

# glow

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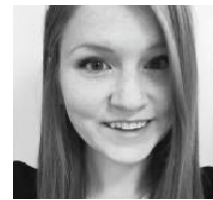
### WHAT'S YOUR SUMMER BEAUTY SECRET?



*"Smiling because it's finally warm outside."*

For "Blonde Ambition" (pg. 42), Toronto-based writer **Simone Olivero** took a trip to the salon to

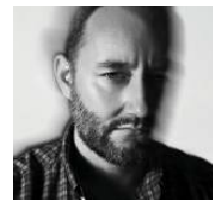
discover how changing her hair colour could rewind the clock. "I've always been fascinated with how making a change to the outside of your body can affect the way you feel inside," she says. When she's not testing the latest beauty products, Olivero (@simoneywhere) can be found crushing Ks with her running crew or collecting stamps in her passport. Her writing has also appeared in *Toronto Life*, *Flare* and *The Toronto Star*.



*"I take a lightening spray to the beach to bring out my hair's natural highlights."*

Glow editorial intern **Rebecca Brown** was born in Toronto but loves to travel, and she has

backpacked through Australia and Southeast Asia in recent years. For this issue's Beauty Decoder (pg. 30), she asked makeup artist David Vincent to show us how to create the perfect smoky eye for daytime. Brown is currently completing a post-graduate publishing program at Centennial College.



*"I get outside as much as possible to soak up all that natural vitamin D—and I never forget sunscreen."*

**Daniel MacKinnon** (@danielmackinnon)

is *Glow's* creative director, and an avid traveller who produced our cover shoot in Tahiti ("Fantasy Island," pg. 62). "I'm always thrilled when we get to shoot in amazing locations, especially when the images reflect how beautiful the location is," says MacKinnon, an Ozzie- and National Magazine Award-winning art director whose CV includes publications as varied as *Toronto Life*, *Money Sense*, *The Toronto Star*, *FASHION*, *Canadian Gardening* and *Chatelaine*.

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## BLONDE AMBITION

*When her dreams of going blonde are dashed, Simone Olivero learns to put her best brunette self forward.*

NOT SINCE MADONNA'S platinum reign and Linda Evangelista's icy crop in the '90s have blondes seemingly had more fun. One of the biggest stories out of Paris Fashion Week in March wasn't Chanel's brasserie-inspired show, but Kim Kardashian's newly bleached platinum lob. The shade swapping got me thinking about my own hair colour. Aside from rubbing lemons on my strands to create "natural" highlights as a teen, I had always been a brunette. My hair is medium brown with hints of red that fade in the summer and deepen in the winter. Like a pair of well-worn shoes, it felt safe and comfortable. But the recent invasion of brazen blondes led me to wonder whether I needed to trade in my old shoes for a pair of shiny new Louboutins.

**As anyone who's dyed her hair will attest, changing colour has effects beyond the physical.**

As anyone who's dyed her hair will attest, changing colour has effects well beyond the physical. "Because colour is associated with vitality and vibrancy, changing it can make someone feel like, 'Wow, what a nice change, what a lift!'" says New York-based psychologist Dr. Vivian Diller. For me, going blonde was a siren call with promises of adventure and Hollywood glamour.

With visions of sun-kissed waves, I visit colourist Luis Pacheco at his Medulla & Co. salon in Toronto. After one look at my cool complexion and warm eye colour, Pacheco brings my momentary flirtation with going blonde to a screeching halt. Turns out my desired colour won't come with desirable results. "People think going light will make them look younger, but staying close to the shade they had when they were

younger usually looks best," he explains. Lorri Goddard, co-owner of the Goddard + Bragg salon in L.A. and blonde whisperer to celebs like Reese Witherspoon and Jennifer Lawrence, agrees: "When going more than two shades lighter or darker than your natural shade, you risk looking harsh, older or just plain washed out without a major makeup change." And then there's the issue of what going blonde would do to my hair's texture. "Lightening your hair that much risks damaging it," adds Pacheco.

Back at the salon, I reluctantly agree on a demi-permanent shade similar to Clairol's Nice 'N Easy Natural Dark Brown that's slightly darker than my natural one, but with some added warmth. Twenty minutes and a fresh blowout later, my hair looks healthier and shinier, but I feel different. That day, I hold my chocolate brown head a little higher, and notice my skin seems brighter. Subtle changes can make a huge difference in your perception of yourself, says Diller. "Even if you're the only one that notices the change, it can feel empowering to have simply done something for yourself."

To make sure my new look doesn't wash down the drain, I start using a UV-protecting shampoo and conditioner and a glossing spray with nutrient-rich oils to prevent fading.

A week in, the compliments start flowing in. Sure, a part of me still wonders what the blonde me would be like. But then again, even Kardashian ended up returning to her brunette shade after a few weeks. If I'm not meant to be flaxen-haired, it's nice to know that my once mousy mane has brunette bombshell potential. ☺



From left: Clairol Nice 'N Easy in Natural Dark Brown, \$14; Gosh Colour Rescue Shampoo, \$10; Nexxus Color Assure Glossing Tonic, \$19.