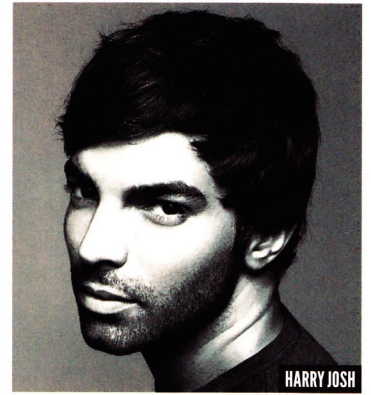


# GOT SPRING FEVER?

*Fill your prescription for perfect hair this season*

BY ANNA CIPOLLONE



Whether you want to treat your tresses to rejuvenating formulas or tame a wild mane, celebrity hairstylist and John Frieda creative consultant Harry Josh has all the tips on how to get the hair you want this season.

## What are the spring hair trends?

We're seeing a return to short hair and we're losing the long beachy waves. The bobs are less geometric; they're choppy, and they're rough and tumble as opposed to pristine and sharp.

## What about colour trends?

A return to solid colours because they're bolder and work better on shorter haircuts. I think ombre will have a place forever, but we've seen it done poorly where it just looks like the ends were dip-dyed instead of a gradual finesse.

## DISCOVER YOUR HAIR'S CHARM BY PLAYING UP ITS PERKS

*Take your locks from lackluster to lovely this spring with products that complement your hair type.*

**If you have baby fine hair, but want big body:** Try colouring your hair to get the volume you're looking for, says Josh. "Fine hair is fullest when it's coloured because the hair shaft expands its texture to add lift." For thicker locks that look bold but natural, Josh recommends the **Luxurious Volume Touchably Full for Colour-Treated Hair Shampoo and Conditioner**.

**If you have thick hair, but want sleek and flat:** You need **Frizz Ease Straight Fixation Styling Crème** to nourish the hair and allow it to be more pliable, says Josh.

**If you have damaged hair, but want soft and silky:** Try the **Full**

**Repair** line to break the never-ending cycle of damage. For the style-obsessed woman with highly processed hair, **Full Repair Strengthen + Restore Shampoo and Conditioner** contain Inca Inchi Oil, rich in Omega-3, to weightlessly strengthen and restore moisture to hair.

**If you have faded colour, but want rich hues that stay fresh:** **John Frieda Colour Refreshing Gloss** will help neutralize colour change. Use the **Warm Blonde** formula to add a golden gloss that sharpens dullness, enhance your hair colour with **Cool Brunette** to restore espresso-rich shades, and instantly restore fiery tones to vibrant red colour with **Warm Red**.

## What's the best way to care for colour-treated hair?

Colour depreciates the second you leave the salon, just like a car driving off a lot. It's really important to use products that help maintain it, like the brand-new John Frieda Colour Refreshing Gloss. Its tone-depositing formula adds shine to hair, slightly tweaks the hue, and helps seal fresh colour so it looks beautiful for a full six weeks.

## What are the most important tools to have in your beauty basket?

Everyone wants this magical wash-and-wear haircut that just really doesn't exist. Every woman needs to have a powerful blow dryer with a great round brush, either a curling iron or a flat iron, and the right styling products.

## Which celebrity style icon has the most coveted hairstyle?

Jennifer Lawrence is the trailblazer right now with her short hair. Rose Byrne is totally courageous, and it's really fun to work with an actress who doesn't have any hang-ups about how she's going to look on the red carpet. There are a lot of models encouraging actresses to cut their hair now too, like Arizona Muse and Karlie Kloss.

## What's a common hair myth you're still trying to debunk?

I'm too old to have long hair. If you've got beautiful, quality hair, it can be great on you long no matter what age you are. Think of celebrities like Goldie Hawn and Julianne Moore, who still look fantastic with longer hair.



JENNIFER LAWRENCE



ROSE BYRNE



JULIANNE MOORE