

THE DARIATHE DARIA

DARIA

PRICES START FROM £94

# THE DARIA THE DARIA



Specially created for brunettes we are thrilled to introduce our new colour **THE DARIA** exclusive to Headmasters salons for Autumn / Winter 2011. Inspired by **Daria Werbowy**, our brunette is multi-dimensional with hidden tones of caramel and butterscotch peeping through a warm rich chestnut / walnut brown base.

One colour on long textured hair can look lifeless and flat, but add a few subtle tones throughout the hair and it can bring back movement and the illusion of thickness. **It results in a soft focused effect for brunettes which is flattering on every skin tone.**

Your expert Headmasters colourist will help you pick out **key areas to enhance like eyes, cheekbones and jaw-line.** This is where the brightest and most defined ribbons of colour will be placed (having brighter tones resting on your best features will draw attention to them and make them stand out).

The result is a **super shiny, soft-focused, flattering, sexy brunette.** It's a true low-commitment colour for brunettes, as it grows out beautifully too.

**Prices start from £94.**

## THE TECHNIQUE

- ★ The brighter and more defined tones are created using foils hidden under the parting line
- ★ Instead of having colour painted evenly from root to tip, hair is back brushed at the root, and colour is applied using a soft sweeping motion. This leads to a heavier application on the lengths and ends to naturally enhance features
- ★ A softer sweeping application at the root makes this colour look more natural than a classic highlight
- ★ Throughout the rest of the hair your expert Headmasters colourist will apply deep gold, honey and caramel colours in a freehand balayage technique, leaving you with a multi-tonal, expensive looking colour.

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