



Hair Today

Update Your Color

(NAPSA)—Here's a hairy thought: If you're like many people, your look has become a bit dated. It's easy to settle into a style and remain loyal to it long after its expiration date has passed. How to catch up with a modern style sensibility? The answer can be simple: focus on one key element—color.

Experts say color is the first thing that comes across as old-fashioned, whether it's on wallpaper, eye shadow or hair. Color is a constantly moving arbiter of current taste and different palettes have been coming in and out of vogue for hundreds of years—not just in our fast-moving culture.

According to one haircolor consultant, Giselle, “the good news is that the shift in haircolor tends to move more slowly than fashion or makeup trends.” Working in a New York salon, she has detected a noticeable shift in women's haircolor preferences, which are mainly going warmer. In fact, according to Clairol, the company's overall shade palette was comprised of 20 percent warm shades 15 years ago, while today it is 32 percent warm.

“Blondes are becoming more warm and buttery. Brunettes also are becoming warmer but deeper, while reds are becoming more vibrant and bold.” says Giselle. If you'd like to update your color, she suggests using a haircolor brand such as Herbal Essences Haircolor with a shade palette designed for modern, up-to-the-minute choices.

“It's not necessary to make huge leaps—if your hair is



The latest looks in hair color are the warm hues. The cold, ashy shades of the 80's are passé.

medium to dark blonde, try a beige tone that will impart shimmer and dimension,” says Giselle. “A caramel tone such as Herbal Essences Almond Bliss will give brunettes a delicate, warm effect. For hair that has some red tonality, a bold, ruby red shade will take it from dated to oh-so-now.”

If you're still feeling tentative (maybe you've had your old color for a good long time) highlights can be a quick and easy way to add anything from subtle to intense streaks to your hair. You control how many and where you add them, so getting a look you like should be simple.

So try this quick test: if your bathroom is still seafoam, your eye shadow still aqua and your haircolor reminiscent of “Dynasty,” it might be time for a change.