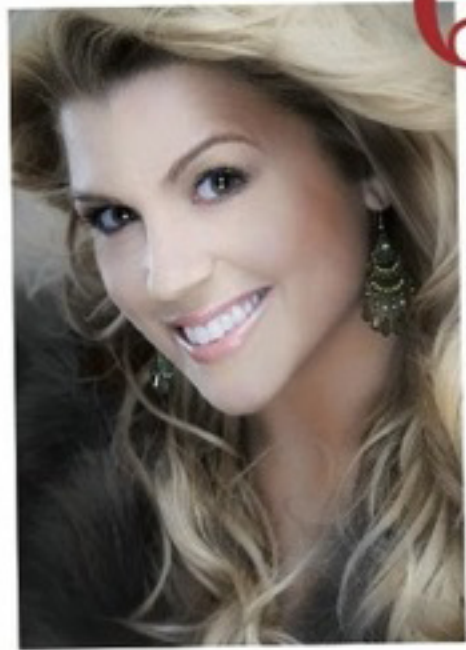


tips from the pros

Haircolour secrets

We sat down with some of the country's best L'Oréal Professionnel colorists to ask them your most pressing haircolour questions. Here, the top 3 finalists in our INOA Revolutionary Red Contest (in partnership with ELLE) share their insider tips with you!



Q What are the haircolour trends of the season?

A: Right now, it's about real vs. faux. If you're blonde, red, or brunette, the runways are offering you the option of either a very natural version or a vibrant, more intense interpretation. So, blondes are either bright platinum or golden, reds are natural coppers or intense cherries (like my favourite, Rihanna) and brunettes are either rich and solid or given the ombre look, like Gisele Bündchen. But no matter what your colour, I'm all about creating maximum shine and health. With L'Oréal Professionnel's no-ammonia INOA salon haircolour, you get sublime shine and optimal respect for the hair.

JENNIFER MACDOUGALL, THE HEAD ROOM SALON
St. John's, NL - <http://jennifermacdougallbeautyblogl.blogspot.com/>

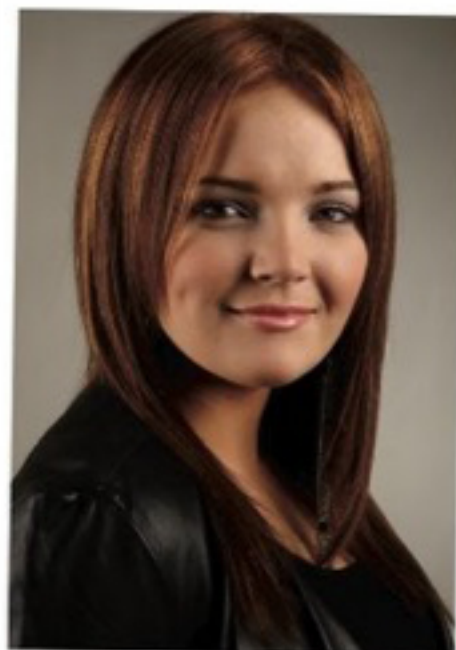


Ombre, sun-kissed browns vs. rich, solid brunettes

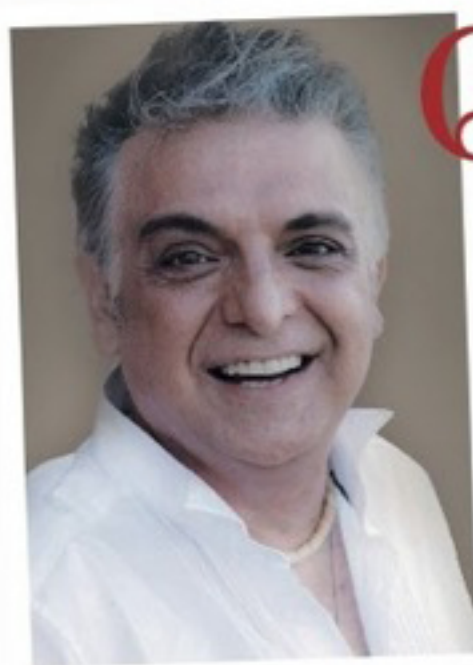
Q What should one consider if contemplating a colour change?

A: I always recommend respecting the integrity of the hair and highlighting the features you have. It's about creating the best possible you! A colour change is not always about going from blonde to brunette or vice versa; asking your hairdresser to change the placement of your colour or adding highlights into your fringe can have a dramatic impact. The INOA Illumination or Natural Lights In Salon Services are a great way to add what I call 'personalized dimensions' and depth to hair without odour and ammonia.

JADE KRALL, DK.ENVY SALON
Calgary, AB



L'Oréal Professionnel INOA salon haircolour. Exclusively in salon.



Q What are your top tips for maintaining the longevity of salon colour?

A: It's simple: Healthy hair holds colour better. For what I call "shade insurance", protection and longevity of colour, I always advocate série expert vitamino colour shampoo and conditioner. Why? Hard water can damage colour, texture, shine and control of the hair. With Incell Hydro-Resist, double-locking technology, the série expert vitamino color range offer maximum protection against the elements. For coloured hair that is damaged, I would recommend regular salon treatments, such as L'Oréal Professionnel série expert fiberceutic with Intra-cylane technology to rebuild the hair fibre from within.

YVON RENAUD, Y&R HAIR DESIGN
Sturgeon Falls, ON

L'Oréal Professionnel série expert vitamino color shampoo & mask. Exclusively in salon.



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