

# Embrace the grey

Grey hair has become fashionable during lockdown – so make the most of it, urges Sue Moxley



Sue Moxley is one of the UK's leading beauty experts; her career as a successful makeup artist took her around the world and she was the trusted artist for many celebrities. Sue branched into beauty journalism and was beauty editor of a national newspaper as well as other publications. She has also hosted several makeover shows on national television. She currently has a brand of beauty accessories and cosmetics in Tesco Extra stores and online: ([www.suemoxleybeauty.co.uk](http://www.suemoxleybeauty.co.uk)).

**F**ROM THE mature, natural grey tones to those 'want to be greys', there's plenty on the market now to ensure you evolve from dull, to dazzling in just a few washes – and some fantastic products to help keep your hair in perfect condition.

Grey hair is a growing trend, and more popular now than ever. Embrace those grey tones, love them, look after them and show them off with confidence.

Trichologist Eleanore Richardson tells us that grey hair coincides with the ageing process, but there is still no conclusive explanation as to why hair turns white. Hair dye options leave hair weathered, particularly when repeated regularly and combined with other hair processing procedures, resulting in limp, brittle hair strands.

Lockdown has been a game-changer in allowing people to grow out their grey hair and take a rest from hair colouring. But for those who see grey hair as a very real insecurity that can trigger anxiety and lack of confidence, new (and old) treatments provide options to explore.

Remember, grey hair doesn't mean unhealthy hair.

## Brightening hair care for grey tones.

■ **Aveda Pure Plant Blue Malva Shampoo.** A wonderful, all-natural and cruelty-free shampoo, it nourishes and lifts your grey hair, leaving it feeling hydrated and looking bright. It is priced at £39.60 (RRP) and can be found at: ([AVEDA.co.uk](http://AVEDA.co.uk)). Pair this product with the matching conditioner (RRP £24).

■ **OSMO IKON** ambassador and owner Becky Sutherland of Pink Lemon Hair in County Durham shares with us some advice on how to care and style grey hair. As mature hair can sometimes have a brittle and dry feeling, she has recommended the use of **OSMO Deep Moisture Shampoo and Conditioner.** Both have the mega-

moisturising hero ingredient, Pataua Oil, and leave your hair feeling silky, smooth and manageable. They are both priced at £7.60 from: ([www.msmo.uk.com](http://www.msmo.uk.com)).

■ **HennaPlus Colour Boost Shampoo – Silver** enriches and refreshes natural or coloured hair with an intensive, deep colour and natural shine. Its unique ammonia and peroxide-free formula with Colour Match technology revives your hair colour and camouflages the first grey hairs and outgrowth.

Your hair colour will become intensive, lively, fresh and sparkling once again. When used once weekly, the desired intensive colour result can be enjoyed for up to four washes. Priced at £13.49 from Amazon and ([www.beautynaturals.com](http://www.beautynaturals.com)). Find out more at: ([HennaPlus.com](http://HennaPlus.com)).

## Banish the brass

■ **Trevor Sorbie Colour Protect Blonde and Platinum Shampoo.** Cruelty free, sulphate, sodium chloride and paraben-free, meaning this formulation is very kind and gentle on your hair and scalp. This product also contains green tea to help protect and repair damaged hair. This shampoo works brilliantly to neutralise those brassy tones and subtly lift and brighten

those greys. It costs £6.99 in Superdrug.

## Sleep in luxury

The founder of the award-winning luxury brand This Is Silk, Sonal Key, is a silk expert and a great spokesperson for the scientific benefits of using silk. Silk is similar to our skin and the amino acids actively soothe and nourish it. Silk is popular with people with thinning or grey hair – cotton snags delicate or brittle hair on a cellular level and prevents regrowth while silk actively encourages hair growth. Silk is the ultimate luxury product.

■ **Silk Overnight Hair Wrap** is designed to stay comfortably on the head all night and protect hair from friction. Hair wrapped overnight in Silk will be smoother, glossier and better-conditioned in the mornings. It costs £45.99 from: <https://thisissilk.com/collections/deluxe-hair-wraps/products/deluxe-silk-hair-wrap-in-pink>

