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Beauty Week

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 bouncy waves on one side of her head with two small braids on the other.

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

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

MET BALL GLAM!

WHAT THEY USED!

T3
SinglePass Twist 1.25-In. Curling Iron, \$99; sephora.com

Davines
For Wizards No. 8 Quick Setting Hard Gel, \$22; barneys.com

Davines
For Wizards No. 5 Universal Mattering Mousse, \$26; barneys.com

RMS Beauty
Cream Eye Shadow in Seduce, \$28; rmsbeauty.com

RMS Beauty
Living Luminizer, \$38; rmsbeauty.com

112 May 20, 2013 PEOPLE

By Jackie Fields

David Keough

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Inside *InStyle*

Behind the Scenes

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

BEST OF THE WEB *pl39*



296

Total e-talers, sites and apps reviewed for consideration.

120

Hours our writers talked, testing apps and sites.

126

Top-notch final 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 outfits? A textured Carla Zampatti coat and Willow bodysuit in her new favourite shade.



pl101

Living Colour

Who Alice + Olivia designer Stacey Bendet.

Where Her vivid home in Manhattan, New York.

You're a doll Bendet may have a shoe 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.



pl187



pl152

David Keough and Rachael Finch

Hair Tamers

Who Hairstylist David Keough takes to the tresses of television presenter Rachael Finch.

Where Luxe Studios in Sydney.

Food for thought We called on four of Australia's leading hair maestros—Keough, Barney Martin, Brad Ngata and Renya Xydis—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 J.Lo look about her in front of the camera—divine!" Between shots, a "famished" 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 Mizner, are expecting a baby in September.

David Keough

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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 Brands Australia
Creative Consultant

Since its early days in London's Marylebone 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 Warn 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 workshopping 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!

DAVID'S FAVOURITE PRODUCTS

"The John Frieda® brand has done so well because they're always advancing the range and the products work brilliantly, plus they're easy for anyone to use. My personal picks are the Fine To Full Blow-Out Spray from the Luxurious Volume collection and Frizz-Ease® Secret Weapon® Finishing Crème."

David Keough

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!

Kerry Warn
John Frieda Expert
London

KERRY'S FAVOURITE PRODUCT

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 calibre of colour usually only available at the salon. Congratulations on 25 years of salon-quality results!

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.

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- 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.

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Let your hair transformation begin...

JOHN FRIEDA®
LONDON PARIS NEW YORK

David Keough

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SCAN THIS PIC 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 rehydrate hair and bring out glistening highlights – leaving you with your lightest, brightest blonde.



BEFORE

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

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 twirl 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.



STEP 1



STEP 2



STEP 3



1 2 3



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

David Keough

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**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*.

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

BEFORE

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

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.

STEP 1

STEP 2

STEP 3

STEP 4

1 2 3

4N Dark Natural Brown
3VR Deep Cherry Brown

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

*Based on 3 washes per week

David Keough

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HAIR REPAIR

TRANSFORM TORTURED TRESSES 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 Inca Inchi micro-oil, can help repair over-worked hair and prevent further damage and breakage with heat protecting formulas.

Over-processed hair can look frazzled. Reverse the look and feel of damage for healthier-looking hair.

BEFORE

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). Blot 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).

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

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

STEP 1

STEP 2

STEP 3

1 2 3 4

David Keough

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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.

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

BEFORE

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

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.



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 Marylebone in the late '60s, 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-Excess® Original Serum that's achieved global beauty hall of fame status, to the groundbreaking colour-enhancement collections (Shimmer Blonde®, Brilliant Brunette® and Radiant Red®), John Frieda® products have consistently blazed a trail in hair innovation.

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

Available in 25 flattering 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 drips, 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

LET THE LOOK SWINGING '60S STYLE

STEP 1: Mix Precision Foam Colour according to packet instructions and squeeze a tennis ball-sized amount onto your hand. STEP 2: Spread foam onto your roots, starting at your natural part, then massage through lengths until all your hair is saturated. Leave in for 20–30 minutes, depending on your level of grey, then rinse thoroughly. STEP 3: Lock in colour with Precision Foam Colour Intense After Colour Conditioner (2). STEP 4: Roughly blow-dry then part your hair into sections and slowly run down each section with a straightening iron to create a smooth finish. Continue to wash with Brilliant Brunette® Colour Protecting Moisturising Shampoo and Conditioner (3,4) to help lock in colour for 10 weeks*.

Model's hair shade is Precision Foam Colour 480 Dark Chocolate Brown.

*Based on 2 washes per week.

A rich, solid brown adds a subtle depth to washed-out colour and enhances a great cut.

BEFORE

SEASONAL CHANGE

Winter is the perfect time for a colour change. With the John Frieda® Precision Foam Colour range, you can create a glorious, rich colour that celebrates the colder months with warmth and intensity. Afterwards, let your new colour turn heads with a funky style and plenty of movement.

INCREDIBLE COLOUR

JOHN FRIEDA. LONDON PARIS NEW YORK 25 years of hair TRANSFORMATION

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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 Tigerlily. 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 luxe look. He suggests using a volumising shampoo and conditioner to start, followed by a volumising spray "spritzed into towel-dried hair from mid-lengths to the ends". Try John Frieda Luxurious Volume Fine to Full Blow-Out Spray (\$17; 1800 468 318). A root lifter, such as John Frieda Luxurious Volume Root Booster Blow Dry Lotion (\$16; 1800 468 318), 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 3.5cm curling iron, curl the hair in 7.5cm 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.

136 MAY 2013 inStyle



David Keough

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