

LADY SUPREME

HAIR EMILIO CATALDO AND CLAUDIA CATALDO FOR L'ORÉAL PROFESSIONNEL.
PHOTOGRAPHY AMBER TOMS.



Camilla and Marc jacket.
Fool knit dress.
Amellee accessories.

This Page.
Nicola Finetti cape.
Dion Lee dress from Green With Envy.
Lovisa earrings.

Opposite Page.
Fool blue trench.
Seven Souls feathered dress.
Fool knit.
Karen Walker ring.
Bangles from Green With Envy.



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ManeAttraction.

Model Alison had a high percentage of white hair and the remains of previous highlights, so to achieve this natural, beautiful colour, L'Oréal Professionnel INOA Suprême 10,13 and 8,13 were interspersed, providing 100% white hair coverage and a unique, personalised, two-tone look. "With blondes, coppers or brunettes, INOA Suprême's dual reflects complement my clients skin tones, giving them a radiant, youthful glow," Emilio Cataldo says.

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ManeAttraction.

"Our aim for this look was to create contrasting textures and volume," explains Emilio, "so small curling irons were used underneath and a larger iron for the top to create soft, gentle waves. I used a combination of L'Oréal Professionnel Techni.art Liss Control and Volume Riche Mousse, which was applied throughout the hair then blow-dried. The style was finished with Techni.art Air Fix."

This Page.
Fool purple jacket and knit.
Roberto Cavalli yellow dress.
Lovisa earrings.
Opposite Page.
Fool knit.
Lovisa earrings.

Photography Amber Toms // Photography Assistants Tessa Ross-Pheelan and Karla Majnaric // Hair Emilio Cataldo and Claudia Cataldo @ Cataldo's Salon using L'Oréal Professionnel INOA Suprême and L'Oréal Professionnel styling products // Makeup Merton Muaremi @ Look Productions // Styling Vass Arvanitis @ Vivrens Creative // Styling Assistant Emily Gouskos // Models Alison Chapple @ Vivrens and Debbi G @ Giant



THE STYLE STUDIO.

As women age, their hair needs continue to evolve. Hair contains less pigment due to a reduction in melanin, resulting in a higher percentage of white. It also thins and weakens, losing elasticity, softness and shine. Un-pigmented hair is less protected from the effects of the sun and the environment, so scalps can become dry and sensitive due to a decrease in sebaceous activity.

"As we age, our hair needs change, and just as with skincare, it makes perfect sense that we use products specifically suited to the needs of our mature clients," explains Emilio Cataldo. "Without any inter-mixing of shades, L'Oréal Professionnel INOA Suprême offers perfect 100% coverage of white hair and a beautiful, natural, modern colour result. And for those clients with a lack of volume, INOA Suprême with Denisilum brings back strength and body for hair that looks and feels fuller. I know that INOA Suprême is better respecting my clients' hair for improved condition and stunning shine."

To cover the 70% white on model Debbi's hair, it had been previously coloured to a rich copper/mahogany. So to tone back the colour and introduce a softer, more golden shade to complement the skin, INOA Suprême 7.34 was applied. "On the styling side, our aim was to create volume around the perimeter, which was achieved with products from the L'Oréal Professionnel Texture Expert range" explains Claudia Cataldo. "With innovative double zone technology, these products combine haircare results with styling effects. To get this look, the hair was double-moussed with Texture Expert Expansion Mousse. I used new Texture Expert Curl Corset next, a lightweight product that gives beautiful, manageable definition to curls whilst still allowing natural movement, lasting curls and volume."



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