



50/50 Colour by Warren Boodaghian

“50/50 colour is a trend that can be worn in many ways – classically or creatively,” says Warren Boodaghian, HOB Academy London, head of technical.

The look was popular in the early 2000s with Gwen Stefani and Christina Aguilera wearing the trends, and more recently Dua Lipa brought it back for 2020. However, it really dates back to the band, Blondie rocking the look in the late 70s/early 80s.

Now, we have modernised the technique with new tones to add depth and ensure it is attention-grabbing for all the right reasons. This look uses complementary tones (for a more simplistic look) or contrasting tones (for something more dramatic).

On SHORT HAIR, work with harmonising colours so that the hair doesn't look too busy; give a bob some geometry for a 60s Carnaby girl feel.

Blondes can still have fun, so take inspiration from the 90s for long hair. Go strong and bold with the colour placement but alter the dark/light combo by going softer for a more delicate finish.

How-to Get The Look:

- 1) Prep the hair with Blondor Cream with **6%** mixed **1 to 1.5 ratio**.
- 2) Take a star-like section on top of the head and secure.
- 3) On the underneath section, apply *Wella Colour Touch* (**20g 9/97 + 10g 7/97 + 3g 4/57 + 4%**) for a deep tone.
- 4) Take the star section and apply *Wella Colour Touch* (**20g 9/97 + 2g 7/75 + 4%**) for a lighter heather blonde tone. This gives the illusion of 50/50 hair.
- 5) Blow-dry hair and finish with powder for a matt, effortless finish.

