

Men's Journal

LIVE THE INTERESTING LIFE

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INSIDE
A CIA
BLACK OP
CONF

America's
Most Hated
Ex-Husband

**JESSE
JAMES**
"I Was Addicted
to Anger"

GROOMING

Shades of Gray

SOME SILVER LOOKS SOPHISTICATED; TOO MUCH MAKES YOU LOOK OLD. MIX THE RIGHT SALT-AND-PEPPER STYLE HERE.

A FEW YEARS AGO, OPTIONS FOR DYEING GRAY HAIR HAD ALL THE SUBTLETY OF applying black shoe polish. Today's trend to leave some, but not all, gray has spawned new salon products that blend in silver without covering it completely, using translucent dyes that fade gradually in four to six weeks. "Men have been screaming for something like this for a long time," says Losi, a stylist at New York's Martial Vivot Pour Hommes. "Companies have answered the demand, and guys are lining up." Not every salon offers the treatments, which take less time (five minutes versus an hour), cost less (\$15 to \$35), and look more natural than traditional dyes. So choose the product right for your hair and find a salon online that offers it in your area. —NICK BURNS



BEST IF YOU'RE 50 TO 90 PERCENT GRAY

American Crew Precision Blend (\$25, americancrew.com for locations)

When more than half your head is gray, blending away white requires a strategy. Ask a stylist to paint the color on with a brush instead of applying it all over for a more natural result, says Gabriel Garay, colorist at The Drawing Room New York. "Also tell him to leave a little gray along the hairline," he adds. American Crew can be applied with various tools for more control and a purer look.



BEST FOR BRUNETTES

Goldwell Men ReShade (\$35, goldwell-northamerica.com for locations)

Most gray-blending products use similar technology to achieve the same camouflaging effect, but Goldwell Men ReShade has a wider variety of cooler, translucent tones for men, in shades of brown and black. "It's applied like a shampoo at the basin," says Deborah Gavin, a guest stylist for Goldwell. "Most guys don't even know I'm coloring their hair." The color fades in four weeks, with no obvious signs of a dye job.



BEST FOR BLONDES AND REDHEADS

Redken Color Camo (\$15–\$25, redken.com for locations)

While most brands rely mostly on cooler tones, Redken Color Camo, one of the pioneers in men's hair-color products, has six shades of natural warm tones designed for blond and redheaded guys. Better still, the product can be customized to your hair. "We can adjust and mix the color so it works best for your particular hair color, even redheads and blonds," adds Martial Vivot's Losi.



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with
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