

Art Department

Beauty Weekly GET MORE STAR BEAUTY EVERY DAY! People.com

look of the week
MIRANDA KERR
Makeup artist Rose-Marie Swift and hairstylist David Keough create a punk-meets-pretty look

EYES
"I did a stronger brow," says makeup artist Swift, who then used a creamy brown shadow on the lids. "I wanted to make a statement without going overboard."

HAIR
Hairstylist Keough created a "classy but edgy" look by combining braids with one side of her head with two small braids on the other.

LIPS
"To add a little drama, we did a dark cherry lip," says Swift.

SKIN
After Swift applied foundation, she added a creamy luminizer to Kerr's cheeks to keep her youthful glow.

WHAT THEY USED:

- TS** SinglePass Tint 1.25 fl. oz. Carlingham, \$99, sephora.com
- Devices** For Winks No. 3 Quick Setting Hard Gel \$22, barneys.com
- Barneys** For Winks No. 3 Lining Mousse, \$26, barneys.com
- Red Beauty** Cream Eye Shadow in Seduce, \$38, mmbauty.com
- Red Beauty** Living Luminizer, \$18, mmbauty.com

112 May 20, 2013 PEOPLE By Jackie Fields

Inside InStyle

Behind the Scenes

Live on location: a closer look at the making of this month's issue...

BEST OF THE WEB pt.39

296 **Twitter** Our writers voted, reading apps and sites.

120 **Hours** Our writers worked, reading apps and sites.

126 **Top** most-read picks selected.

Play it cool
Who Model and musician Nicole Trunfo.
Where The concrete walkways and streets of Sydney's northern business district.
All white now Trunfo normally rocks noir shades when she's off-duty but was happy to experiment with paler hues at our shoot. "She loved it when I dressed her in white," says InStyle senior fashion editor Peter Simon Phillips. Her pick of the outfit? A beaded Carla Zampatti coat and Willow body suit in her new favorite shade.

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Hair Tamers
Who Hairstylist David Keough takes to the streets of television presenter Rachael Finch.
Where Live Studios in Sydney.
Food for thought We called on four of Australia's leading hair maestros—Keough, Barney Martin, Brad Ngata and Binya Tyde—to recreate their signature looks, with Finch and actress Jessica Tovey as models. "This was the first time I worked with Rachael and what a delight she is," says Keough. "She said she felt very sexy and womanly and had a little bit of a JoJo look about her in front of the camera—divine!" Between shots, a "famous" Finch snacked on salad and sandwiches while keeping mum about a big secret. A few days later, the radiant mum-to-be announced that she and her husband, professional dancer Michael Morley, are expecting a baby in September.

Living Colour
Who Alice + Olivia designer Stacy Bendet.
Where Her vial home in Manhattan, New York.
You're a doll Bendet may have a nice inventory to die for but her Barbie collection made us go gaga. This vintage Mastercraft case (right) keeps her daughters from "borrowing" them for playdates.

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58 MAY 2013 InStyle By Jackie Fields

JOHN FRIEDA
LONDON PARIS NEW YORK

25 years
of hair transformation

Welcome to the world of John Frieda® Hair Care products

EXPECT PERFECT

IT'S THE SILVER ANNIVERSARY OF JOHN FRIEDA® PRODUCTS AND TO CELEBRATE WE'RE BRINGING YOU 25 INSPIRATIONAL HAIR TRANSFORMATIONS!

David Keough
John Frieda® Brand's Australia Creative Consultant

Since its early days in London's Mayfair in the late '80s, the John Frieda brand has built a reputation for bringing together hair experts at the top of their game to help develop revolutionary products that address common hair issues. From the cult Frizz-Ease® Original Serum that's achieved global beauty hall of fame status, to the groundbreaking colour enhancement collections (Sheer Blonde®, Brilliant Brunette® and Radiant Red®), and the advanced Precision Foam Colour range, John Frieda products have consistently blazed a trail in hair innovation. World-renowned editorial and catwalk stylist Kerry Wain and global hair-colour guru Nicola Clarke are two of the hair experts who have lent their expertise to the development of John Frieda products, including the Precision Foam Colour range. To honour this long-standing heritage, John Frieda Australia Style Consultant David Keough and a team of experts have created 25 amazing hair transformations, exclusively using John Frieda products. If you're currently working on your own hair transformation, you're bound to find inspiration in our selection of 25 diverse looks, which cover the whole transformation process, from colour and care to maintenance and style!

