

# Art Department

Beauty Weekly

GET MORE STAR BEAUTY EVERY DAY! People.com

look of the week

## MIRANDA KERR

Makeup artist Rose-Marie Swift and hairstylist David Keough create a punk-meets-pretty look

**EYES**  
"I did a stronger brow," says makeup artist Swift, who then used a creamy brown shadow on the lids. "I wanted to make a statement without going overboard."

**HAIR**  
Hairstylist Keough created a "classy but edgy" look by combining bouncy waves on one side of her head with two small braids on the other.

**SKIN**  
After Swift applied foundation, she added a creamy luminizer to Kerr's cheeks to keep her youthful glow.

**LIPS**  
"To add some drama, we did a dark cherry lip," says Swift.

**WHAT THEY USED:**

- TS SinglePlay Tint 1.25 in. Carlini Inc. \$99. sephora.com
- Devices For Wawks No. 3 Quick Setting Hard Gel \$22. barneys.com
- Devices For Wawks No. 3 Lining Matching Mouse \$26. barneys.com
- B&B Beauty Cream Eye Shadow in Seduce \$28. mbeauty.com
- B&B Beauty Luminizer \$18. mbeauty.com

112 May 20, 2013 PEOPLE

By Jackie Fields

Inside InStyle

## Behind the Scenes

Live on location: a closer look at the making of this month's issue...

**BEST OF THE WEB pE39**

296 Tutorials for apps and apps recommended for mobile devices.

120 Hours our writers visited, testing apps and sites.

126 Top-notch iPad picks selected.

**Play it cool**

**Who** Model and musician Nicole Trunfo. **Where** The concrete walkways and streets of Sydney's northern business district. **All white now** Trunfo normally rocks noir shades when she's off-duty but was happy to experiment with paler hues at our shoot. "She loved it when I dressed her in white," says InStyle senior fashion editor Peter Simon Phillips. Her pick of the outfit? A beaded Carla Zampatti coat and Willow body suit in her new favourite shade.

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**Living Colour**

**Who** Alice + Olivia designer Stacy Bendet. **Where** Her vial home in Manhattan, New York. **You're a doll** Bendet may have a shoe inventory to die for but her Barbie collection made us go gaga. This vintage Mastercraft case (right) keeps her daughters from "borrowing" them for playdates.

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**Hair Tamers**

**Who** Hairstylist David Keough takes to the tresses of television presenter Rachel Finch. **Where** Lusc Studios in Sydney. **Food for thought** We called on four of Australia's leading hair maestros—Keough, Barney Martin, Brad Ngata and Bemya Xylin—to recreate their signature looks, with Finch and actress Jessica Tovey as models. "This was the first time I worked with Rachel and what a delight she is," says Keough. "She said she felt very sexy and womanly and had a little bit of a J.Lo. look about her front of the camera—divine!" Between shots, a "famished" Finch snacked on salad and sandwiches while keeping mum about big secrets. A few days later, the radiant mum-to-be announced that she and her husband, professional dancer Michael Mauer, are expecting a baby in September.

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JOHN FRIEDA LONDON PARIS NEW YORK

25 years of hair transformation

Welcome to the world of John Frieda® Hair Care products

# EXPECT PERFECT

IT'S THE SILVER ANNIVERSARY OF JOHN FRIEDA® PRODUCTS AND TO CELEBRATE WE'RE BRINGING YOU 25 INSPIRATIONAL HAIR TRANSFORMATIONS!

**David Keough**  
John Frieda's Aussie Australian Creative Consultant

Since his early days in London's Marylebone in the late '80s, the John Frieda brand has built a reputation for bringing together hair experts at the top of their game to help develop revolutionary products that address common hair issues. From the cult Frizz-Ease® Original Serum that's achieved global beauty hall of fame status, to the groundbreaking colour enhancement collections (Sheer Blonde®, Brilliant Brunette® and Radiant Red®), and the advanced Precision Foam Colour range, John Frieda products have consistently blazed a trail in hair innovation. World-renowned editorial and catwalk stylist Kerry Wain and global hair-colour guru Nicola Clarke are two of the hair experts who have lent their expertise to the development of John Frieda products, including the Precision Foam Colour range. To honour this long-standing heritage, John Frieda's Australian Style Consultant David Keough and a team of experts have created 25 amazing hair transformations, exclusively using John Frieda products. If you're currently workshoping your own hair transformation, you're bound to find inspiration in our selection of 25 diverse looks, which cover the whole transformation process, from colour and care to maintenance and style!

