

BENJAMIN RYAN

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SPRING TRENDS

THE CATWALKS WERE FILLED WITH STRONG 80'S THROWBACK LOOKS... PLENTY OF GLITTER & BRAIDS, SHORT STRONG BOBS, BOYISH LOOKS... BIG CURLS AND TEXTURES! IT'S DEFINITELY TIME TO EMBRACE YOUR INDIVIDUALITY!



Stella McCartney showed models with elegantly polished hair swept back from faces in casual, loose styles. Recreate these looks by using one of the salons high shine gels.

SLEEK & STYLISH



BLUNT FRINGES

Blunt fringes were all the rage at **Versace** and our team adored these looks. As our Creative Directive Nancy says... "it's funny how something so simple can make such a big statement!"

Contact us to discover what would best suit your style and face shape.



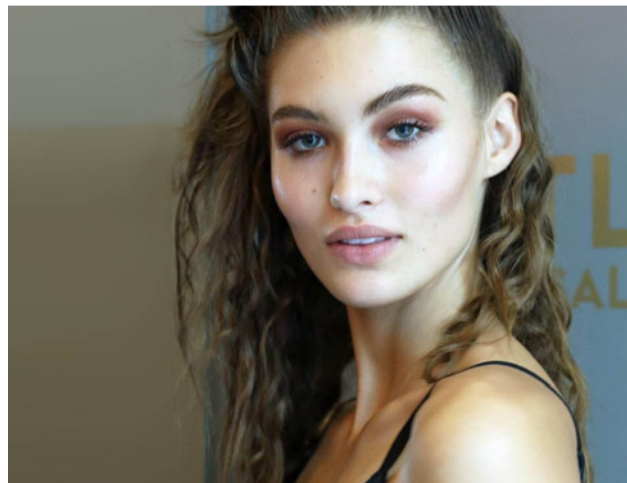
BEAUTIFUL BRAIDS

Dior hair was devoid of romanticism, wisps and flyaways were hidden with the plaits kept groomed and precise.

Hippie-esque braids were spotted at **Roberto Cavalli** and **Preen**, while **Erdem's** showed 17th Century styled woven chignons.

Simone Rocha opted for simple, pretty pigtails.

Our tip - rubbing priming hair products between your palms before braiding helps to keep strands together and adds much-needed grip.



FALL IN LOVE WITH YOUR CURLS

We were blown away with the looks created at **Topshop Unique** where curls and textures were teased and tousled in a big way.

These inspiring looks were a big favourite with the Benjamin Ryan team.

See our article overleaf on how best to beat the frizz!



THE NEW SHORT & BOYISH HAIR

Precision cutting was the key at **Prada**, models were given uniform short retro bobs which gave the clothes a cool twist. This season stylists also adopted the androgynous look. This isn't just a look reserved for high cheekbones and sharp jawlines ... the softer the face the stronger and more angular you can go!

Definitely a look for those wanting a dramatic change!

GET THE LOOKS!

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**BRINGING BACK
SUPER STRAIGHT**

**Here's our Style Director
Roxie's step-by-step guide**

Begin with freshly washed and beautifully conditioned hair - we advise using Wella SP Smoothen Range (available from the salon).

Detangle with a large tooth comb, this will start the process of smoothing the cuticle so it looks extra shiny.

Using your hair dryer (our choice Cloud Nines Ionic Professional Dryer) blow dry super straight from root to tip. Next straighten with a brush to get a high level of shine before finishing with irons if needed on a lower heat setting.

To finish play around with a strong middle parting or a low side - whichever suits your face shape best.



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NEW WEBSITE

Stay Connected

Get much more via our NEW website ... styling inspiration, all the latest salon updates, meet the team and make booking easier by downloading our new app.

TREATMENTS

CAUGHT BY THE FUZZ



DON'T DESPAIR IF YOU SUFFER FROM FRIZZ...

Our experts have some top tips & solutions

Our texture experts Benjamin and Ryan have been taming unruly mops for more than two decades. There are three main types of frizz - wiry roots, often seen in grey hair, puff caused by bleaching and static hairs.

Regardless of the cause, if you suffer from frizz, winter is not your friend. "The temperature might be biting in winter, but it's not the cold that results in frizz, it's the humidity," says Ryan. Freezing weather and balmy central heating are a frizz-inducing nightmare!

So, here's Benjamin and Ryan's expert tips for making 2017 the year you tackle the texture.

WASH CAREFULLY

Shampoo and conditioner matter, while sulphates produce a satisfying lather, they can strip the scalp and hair of moisture. Parched hair is vulnerable to damage, and damage plus dehydration is frizz in the making. Wella SP shampoos and conditioners are sulphate-free and have an AntiFade complex to filter out UVA and UVB rays that can cause damage.

Need to know

Using a microfibre towel will make the drying process gentler - they mop up excess water faster and help reduce blow-dry time. They are also softer on fragile strands and help reduce static flyaways.

CHECK YOUR FPF

Want to reduce the frizz? Then spend your money on decent styling products! Blow-dry sprays with cuticle-smoothing properties are a godsend for the frizz prone. Wella SP and Sebastian are the salons choice, their frizz protection oils tame and hold which is essential for styling. They also control fine hair without weighing it down. If you have thicker hair and coarser frizz, we recommend Lux Oil by SP.

Need to know

Like most products that reduce frizz, the texture is on the heavy side, so don't use too much.

SEAL THE ENDS

The salon provides a range of treatments to combat frizz designed to suit all hair types. These range from a Liquid Hair Keratin Treatment to the latest Olaplex Treatment which is all the rave. These treatments provide the essential nutrients your hair needs and if you take a selfie to show off the fabulous results we'll give it to you for half price!

PICK THE RIGHT PILLOW

Did you know that cotton pillowcases, even the finest Egyptian ones, can dry out hair, resulting in breakages? Silk, however, won't rough-up cuticles or wick away valuable moisture.

Need to know

Silk pillowcases are great if you want to maintain a straighter style; however, if your hair is curly and you don't mind the odd kink or two, wrapping your hair in a silk scarf will work, too.

GET A LONG-TERM FIX

When all else fails, a NanoKeratin Treatment and Brazilian Keratin Blow-Dry will banish the fuzz for longer. NanoKeratin Treatments smooth frizz without changing the overall structure of the hair. Your hair will be quicker to blow-dry and won't frizz up when it gets wet. NanoKeratin Treatments start from £180 and lasts up to 3 months - the results are fantastic and well worth the investment.

Need to know

The NanoKeratin Treatment can't be washed out for up to three days - so remember to take an umbrella too!

GET IN TOUCH!

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