



Chop chop!

BY REBECCA RAWSON

There's nothing worse than lackluster locks that have faded during the dark winter months. It's time to see the light! If flat, dull color is getting you down, head to the Lower East Side where you can update your look for summer without blowing your budget.

At Arena Salon, a chic L.E.S favorite, owner Rena has devised a philosophy she calls "embracing" where clients are encouraged to appreciate their silver hairs by enhancing, rather than masking, their color. The idea is to play up your base shade with coppery or gold lights that compliment what you have. "The combination of high and lowlights create a softer look that is much less damaging than single or double processing, so you save your hair a lot of trauma," says Arena colorist Arnulfo Garcia.

"When you don't dye it all at once, the effects last anywhere from 3 to 6 months. It's easier to maintain and the re-growth is less noticeable."

If you like to experiment, Arena Salon is also a fun spot to try new fiery hues. "With summer approaching, many women want what I call 'sun colors': oranges, pinks, reds and blondes. I love doing flashes of color," says Arnulfo.



**Freshen your
look with
high-shine
color**