

# NO MORE WIMPY HAIR!

If your strands are looking a little lifeless, here's a heads-up: You can do something about it. These clever stylist secrets will help make whatever you've got look up to **50% thicker**. We're talking big difference, people.



**Getting the hair you want**—full, voluminous, gorgeous—is a numbers game. It's not one thing that's going to make the difference; it's a few. The perfect cut, the right products, some genius styling techniques—they'll all help create the illusion of thicker-looking strands, says Lucinda Ellery, a salon owner who specializes in hair loss and thinning. Ellery and other top stylists share their best tips on how to bulk up and keep that body going strong.



# GET A CUT THAT THICKENS

"Your haircut accounts for nearly half of your volume," says Enzo Angileri, celebrity hair expert for Infusium. Layers can help if your length is above the shoulders (if not, skip them—they make longer hair look even thinner). More body-boosting ways to go:

# Long, layered pixie

It's a longer, softer, more voluminous take on a short crop. "The choppy layers create movement, height, and texture," says Ellery. The shape is key, too: Sideswept bangs will cover a thinning center part (that's where sparseness is most visible).

#### **Textured bob**

Unless you're a member of the touring cast of *Chicago*, a blunt bob is a tough look to pull off. Instead, have your stylist snip layers in varying lengths throughout the interior of your cut, says Johnny LaVoy, celebrity stylist for PRO Beauty Tools. The short pieces add lift and movement.

## **Collarbone-grazing lob**

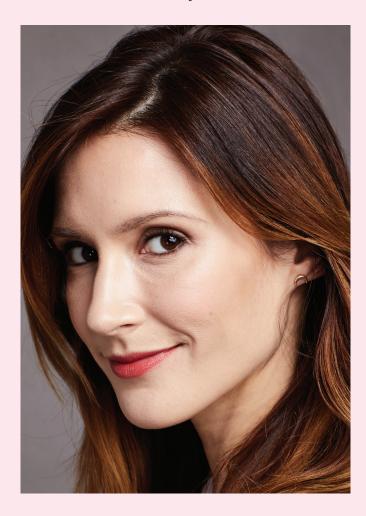
Experts say this is as long as fine types should go, and the trick is blunt-cut ends. When hair is cut straight across, the weight falls on the bottom and those ends appear thicker and healthier. "Thin hair that's longer than bob length should always be blunt cut," says Ellery.



# > Styling Tip #1 <

# **PART ONLY PARTWAY**

A side part will give instant lift. "But many women make the mistake of parting all the way back to the crown, which makes hair look flat," says Ellery. Instead, try just a 2-inch part. Then comb the rest of your hair straight back, creating even more volume at the crown, she says.





# CHOOSE YOUR BEST BODIFIER

Need allover body? Try mousse: Look for a foam with polymers and proteins. We like Living Proof Timeless Plumping Mousse (\$28, Ulta). Apply a golf-ball amount to partially dry hair so the bodifying ingredients don't get diluted by water, says Stephanie Angelone, of RPZL Salon in New York.



If you want lift at the hairline and crown, use a root lifter: These sprays give roots height without stiffness, says cosmetic chemist Ron Robinson. Lift small sections of damp hair with your fingers and spritz. We like StriVectin Hair Max Volume Root Lifting Spray (\$26, ulta.com).



Voluminous, tousled styles call for a dry texture spray: Its mineral powders give hair a body boost, says Tommy Buckett, Garnier Fructis celebrity hairstylist. Try Moroccanoil Dry Texture Spray (\$28, moroccanoil.com) on dry, clean hair. Then shake out strands with your fingers.





# TRY SOME BODY-REVVING COLOR

News to most of us: The ingredients in permanent dyes swell and lift your hair's cuticle (its outer layer) so the color molecules can penetrate, and that swelling actually makes hair feel and look thicker, says Jason Dolan, colorist at Nunzio Saviano Salon in New York. The tone you choose and where you (or a colorist) apply it can also give a fuller look.

**Highlights/lowlights:** Lighter tones around your face give the illusion of more volume, says Dolan. If you're a DIY girl, look for an at-home kit that comes with a brush-on applicator, or apply the lightening mixture with a toothbrush. Placing lowlights, or darker tones, throughout hair can add dimension too.

