

# Beauty Trends

## How To Find Your Perfect Blonde

(NAPSA)—The hottest hair-color trend this season is the return to blonde. After some of the top celebrities flirted with brown, they're getting "back to their roots" and selecting head-turning shades of blonde. Take a cue from these trendsetters and lighten up with one of the easy at-home hair-color options.

The experts at L'Oréal Paris, makers of the new Superior Preference Dream Blonde Color & Care System, offer these tips on finding your perfect blonde:

- **Find a shade that appeals to you.** According to L'Oréal, the biggest hurdle most women have when going blonde is determining the right shade. As a general rule, most women can beautifully lighten two to three hair-color shades with a permanent at-home hair color.

Using the box's shade recommendation chart, locate your natural color as the "before" and look at the corresponding "after" swatch. If you can't find your natural color on the box, it's not the right shade.

Here's a pro tip: If your recommended shade is still darker than you wanted, apply just a few highlights around the face to get the added lightness you're looking for.

- **Beware of brassiness.** Brassiness is another concern when deciding to go blonde. As a general rule, cool, ashy shades will neutralize unwanted warmth revealed through the lightening process and are a good pick for women with darker hair; warmer, golden shades will liven up cooler-toned shades, especially gray; and shades labeled "natural" provide a balance between both tones.

Once you've found the perfect shade, just mix and apply according to the enclosed directions. Today's at-home kits contain all



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the professional premeasured ingredients, tools and application tips needed for gorgeous results.

- **Protect your color.** To keep blonde hair gorgeous, protect it. Frequent washing and exposure to the elements can fade and dull color, so use products made for color-treated hair. UV filters and vitamin E are two key ingredients to look for, while the most advanced kits include a complete set of after-color care products for ultimate color protection.

With a little celebrity inspiration and the right expert advice, achieving your perfect shade of blonde couldn't be easier. If you're still having trouble deciding, take advantage of the state-of-the-art hair-color diagnostic tool on [www.lorealparis.com](http://www.lorealparis.com).

This interactive Web site provides customized solutions, including help on color choices, educational video tutorials, and expert tips and tricks. Need help while you're shopping? Call L'Oréal's toll-free hotline from your cell phone at (800) 631-7358. Professional colorists can help guide you through the entire hair-color process.