

ANN MERIN

Ten Years Younger



“YOU LOOK ten years younger,” was the common consensus from my staff after I had 20” Great Lengths hair extensions applied. The comment surprised me. I’d had very long hair much of my life but cut it just past shoulder length about 3 years ago. It never occurred to me that having instantly long hair would have such an effect.

Obviously anything that will make a woman over 40 look ten years younger is a big deal...still, I didn’t want to tell our

clients that this is what would happen to them with extensions. What if this fountain of youth only worked on me? What if my staff was just being kind or they wanted a raise? I didn’t want to be unethical or perpetuate a myth.

Then it started happening. Several of our clients who are in my age bracket and who are new to extensions came up to me and enthusiastically told me that their friends and family had made the same comment when they debuted their new long hair – “You look ten years younger!”

Over the next few months I started making observations on the best way to use extensions to achieve that “ten years younger look.” Here are my best tips:

- 1. You’ll want to add length, but don’t get crazy.**
We find that 20” (about waist length) is long enough to create a beautiful, youthful look but not make you a target for some “stuck in the 60’s” themed makeover show.
- 2. The cut is critical.**
Long layers w/ some face framing pieces create a gorgeous contemporary style that works on almost anyone.
- 3. Color is very important.**
If you are blonde, don’t go too light. Very light ashy blonde colors tend to wash out older skin tones so you’ll want to make sure you integrate some darker blondes into your hair. Our stylists will color match you and then select several different shades that they will blend to create a completely natural look and compliment your skin tone.



Ann Merin is the owner of Beauty Heaven, a full-service salon specializing in hair color, hair cutting, Great Lengths hair extensions, eyelash extensions and makeup application.

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