



hair

# tressed to impress

Sexy summer hair is all about volume and glamour. The latest hair extension techniques can help you achieve this look – and fast. **Sarah Friggieri** reports.

With summer and the holiday season on our doorsteps, a great accessory to have with you at all times is voluminous and glamorous hair – whether poolside or at your work Christmas party. If you're not blessed with long, thick locks hair extensions may be the solution. They can be attached to just about any kind or length of hair.

'To achieve a great result, you need to start with good quality extensions,' says Joseph Mourad from Joseph Mourad Hair & Beauty in Sydney's Double Bay. 'I only use the highest quality human hair, which you can match to your existing colour or choose a different hue. You want hair that's not overtreated, brittle and limp. I use only shiny, healthy hair when applying extensions.'

#### What does the process involve?

Hair extensions are attached strand by strand, with each strand containing around 20 hairs. With more than 20 years' experience in the hairdressing industry, Mourad offers two methods of attaching the extensions: ultrasonic cold-fusion and air pressure.

The ultrasonic cold fusion technique uses ultrasonic waves to attach the hair to the roots without requiring any heat. The keratin bonds of your hair are loosened, permitting the extensions to be bonded with your own hair seamlessly, ensuring the end result won't look stiff or unnatural.

The air pressure technique uses heat to attach the hair extensions. This process allows up to 10 extensions to be bonded at a time, which dramatically reduces the time you spend in the salon.

Mourad's salon is one of few that have the rights to use these methods, which bond clinical keratin with the keratin found in your natural hair.

Mourad says it's important to ensure your chosen stylist is experienced and skilled in the procedure. 'If the extensions are not attached properly a lot can fall out after a few months,' he explains. 'In addition, the bonding can be thick and bulky, which can make combing difficult and the overall look less than satisfactory. If it's not performed properly, it can also put strain on the natural hair and can tangle easily.'

Hair extensions usually last from six months to a year. Both techniques allow the extensions to grow out naturally.

#### Caring for extensions

'Care for your extensions the way you would your natural hair,' advises Mourad. 'This includes using a good quality shampoo and conditioner. If you're rough with your own hair, you'll damage it. The same rules apply to hair extensions, so be particularly careful when combing and blow-drying.'

Hair extensions can be treated just like your natural hair. You can swim with them and even have them coloured or cut. You may also want to use a soft-bristle brush and brush your hair from the bottom, working your way up. These simple tips will prolong the life of the extensions – and your glamorous new look. **acsm**



BEFORE



AFTER hair extensions by Joseph Mourad

#### Smoothing the way

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. It's not suitable however 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.