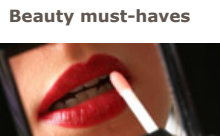




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## Hair care

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### The rules on going red

By Magda Cortez

Bored of being blonde or brunette and wanting to go red hot like Rose McGowan or Christina Hendricks? Dirty Girl's Daniel Mostyn, the man responsible for Alicia Keys' long flowing curls, reveals why you should discuss your colour option with an expert before taking the plunge. Not everyone can get away with being a fiery redhead.

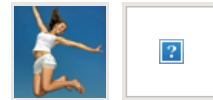
1. You need to warrant why you want to become a redhead. Just because all the stars are doing it "isn't justified", says Daniel. A good stylist will consult extensively before an extreme transformation.
2. The consultation should take into account your skin complexion, eyes, length of your hair and how you like to wear your make-up.
3. A new colour deserves a great cut. Consult with your stylist on the cut that will work with your hair type. Picking a style from a magazine won't necessarily show off your best features or work with your lifestyle.
4. Your stylist should talk to you about what you like best about your current look. "Everyone has something that they love, that is one of the biggest values — we cannot take that away from them," he says.
5. Trying on a wig to see if a specific red will work for you won't prepare you for it. The texture, colour and cut will be different to what you may be expecting.
6. Turning red can be a bold move — are you brave and confident enough to accept gazes? Your personality plays a significant part in the direction of the style and shade.
7. Reds tend to fade more than any other colour. To make the colour last longer be prepared to wash your hair every third day and avoid harsh shampoos like anti-dandruff remedies which speed up the fading process. Keep hair looking vibrant by investing in colour-locking products that are delicate on your hair and protect the colour. To maintain the colour visit the salon every six to eight weeks.
8. Whilst turning red may not be for the faint hearted, you may opt for copper hues — think Blake Lively and Drew Barrymore's strawberry locks.
9. Most importantly have fun with your hair. Have complete trust in the stylist and take their recommendations on board — they do it because they want *you* to look good — it also means happy clients for them.

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