

# THINK

# PINK

→ From soft pastels to intricate braids and last-minute blow dries, it's never been easier to change your hair with your outfit – and there's absolutely no age limit to a pink do. Here's our natural guide to looking anything but

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When I was at school, I had two hairstyles on constant rotation: down and ponytail. Saturdays might involve a thrilling session with a Shaders & Toners sachet in an attempt to make my mousy locks a little more Madonna-esque, but my hair repertoire was pretty limited.

How funny then that I find myself at 40, a time-starved mother of two, with more styling know-how, products and gadgets than my 14-year-old self could ever dream of. I'm currently sporting balayage [freehand highlights] with a rose-gold gloss. Top knots, surf sprays and spin pins are my new normal. I've even tried hair extensions without scaring the children. And it appears I'm not alone.

'Women are definitely getting more adventurous with their hair,' says Karine Jackson, an award-winning hairdresser and organic colour pioneer. 'Unusual colours and edgy styles used to be seen on just the very young, but now there's no age barrier. When Helen Mirren wore pink hair to the BAFTAs in 2013, that was a tipping point. Experimentation has become socially acceptable.'

## HAIR-SPIRATION

Greater exposure has certainly broadened our horizons. Pre-internet, most ideas came via magazines, friends and our hairdresser. With the rise of social media, information is instant and limitless, allowing us to make choices better suited to our hair types. 'The way we get our inspiration has changed completely,' says Jackson. 'We used to talk about hair icons: if Demi Moore or Princess Diana changed their hair, everyone would come into the salon asking for that exact look. That doesn't happen anymore. Clients have done their research and are likely to show me a mix of images on Pinterest via their phone.'

Product innovation is busy tearing up the rulebook, too. 'Organic hair colour is kinder to hair and makes it softer, so it's more appealing to change,' says Jackson. And more salons are offering cruelty-free, vegan-friendly products. 'Vegans should have access to good haircare that fits in with their lifestyle,' she says. Forget muddy henna shades – the new vegan dyes are 'all colours of the rainbow'.

When it comes to styling, the internet is the teacher that I wanted 20 years ago. Trends like fishtail plaits, inside-out braids and beehives are hard to describe, but come to life in a video tutorial. I'd credit YouTube channels such as The Beauty Department and Luxy Hair for demystifying things such as hair donuts and styling wands, and opening up a world of possibilities that I can access from the comfort of my laptop. ►





## HAIR PLAY

Every new style mastered is a little happiness fix; a reminder that it's good to see myself in a new light. 'Hair is intrinsically linked with our self-esteem,' explains psychologist Dr Linda Papadopoulos. 'It's also one of the most malleable parts of our body, so it's open to playful experimentation. Changing your hair can give you a confidence boost without any long-term consequences.'

The power of a good hair day is key to the blow dry bars currently storming the UK. Treatwell, the online beauty bookings website, reports a 620 per cent rise in blow dry bookings in the past year alone. 'We've gone from women visiting the salon every six weeks to popping in several times a month for upkeep treatments to experiment with new looks,' says editorial director Liz Hambleton.

Hairdresser Sarah Jane Lilwall launched Blow Dry Express last year in London. 'Our concept is that you can drop in, give us 20 minutes of your time and have fabulous hair for three days,' she says. 'Clients often arrive busy and stressed, but bounce out of here with gorgeous hair. We've made the hairdressing experience easy and affordable for everyone; whether you're a student, busy mum or City worker. Many customers come in at the start of the working week and again on Friday to try something new for the weekend. It's a way of life.'

Salons are also helping to define the idea of office-appropriate hair. 'Colour flash is a popular technique, where you place colour in a way that will only be seen if you wear your hair up or down – it's easily disguised when you need it to be,' says Salvatore, head colourist at Hari's salon. 'We also have a feather bar, which is popular with all ages, not just festival-goers. A few feathers can be hidden beneath the hair, subtly revealed as the hair moves.'

Being excited about our hair is something we can all benefit from. So why not resolve to try one new thing this week? Book a blow dry just for fun, or Google how to achieve that fishtail braid. It could be the start of something wonderful.

**“CHANGING YOUR HAIR CAN INSTANTLY BOOST YOUR SELF-ESTEEM”**



## PLAY TIME PRODUCTS

**Naturtint Hair Colour 6.6 Fireland, £10.99\*** This sizzling shade is ammonia and SLS-free, and rich in plant extracts. **Booberry Colour Prolong Revital Treatment, £9.99** Packed with antioxidants and organic proteins, this deeply nourishing conditioner keeps your colour vibrant for longer.

**Jāsōn Thin To Thick Extra Volume Hair Spray, £8.29** Every woman needs a decent hair spray – this adds texture, volume and long-lasting hold, keeping stray hairs firmly in place.

**Goody Spin Pins, £5.49** Each one does the job of 20 regular grips, meaning your top knot or bun won't budge all day. Simply screw into hair and untwist to remove.



## → 'I DON'T WANT TO BE DULL'



**Holly Stevens, 32, from London**

'I get bored easily and tend to change my

hair every two or three months – purple, blonde, short, extensions. I'm not daring with fashion, but I enjoy the talking point new hair brings. I search for trends on Instagram, and the Kardashians are my guilty pleasure! Changing your style is so easy now. It's not hipster, it's for everyone.'



**Lucy Munro Turner, 57, from Great Malvern**

'I've always experimented

with my hair, but the desire to has intensified as I've got older. I don't want to look dull. Currently, my hair's red with blue, yellow and pink feathers! I ask for something different every time I see my hairdresser, and get inspiration from festivals. If my hair can make people smile, that's wonderful.'