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ARAB WORLD

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DEMI *Back for Moore*

*Inside the
troubled world
of Domestic
Violence*

SOUTH
INDIA
*Exotic and
hypnotic*

SUMMER FUN

BEACHWEAR,
BEAUTY TIPS,
ACCESSORIES.
EVERYTHING
TO SHINE
UNDER THE SUN



UAE 15 DHS

Hair Extensions Exposed

LUSTING FOR THE GORGEOUS FLOWING LOCKS OF A-LIST STARS AND SUPER MODELS? ENVIOUS OF THE WAVY TRESSES OF RAVEN-HAIRED CATHERINE ZETA JONES, OR ELLE MACPHERSON'S SEXY SIGNATURE FLOWING MANE? NO NEED TO BE GREEN WITH HAIR ENVY ANY LONGER. HERE'S THE SCOOP ON ONE OF THE BEST-KEPT SECRETS IN THE BEAUTY INDUSTRY: HAIR EXTENSIONS.

CHOOSING THE RIGHT SALON

Situated in the heart of Dubai, the Gold Salon is a world-class extension facility and education centre established in the late nineties by a British hair extension expert with over 30 years experience in the field. Working exclusively with Great Lengths products and the latest generation of extension technology, the Gold Salon offers hair extensions that are applied using a safe, durable, and resilient high tech method that can be brushed, combed, worn up, tied back, blow dried, coloured and even permed. The salon's staff is highly trained and experienced in the art of hair extensions. Clients can enjoy services ranging from luxurious private hair extension suites, watching DVD's, or ordering in food from their favourite restaurants. Ninety minutes later, they're transformed with a full head of stunning hair!

THE PRODUCTS

Gold Salon works exclusively with the world's leading hair extension provider, Great Lengths. Great Length's owner David Gold actually patented the keratin bond and the application technology, which is the cutting edge of salon and extension



technology. It is not surprising that Great Lengths are referred to as the Rolls Royce of hair extensions and can be found in over 50,000 salons in 60 countries. When considering hair extensions, the hair quality used is very important to make sure that the result is natural and attractive. Great Lengths uses the highest quality of natural hair available, which is ethically sourced from Indian temples. It is 100% safe for the hair and scalp and once applied, not even your mother will know that it's not your own! You can wash, dry and colour your hair normally; swimming, diving, and working out are not a problem either since the extensions look just as good wet as they do dry!

THE TRUTH BEHIND THE MYTHS

We have all heard different hair extension horror stories; causing everything from hair loss and baldness to allergies, and the list goes on... Even though some of these problems can occur, it is in direct relation with the quality of hair and bonding techniques that have been used. Generally speaking, one should expect to pay around DHS 3000 for a full head, short to long hair transformation. Problems can occur when looking into the cheaper end of the market. As with anything, you get what you pay for. Just like you wouldn't dream of being worked on by a discount plastic surgeon, you should adopt a similar attitude when it comes to hair extensions. Make sure that you consult with an extension specialist, working with a reputable brand such as Great Lengths, be aware that cheaper options are cheap for a reason—you run the risk of hair damage. Hair that is braided, glued or applied with wax is often associated with hair loss on a worrying scale! At the Gold Salon, the Great Lengths extensions are attached to the client's own hair using keratin, a natural protein found in hair that gives it natural beauty and shine. F.A.



EXTENSION DO'S & DON'TS

- ✓ Do use super fine coloured extensions instead of highlighting your own hair.
- ✓ Don't even think about going for a discounted option; make sure that you visit a reputable salon.
- ✓ Do camouflage hair loss caused by illness with extensions.
- ✓ Don't leave extensions on for too long.
- ✓ Do blow-dry your hair as often as you like!
- ✓ Don't use products that have high alcohol content.
- ✓ Do shampoo hair at least once a week.
- ✓ Don't let anyone tell you hair extensions are a waste of money!
- ✓ Do use a stylist-approved hair brush to brush your hair from scalp to ends once a day.
- ✓ Don't flat iron or apply excessive heat to the bond itself.
- ✓ Do enjoy your fabulous new hair!!

WHO'S GETTING HAIR EXTENSIONS?

Jessica Simpson, Victoria Beckham, Kate Beckinsale, Kate Winslett, Jenifer Lopez, Mariah Carey, Katie Holmes, Angelina Jolie, Monica Belucci, Eva Longoria, Kylie Minogue, Katie Price, Fergie, Gwyneth Paltrow, Paris Hilton, the Kardashian sisters.