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BAZAAR^{Harper's}



GRAY HAIR IS THE NEW PLATINUM

We asked colorist Aura Friedman at Sally Hershberger Salon how to pull off the trend. “I get requests for gray all the time—it’s edgier and more unexpected than doing platinum,” says Friedman, who has become fashion’s go-to girl for wild color transformations. “Cool tones work really well on Asians and fair-skinned girls with light blue eyes; the gray really enhances the color. They’re complete opposites, but it works on both.” In terms of the process, though, going gray is no different than going platinum, she says. “You have to lift the color to as pale of a yellow as possible, then add the gray tones, which is hard because the hair cuticle is wide. If your hair is already colored and you’re trying to strip it all the way down, the best thing to do is consult a colorist and make sure your color can withstand the intensity of going platinum because it’s a brutal process for your hair.” If you’re more of a DIY type and already have bleached hair, Friedman says it’s easy to go gray at home: Tone it gray with regular toner, then put on a layer of PRAVANA VIVIDS SILVER or Manic Panic Blue Steel—or a combination of the two—mixed with conditioner to make it lighter and take out some of the blue.