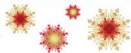


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The winter months wreak havoc on even the most cared for tresses, but we talked with some expert stylists who have shared their best tips for keeping your hair vibrant, full and gorgeous.

Say good-bye to limp, dull, frizzy winter hair and hello to luscious locks. Plus, enjoy fabulous tips on getting the hottest up-dos and hairstyles for the holidays.

Color Trends: Go a little richer, but not necessarily darker. Hair color also adds much-needed volume in the winter months. ~ *Vasken Demirjian*



Tips from Master Stylist & Colorist Vasken Demirjian

As the only American to be awarded L'Oreal's Colour Specialist Degree (a veritable PhD in hair), as well as the L'Oreal Vision of Color Award, we were thrilled to find out how he fights winter hair, as well as his expert tips for the best do-it-yourself holiday looks.

A Q&A with Demirjian on winter hair:

Q: How can you prevent winter hair damage?

A: Just like how you would take care of your skin, you should do the same for your hair. Use lots of conditioners, maintain

moisture in your hair (does not mean leave home with wet hair) by using leave-in conditioners more often than any other season.

Q: What causes winter hair damage and its effects?

A: Cold weather (wind, snow, cold rain) is the number one reason for winter hair damage. Cool temperatures combined with the drying effects of heaters will strip the natural moisture from your hair and in doing so will effect your hair's elasticity. Breakage is caused by lack of elasticity and increased dryness in the hair.

Q: What causes frizz? What is the best way to prevent frizz?

A: Cold weather will cause your hair to have ever-annoying static electricity, and that will cause frizz. You must invest in a good conditioner to give the balancing moisture back to your tresses, both post-shampoo and leave-in conditioner. You should also have a deep moisturizing mask (also conditioner) that you apply at least once a week to further fight static.

Q: Should you use a heavier conditioner during the winter? Heavier styling products?

A: I would not necessarily say heavier styling products, but definitely heavier, more intense conditioner and masks, particularly during winter months.

Q: What is the best product to use if you have thin but damaged hair without weighing it down or looking oily?

A: Consult with your trusted hairdresser, who would most likely recommend you the right volumizing shampoo, conditioner (must be light) and a styling product that should protect the integrity of your hair. The health of your hair should be the number one priority. In my salon, I rely heavily on a few **Kerastase products** such as Bain Volumactive for the shampoo, and Expanseur or the Volumactive root lifting spray for styling.

Q: Does hot water really dry out your hair?

A: Yes, hot water will cause further dryness to your hair. Just like your skin, your hair will feel dryer in the winter months; that does not however mean that you must wash with cold water. Just make sure the temperature is right (not too hot), and use moisturizing shampoos and conditioners.

Q: Do you have any advice about coloring your hair during the winter?

A: Winter months, particularly for clients with thin hair, coloring can have a two-fold effect: one to get the right color, two for the volume. Hair color will swell the hair shaft in the hair strand, and therefore give much-needed volume. As for the color trends, personally, I prefer going a little richer (not necessarily darker), such as blondes a little more golden, browns with deeper chestnut shades.

Q: Do you have any suggestions to prevent hat hair?

A: Yes, don't wear hats - just kidding! You must wear hats to protect not only your head (you lose 90% of your body heat from your head) but also your hair. Wearing hats will prevent your hair's exposure to winter's damaging cold temperatures, while protecting its moisture. I would suggest wool or fleece hats as they would be more appropriate to retain warmth. It often helps to pin up the hair under the hat, so that once you remove it, the hair has a bit of body and movement.

Q: What are some chic, do-it-yourself hairstyles for the holiday season?

A: Definitely start learning/applying the right styling products for the individual purpose/need, then become more efficient with velcro rollers. Your best bet would be to get a few pointers from your ever so trusted hair guru, in terms of how to place the rollers based on the desired style.

On long hair, I love it best when it is collected nonchalantly into a loose chignon that looks casual, yet hairdresser perfect. It's very sexy when a woman knows how to utilize her hair as her #1 accessory.

Speaking of which, every woman must have several hair accessories (clips, colorful pins, etc.) to complement her elegant spur-of-the-moment day or evening style regardless of the holiday season.

To Vasken Demirjian, hair is an intellectual and artistic pursuit. A former antiquities dealer in London, Vasken cultivated his eye for color traveling the world as a connoisseur of beauty and art. The award-winning colorist and stylist is also the owner of a boutique salon in White Plains, NY.