

8 secrets to PERFECTLY SILVER HAIR

Expert Advice From JCPenney Salon! How To Get Gorgeous Gray—This Season's Trending Haircolor



Jaimee Smith

Going gray, silver (or whatever you call it!) doesn't have to be scary. Jaimee Smith, Senior Education Manager for JCPenney Salon, knows just what it takes to get that glamorous hue you've been dreaming about...Ready?

1 Embrace The Change

If you're considering rocking the gray and have noticed a few strands popping out between your coloring appointments, now's the time to bite the bullet. "The first step would be to embrace it! If there is a desire to go all gray, I suggest not coloring the hair," Smith advises. "During your transition, you should get regular professional glossing treatments."

2 Chop The Color

You don't have to drop the color to see some gray progress. It's helpful to know how to transition. "One option is to cut your hair. You can choose to cut off the color in small increments or go for the big chop by cutting the hair short to the line of new growth," Smith shares.

3 Color Smart

You can still color your hair as you transition to gray. Smith recommends being smart with the color choices. "If you prefer to transition gradually, I recommend using a semi- or demi-permanent color to blend grays with your natural color during the transition. You should get regular glossing treatments to keep the hair shiny and soft," the expert explains. "Another option is to choose a color technique, such as, highlights or lowlights that will soften the line of demarcation and blend into your

grays. A demi-permanent dye can also be used to conceal gray during your transition. This type of dye is ammonia free and will wash out over several shampoos."

4 Snow White

Even if your gray is less Snow White and more Gray Gardens, you still have options. "The process for making gray hair whiter involves chemical lightening. This service should always be done by a professional colorist. Lightening the hair should be done with care. I recommend using a bond protector that is added to the lightener to protect the hair and prevent damage. Once you have been lightened, choosing the right toner is key," Smith details.

5 Vibrant Grays

Those of us who are going gray can also have some fun. "You could definitely enhance your gray and silver locks by adding pops of hues, such as rose, peach or violet. This can be done by adding a drop to our to our glossing services. Your stylist can help you determine the best hue for you. It's totally customizable!" Smith exclaims.

6 Mind Your Texture

Unfortunately, gray hair needs a little more special care to keep it soft and luxurious. "As hair becomes



Kimberly goes with a deep part and side-swept fringe for casual sophistication.

grayer, it loses melanin/pigment, which causes the texture to become coarse and wiry," Smith outlines. "You should visit the salon regularly for customized glossing treatments that add shine and moisture, and brighten and neutralize yellowing. Since gray hair is also coarser and drier, you should follow a regular regime for deep-conditioning treatments."

7 Maintain That Mane

Just because you'll be coloring your hair less doesn't mean you can relax on the maintenance. "It is important to use the correct shampoo for gray hair. Since the environment can wreak havoc on our hair and gray hair is coarser, it is important to use a hydrating shampoo and

conditioner with antioxidants and UV protection. These shampoos should be used several times a week. Also, since gray hair can turn yellowish, a violet- or blue-hued shampoo should be used a few times a month, to help neutralize yellow and brighten and soften gray hair," Smith tells us.

8 Product Shift

As you transition into the world of gorgeous grays, your products may need to be updated. "For gray hair, light products are best. Choose a light shine spray or serum to control frizz and add a beautiful shine," Smith details. She also recommends reaching into your makeup drawer to perfect your look. "You should adjust your makeup—and don't forget your brows!"