**Allover color:** Not up for the maintenance of highlights and low-lights? Go for a deeper base. "Generally, darker hair looks denser," says Ellery. Opt for a warmer, deeper version of your current shade.

# PICK THE RIGHT BOOSTING SHAMPOO

There are two main kinds of volumizing shampoo; make sure you reach for the right one.

# If your hair is oily or you use a lot of styling product, go for...

...a shampoo that removes all traces of residue that can weigh hair down. These contain detergents like sodium laureth sulfate and are free of heavy conditioners like silicones. Try **Herbal Essences White Grapefruit & Mosa Mint Naked Volume Shampoo** (\$6, drugstores).



## If your hair is superfine, go for...

...a shampoo containing plumping ingredients that weightlessly bind to the hair shaft, thickening the diameter of each strand. Check labels for polymers, wheat or rice proteins, sugar molecules, or starches, says cosmetic chemist James Hammer. One to try: It's a 10 Haircare Miracle Volumizing Shampoo (\$22, Ulta).



#### LIGHTEN YOUR CONDITIONER

We know, it's tempting to skip or skimp on conditioner because it makes your hair too flat, but fine strands need moisture too. "There is a way to condition that won't leave you looking limp," says Suave Professionals celebrity stylist Jenny Cho. Her suggestion? Skip the creamy formula and mist dry hair with a lightweight leave-in like L'Oréal Paris EverPure 10-in-1 Elixir (\$10, drugstores). "It's the lightest form of conditioner you can get," she says. If your ends are superdry, use regular conditioner just on the tips, and rinse well.



Styling Tip #2







# **DOUBLE UP YOUR BUN**

Fatten it with this trick from Devin Toth, a stylist at Salon SCK in New York: Secure hair into a ponytail with an elastic; divide in half. Make a bun with one half. Pin to secure. Wrap the remaining hair around the outer edge of the first bun and pin in place.



# > Styling Tip #3 <







# **GIVE YOUR BRAIDS BULK**

Thin hair makes for weeny braids—unless you "pancake" them, says Sarah Potempa, celebrity hairstylist and creator of the Beachwaver Co. After you've created your plait, gently tug on the sides to loosen, widen, and add volume.



# BLOW IT OUT—AND UP!

For bouncy hair that definitely won't fall flat, try these pro blow-dry tweaks and techniques.

#### Ditch the nozzle

This attachment, meant to direct the airflow, can flatten hair—good if you're going for a sleek look, bad if volume is your goal.

## **Over-direct**

That's what stylists call it when they blow-dry your hair in the opposite direction from the way it lies. Flip your head over and blow-dry your hair toward your face. "By doing this, you're lifting the roots away from the scalp, creating more volume," says Buckett. Or blow-dry it to the opposite side of your part, then flip it back.

# Keep the temp warm, not scorching hot

Fine strands are prone to static (not to mention damage) when blasted with too much heat, says Cho.

## Try the 90/10 approach

Blow-dry hair upside down until it's 90% dry, using your hands. Called "rough drying" by the pros, this technique coaxes out more natural texture. Then straighten up and use a round brush to lift your roots as you blast them with the blow-dryer. "A lot of women don't get the roots fully dry," says Jeffrey Paul, whose Cleveland salon specializes in thinning hair. "And the slightest bit of moisture will cause your style to collapse."

## Shrink your brush size

When you want bigger hair, it's tempting to go with the biggest round brush you can find, but don't do it. ----Laura Polko, celebrity hairstylist for Scünci, recommends a medium-size brush for gripping and lifting hair at the roots. Choose one with a mix of natural boar and nylon bristles, which won't snag and break strands.





# STEAL SECRETS FROM SHAMPOO COMMERCIALS

We've all seen those ads featuring models with hair for days and thought, No way could that be me. But if you have a little extra time, try two on-set secrets from the stylists behind those looks:

# **Try unexpected product combos**

For both body and lift, Richard Marin, celebrity hairstylist for Remington, spritzes roots first with a sea-salt spray, then with dry shampoo. He finds that this combo creates texture at the root without being stiff or sticky.

### Lift roots without heat

Make several twists with hair on the top of your head from the hairline to the back of your crown. Secure twists with bobby pins and mist with water or hairspray. Let them sit for 30 minutes, untwist, and gently tousle with your fingers. Body boosted, just like that, says Toth.