**DAVID'S FAVOURITE PRODUCTS**

**Nicola Clarke**  
John Frieda Expert London

It's an honour to be involved in a company that's so innovative and forward-thinking. I love the John Frieda's Sheer Blonde® Shampoo and Conditioner, as they really help blondes keep their colour looking fresh. And of course, the Precision Foam Colour which gives women easy access to a calibre of colour usually only available at the salon. Congratulations on 25 years of salon-quality results!

**NICOLA'S FAVOURITE PRODUCTS**

**Kerry Wain**  
John Frieda Expert London

It's fantastic to see the John Frieda® range celebrate 25 years! My all-time favourite product is Frizz-Ease® Original Serum. When I use it, I'm confident styles I create will have longevity without frizz!

**KERRY'S FAVOURITE PRODUCT**

**GET THE LOOK**

DOWNLOAD THE GENIE APP AND LOOK FOR THE SYMBOL IN THE MAG TO WATCH DAVID KEOUGH SHOW YOU HOW TO GET SOME OF THIS SEASON'S HOTTEST HAIR LOOKS.

IT'S FREE. HERE'S HOW!

1. DOWNLOAD THE FREE Genie app from the App Store or Google Play.
2. LAUNCH the Genie app, when you see the logo and hold your smartphone or tablet over the page.
3. WATCH the page come to life with video, shopping, galleries and much more.

DOWNLOAD THE GENIE APP FOR FREE FROM

iPhone is a trademark of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc. Genie is also available on Android devices.

Let your hair transformation begin...

JOHN FRIEDA LONDON PARIS NEW YORK

# David Keough

www.art-dept.com

# Art Department



SCAN THIS QR TO WATCH HOW TO VIDEO See pg 3 for instructions

**SEE THE LIGHT**  
Wouldn't you love your blonde tone to stay clean and bright, wash after wash? The John Frieda® Sheer Blonde® range has products designed for lighter blondes that hydrate hair and bring out gleaming highlights - leaving you with your lightest, brightest blonde.

**GET THE LOOK**  
**BOTTICELLI ANGEL**

**STEP 1:** After washing and conditioning with Sheer Blonde® Highlight Activating Moisturising Shampoo and Conditioner for lighter blondes (1,2) blow-dry your hair using a big, round bristle brush, directing the nozzle downwards to close the cuticle.  
**STEP 2:** Once hair is dry, take small sections and lightly spray with Sheer Blonde® Crystal Clear Hairspray (3).  
**STEP 3:** Take these sections and twist them around a curling iron, ensuring you take it to the ends. Release into your hand and pin the curls in place to set.  
**STEP 4:** Once the hair has cooled, take out the pins and unravel the hair. Brush out curls with a bristle brush and spritz again with Sheer Blonde® Crystal Clear Hairspray (3) to hold the look.

Bring out your blonde and add definition with loose curls that make the most of your colour.

For shimmering blonde colour, try Precision Foam Colour in shade 9A Light Ash Blonde.



brilliant BRUNETTE

**COLOUR CARE**  
While shampooing can sometimes leave hair dull, the Brilliant Brunette® Colour Protecting range helps to lock in your colour for 10 weeks\*.

**GET THE LOOK**  
**LUSTROUS WAVES**

**STEP 1:** After prepping your hair with Brilliant Brunette® Colour Protecting Moisturising Shampoo and Conditioner (1,2), blow-dry with a round bristle brush, directing the nozzle down the shaft of the hair to smooth the cuticle. **STEP 2:** Section the hair and wrap each section around a curling iron to create waves and movement. **STEP 3:** To add shine and smooth out any frizz, use a pea-sized amount of Brilliant Brunette® Liquid Shine, Shine Shock® Perfecting Glosser (3). **STEP 4:** Distribute it through your hair with your fingers, focussing on the mid-lengths and ends.

Give straight, dull locks a very make-over, Hollywood-style.

Create a little mystery with a dramatic shade like Precision Foam Colour 4N Dark Natural Brown. Or for a subtle red tone 3VR Deep Cherry Brown.



**HAIR REPAIR**

TRANSFORM TORTURED TRESSSES AND LET YOUR HEALTHY LOOKING STYLE AND COLOUR SHINE

**DAMAGE REVERSAL**  
Frequent heat styling and colouring can weaken bonds on your hair. The John Frieda® Full Repair™ range, with omega-3-rich Inca Inca micro-oil, can help repair over-worked hair and prevent further damage and breakage with heat protecting formulas.

