

BACK FROM BLACK

The start of a new year is the perfect time to think about doing something completely different with your tresses. New Zealand's leading hair stylist and salon owner, Grant Bettjeman, discusses one of his favourite transformative techniques – full lightening.



In an earlier issue of MiNDFOOD I discussed Bettjemans' unique foxing technique, and then in the November issue, I looked at how to wear grey hair while keeping your style modern and fresh. Now I'd like to talk about one of the most powerful transformations we can achieve, with a technique called 'full lightening'. For many clients with cool skin tones who have to keep their hair very dark, because their hair throws warmth when any lighter, this is the only way to go. On very grey hair, this technique only needs re-doing two or three times a year. Previously, their dark tint might have required retouching every two or three weeks. Just look at the before and after pictures (left) to see how full lightening can enhance your natural beauty.

While the initial transformation from dark to platinum is a somewhat complicated process that can take all day, subsequent lightening is done in normal retouch time. The look becomes more modern and fresh as the roots darken with regrowth. Platinum blonde is as strong and edgy as black or very dark hair, and works best for women with cool skin tones.

To find out if a full lightening transformation is the right choice for you, come in and talk to one of our talented stylists before you commit. At Bettjemans, a 15-minute makeover consultation with a senior stylist costs \$50. However, if you choose to have the work carried out at our salon, this amount will be deducted from your final bill. It's a great way to get expert advice about colour, cut and styling before committing to an appointment.

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