

### David Keough



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SCAN THIS PIC TO WATCH HOW-TO VIDEO See pg 3 for instructions



#### SEE THE LIGHT

cuch t you love your bionale tone to stay clean and bright, wash after wash? The John Frieda® Sheer Bionde® range has products designed for lighter blondes that rehydrate hair and bring out gistening highlights – leaving you with you lightest, brightest blonde.



Bring out your blonde and add definition with loose ouris that make the most of your colou

#### 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 twirl them around a curling tong, 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 unroll the hair. Brush out curls with a bristle brush and spritz again with Sheer Blonde® Crystal Clear Hairspray (3) to hold the look.



STEP 1





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#### 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 lustre 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.









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

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### HAIR REPAIR

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

#### DAMAGE REVERSAL

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



Over-processed hair can look frazzled. 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<sup>™</sup> Full Body Shampoo (1) give hair some intensive treatment with Full Repair<sup>™</sup> Hydrate and Rescue Deep Conditioner (2). Biot hair with a towel and spray Full Repair<sup>™</sup> 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<sup>™</sup> Touch Up Flyaway Tamer (4).







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STIP 1

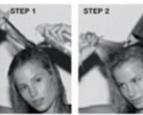
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GET THE LOOK BEACHY BODY

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 hairdryer 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 fail to create lift.

STEP 3: Finish the look by wrapping large sections around ouring tongs, then misting a little Luxurious Volume All-Day Hold Hairspray (5) over the do to hold volume.







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#### DAVID KEOUGH Hollywood volume

"Making women look sery" is one of Keough's hair mantras. In his three decades in the business, he has created cutting edge styles for glossy magazines workidwide, as well as working with fashion brands such as BCBGMaxAzria and Tigerily. He's been a creative consultant for John Fineda for toyears and his A-list clientele includes the lise of Ele 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 Lue look. He suggests using avolumising shampoo and conditioner to start, followed by a volumising starps' "spritzed into towel dried hair from mid-lengths to the end;". To John Frieda Luumicous Volume Fineto Full Blow-Out Spray (\$17; 1800-468 348). A root lifter, such as John Frieda Luurious Volume Root Booster Blow Dry Lotion (\$16; 1800-468 348), will also give more body to the hair, says Koough, "specially if your hair is on the finer side". Using a lange, round brush, blow-dry the hair fully then, with a 3 gcm curling iron, curl the hair in 7gcm sections, "pinning each section with clips until the hair has cooled". Take the clips out and use a paddle brush to loose nu p the curls. Finish with a light mid the hairpray to set the look.

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