Over-processed hair can look frizzed. Reverse the look and feel of damage for healthier-looking hair.

**GET THE LOOK**  
**NEO PUNK**

**STEP 1:** After washing your hair with Full Repair™ Full Body Shampoo (1) give hair some intensive treatment with Full Repair™ Hydrate and Rescue Deep Conditioner (2). Back hair with a towel and spray Full Repair™ Perfect Ends Sheer Mist (3) through your lengths. **STEP 2:** Blow-dry hair using a big, round bristle brush, directing nozzle down the shaft of the hair for ultimate smoothness. Blow-dry your fringe in one direction and then sweep it to the other side to create lift. **STEP 3:** Smooth away any flyaways with the Full Repair™ Touch Up Flyaway Tamer (4).

For a sassy, low-blonde look try Precision Foam Colour shade 10B Extra Light Beige Blonde.



**FINE TO FULL**

TRANSFORM FINE, FLAT STRANDS INTO A STYLE FULL OF BODY AND TEXTURE WITH THE JOHN FRIEDA® LUXURIOUS VOLUME RANGE

**FAREWELL, FLAT HAIR**  
Learn to love fine hair with light, nourishing products that add grip, texture, lift and shine, leaving your hair feeling fuller but not full of product.

Revive lank locks with products designed to nourish and thicken fine hair.

**GET THE LOOK**  
**BEACHY BODY**

**STEP 1:** Wash and condition your hair with Luxurious Volume Touchably Full Shampoo and Conditioner (1,2), then spritz Luxurious Volume Root Booster Blow-Dry Lotion (3) close to the root area and distribute evenly with fingertips. Next, spray Luxurious Volume Fine to Full Blow-Out Spray (4) through lengths and ends for a boost of volume throughout. **STEP 2:** Create lift with a hand-dryer by taking small sections of hair and blasting roots while pulling the hair upright. You can also blow-dry hair in the opposite direction to how the style will fall to create lift. **STEP 3:** Finish the look by wrapping large sections around curling irons, then misting a little Luxurious Volume All-Day Hold Hairspray (5) over the do to hold volume.

Get a gorgeous golden blonde colour, try Precision Foam Colour shade 6G Medium Golden Blonde.

David Keough

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# Art Department

PRECISION FOAM COLOUR

John Frieda | advertising feature

**IT'S THE SILVER ANNIVERSARY OF JOHN FRIEDA® AND TO CELEBRATE, WE'RE BRINGING YOU SOME TRULY INSPIRATIONAL HAIR TRANSFORMATIONS!**

Since its early days in London's hair salons in the late '80s, the John Frieda® brand has built a reputation for bringing together hair experts at the top of their game to help develop revolutionary products that address common hair issues.

From the cult Frizz-Faux® Original Serum to its advanced gelid-based hat of fame status, to the groundbreaking colour-enhancement collection (Shine Shampoo®, Defend Shampoo® and Fixated Foam®), John Frieda® products have consistently created a hair-in-hair revolution.

And now, achieving salon-quality colour at home is made easier with John Frieda® Precision Foam Colour. This DIY colour product uses foam technology to help women achieve natural-looking results in their own bathrooms.

Available in 25 flattering shades, the Precision Foam Colour technique is simple and mess-free: you simply massage the foam into your hair for even, all-over coverage. No painting it on, no dips, no stains – just flawless, rich and shiny colour from every angle.

**netpage** LOVE THIS LOOK? Download the netpage app to watch the how-to video and share with friends.

**THE 1960S SWINGING '60S STYLE**

STEP 1: Use Precision Foam Colour according to panel instructions and squeeze a tennis ball sized amount onto your hand. STEP 2: Spread foam onto your roots, starting at your natural part, then massage through lengths until all your hair is saturated. Leave in for 20–30 minutes, depending on your level of grey, then rinse thoroughly. STEP 3: Lock in colour with Precision Foam Colour Intense After Colour Conditioner (2). STEP 4: Regularly blow-dry then part your hair into sections and blow-dry each section with a smoothing iron to create a smooth finish. Continue to wash with Brilliant Shampoo® Colour Protecting Moistening Shampoo and Conditioner (3,4) to help lock in colour for 10 weeks!

Model's hair created with Precision Foam Colour 45G Dark Chocolate Brown.

