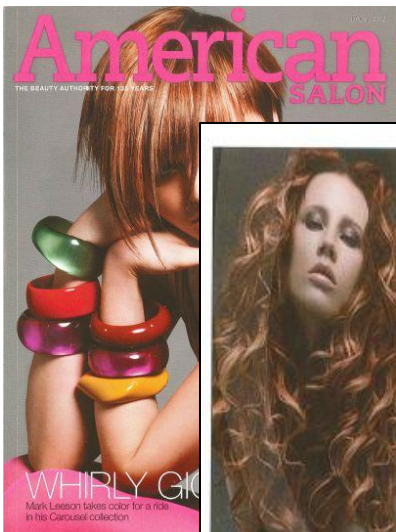


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*Talking Trends*

Brilliant brunettes, rich redheads and bright blondes are fading fringe up this winter, according to **Redken** Creative Consultants for Color Theory Cunningham. To give brunettes a boost, Cunningham is using Redken's Illumination technique, which involves graduating the color from dark at the base to light on the ends, like Emily Blunt's current look. "It's the hottest haircolor trend in Hollywood right now and it can be seen on every red carpet," she says. For redheads, Cunningham is inspired by Isla Fisher's vibrant hue. "I don't see this look on many of my celebrity clients," Cunningham says. "The color is in-between a strawberry blonde and a copper red." Likewise, Cunningham predicts Emma Stone's chic blonde shade will also be a hit with her clients. "The look has highlights and lowlights throughout the hair and an ultrablond base," she says. To get the look, Cunningham uses Redken's new Shades EQ Cream. Check out the formulae for all three celebrity looks on [blog.americansalonmag.com](http://blog.americansalonmag.com). —L.A.

**PERFECT MATCH** Considering skin tone is a crucial part of any haircolor consultation, according to Jennifer McGann, director of cosmetology at Tricoci University of Beauty Culture, which has eight campus locations in Illinois and Indiana. Here are her tips for matching skin tone and haircolor.

**COOL SKIN TONES** "If the skin has pinkish-red or light golden undertones and the client's eyes are blue-gray or deep brown-black, chances are she has cool-toned skin," McGann says. For these clients, McGann advises using cooler tones in their hair as well, such as rich black, ash brown, cool blonde, and cool reds like fuchsia or red-violet.

**WARM SKIN TONES** "If your client's skin has olive undertones and her eyes are green, hazel or golden brown, chances are she's a warm tone," McGann says. "Warm skin tones generally look the best with warmer tones in the hair, like chocolate brown, medium golden brown and warm golden blonde. Warm, rich reds and coppers also look great."

**COMBINATION SKIN TONES** "Many people carry a blend of tonal traits within their skin, hair and eye color, which allows them to wear multidimensional haircolor really well," McGann says. —L.A.

