

Holly Styles, Hairstylist, Explains Benefits of Gloss Color Treatment

Written by Australian Business

GRAMERCY, NY, September 21, 2013 **/24-7PressRelease/** -- With the fall rapidly approaching, many women are considering coloring their hair for the new season and [Holly Styles, Hairstylist](#), is encouraging many to think about hair gloss treatments. In an [article](#) published by TheHuffington Post, one hair stylist helped clear up misconceptions about the treatment.

Holly Styles, Hairstylist, agreed with the points made in the article about the benefits of gloss treatments over traditional dye jobs. The article mentioned nine reasons why these treatments are different, and in some cases, better than classic coloring.

"As a colorist, I've researched the best treatments for a variety of different clients," Holly Styles, Hairstylist, noted.

The summertime provides weather conditions that are oftentimes damaging to hair. Between swimming in chlorinated pools and extra time soaking up the sun's rays, come fall, hair is often dry, cracked and in need of repair. Gloss treatments can help heal hair through deep conditioning to add texture and shine. Women who opt for traditional highlight treatments sometimes end up with brassy results. Using a gloss treatment to complement highlights can tone down the color and create the perfect color.

Traditional dyes are very harsh on the hair, but gloss processes use a different method to color hair. As a result, hair is left feeling softer. Glosses use acids to close the cuticle and help hair reflect light after it is colored. This method allows all of the color variations in hair to shine through, creating a much more natural appearance.

For women who want to keep their natural hair color but maximize shine, clear gloss treatments are the answer.

These treatments lock in deep-conditioning treatments and reduce frizz. Moreover, these glosses are low-risk because they do not contain ammonia. As such, these color treatments fade naturally in about six weeks. Holly Styles, Hairstylist, notes that glosses are much easier to maintain than other dye treatments.

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As jewel tone colors increase in popularity this fall, women who are looking to update their hair style should consider gloss treatments. As opposed to a traditional dye that can leave hair looking one-dimensional, glosses will create rich color through natural shine and depth. Holly Styles, Hairstylist, advises anyone considering color for this season to experiment with gloss and notice the difference.

ABOUT:

Holly Styles, Hairstylist, is a veteran beauty professional serving clients in Gramercy, New York. With more than 16 years of experience in the industry she is well versed on hair trends, products and treatments. She offers the best in cuts, styles and hair options for every client, and she provides traditional hair services including color and chemical treatments. Other services include eyebrow shaping and threading and waxing for both men and women.