Kerry Wain
John Frieda Expert London

It's fantastic to see the John Frieda® range celebrate 25 years! My all-time favourite product is Frizz-Ease® Original Serum. When I use it, I'm confident styles I create will have longevity without frizz!

It's an honour to be involved in a company that's so innovative and forward-thinking. I love the John Frieda® Sheer Blonde® Shampoo and Conditioner, as they really help blondes keep their colour looking fresh. And of course, the Precision Foam Colour which gives women easy access to a cabinet of colour usually only available at the salon. Congratulations on 25 years of salon-quality results!

David Keough
DAVID'S FAVOURITE PRODUCTS

Nicola Clarke
John Frieda Expert London

NICOLA'S FAVOURITE PRODUCTS

GET THE LOOK
DOWNLOAD THE GENIE APP AND LOOK FOR THE SYMBOL IN THE MAG TO WATCH DAVID KEOUGH SHOW YOU HOW TO GET SOME OF THIS SEASON'S HOTTEST HAIR LOOKS.

IT'S FREE. HERE'S HOW!

1. DOWNLOAD the FREE Genie app from the App Store or Google Play.
2. LAUNCH the Genie app, when you see the logo and hold your smartphone or tablet over the page.
3. WATCH the page come to life with video, shopping, galleries and much more.

DOWNLOAD THE GENIE APP FOR FREE FROM

iPhone is a trademark of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc. Genie is also available on Android devices.

Let your hair transformation begin...

JOHN FRIEDA®
LONDON PARIS NEW YORK

David Keough

www.art-dept.com

Art Department



SCAN THIS QR TO WATCH HOW-TO VIDEO See pg 3 for instructions

SEE THE LIGHT
Wouldn't you love your blonde tone to stay clean and bright, wash after wash? The John Frieda® Sheer Blonde® range has products designed for lighter blondes that hydrate hair and bring out gleaming highlights – leaving you with your lightest, brightest blonde.

GET THE LOOK
BOTTICELLI ANGEL

STEP 1: After washing and conditioning with Sheer Blonde® Highlight Activating Moisturising Shampoo and Conditioner for lighter blondes (1,2) blow-dry your hair using a big, round bristle brush, directing the nozzle downwards to close the cuticle.

STEP 2: Once hair is dry, take small sections and lightly spray with Sheer Blonde® Crystal Clear Hairspray (3).

STEP 3: Take these sections and twist them around a curling tong, ensuring you take it to the ends. Release into your hand and pin the curls in place to set.

STEP 4: Once the hair has cooled, take out the pins and unroll the hair. Brush out curls with a bristle brush and spritz again with Sheer Blonde® Crystal Clear Hairspray (3) to hold the look.

BEFORE
Bring out your blonde and add definition with loose curls that make the most of your colour.

STEP 1 **STEP 2** **STEP 3**

For shimmering blonde colour, try Precision Foam Colour in shade 9A Light Ash Blonde.



brilliant BRUNETTE

COLOUR CARE
While shampooing can sometimes leave hair dull, the Brilliant Brunette® Colour Protecting range helps to lock in your colour for 10 weeks*.

BEFORE
Give straight, dull locks a sexy make over, Hollywood-style.

STEP 1 **STEP 2** **STEP 3** **STEP 4**

GET THE LOOK
LUSTROUS WAVES

STEP 1: After prepping your hair with Brilliant Brunette® Colour Protecting Moisturising Shampoo and Conditioner (1,2), blow-dry with a round bristle brush, directing the nozzle down the shaft of the hair to smooth the cuticle. **STEP 2:** Section the hair and wrap each section around a curling iron to create waves and movement. **STEP 3:** To add lustre and smooth out any frizz, use a pea-sized amount of Brilliant Brunette® Liquid Shine, Shine Shock® Perfecting Glosser (3). **STEP 4:** Distribute it through your hair with your fingers, focussing on the mid-lengths and ends.

Create a little mystery with a dramatic shade like Precision Foam Colour 4N Dark Natural Brown. Or for a subtle red tone 3VH Deep Cherry Brown.

STEP 1 **STEP 2** **STEP 3** **STEP 4**

*Based on 3 washes per week.



HAIR REPAIR

TRANSFORM TORTURED TRESSSES AND LET YOUR HEALTHY LOOKING STYLE AND COLOUR SHINE

DAMAGE REVERSAL
Frequent heat styling and colouring can wreak havoc on your hair. The John Frieda® Full Repair™ range, with omega-3-rich inch inchi micro-oil, can help repair over-worked hair and prevent further damage and breakage with heat-protecting formulas.

