

One Hair at a time

Stylist says hair-blending process increases volume naturally

By **MILLICENT K. BRODY**
Correspondent

Regardless of our age or stage of life, there is always that moment when we are concerned about our hair.

"You have to be happy with the way you look," said Dino Dondiego, the inventor of a unique procedure that offers to women a chance to increase the volume or length of their hair. Dondiego's blending Strand enables single human hairs to be disbursed, or spread apart, in existing hairs.

"When you feel good about yourself, you have a more optimistic look on life," said Dondiego, who offers the process from Sequence, his studio in Englewood. "You feel younger and more vibrant."

Dondiego, a Westfield resident, knew at the age of 14 that he wanted to be a hairdresser. His career choice was inspired by his mother, who also was a hairdresser.

Licensed at 18, Dondiego began his career by adding hair to the heads of his clients.

"I always believed that women looked better with fuller heads of hair," he said. "To accomplish this, I used hair pieces: Wiglets, wigs, fills, ponytails, every hair accessory you could think of to poof the hair."

As his career progressed, he began using weavings and extensions, but he found these products had

WHAT YOU CAN DO

What: Sequence, 105 Grand Ave., fourth floor, Englewood.

Hours: 9 a.m. to 6 p.m. Monday Tuesday and Friday; 9 a.m. to 9 p.m. Wednesday and Thursday; and 8 a.m. to 5 p.m. Saturday

Procedure: Telephone Sequence. Speak to a hair consultant who will explain how blending can help you. Schedule an appointment. Meet with a consultant who will make recommendations and advise options to suit your need.

Call: (888) 253-6388

limitations.

"Woven and extended hair would eventually clump, and of course, neither procedure was healthy for the hair," he said. "One day, I asked myself, 'What would be the most natural, basic way to make hair fuller?'"

After experimenting for a while, he found a new procedure — adding one hair at a time in between existing hair. But in order to complete this process, a client would have to sit in a chair eight hours a day for four to five weeks.

"We all know that is not practical," Dondiego said. "I soon realized we could put one hair at a time on to something that was as close to invisible as possible. I call it Hair Blending, because the hairs that are added get

lost or blended into the client's own hair."

With this process, hair is not glued, fused or bonded.

"We add one human hair at a time on to these blended strands," he said. "Using very fine filaments or substances that actually look like human hair, and are actually stronger than human hair, we mix the blended strand with the single human hair, and attach it to the client's existing hair."

The blended strand mixes imperceptibly with the client's hair, he said.

Clients "actually have difficulty finding out where the hair was actually blended," he added. "They can style or swing their hair anyway they want. Since the added hairs get lost, we can create outrageous highlighting and hair texture effects." He said his Hair Blending process also reduces the need to color, highlight or perm hair.

"Because we invented this procedure, we have a factory that works exclusively for us," he added.

Prices vary for the procedure because each process is customized for each client. Adding length only, fullness only, or fullness and length are examples of some of the different procedures clients can choose.

Depending on how much hair the client requires, Blending Strand costs range from \$1,500 to \$5,000 and last approximately three to four years, Dondiego said.



PHOTOS COURTESY DINO DONDIEGO
Above and below, before and after photographs of women who have used the Hair Blending process invented by stylist Dino Dondiego.

