

LMFF OFFICIAL BACKSTAGE HAIR REPORT BY L'ORÉAL PROFESSIONNEL

L'ORÉAL PARIS RUNWAY 6

PRESENTED BY YEN | THURSDAY 18TH MARCH, 2010

Alpha60 | Carly Hunter | Jack London | Limedrop | NOM*D | ROY | SIX | TV | Zambesi

hair director: brad ngata



street smart

"This look has the typical *too-cool-for-school* attitude. Too-cool-to-do-my-hair-but-I-still-look-fabulous!" comments Brad Ngata, Hair Director for L'Oréal Professionnel. This woman goes for directional and edgy pieces for her fashion wardrobe; similarly, she wants an effortless look to complement it. The look is completely undone...intentionally of course! Popular culture might be high on her interest list, together with an indie, underground playlist. Her hair is street smart with attitude."

achieve the look

1. Double-mousse clean, towel dried hair using **Tecni.Art Full Volume Extra**. Blast hair dry completely – don't use a brush.
2. With this look, the top section of hair remains slightly messy and the underneath is slightly more 'done'. Take large, random sections from underneath and 'bend' them using a curling tong.
3. Finish with a spray of **Tecni.art Fix Anti-Frizz**, a matte holding spray, at the part line and comb the flyaways down with your fingers.

TIP: Double-moussing means layering in the mousse, drying it a little and layering in another amount. This sends clean hair to second day texture in one go. For unkempt hair texture, don't use a brush when drying and follow your natural centre part.

the products:

1. **L'Oréal Professionnel tecni.art Volume Lift** RRP \$25.00
2. **L'Oréal Professionnel tecni.art Fix Anti-frizz** RRP \$25.00

