



CONFIDENCE
BOOSTING
HAIR
AT ANY AGE

HEADMASTERS ®

Beautiful, Fashionable, Confidence-Boosting Hair

www.headmasters.com

NIOXIN®



Like everything else, hair is affected by time and the ageing process. Hair can become thinner, wiry, fragile and lose its colour.

There is good news though, if hair is properly looked after, nourished, well shaped and expertly coloured it can be your biggest asset in looking beautiful, fashionable and confident at every age.

On our model Katie, aged 49, we took all knowledge, skill, great product and had some fun...

KATIE'S COLOUR

We gave Katie the Headmasters Completely Gorgeous Colour which is an all over colour combined with highlights. It sounds high maintenance but using the next generation glossing colours the re-growth is extremely minimal as it gently softens away as the hair grows out. (If your white hair is more resistant opt for a permanent ammonia-free colour, which will cover all white hair).

As we age we lose definition and tone, this can be added back through your hair; Katie's roots are a couple of shades deeper than her brightest blonde. Her brightest blonde is placed around her hairline to blend away white hair and then the rest of the colour is warmer using more golden shades of blonde.

GENERAL COLOUR ADVICE

- Highlighted effects will help blend away white hairs
- White hair is often more dominant around the hair line, place your lightest and brightest colours here to help with re-growth.
- Opt for a deeper root colour and work with a combination of golden, richer tones to inject warmth and create a glow.
- Gentle contrast is the most flattering option, creating shadow and light will have the most glamorous results
- Use products specifically designed to cover grey hair gently and effectively.

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KATIE'S CUT

Focused on creating a bob shape which will sit in line with and support her jaw-line achieving a sharper jaw and more defined neck line.



GENERAL CUT ADVICE

- Blunt cuts can accentuate lines, softer edges are more flattering.
- If you are going to have longer hair than bob length you really need to take extra care with condition and styling to keep it looking healthy. Add longer layers around the jaw line and a cut which sits on or just below the collar bone is really flattering.
- Avoid wispy fringes - they can look straggly. A side swept fringe is a glamorous option.
- For short hair looks, gamine crops are super flattering but geometric shorter hair is harder to pull off (because of the sharp lines).
- Short hair with lots of choppy layers will hide thinning hair - this combined with a great colour to add depth is a game changer! Make sure you have a good cut for this shape, as too long in the back and too short on the top will have the opposite effect.

STYLING

- Full bodied is always more flattering, hair that is too sleek can drag the face down.
- There is a huge difference between full hair and big hair: Back-combed hair will look dated, use products that plump the hair for a fuller effect like **Nioxin Diaboost**. Designed to increase the thickness of every strand, the leave-in treatment penetrates into the hair making it manageable and full without weighing down.
- A bouncy blow-dry with soft ends works well as it achieves a full result without stiffness and the over use of product.
- Definition on shorter styles is important, use professional styling products for definition without the stiffness.



CARE

- 63% of women aged 45-54 experienced thinning in their 40's* so invest in a range that's designed to combat this, we recommend Nioxin.
- Just as skin needs more nourishment and attention as we age so does hair. Hair can appear more wiry, lack shine and be more difficult to style.
- Keep your scalp super healthy and ask your stylist for Nioxin Scalp renew; acting like a facial for the scalp, the in-salon treatment will remove excess oil and help restore the scalp to its optimum condition.
- Use creams and oils to style rather than mousses or sprays, which can be more drying. Always have a Ritual Treatment in the salon after your colour, the active ingredients in the professional salon formulas are stronger than the at-home versions!

* Independent study conducted in 2013 among 1500 women in the UK.

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