

FASHION • BEAUTY • RELATIONSHIPS

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20 Ways to Get a
Man to Notice You

Going, Going, Blonde!

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Work & Night
Strategies

Thighs—Sexy,
Not Skinny

SILVER:
NOT JUST
FOR
EVENING
ANYMORE

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The

Lure

of
the

Blonde

Blonde hair is back, and it's blonder than ever. "The look is extreme—brighter and bolder," says top haircolorist Louis Licari of the Licari Color Group in NYC and LA. But platinum's not for everyone. "The key is to get the feeling of lightness," says Leland Hirsch of Nubest & Co., Manhasset, NY. Here, a guide to going pale—or beyond.

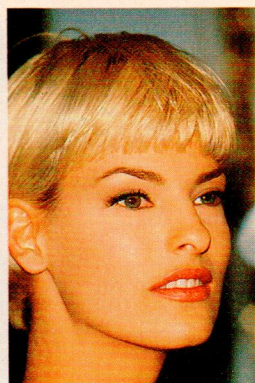
"You want to add just enough color to create a new energy," says Hirsch. Here, Claudia Schiffer's tawny blonde. Makeup from Revlon. Hair by Serge Normant. Makeup by Bobbi Brown for Bobbi Brown Essentials. For details, see Beauty Specifics.

PHOTOGRAPHS
BY WALTER CHIN

MORE WOMEN ARE SEEING THE LIGHT

IF YOU WEREN'T BORN BLONDE, FAKE IT. LET US

a
Linda Evangelista's chameleon hair: Serious bleach (top left) was succeeded by golden tones (top right), then reddish brown (bottom left) and finally, soft baby blonde (bottom right).



If your hair is...

try these colors

black to dark brown

Warmer brown or mahogany—such as Preference by L'Oréal in Dark Brown or Schwarzkopf Igora Coloring in Medium Ash Brown

medium brown

Honey brown or amber. Try Clairol Ultimate Blonde by Ultress in Natural Blonde

red

Golden red to strawberry blonde—like Clairol Nice N' Easy in Reddish Blonde

light brown to dark blonde

Golden to pale honey will emphasize the blonde you already have: Preference by L'Oréal in Golden Blonde or Les Blondissimes Extra Light Gold Blonde are good choices

medium blonde

Pale blonde to white; for example, Clairol Ultimate Blonde by Ultress in Maximum Golden Blonde or Maximum Ash Blonde

pale blonde

Buttery white—like Preference by L'Oréal in Champagne Blonde.

For details, see Beauty Specifics

ONLY 15 PERCENT of American women are naturally blonde; the rest of us need a little help. There's a shade for everyone, and the one you want will determine which procedure you need.

THE LIGHTEST TOUCH To achieve the palest shades, you've got to have what's called double-process color (experts recommend this only for those with naturally light hair). Your colorist lightens the hair to a nearly white blonde, then treats it with a soft tint to get the desired shade. The good news is that this procedure has become kinder, thanks to new techniques that minimize stress to the hair (like using conditioners and oils in tandem with color). That said, double-processed hair is still delicate, so avoid using scorching blowdryers or hot rollers on it.

SUBTLER SHADING For not-so-extreme results, try single-process blonding, which combines lightening and coloring in one step. It's easy to do at home—see chart for product recommendations—but be sure to follow the instructions and do a patch test on your arm 24 hours beforehand to make sure you're not allergic. If you can, enlist a friend: An extra set of hands can really help.

JUST THE HIGHLIGHTS Subtle highlights are probably the best option for darker shades of hair. While this technique won't turn you into a blonde, it will make your hair appear lighter and give it shine. (The colors on the chart, left, are the shades you should look for when adding highlights.) While a stylist can give you very natural-looking highlights, at-home kits are also available—just be careful: Adding too many highlights can leave your hair looking unattractively fake.

CARE AND MAINTENANCE According to James Viera, vice-president and corporate technical director for L'Oréal, meticulous upkeep is essential for blonde hair because dirt and damage are more noticeable than they are on darker shades. And because it contains less melanin, blonde hair is also more vulnerable to the sun.

One smart way to protect it is to wear it short; long hair is more fragile and prone to damage. Also, be sure to use products that help seal in color and protect the hair from ultraviolet rays—try L'Oréal Colorvive Technicare Daily Color Sealer or Clairol ColorHold ColorTrue Shampoos. And products that actually contain some pigment—such as Revlon Colorsilk Color Enhancing Conditioner and Redken Shades EQ Color Enhancing Shampoos—will keep color-treated hair from fading or looking brassy. Finally, to keep your blonde hair looking utterly natural, touch up the roots about every four weeks (for highlights, once every couple of months is enough). ❁

COUNT THE WAYS

why does she?

BIMBO BLONDES, more-fun-having blondes, blonde bombshells...people love to attach personalities to hair color. Because many of us are born blonde and turn darker later, we equate light hair with youth, explains Michael Cunningham, Ph.D., professor of psychology at the University of Louisville, KY. But as for the dumb-blonde stereotype, women like Jodie Foster and Hillary Clinton have proven that hair color doesn't affect your intelligence.