BEFORE
Over-processed hair can look frayed. Remove the look and feel of damage for healthier-looking hair.

GET THE LOOK
NEO PUNK

STEP 1: After washing your hair with Full Repair™ Full Body Shampoo (1) give hair some intensive treatment with Full Repair™ Hydrate and Rescue Deep Conditioner (2). Bid hair with a towel and spray Full Repair™ Perfect Ends Sheer Mist (3) through your lengths. **STEP 2:** Blow-dry hair using a big, round bristle brush, directing nozzle down the shaft of the hair for ultimate smoothness. Blow-dry your fringe in one direction and then sweep it to the other side to create lift. **STEP 3:** Smooth away any flyaways with the Full Repair™ Touch Up Flyaway Tamer (4).

STEP 1 **STEP 2** **STEP 3**

For a sassy, jet-blond look, try Precision Foam Colour shade 10B Extra Light Beige Blonde.



FINE TO FULL

TRANSFORM FINE, FLAT STRANDS INTO A STYLE FULL OF BODY AND TEXTURE WITH THE JOHN FRIEDA® LUXURIOUS VOLUME RANGE

FAREWELL, FLAT HAIR
Learn to love fine hair with light, nourishing products that add grip, texture, lift and shine, leaving your hair feeling fuller but not full of product.

BEFORE
Revive lank locks with products designed to nourish and thicken fine hair.

STEP 1 **STEP 2** **STEP 3**

GET THE LOOK
BEACHY BODY

STEP 1: Wash and condition your hair with Luxurious Volume Touchably Full Shampoo and Conditioner (1,2), then spritz Luxurious Volume Root Booster Blow Dry Lotion (3) close to the root area and distribute evenly with fingertips. Next, spray Luxurious Volume Fine to Full Blow-Out Spray (4) through lengths and ends for a boost of volume throughout. **STEP 2:** Create lift with a hairdryer by taking small sections of hair and blasting roots while pulling the hair upright. You can also blow-dry hair in the opposite direction to how the style will fall to create lift. **STEP 3:** Finish the look by wrapping large sections around curling tongs, then misting a little Luxurious Volume All-Day Hold Hairspray (5) over the do to hold volume.

Get a gorgeous golden blonde colour, try Precision Foam Colour shade 6G Medium Golden Blonde.

STEP 1 **STEP 2** **STEP 3** **STEP 4** **STEP 5**

David Keough

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PRECISION FOAM COLOUR

John Frieda | advertising feature

IT'S THE SILVER ANNIVERSARY OF JOHN FRIEDA® AND TO CELEBRATE, WE'RE BRINGING YOU SOME TRULY INSPIRATIONAL HAIR TRANSFORMATIONS!

Since its early days in London's hair salons in the late '80s, the John Frieda® brand has built a reputation for bringing together hair experts at the top of their game to help develop revolutionary products that address common hair issues.

From the cult Frizz Ease® Original Serum that achieved global fame as a hat of fame status, to the groundbreaking colour-enhancement collection, Shown Shimmer®, Shimmer Shampoo® and Fructan® Repair, John Frieda® products have consistently lived a full & fun innovation.

And now, achieving salon-quality colour at home is made easier with John Frieda® Precision Foam Colour. This DIY colour product uses hair technology to help women achieve natural-looking results in their own bathrooms.

Available in 25 tempting shades, the Precision Foam Colour technique is simple and mess-free: you simply massage the foam into your hair for even, all-over coverage. No painting it on, no chips, no stains – just flawless, rich and shiny colour from every angle.

netpage LOVE THIS LOOK? Download the netpage app to watch the how-to video and share with friends.

STEP 1 **STEP 2**

STEP 3 **STEP 4**

Model's hair made it: Precision Foam Colour 450 Dark Chocolate Brown.

JOIN THE CLUB elite

AS A JOHN FRIEDA® HAIR CARE ELITE CLUB MEMBER, YOU CAN LOOK FORWARD TO THESE AMAZING OFFERS:

- Access to members-only content and competitions
- Special offers on John Frieda® products and personally selected advice from our salon stylists

SIGN UP NOW: www.johnfrieda.com.au

OR FOLLOW US ON FACEBOOK

PLUS IT'S FREE! PLUS, JOIN THE ELITE CLUB AND GET A FREE HAIR CARE KIT.

