

HOME

## My Virgin Hair: A Trip to CURE Salon & Spa

Dec 5th, 2016 | By Rachel Kossman



Last night, I lost my hair coloring virginity.

Yes, I somehow made it through 28 years of life—nearly three quarters of which have been spent in Los Angeles—without once coloring my hair.

I had such "virgin hair," in fact, that when I told my colorist that I'd never dyed my hair, he laughed and told me I was dating myself using that phrase. Clearly, I had lots to learn.

First, let's back up. *DAYSPA* was lucky enough to snag an invitation to the It's All About My Hair Day for media at CURE Salon & Spa, located in the Sunset Tower Hotel on LA's famous Sunset Strip. Marcus Daniels recently moved back to his hometown from Aspen, and has partnered with the med spa and salon's founder Dr. Benya and her husband to become the artistic director at CURE's West Hollywood locale.

My gracious editor passed the invite along to me: Not only had my Jewish mother been nagging me to get my hair trimmed for months, I'd been itching for a change. Plus, despite having moved back to L.A. nearly four years ago, I still hadn't found a hair stylist I loved.

I slipped into CURE at 4:30 p.m. to discover a buzzing crowd and a bustling staff. Yvette helped me relax immediately with a lovely wash and scalp massage; before I knew it I was chatting with Craig Gangi about my soon-to-be-shorter locks.

I'm a hot yoga addict, which means my hair must be long enough to get easily thrown into a bun on a daily basis, and, if not actually washed, at least rinsed nearly every day of the week. Despite my West LA zip code, I'm extremely low maintenance—it's a rare day when I actually do my hair (let alone makeup) post-yoga.

Craig took one look at me and instantly knew that my fine yet somehow full-looking hair would benefit from an angled cut, sans layers. He got rid of all the dead, split ends that had been making me crazy. By the time he'd finished I was already in love with my new long bob.



Next was what was putting a slight twinge in my gut: the color consult. But the second I sat in Marcus's chair I felt comfortable. He all but squealed when he heard I'd never colored my hair, which made being an artist's palette that much more enticing.

My major concern was growth and maintenance—I didn't want to suddenly start an expensive habit that would require me to be back at the salon to touch up my roots every few months. I was also extremely nervous about having that fake, dyed locks look.

"I get it. This is our first date, but you're already breaking up with me. I don't like it, but trust me, I get it," Marcus laughed after I finished my long, nerve-induced spiel. But Marcus is a renowned colorist for a reason, and over the following two and a half hours, he worked his magic on me. (I mean that quite literally, as he was using the [Magic Ammonia Free Powder Lightener](#).)

Using a balayage technique in the mid-areas, Marcus created a pop of brighter auburn and brown on the under layers of my hair. Though the hand painting was painstaking, his precision and knowledge of exactly how and where to brighten my color was both impressive and mesmerizing.

Soon my hair was being washed of the dye, then toned and glossed at the roots. As the blow dryer began to brighten my hair to its dried, new state, I sat in the chair, eyes wide. What had I done? Who was I? Was I blonde? What the heck just happened to my hair?! I had once taken pride in the fact that I'd never colored my hair, now here I was, just like everyone else around me.

"Don't worry. If you don't love it, we can darken it right back," Marcus assured me.

But just a few minutes later, my hair was soft, sleek and beautifully lightened. The highlights were subtle, natural looking, and brightened my complexion in a way I hadn't expected. When Marcus asked what I thought, I surprised myself with my answer: "I really love it!" I gushed.

I'm not completely obsessed with coloring my hair yet—the shock is still wearing off—but I most certainly love my new look, and am excited to have finally found a trustworthy salon I'd be happy to return to.