**JOIN THE CLUB elite**

AS A JOHN FRIEDA® HAIR CARE ELITE CLUB MEMBER, YOU CAN LOOK FORWARD TO THESE AMAZING OFFERS:

- Access to members-only content and competitions
- Special offers on John Frieda® products and personally selected advice from our master stylists

SIGN UP NOW [www.johnfrieda.com.au](http://www.johnfrieda.com.au)

OR FOLLOW US ON FACEBOOK

**PLUS IT'S FREE!** Receive a complimentary gift with your first purchase.

**JOHN FRIEDA. LONDON PARIS NEW YORK**

**INCREDIBLE COLOUR**

Let your hair transformation begin...

25 years of hair transformation

A rich, solid colour depth is achieved in minutes and enhanced as you go.

**BEFORE**

**SEASONAL CHANGE**

Winter is the perfect time for a colour change. With the John Frieda Precision Foam Colour range, you can create a gorgeous, rich colour that endures the colder months with warmth and shine. Alternatively, let your new colour hair heads with a funky style and plenty of movement.



## DAVID KEOUGH

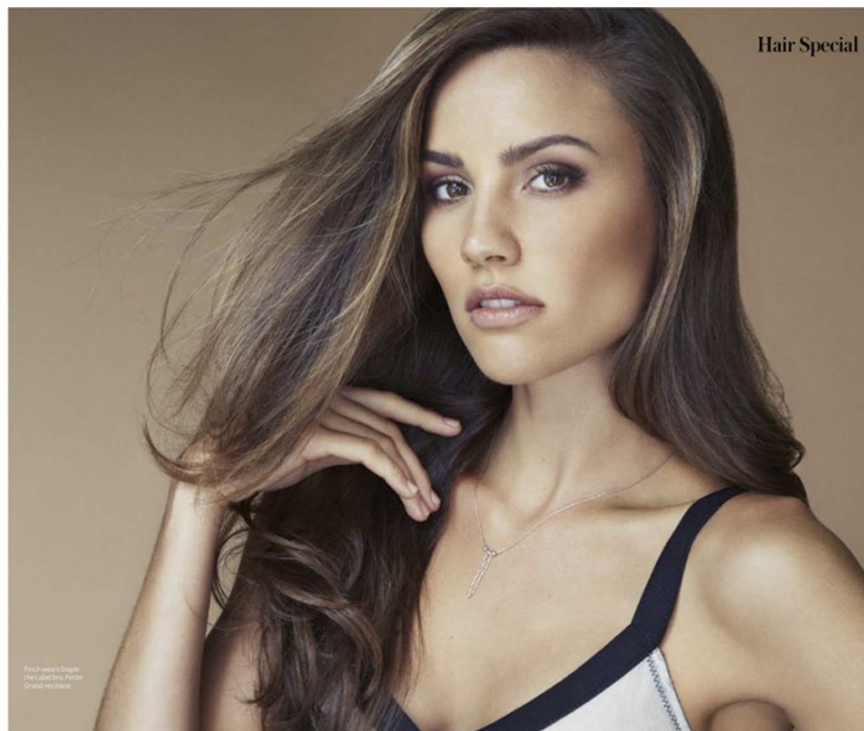
Hollywood volume

"Making women look sexy" is one of Keough's hair mantras. In his three decades in the business, he has created cutting-edge styles for glossy magazines worldwide, as well as working with fashion brands such as BCBGMaxAzria and Tigerlily. He's been a creative consultant for John Frieda for 10 years and his A-list clientele includes the likes of Elle Macpherson and Toni Collette.

### GET THE LOOK

"You have to start adding volume to the hair from the moment you wash it," says Keough of creating this luscious look. He suggests using a volumising shampoo and conditioner to start, followed by a volumising spray "spritzed into towel-dried hair from mid-lengths to the ends". Try John Frieda Luxurious Volume Fine to Full Blow-Out Spray (\$17, 800.488 ml). A root lifter, such as John Frieda Luxurious Volume Root Booster Blow-Dry Lotion (\$16, 800.488 ml), will also give more body to the hair, says Keough, "especially if your hair is on the finer side." Using a large, round brush, blow-dry the hair fully then, with a 35mm curling iron, curl the hair in 20mm sections, "spacing each section with clips and the hair has cooled". Take the clips out and use a paddle brush to loosen up the curls. Finish with a light mist of hairspray to set the look.

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# David Keough

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