JOHN FRIEDA. LONDON PARIS NEW YORK

INCREDIBLE COLOUR

Let your hair transformation begin...

BEFORE

A rich, solid colour is what you want. But it's not always easy to achieve. With the John Frieda® Precision Foam Colour range, you can create a gorgeous, rich colour that enhances the natural colour of your hair. It's the perfect time for a colour change. With the John Frieda® Precision Foam Colour range, you can create a gorgeous, rich colour that enhances the natural colour of your hair. It's the perfect time for a colour change. With the John Frieda® Precision Foam Colour range, you can create a gorgeous, rich colour that enhances the natural colour of your hair. It's the perfect time for a colour change.

SEASONAL CHANGE

Winter is the perfect time for a colour change. With the John Frieda® Precision Foam Colour range, you can create a gorgeous, rich colour that enhances the natural colour of your hair. It's the perfect time for a colour change. With the John Frieda® Precision Foam Colour range, you can create a gorgeous, rich colour that enhances the natural colour of your hair. It's the perfect time for a colour change.



DAVID KEOUGH

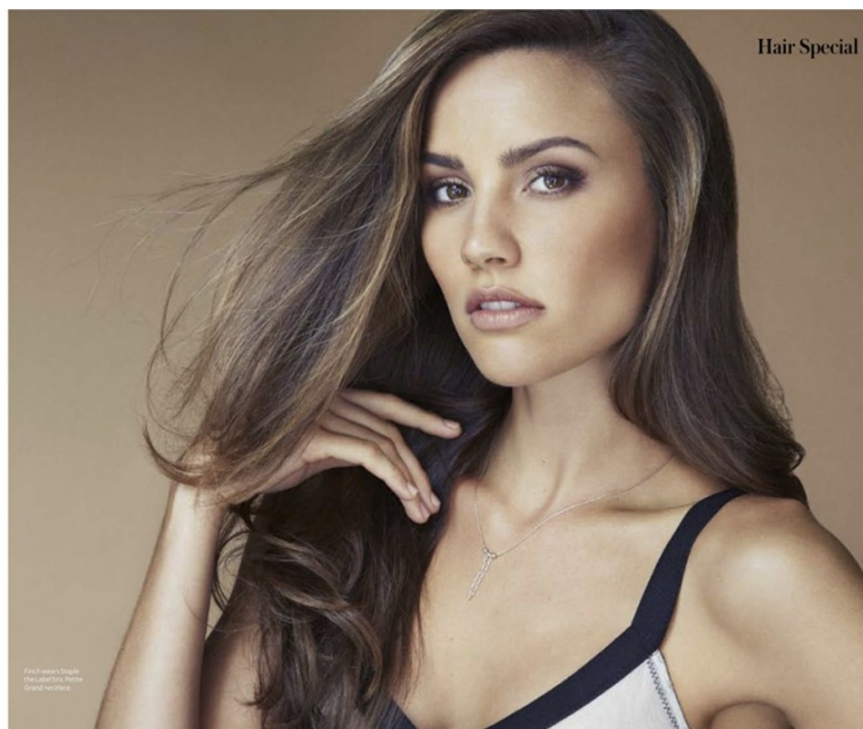
Hollywood volume

"Making women look sexy" is one of Keough's hair mantras. In his three decades in the business, he has created cutting-edge styles for glossy magazines worldwide, as well as working with fashion brands such as BCBGMAXAZRIA and TIGERBY. He's been a creative consultant for John Frieda for 10 years and his A-list clientele includes the likes of Elle Macpherson and Toni Collette.

GET THE LOOK

"You have to start adding volume to the hair from the moment you wash it," says Keough of creating this luscious look. He suggests using a volumising shampoo and conditioner to start, followed by a volumising spray "sprayed into towel-dried hair from mid-lengths to the ends." Try John Frieda Luxurious Volume Fine to Full Blow-Out Spray (\$17.99/4.8 fl. oz.). Next, after, such as John Frieda Luxurious Volume Root Booster Blow-Dry Lotion (\$14.99/4.8 fl. oz.), will also give more body to the hair, says Keough, "especially if your hair is on the finer side." Using a large, round brush, blow-dry the hair fully, then, with a 1.5cm curling iron, curl the hair in 25mm sections, "pinning each section with clips until the hair has cooled." Take the clips out and use a paddle brush to loosen up the curls. Finish with a light mist of hairspray to set the look.

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David Keough

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