



Hair Today

Seeing Red?

(NAPSA)—The color red has always been a powerful symbol throughout time, but today it is literally becoming a way of life—the redheaded life. With red hair-color sales growing every year, it's becoming clear that the trend is due partly to the fact that women are treating hair color more like a fashion accessory these days—with so many choices, they are tempted to see what life would be like as a redhead.

According to Clairol Color Director Giselle, there are a few things to consider before taking the plunge. The first step is choosing the right red. "Auburn and copper tones suit warm complexions, while cool, deeper reds offer a nice contrast to lighter skin," says Giselle. If you're looking to just dip your toes in red, Giselle recommends using a demi-permanent brand like Natural Instincts for a subtle effect. Or, for a more noticeable, dimensional result, try a permanent formula like Nice 'n Easy.

But the decisions don't end there! A newly christened redhead may be surprised to find that red hair can affect her entire sense of style. According to makeup artist Tina Davis, natural beige and honey tones are a safe bet for cosmetics, while green shades of eye shadow are very flattering for redheads. Fashion expert Judy Gordon, founder of TheTrendReport.com, says redheads can wear practically every color with the exception of yellows and oranges. She



According to legend, the beauty Helen of Troy had red hair.

suggests jewel tones like sapphire, emerald and amethyst.

If you still feel unsure about going red, Giselle recommends doing a little color "homework." There are Web sites that actually allow you to see what you would look like as a redhead, such as the clairol.com Try It On Studio, which lets you download a photo of yourself and see what you'd look like with different hair colors and styles.

So experts agree—embracing a fiery mane may require some thought, and a few style adjustments, but, oh how it's worth it once you've fallen in love with red.