

# Blondes

## Do they really have more fun?

THEY'RE RENOWNED FOR BEING THE LIFE AND SOUL OF THE PARTY. BUT IF A BRUNETTE TURNS BLONDE CAN IT CHANGE HER LIFE? A WOMAN TELLS HER STORY.

1 **FLIC EVERETT, 28, a journalist from Sale, in Manchester, says:**

"I dyed my hair blonde 10 years ago to attract the man I fancied. I decided I was going to go for it and make myself impossible to ignore. So I paid £40 to have my dark brown hair lightened to golden yellow, and I bought a red dress. I need hardly say, it worked a treat.

2 Blonde hair really did seem to have an effect on men. I loved it. Complete strangers would wink and grin for no reason. For a couple of months, I adored the attention. The bloke in question was now keen. Whenever I went out I got chatted up, and people referred to me as "a blonde". I felt like a girl in an advert, all light-hearted and carefree. My friends said it suited me, too. But that was before the roots started showing.

3 After a few weeks, I looked like a tragic heroin addict. Another £40 later, my hair was back to its golden hue, but my love for blonde was fading. I also began to notice that all these newly-keen men paid far more attention to my breast size than my IQ size. They assumed that a blonde was as dim as a one-watt bulb, and were accordingly amazed when I said anything even half-interesting. I began to look longingly at pictures of Isabella Rossellini, the way I'd once looked at pictures of Michelle Pfeiffer. And one day, I bought a packet of dark brown dye, and went back to normal. It was such a relief.

4 No-one looked at me in the street, no-one talked to my chest. People sometimes even listened when I spoke. I missed the attention for a while, but it hadn't really been me anyway. As a brunette, I had a lot more fun, I didn't feel like I had to prove myself. And as for the bloke I'd dyed it for – he went off with another brunette in the end."

### The Verdicts

5 **Christian Gardiner, UK head of colour at Vidal Sassoon, says:**

"Blonde hair is younger-looking, it reflects light across the face, and makes hair look thicker. Going blonde is as good as having a holiday. It's a complete change –



women often change their make-up and their clothes, too. Blondes aren't stupid, but they do get more attention. Women nearly always love being blonde, but sometimes their husbands don't, because that extra attention makes them jealous. Going blonde makes a woman stand tall and gives her extra confidence. I think every woman should be blonde at some time in her life."

6 **Liz Baker, a Colour Me Beautiful consultant, says:**

"Women go blonde generally to look and feel brighter and because it's more noticeable. But some women come in and say they don't want to be blonde any more, because they aren't taken as seriously at work as before. And then there's your wardrobe. If you go blonde, you'll find different clothes suit you. Darker or bright colours can make you look washed out – navy and lighter shades work well. However, pastels aren't very professional – which is another reason blondes may not be taken seriously."

7 **Hal Beloff, a psychologist at Edinburgh University, says:**

"The attraction of blondness is all about first impression. After the first meeting, you want to know what kind of person she is – and that goes way beyond hair colour. Usually, women who dye their hair blonde are also the women who want to be appreciated by men, who smile and laugh at men's jokes. Men may be attracted to the childlike quality of blonde hair, because it implies that the blonde woman won't be their rival. And if you've bothered to dye your hair, that may well be true!"

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