

hair



the mane secret

Latest tools and techniques make hair extensions more natural and barely noticeable.
 Caroline Selwyn reports.



Hair extensions have come so far that they are now difficult to detect when attached by an experienced stylist. You can have beautiful long hair just like all the celebrities and no one will ever know you are wearing them.

Sydney hair stylist Joseph Mourad of Joseph Mourad Hair & Beauty in Double Bay has a reputation as an expert in hair extensions. The process he uses, combined with top-quality extensions, delivers impressive results.

'Many of my clients visit salons all over the world,' says Mourad. 'They say the hair stylists they visit on their travels often don't realise they're working with hair extensions until they look really closely, because the bonding is so seamless.'

Mourad emphasises the importance of blending colour and thickness. 'You must be a specialist in all areas to produce good results,' he says. Thickness, colour and texture must be considered in order to achieve a smooth and almost invisible bond.

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. As a result, the extensions are longer lasting and enhance the wearer's natural hair.

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.'

Along with the latest in bonding technology, Mourad

uses the highest quality human 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 get the results they are hoping for.

Hair extensions have become increasingly popular among women with all lengths and styles. 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 messy months of growing out a shorter cut.

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According to Mourad, many of his clients want hair extensions for volume rather than length, as they 'form a nice, thicker hairline'. He has also noticed 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.

The results are long lasting, from six months to one year. A special brush allows for grooming without damaging the extensions. And when long styles wear off and you want to get back to lighter, shorter hair, the hair extensions can be easily removed. 'Unlike many other forms of hair extensions, it's possible to remove these at home with the right instructions,' says Mourad.

The latest extension technology at Mourad's means you can have any style you want, when you want and without any worry. **acsm**

