

**Client:** D and L Hair  
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goodRESULTS

## Why not start the new year with a brand new look!

# New Year, New Hair

JANUARY is the month of change and resolutions, and there's no better way to start a brand new year than with a brand new look.

### Fight the frizz

Unruly hair? Hours spent straightening? Sound familiar? Smooth it out with K Fusion...

K Fusion is set to hit the professional hair industry by storm.

With a safe, effective and unique formula and an easy application method, K Fusion by L'Kerabelle, is a revolutionary anti-frizz smoothing treatment.

Lorraine Rose, technical and creative director of **D&L Hair**, joined forces with iconic hair dresser Robert Shipton, to develop K Fusion.

The treatment, which lasts up to four months, is now available at selected salons across the UK, including Wath upon Dearne's Adrian Allen Addicted.

### Jessica Fogarty visits the salon to try out the new treatment...

Stylist Louise Atkins is the K Fusion expert at the Adrian Allen salon.

Before she begins the treatment, Louise briefs me on the features and benefits of the product.

"It's the ideal treatment for anyone who wants sleek, shiny, manageable hair," she tells me.

"My clients often worry that hair will be left flat and lifeless, but K Fusion is not a straightener, it's a smoothing treatment — it will eliminate frizz and unruly hair but retain volume.

"It works by softening and bending the disulphide bonds in the hair.

"It repels moisture and seals in the cuticles, helping to prevent frizz, leaving hair smooth and soft for up to four months."

The application process was quick — it took approximately 15 minutes to apply the lotion, then I was left to relax for 45 minutes, and keep as still as possible to ensure I didn't disrupt the process.

Once the treatment is complete, the excess product is rinsed out, then the hair is blow dried and ironed. It's important to not wash or style your hair for the next 48 hours — after that, you

need to use a sodium-chloride free shampoo and conditioner, which are available from the Adrian Allen salon.

Only a small application of the shampoo and conditioner is needed, so they should last you for the following four months if used correctly.

I was impressed by the immediate results — my hair was super smooth, glossy and completely frizz free. It looked and felt completely rehydrated and nourished.

Louise explained: "K Fusion is packed with proteins and hydrolysed keratin, it contains UV protection and is infused with Argan Oil to condition the hair.

"It's also formaldehyde free, even when heated,

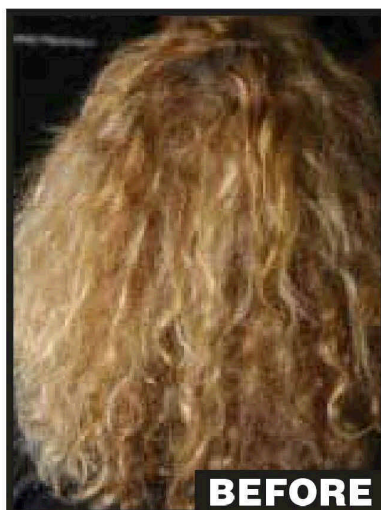
making it perfectly safe for all hair types, including pregnant and breastfeeding women and those who have undergone chemotherapy - just consult your doctor first.

"Most of my clients are so impressed with the results, they repeat the process every four months but it can be reapplied as often as you require."

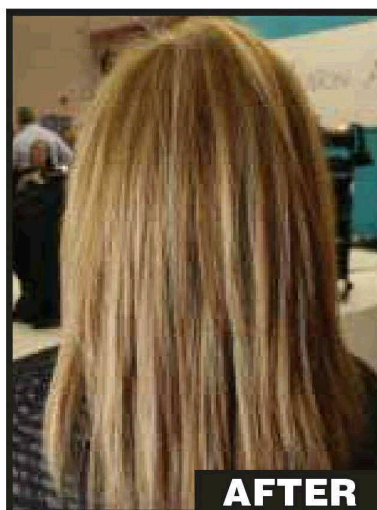
For more information visit [www.dnlhair.co.uk](http://www.dnlhair.co.uk) or to book a treatment, call the Adrian Allen salon on 01709 760780.

The salon offers a special introductory price of £77 for those trying the treatment for the first time.

Adrian Allen Addicted, 10 Sandygate, Wath Upon Dearne, Rotherham, South Yorkshire, S63 7LW.



**BEFORE**



**AFTER**