

the FULL STORY

the scoop on the extension obsession

BY KATE HARTLEY

Model photography by Ann Galovich

LONG HAIR IS IN. REALLY IN. FROM WAVY AND NATURAL TO STRAIGHT AND DRAMATIC, LONG STYLES ARE RULING THE RUNWAYS. WHICH IS GOOD NEWS IF YOU'RE, SAY, BARBIE. BUT IF YOU'RE LIKE MOST OF US, YOUR HAIR MAY NOT HAVE GOTTEN THE MEMO THAT IT'S SUPPOSED TO BEHAVE BEAUTIFULLY AT ANY LENGTH.

Enter: extensions. These small sections of 100-percent human hair are treated, custom-dyed and bonded to your own hair, allowing even the sparsely tendrilled among us to have shampoo-commercial locks. And—thanks to in-the-know salons like Kennesaw's top-rated Dyer & Posta (featured in *Elle* this month!)—extensions are now more accessible, affordable and natural-looking than ever before.

We got the full story from Cynda Greene, a top stylist and extension educator at Dyer & Posta. Here, she answers our questions about the current extension obsession.

LBDILRW: How are extensions attached?
Cynda: The extensions are bonded to a client's actual hair using a conditioned keratin-fusion bond. When applied correctly, absolutely no damage occurs to the natural hair.
LBDILRW: What different options are there—textures, colors, types?

Cynda: Extensions come in a spectrum of colors and textures, and they can be custom dyed and highlighted, just like natural hair. There are four types: volume, fill-in, color flash, and clip-in. Volume extensions add volume throughout the whole head of hair. Fill-in are great to add length and color; you can highlight or apply ombre without damaging existing hair. Color-flash extensions are similar: they're a great way to add vibrant or pastel highlights. Pastel pink and orange or neon blue and green are really hot right now. Clip-in extensions, on the other hand, can be clipped in by the client for special events, photo shoots, prom. You keep those forever.

LBDILRW: How long do volume, fill-in, and color-flash extensions last?
Cynda: They last four to six months. So, that's basically half a year of no bad hair days.

LBDILRW: Do you have to care for them in any special way?
Cynda: You have to use a certain shampoo and conditioner, and they tend to last longer if you sleep in pigtails. They're an investment, so you want to take care of them.

LBDILRW: Speaking of investment, how's the price?
Cynda: There are so many options, so the price really ranges. You can go from lower to very high-end, depending on how many you want. It's best to go in for a consultation and talk through the options with a stylist, who will then place a custom order.

LBDILRW: Are there any cons to extensions?
Cynda: Well, strangers may stop you often in public to comment on your great hair. It's SO annoying to be perfect. ●

To book an extension consultation, call 770-514-1620. Dyer and Posta is located at 600 Chastain Road, Suite 216, Kennesaw, 30144; dyerandpostasaloon.com.



On Stephanie Shon, Cynda added 10 inches of length and contrasting highlights—entirely with fill-in extensions.

three rising salon stars

Meet three elite new talents at Dyer & Posta.

James Schmick, formerly of Chris Nicholson Salon.

Emily Owen, formerly of Toni & Guy.

Pippin Sheehan, formerly of Toni & Guy.

Photography by Brooke Ruiz



20% OFF

Little Black Dress Discount: For new and existing clients: 20% off cut and color services OR 10% off extensions. Must present coupon by 10/30/12; cannot be combined.



For Suzanne Fettig (shown here), Cynda used volume extensions to literally double Suzanne's fine hair, adding volume and style staying power.