

## Do-It-Yourself Marilyn

In Avon Global Hair colorist Lorri Goddard-Clark's [\*The Hair Color Mix Book\*](#), she analyses one of Alfred Eisenstaedt's classic portraits of Marilyn Monroe (featured in a color inset in the book) and has derived a "recipe" for her luminous look, which she has dubbed "Branded Fig."

You may wish to check out the book for more complete details about home hair coloring, but here are the basics. Begin by determining your natural hair color. Professional colorists use a system in which shades and gradations are classified as "tabs"; Goddard-Clark's version of this appears below. "It's a gorgeous beige color with a subtle hint of the palest part of a variegated fig," she explains in *The Hair Color Mix Book*. "This is a white hot blonde, and is not for everyone!"

(The "Brandied Fig" home-hair color process is for Tabs 5 ½-8. For other shades, Goddard-Clark suggests "find a great salon, but don't expect miracles.")

First, select your hair color "Tab" from the list below:

- TAB 1—Black
- TAB 2—Darkest ash brown
- TAB 3—Dark brown
- TAB 4—Medium ash brown
- TAB 5—Medium brown
- TAB 5 ½—Light ash brown
- TAB 6—Light brown
- TAB 6 ½—Light reddish brown
- TAB 7—Dark ash blonde
- TAB 7 ½—Dark blonde
- TAB 8—Medium blonde
- TAB 9—Up to 35 percent white
- TAB 10—35 percent to 65 percent white
- TAB 11—65 percent to 100 percent white

### MATERIALS

Vaseline petroleum jelly  
1 box Clairol Born Blonde Nice 'n Easy Maxi Bleach (if you have very long hair, four inches or more below your shoulders, you may need up to four boxes to get the coverage you need)  
Timer  
1 lemon or 1 banana to match color  
1 box light golden blonde  
1 box light beige blonde  
Measuring cups and spoons  
Distilled water

## DIRECTIONS

1. Apply a Vaseline barrier around your hairline.
2. Prepare the Maxi Bleach according to the package instructions, and apply approximately  $\frac{3}{4}$  the mixture to dry hair starting  $\frac{1}{2}$  inch down from your scalp through to the ends.
3. Set the timer for 10 minutes.
4. When time is up, apply the remaining bleach to your hair, starting from your scalp to 1 inch down to meet the mixture you have already applied.
5. Set the timer for 20 minutes.
6. When time is up, check the color. If it matches the inside of a banana or the inside of a lemon rind, you are ready to remove the Vaseline barrier with a clean washcloth. Rinse your hair and shampoo gently with no scalp manipulation. Towel blot your hair and detangle. If you have not reached your desired color, keep checking every 5 minutes until the desired effect is achieved.
7. Remove the developer from the light golden blonde, snip off the applicator tip, and remove the cap.
8. Using measuring cups or spoons, remove 1 ounce (1/2 developer container) of the developer and replace it with 1 ounce of distilled water.
9. Add 1 ounce (1/2 color container) of the light golden blonde tint to the developer.
10. Add 1 ounce (1/2 color container) of the light beige blonde tint to the developer.
11. Shake the bottle to recombine materials, holding a gloved finger over the open tip.
12. Apply another Vaseline barrier around your hairline and apply the color starting from your scalp through to the ends and comb through your hair to make sure the mixture is distributed evenly.
13. Set the timer for 3 minutes.
14. When time is up, remove the Vaseline barrier, rinse your hair, and shampoo gently with no scalp manipulation. Condition lightly and style as usual.

From *The Hair Color Mix Book*, Lorri Goddard-Clark (HarperCollins Publishers, New York 2007.) Used by permission.