

# Where's your head at?

Three weeks. Three dramatically different hair colours. Could you do it? Enter actress Alice Eve, who braved some pretty drastic dye jobs and lived to tell us the tale...



## Bespoke BLONDE

*Loving this...*

'After my roles in *Starter For 10* and *She's Out Of My League* I found myself increasingly branded a blonde bombshell. (I had dyed my hair from its natural shade of dark blonde for the roles.) My experience of being a blonde is that you get attention from all different types of people, both men and women. More importantly, though, you get more help; "Do you need this carried?" "Can I open this door?" "Let me sort that for you."

I can't seem to work out if it's complimentary or patronising. My friends think of me as the archetypal blonde. One of them told me, "You're a blonde, you're just so shiny." I suppose I can be quite exuberant, but I don't know whether the hair colour matches the personality, or the other way round.

'After my recent experience of being brunette and a redhead [see next page], I changed my shade to a darker, dirty blonde and I've stayed with this because it actually looks very natural. Blonde is the lowest maintenance of all the hair colours I've tried and that appeals to me; the less ▶

### Alice's BLONDE beauty kit

Yon-Ka Gel Nettoyant  
Cleanser, £32

St Tropez Self Tan  
Bronzing Spray,  
£20.50

Charles Worthington  
Salon at Home  
Moisture Seal Hair  
Healer Leave-In  
Conditioner, £5.99



interference, the better. I like that I can wear less make-up, too, so I just stick to clean skin and a light tan to give me a glow. Sarah Jessica Parker told me on the set of *Sex and the City 2* that toners should be avoided at all costs, and when that woman talks about hair, you listen! She told me never to go there because it dulls every colour, and I've taken it as gospel.'

*This, not so much...*

'The bright Nordic blonde I used to be showed up best on film (how it looks on the screen can be so different from real life), but unfortunately it required heavy bleaching. This compromised the integrity of the hair, causing it to break off, and for the first time my hair became damaged. Fewer women in LA are "beacon blondes" these days, and there's definitely a move towards a warmer, more textured blonde with dimension, concentrating on hair health.

'Since going a darker shade of blonde, I've noticed my hair's health transform. I'll always have to put heat on my hair, so when I'm not working I've taken to not washing it for as long as possible; I let it be and allow the natural oils to come out. I've adopted a new product regime of rich masks and intense elixirs. Anything with argan oil is like a tall drink for dry ends and even better if you can leave it in to work its magic.'

**Being BRUNETTE**

*Loving this...*

'On the day I was booked to go from blonde to brunette, I had no idea how my hair – or I, for that matter – would react. I took a kohl eyeliner with me ready for a more defined look, just in case I felt like I'd disappeared.

'I needn't have worried because I loved the colour, but wow, what an identity shift. The things I liked about it came as a surprise: it really set off my blue eyes, plus I got to reinvent myself, styling my hair differently than before. For instance, as a blonde I would often wear my hair down, but brunette hair pulled back into a slick bun creates such a striking frame for the face. Black eyeliner did soon become my saviour: as a brunette it slots nicely into the story. Also red lipstick takes on a whole new persona: as a blonde it's a statement but as a brunette it's dead vampy.'

*This, not so much...*

'The mornings were a real downside. I looked more tired and noticeably pale without a healthy sweep of blusher.'



**Alice's BRUNETTE beauty kit**  
 MAC Lipstick in Russian Red, £15  
 Charles Worthington Salon at Home Colour Enhancer Shampoo & Conditioner, £5.99 each  
 Giorgio Armani Blushing Fabric Second Skin Blush in 01, £29

'A week or so after becoming brunette I had dinner at my parents' house back in the UK. It was a big deal because my grandma was coming and I love seeing her. She's from Liverpool and, let me tell you, she's a tough cookie who doesn't mince her words. As she came down the stairs I waited at the bottom to greet her. 'Hi, Gran!' I said smiling and, as she clocked my new look, she replied, 'No, no, no, no, none of that!' With that, she turned on her heel and walked off.

'Granny aside, the main downside to being a brunette is the upkeep. When you've been blonde for so long, the dark tint just won't stay put, and to keep it going, I would have had to continually re-dye it. Sure, I could have used a permanent tint, but then I'd still have the root issue and light roots look naif. Why is it that dark roots and light hair look great, but dark hair with pale roots looks rubbish?'

**Rocking the REDHEAD LOOK**

*Loving this...*

'Now, red I was excited about. "Bring on the bright!" I thought. There seems to be some sort of sub-culture with red hair; some men fiercely like redheads and only redheads; they're their own population. I have gorgeous redhead friends who are a string of unique personalities that truly inhabit their colour. They're sexy, vibrant and bold, and I was eager to be one of them.'

*This, not so much...*

'As soon as I entered this world of colour, I realised I wasn't a true redhead. When you go red it's all about the hair and make-up seems to have no place. Two coats of black mascara were a staple, but I didn't know whether to pick up a bronzer or blusher and hadn't a clue on lipstick shades, either. For inspiration I looked to actresses who look incredible as redheads – Christina Hendricks and Jessica Chastain – and I tried bright red lips to emulate them, but with no luck.

'Fashion was full of its own pitfalls, too. For instance, I think wearing black when you're blonde looks hot, and bright blue with brunette is super-sharp, but red hair just didn't work with anything. I'd read that green was a safe bet, but you can't very well go round wearing that every day, can you? In the end I had to give up – red just wore me and I couldn't find myself in it.' ■



**Alice's REDHEAD beauty kit**  
 Chanel Rouge Allure Velvet Lipstick in Fascinante, £25  
 Charles Worthington Salon at Home Shine Booster All Over Gloss Spray £5.99  
 Lancôme Hypnôse Mascara in Noir, £22.50

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