

# Hair Today

## Fall Fashion Forecast From Leading Celeb Colorist

(NAPSA)—When it comes to hair color trends, the theme for fall and winter is out with the old and in with a more natural hue.

That's the word from expert hair colorist Rita Hazan, who believes the changing season is the right time to move on from the bright, bold colors of spring/summer 2012 to warm, rich shades of brown, blond and red. She says that's because natural and beautiful single-tone colors will help you make a striking and sexy appearance this season.

Over the past 15 years, Hazan has become recognized for setting beauty trends and helping to invent fresh new looks for her celebrity clients. She has created signature colors for such A-list talent as Jessica Simpson, Katy Perry, Beyoncé and Jennifer Lopez, just to name a few.

Rita Hazan's clients often ask her how to keep their hair color looking fresh and vibrant in between salon visits. Here are a few suggestions:

- Apply a deep conditioner a few days before coloring.
- Avoid harsh shampoos. Always opt for products designed for color-treated hair.
- To maintain and prolong hair color vibrancy, use a hair gloss in between color treatments.

For example, Hazan's new Foaming Color Glosses are designed to function like lip gloss for the hair by putting shine plus a hint of tint back into your hair and keeping it healthy, silky and smooth.

Winner of the "Best At-Home Hair Color Treatment" at the 2012 Women's Health Beauty Awards, the product works best if it's used starting right after you have your color done. Hazan recommends



**Rita Hazan is a master colorist known for her work with celebrity clients.**

that following your color appointment and beginning with your first shampoo, use her Foaming Color Gloss in the shower to prolong the life of your color and maintain lustrous locks until your next appointment. The glosses work by boosting hair tone, protecting the color, and adding shine and hydration.

And you don't need to go to a salon to use it. Just apply the product in the shower after shampooing. An application only takes three minutes. Available in three formulas—Enhances Golden Tones, Tones Down Brassiness and Ultimate Shine—the product helps protect color from fading or brassiness and helps develop warmth and richness in your color tone.

Gentle and lightweight, the formula is ammonia, sulfate and paraben free and it is safe to use on keratin-treated hair or Brazilian blowouts.

To learn more, visit [www. RitaHazan.com](http://www.RitaHazan.com) or call (212) 586-4343.