

oxygen

MIDDLE EAST
WOMEN'S FITNESS

**PYRAMID
TRAINING?**
PG. 109

Get lean ALL OVER!

TIME-SAVING TACTICS IN YOUR
KITCHEN AND AT THE GYM

Melt Back Flab IN 4 MOVES

MS. BIKINI UNIVERSE
SHOWS YOU THE ROPES

Rock Your REAR VIEW

8 Steps to **SEXY**
glutes & thighs
(RUT-BUSTERS SERIES, PART 1)

**Suit
YOURSELF**
Glam
Contest
Wear
Inside
PG. 87

PLUS:
Find out
why you should
lift heavier and
how to power up
your workouts!

Love Your
FLAWS!

WHY YOUR
IMPERFECTIONS
MAKE YOU
BEAUTIFUL
XOXO

GOLD SALON



Joelle's short hair is transformed with 20 inch extensions that can be worn curly or straight. subtle highlights are created by using several shades.



Julie chats to MBC presenter Joelle Mardinian about her hair.

The Gold Salon, the Gulf's first dedicated Hair Extension Centre opened in 1996. It is owned and run by Julie Powell, a British hair extension specialist who with over 17 years experience is a leading authority in the extension world, and is often interviewed about the process for the press and television.

The salon operates exclusively with the Great Lengths hair extension systems, which are at the cutting edge of salon technology. The finest human hair quality, a choice of 3 methods of application, 3 hair textures from 12 inched to 30 inches long in over 60 colour combinations combine to bring the client the most amazing hair extension experience available.

Great Lengths is the only system in the

world that allows you to choose the type of bond that holds the hair in place. The patented keratin micro bond is the smallest cylinder bond, and can be worn for up to 6 months. Cold Fusion utilizes ultrasonic to attach the hair with a wafer thin flat bond, and the very latest Air Pressure system automatically and simultaneously bonds 5 extensions in 15 seconds, for the very first completely undetectable bond to hit the extension market. Unbelievably, even with your hand pressed tightly to you scalp, you cannot feel this bond.

The extension procedure at the Gold Salon is carried out in the privacy of one of 4 VIP Extension Suites, each fitted with a DVD, flat screen and sound system to allow you to personalize your environment throughout your visit. There is a wide choice of the latest TV shows, movies and music available, food is delivered from local restaurants at no extra charge, and there is even an airport collection limousine service for out of town clients. In fact clients regularly fly in for these extensions, from all over the Gulf, even as far as India and Pakistan. Julie insists that the client should choose where she is treated. "It is our experience that the clients much prefer the private surroundings whilst undergoing the extension application process. Out in the open, extensions tend to generate a lot of interest, and that can be a little invasive."

The hair extension procedure is surprisingly quick. Julie tells us that an extension makeover takes 90 minutes or less, but with 2 technicians working simultaneously a client has a full head of long hair applied, and is ready to be cut and styled in well under 1 hour. The very latest Air Pressure machine cuts this down to between 30 and 45 minutes. "Since the new Air Pressure was launched in Europe a lot of clients call and ask for it by name. The new bond is extremely popular and we are doing a lot of clients with this system".

Great Lengths lives up to its name. It doesn't shed or fall, it can be brushed, combed coloured, cut, worn up or tied back, it can be styled using heated rollers or ceramic straighteners, blow-dried even permed. Properly cared for it looks just as good after 6 months, as the day you fix it.

In the main salon a large plasma screen features celebrity profiles of International stars, from Hollywood to Bollywood, all wearing Great Lengths Extensions. Dubai based MBC television presenter Joelle Mardinian is a fan of Julie's Great Lengths extensions, and we spoke to her about her amazing hair. "I first met Julie when we filmed here. I was amazed as our model's short curly hair was transformed with waist length extensions - it was so natural looking, I was hooked. I booked an appointment on the spot. I had experimented with other extensions, but



Brand New Air Pressure System creates an undetectable full head of hair in just over half an hour. Transfers can be customised for 2 colours to be mixed in each strand.

never successfully. Either the glue bonds were too messy and bulky, the hair too coarse and dry or they just brushed out of my hair in a matter of weeks.

The bonds that Julie does for me are so tiny; they are invisible, even under the harsh glare of the cameras and lights of television. Working on a fashion and beauty related show; my hair needs to look great, all day, every day. My hair is constantly pulled at, styled, blow-dried, curled, straightened or worn up, and the extensions stay in place.

I need to achieve lots of different looks and styles and wearing extensions gives me the ability to achieve that. In the past 18 months I have experimented between dark and blonde, one colour and highlights, shorter and longer length extensions, and have loved them all. When I am not filming, I don't want to spend time on my hair, and I just wash my hair and leave it to dry naturally. Right now, I can't ever imagine not having them."

Julie splits her working week between

her clients at The Gold Salon, and running Great Lengths UAE, a distribution and education business that supplies extension equipment and hair to salons across the region and teaches new technicians the art of applying hair extensions.



In what she believes is a reflection of the industry worldwide, she has seen a huge increase in interest in the service, not just for clients but from salons. "In the past 6 months alone, 19 salons have added extensions to their service menu, 12 of them right here in the UAE.

Julie believes that this interest is generated by press attention and celebrity wearers." Of course I love the glamour of the red carpet, but ultimately I love glossy, healthy looking extensions with shine that look great from the minute you get up in the morning. That is our trademark look. It's all about making life easier, spending less time on styling and more time having fun with your new hair. "

If you are worried about the cost, don't,

its surprisingly affordable. Julie puts it into perspective. "What else could you buy that make you look and feel this great, 24 hours a day, seven days a week, for the next 6 months".

Julie and a team of Certified Extension Technicians offer a free private Consultation at The Gold Salon by appointment.

THE GOLD SALON, 502 AL ATTAR TOWER, SHEIKH ZAYED ROAD, DUBAI, UAE Telephone 3211423 / 3211425 or 050 6250288

