

It's official - blondes really do have more fun!

Rodney Gentry, Full-service Designer and Hair Color Specialist, Sachi Salon & Spa

It has long been said that blondes have more fun and 2014 is the perfect opportunity for women to find out whether or not this is true. With platinum blonde being sported on the catwalks as this season's must-have hair style, demand for professional coloring services is greater than ever.

Based at Sachi Salon & Spa in Scottsdale, AZ, leading hair color specialist Rodney Gentry has seen a rise in the number of women looking to achieve the platinum blonde tresses currently being modeled by singers and actors of both genders. As a professional colorist, Gentry is quick to point out that achieving blonde locks is something to be considered carefully:

"The shade of blonde needs to suit the individual's coloring, which is one of the reasons I insist on personalized consultations for each and every client at Sachi Salon & Spa. Hair lightening also needs to take into account how fine the person's hair is and any previous color treatments that they may have had."

Gentry uses the Goldwell hair color range, which is renowned for nurturing the hair as well as achieving fabulous color. It is the only brand he would trust for those clients looking to have more fun by going blonde this season.

Interestingly, the 'blondes have more fun' theory is one that has been proven to stand up to scientific testing. A study by England's

Nottingham Trent University found that not only does going blonde do wonders for a woman's self-confidence and overall look, it also makes her feel more attractive and lifts her mood. Research from Cornell University also found that blonde waitresses earned significantly higher tips than their brunette counterparts.

A dramatic change to platinum blonde can be harder for those with dark hair, which is why it is always advisable to entrust the process to a professional colorist. Rodney Gentry is a key advocate of the salon approach when it comes to lightening hair:

"Going blonde can be a harsh process for the hair if carried out incorrectly or if the wrong products are used. It's not something that I would advise doing at home. Using a salon-based color expert will ensure that the hair is cared for at the same time as it is lightened, which is essential for strong, healthy tresses."

By consulting a professional, those daring to go blonde this spring can also benefit from advice on how best to care for their new color, both to preserve the color and to ensure the hair remains healthy. Gentry concludes:

"Over-washing in the first few days after coloring, washing with water that is too hot and exposure to particular environmental factors can all cause color to fade. That's why at Sachi Salon & Spa we always give advice on steps clients can take to ensure their color remains as bright and beautiful as possible."

Rodney Gentry can be contacted on 480.399.6051 or at www.rodney-gentry.com Visit him at Sachi Salon & Spa, 4821 North Scottsdale Road, Scottsdale, AZ 85251

