



# THE BLOW-DRY UPGRADE

HEADMASTERS ®

Beautiful, Fashionable, Confidence-Boosting Hair

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# THE BLOW-DRY UPGRADE

A perfect blow-dry is a very subtle art. It's like the perfect t-shirt, hard to define but easy to recognise. It's part shape, quality of materials & simplicity - the combination of which makes it work, or not. The experts at ghd & Headmasters have studied the form & together created the ultimate blow-dry to see you through the Christmas festivities with ease.

The secret to elevating your blow-dry is to create the coveted oval shape, which means height at the hairline & width through the mid-sections & ends. It's polished but touchable, that little enigma that Parisian girls seem to always get just right but is so hard to accomplish without a pro.

There are a couple of key elements that build the foundations for this blow-dry & make it worth booking into the salon for:

1. Prep – The perfect prep will make sure your blow-dry has the inner strength to last & create that oval shape.
2. Knowledge – Precise sectioning means you have height in the places that count not all over.
3. Patience – Allowing areas to cool properly (& therefore set).
4. Tools – The right brushes (paddle & narrow dressing brush), ghd soft curl tong & a ghd aura.
5. A skilled stylist – Who has been taught how to blow-dry over weeks, months & years. Every Headmasters stylist goes on specific training just to learn to blow-dry.

## BLOW-BOOSTING

No emergency dry shampoo needed, follow our top tips to prolonging your style



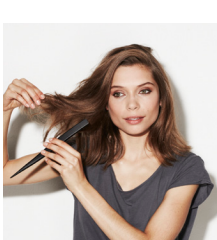
**Step 1:** Take a vertical section at the side of the hair near the hairline and gently wrap around the ghd soft curl tong, towards your face. Make sure you leave out the last 3cm, (which you hold between your finger and thumb) to give the ends a modern finish. You are looking to create the wave just through the centre part of the hair and to round the hair at the roots to create width.



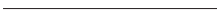
**Step 2:** Repeat this motion through the fringe section wrapping the hair around the ghd soft curl tong towards the face at the root area only, leaving the mid lengths and ends out. Replicate on other side.



**Step 3:** Through the sides wrap hair almost to the ends, remember to leave only 3cm out.



**Step 4:** Take a triangle section through the top near your crown. Do this by placing your index fingers together on the top of your head and tracing outwards and then back together just past the crown, the triangle section will give the perfect shape for flattering height through the top. Take the ghd narrow dressing brush and gently tease the roots to 3cm through this section. Then lightly brush over the top, to brush into shape being careful not to brush too deeply and pull out the teasing. Keep the brush in your handbag to top up the styling through the night/day.



**Step 5:** Through the front, brush the hair back then push forward to create the front wave.

**Step 6:** Turn the brush on the side and use to lightly brush through the last 5cm flicking the style outwards at the ends.

## Must Have Products



- ghd aura - £145
- ghd soft curl tong - £120
- ghd natural bristle radial brush (size 3) – £20
- ghd style curl hold spray - £12.95
- ghd narrow dressing brush - £15

Headmasters The Blow- dry Upgrade from £31, available nationwide.