



FIVE MINUTES WITH...

JADE KRALL

ELLE and L'ORÉAL PROFESSIONNEL
REVOLUTIONARY REDS
FACEBOOK WINNER

ELLE and L'ORÉAL PROFESSIONNEL partnered on Facebook in search of Canada's top red hair salon colourist! The mandate: Create the ultimate red hair look using L'Oréal Professionnel's revolutionary no-ammonia salon haircolour, INOA.

Calgary's Jade Krall beat out over 200 participants to nab the top spot. It's quite the entrance for Krall, who's been in the industry for less than a year. "I'm so honoured," Krall enthuses from dk.envy, the salon where she crafted the winning look. Equal parts sexy and edgy, her model's structured yet touchable mass of voluminous red curls took two-and-a-half hours to perfect. Winning this award is surely one of many accolades to come for this visionary stylist. Jade would like to do fashion shows and celebrity hair in the future.

Krall's key tips for keeping red hair looking vibrant? She recommends using shampoos for delicately-coloured hair, as well as products with UV and heat styling protection to prevent fading. And of course, to start with great hair colour. She says, "Living in Calgary, Alberta - one of the driest and coldest climates - it is difficult to maintain hair's integrity, shine and health. Hallelujah for ammonia-free haircolour! "

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www.facebook.com/LOrealProCanada



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