

# shade shifter

Last winter, I was bored at home with grown-out roots, so I cracked open a tub of pastel-pink color-depositing conditioner. About 40 minutes later, I had cheery, rosy hair and 58 selfies to mark the start of what has become a long-term relationship with temporary color.

As it turns out, the past year has been good for DIY beauty transformations—even DayGlo ones. Most home offices don't have a dress code that precludes hair with a wash of pink, green, purple, or any other color of the rainbow.

Some pro tips: Hairstylist Matt Rez says warm shades like peaches, reds, and pinks will “always grab more evenly and are more forgiving,” so they're probably your best option for a first foray into at-home color. Hairstylist Rachel Bodt advises that you test dyes on wet or damp hair first, so you can see how your hair will grab the color. (Use an inconspicuous strand, perhaps by the nape of your neck, for your test run.)

## GIVE 'EM A BOOST

Layering powder eye shadow over cream is the oldest color-intensifying trick in the book, but it's not the only one. Consider amping up pigments with some fresh alchemy.

## Neon Eye Makeup + White Liner

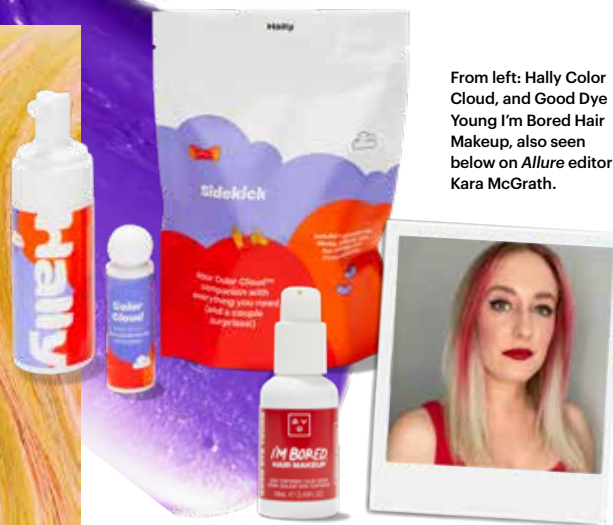
Shadows that look fluorescent in the pan often fall flat on skin, but if you layer them over a white liner you'll get electric color payoff that goes on more evenly too. The same trick works for putting more electricity into neon eyeliners.

## Eye Pencil + a Lighter

Revive a dry pencil by running the tip over a flame for a couple of seconds. After it melts slightly—and then, dear Lord, cools to the touch—it'll glide on like the first day you opened it, says makeup artist Amrita Mehta. She adds, “The difference in color payoff is insane.” (Repeat before each application.)

## Cake Liner + Lash Glue

Makeup artists use water-activated pigments, called cake liners, to create matte looks, but these bold hues can crack after a few hours. Paint lash glue on in your shape of choice first, as does makeup artist Naezrah Desir, then layer the cake liner on top. Your handiwork will stay smooth all day long. —DEVON ABELMAN



From left: Hally Color Cloud, and Good Dye Young I'm Bored Hair Makeup, also seen below on *Allure* editor Kara McGrath.

All of these options are temporary or semipermanent, but Nine Zero One stylist Sierra Kener says you can extend their life by adding a couple of drops of the color to your conditioner. That way you'll get a light refresh every washday.

Unfortunately, this is an area where blondes really do have more fun: While some brands make a brunette option, you'll get the most vibrant results on bleached hair. If you can't make it to a colorist first, Kener suggests trying colorful clip-in extensions instead.

I've tried as many of these types of dyes as possible, but these three gave me the most exciting results:

**FOR AN ALLOVER TREATMENT:** Overtone Coloring Conditioner combines a deep conditioning treatment with highly saturated color, so it's perfect for anyone who wants a dramatic change and hasn't seen the inside of a salon for awhile. The brand has more than 15 shades to choose from (I'm partial to the pastel pink), including options for brunettes.

**FOR A SOFT WASH OF COLOR:** Hally Color Cloud has managed to make the process almost completely mess-free with a foam that pumps out white, spreads clear, and develops into a warm rose-gold, lilac, ash-blonde, soft-brown, or pale-blue shade. Plus, it comes with eye patches and putty (yep, like you had as a kid) to play with while you wait.

**FOR STREAKS:** Good Dye Young I'm Bored Hair Makeup's serum-like texture makes it easy to add a couple of accent strands rather than allover color. Also, it doesn't need to be washed out right after you apply, so it's great if you decide you *must* get some splashes of red in your hair 20 minutes before a party. —KARA McGRATH