

# HAIR ESSENTIALS *from Zumay*

A PRESENTATION BY LORNA EVANS AT THE GOODLIFE LUNCH IN PORTSEA



**How many of you believe your hair is one of your most important accessories? How many of you have dressed in a beautiful dress, think you look fabulous, then look in the mirror only to discover your hair doesn't quite live up to the rest of your outfit?**

Hi. My name is Lorna Evans. I've been a hairdresser for 21 years, and a salon owner for 17 years. And for the past 6 years, I've been part of the Matrix Australian education team.

I know what is happening in hair fashion. I also know that fashion needs to fit in with you & your lifestyle. A fabulous new haircut is wasted if it doesn't suit your particular face, or if you don't have the time to recreate it every time you wash your hair.

## SO WHAT'S IN FASHION FOR SPRING HAIR?

The chocolate browns and golden blondes are still a hit. To achieve a great look, at Zúmay we have been mixing a neutral brown with a golden brown, as well as a dash of red brown. For those of you who want to stand out, the bright rich reds are hot!

But if you want hair that is really up-to-the-minute, you need colours that bleed into each other and appear to make your hair cut move. This involves a clever application of at least three different tones, from the roots to the ends, or even three colours from the same family alternating from the nape to the fringe.

**AS FOR CUTS...** the bob is still big. (Posh brought it back and it is here for the season!) Cuts are very textured and disconnected. To achieve this look, we cut the top section of hair into choppy layers, then create a heavier base by not joining the rest of the cut from the temples down.

**LONG HAIR** is also very fashionable, as worn by many Hollywood celebrities. A lot of soft curls and over-to-the-side chignons, and none of it plastered with hair spray. Hair should be pinned in rather than glued. If soft curls is what you are after, ask your stylist how you should prepare your hair before you come into the salon.

Hair that has been shampooed the night before is usually best.

And in case you haven't noticed – hair extensions are a phenomenon!

But just knowing about the latest looks isn't enough, you also need to work out what will suit you. What shape is your face? What sort of lifestyle do you have? How much time do you like to spend on your hair each morning? How often do you want to visit a salon? The answers to all of these questions are important in working out the right look for you.

Choosing the right stylist is also important. At Zúmay we have six senior stylists and three apprentices. All of them are fantastic. However, they are all different ages and they all have different strengths. Some are better at cutting curly hair. Some are more creative in their colour work. Some have excellent consultation skills.

And you should never discount a stylist who has only recently completed their apprenticeship. Sarah only joined our team in December, and yet she was invited to show six models at this year's Expo.

Mary has been at Zúmay since her 1st year and is now the busiest stylist in the salon.

Madeline has worked with me for more than eight years. She is brilliant at doing human hair extensions and her colour work is great.

Andrea has worked with me for more than ten years. Last week she received a special judges' award in the L'Oreal colour trophy award. A picture of her work was on the front cover of the last Goodlife.

Joanna and Bernadette are relatively new to our team. Joanna has just moved here from the United Kingdom. Her work is really soft and she is quickly becoming a favourite at the salon.

And while Bernadette is new to our team, she has the best communication skills of anyone I have seen – she can do a cut and blow dry for a mature client just as easily as she can do a funky cut and colour for a young student.

So the next time you are looking for a new hair style, be specific about your needs. If you are looking for a new stylist, ask specific questions. Which stylist can do the most creative colour? Which stylist is best at cutting fine hair? And so on.

**I hope that gives you all some food for thought. And if you're looking for a new stylist, why not give Zúmay a try. All of our services and products are 100% guaranteed.**

# NEW

# @ zúmay SALON



hair by the zumay team

## Give the gift of Sensational Hair!

Purchase a gift voucher and we will not only personalise it — we'll also wrap it with a complimentary bottle of Zúmay sparkling wine. It looks fantastic!

## Drop in and see our new-look salon.

We now have more chairs and more space. Our décor is vintage elegance and the feel is warm, friendly and inviting. And YES we still have a licensed bar.

## Do you want LONG THICK SEXY hair?

The NEW 100%-human-hair extensions by Image Addict are beautiful. And they are re-usable so they're more cost efficient. Book in for your FREE quote today.

## New Services

Zúmay now does facial waxing plus lash and brow tinting, so you can walk out with a whole finished look.

## Our Photo Collection

And next time you're in, have a look at our most recent photo collections. The hard work really was worth it!

## Your Perfect Package.

Last chance to cash in on our AMAZING PACKAGES. Call us and let us tailor the perfect package for you.

**Check out our up-dated web page with all our new collections and more.**

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