

## WHAT DO YOU WANT FROM YOUR HAIR COLOUR?

This is crucial. Your colouring process depends upon what you really have in mind. Think (and think again) about what you are really looking to achieve. Are you aiming to enhance your natural colour and highlight certain features? Or go for a complete hair makeover? Is it just covering your grey you intend? Or is it something as wild as copying celebrity hair?

Ace stylist Asha Hariharan, Consultant and Director at Beyond the Fringe, says, "The hairdresser and client need to zero in on why the client needs colour; is it just for fashion colouring or simply to add a little shine? Each requirement comes with its own list of to-dos, precautions and commitments. The time of service, whether a retouch is required, intervals, colour techniques and products to use, financial commitment, time commitment...all these factors will depend upon the type of colouring chosen by the client."

## WHY DO PEOPLE COLOUR?

According to Sylvia Chen, co-owner of Butterfly Pond, "People mainly colour their hair for grey coverage or to be stylish and on the fashion radar. There are also those who are bored of their hair and need a change." Many of Sylvia's clients are inspired by a friend or relative who has great hair colour; they then want to join the colour bandwagon for an upcoming occasion and ask for colour too.

## THE COLOURING PROCESS

Let's just say this is not as easy as it sounds but not as complicated either. If you are in the right hands—those of a seasoned, professional stylist, that is—chances are you will be well taken care of. Let's hear it straight from the experts.

Seema V. Jerajani of Fusions Salon says, "Colouring involves application of colour for the purpose of covering the white hair or adding a single colour or multiple fashion colours either all through the hair or to part of it. The colour is mixed with hydrogen peroxide as per the manufacturer's instructions. The strength of peroxide is determined depending on the effect desired. After the application, it is left to process as per the manufacturer's instructions; usually, this varies between 30 and 45

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