

THREE YEARS AGO I HAD A serious accident involving concentrated bleach and an over-zealous hairdresser. The result was hair with DNA similar to mozzarella and an emergency call to Vidal Sassoon (the salon, not the man himself – I'm not *that* well connected). The answer was simple: cut off six inches. Taking the news like a prospective amputee, I'm ashamed to say I cried as I became the not-so-proud owner of a graduated bob.

Ever since the hair-mare I've invested in every follicle-boosting product on the market in an attempt to get my lost inches back, only to plateau at the dreaded mid-length stage. I've contemplated extensions before, but WAG associations put me off.

However, the Multisonic from Great Lengths is the latest offering in hair extensions – a whole head of them in just one hour, when previously it would take around four. Five wefts of real hair at a time are fixed on using an ultrasound technique called Cold Fusion technology, in which vibration causes friction between the hair and the bond, fusing them together. This means there's no heat damage to your hair, unlike traditional glue bonds. And unlike my own bleach-beaten tresses, these extensions have been taken from black to blonde over a 40-day period, so the quality is top-notch.

Having watched a few shock-docs on the illegal hair trade, I wasn't about to let my appearance overrule my conscience. But this is Great Length's biggest selling point – it's the only brand to source and process the hair itself. Every batch directly benefits the community it comes from.

A consultation with hair stylist Inanch Emir at her London salon quashes any remaining reservations. I stress I don't want people to be able to tell I have extensions; I want it to appear as if my hair has simply had a mega growth spurt. Inanch is truly a master of her craft and matches my hair exactly (no mean feat, I'm a rainbow of blondes). She explains that the technique uses flat polymer bonds that sit



Extreme Beauty

The Long & Short Of It

Hi-tech hair extensions are taking the WAG out of weaves, as Jessica Hough discovers

flush against the hair; they're harder to detect than the round sort and are great for those of us with hair to spare who, unlike Ms Cole, don't wish to have a hairmountain on our heads. It also keeps the wefts neater, so they can eventually be soaked off more easily with zero damage.

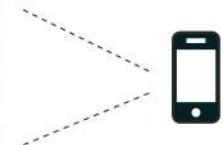
I'm thrilled with the result. The extensions are virtually undetectable. I leave laden with aftercare brochures – Inanch tells me that if I look after my new locks they can last up to five months, so I'm brushing my hair three times a day with the dedication of a Disney princess. The weird thing is how the hair acts differently when I wash it. My own hair twists itself like a contortionist, but the new extensions have their own wavy behaviour, so I have to use straighteners to get it uniform.

The next few days pass with a barrage of compliments and gasps at how natural my hair looks. I've even been told the added length makes me look younger. No longer just for the glamour set, extensions are now for us understated girls too.

The facts

Great Lengths Multisonic is available nationwide, from £300. For details visit greatlengthshair.co.uk. To book in with Inanch London, call 020 7383 7607.

Scan this code with your smartphone to see Jessica's video hair update



See page 7 for detailed instructions