



HAIR HINTS

Summer Hair: Go For The Gold

(NAPSA)—Don't let the weather be the only steamy part of your summer. When it comes to hair this season, go for the gold.

No matter what your haircolor, by going blond, you can brighten up your look, reflecting all the fun and frivolity the summer sun brings. So add some sizzle to your look with a hot new hue of blazing blondness—be it a bit of honey, spun gold or sheer platinum, gone are the days of cookie-cutter color. With a wide array of shade options to help you lighten up, it's time to play a few sultry head games.

"Sun-kissed hair and summer tans are always a sexy, alluring combination, but it is important to determine the right shade of blonde to match your complexion and mood—one that you'll be comfortable with all summer," says Oribe, a consulting hairstylist for L'Oréal.

The good news is that going lighter this summer is easier than ever with a variety of shades and levels of commitment, from permanent highlights to tone-on-tone, all-over hair brighteners. And it doesn't have to mean breaking the bank.

Goldie Locks

To add just a hint of pizzazz, highlights are the low-key way to go. More than just brightening the hair, highlights illuminate the face, leaving the skin with a natural, reflective glow. To try: L'Oréal Féria Colour Strands QuickShimmer Highlights with its patented applicator brush makes any desired effect possible, from a few sun-kissed strands to chunky, golden locks and works its magic in as little as 30 minutes.

Summer Fling

For those looking for a subtle, all-over change, there are two options. A tone-on-tone product can add golden tones to your nat-



No matter what your haircolor, adding a bit of gold is a great option for summer.

ural color without lightening and washes out in 28 shampoos. Soft-permanent haircolor erases dullness to leave subtle, all-over brilliance. Select a product like L'Oréal Open—it not only permanently lightens just a shade or two, but is infused with conditioning ingredients like green tea and aloe extracts for the softest, healthiest hair possible.

Lighten Up

For those with all-out blond ambition, try a more dramatic solution. Look for a kit that offers maximum blonding. Permanent haircolors that take you all the way and leave your hair in better condition than before!

From fair to flaxen, pale to platinum, temporary to totally committed, getting glorious goldie locks is more than just a fairy tale.