transforming their look in a matter of hours.'

Providing hair extension services for over five years and known for his undetectable extensions, Mourad's salon has developed a reputation as a go-to for hair extensions. He is very particular about the products he works with, ensuring only the best quality human hair is used.

Mourad's success lies in his ability to blend colour and thickness. 'It's not just about the extensions,' he says. 'To make them match, an eye for colour and hair texture must come into play. It is essential the stylist is experienced and has appropriate training in the hair extension process.'

'Hair extensions can transform and modernise your hair in as little time as a cut and blowdry in most cases'

This will ensure the extensions are attached properly and the bonding is fine and delicate, avoiding any strain or damage to the client's own hair.

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

These techniques use no heat, no glue and no clips, leaving no breakage or damage to the natural hair. The cold-fusion involves a gentle bonding which results in longer lasting extensions, according to Mourad. 'The bonding is so seamless that most people will not be able to detect if someone is wearing hair extensions,' he says.

Mourad's air pressure technique can allow five to 10 extensions to be attached in around a minute and a full head can take about 45 minutes, depending on the length and thickness of the hair. The extensions can be dyed to match the wearer's own hair or to add depth or highlights. Alas, no need for that holiday! **acsm**



BEFORE



AFTER



AFTER hair extensions by Joseph Mourad

Stronger, smoother hair

Keratin Complex Hair Therapy by Coppola, a revolutionary smoothing treatment, has reached Australian shores and is now being offered at Joseph Mourad Hair & Beauty Double Bay.

The treatment works by infusing keratin deep into the hair cuticle, coating and relaxing the hair, and eliminating up to 95 percent of the frizz and curl. The more damaged the hair is, the better the treatment works, although it can be used on all hair types. However, it's not suitable for pregnant women or children under the age of 16.

The process is relatively simple. Hair is washed, blow-dried and brushed before being sectioned off. The keratin solution is then applied to strands of the hair and each section is straightened with a flat iron that infuses the solution into the hair. The solution stays in the hair for around 72 hours, after which the hair is washed and ready to be styled.

The treatment can be performed on virtually any hair type. Lasting anywhere between around two to four months, the hair will retain its body while looking and feeling smooth, soft and shiny.