

LITTLE BIRDIE HAIR^{CO}

AUTUMN

& WINTER

trends

2024

The Top Haircuts,
Colours & Styles to
Explore This Season:

Choppy Styles, Easy-Care
Colours, and Our Favourite

Birdie Blush Pink

WELCOME



Welcome to our exclusive Autumn/Winter Edition of our very own digital Magazine, crafted with our Birdie clientele in mind. As the air gets cooler, it's the perfect opportunity to not only refresh your look but also to embrace a more sustainable lifestyle, and we're excited to guide you through every step of this journey.

In this special issue, we find a harmonious balance between the latest in fashion and a commitment to green living. While we still touch upon the season's most enchanting hair trends and style directions, our focus broadens to include stories for those passionate about an environmentally friendly lifestyle. From eco-conscious beauty routines that reduce your carbon footprint to sustainable fashion choices that don't compromise on style, we've curated a guide that ensures you stay at the forefront of both trends and sustainability.

This magazine is packed with practical spreads that not only highlight the season's must-haves in fashion and hair but also offer expert advice on how to live a more green lifestyle. Whether you're contemplating a bold new haircut, considering a colour change, or seeking ways to integrate eco-friendly products and practices into your daily life, our team is here to make your autumn beauty and sustainability journey seamless and inspiring.

Join us as we explore the synergy between personal style and environmental responsibility, providing you with all the insider tips and tricks to elevate both your look and your eco-consciousness this season. Let's embrace the change together, transforming not just our hair and wardrobe but also our habits to reflect the vibrant energy of autumn and our commitment to the planet.

Love Tee x

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Haircuts



Image source: Pinterest

LONG LAYERS

This upcoming season, expect to see a trend towards long layers. Achieving long, healthy hair with vibrant ends becomes possible when you maintain its health through strengthening treatments. This approach allows for more layers to enhance your hair's natural beauty and volume.



Image source: www.people.com

THE BLUNT BOB

The sleek, chin-length bob that extends slightly below, will emerge as a major hair-style trend. Although it began gaining popularity at the start of the year, we anticipate resurgence as spring approaches.

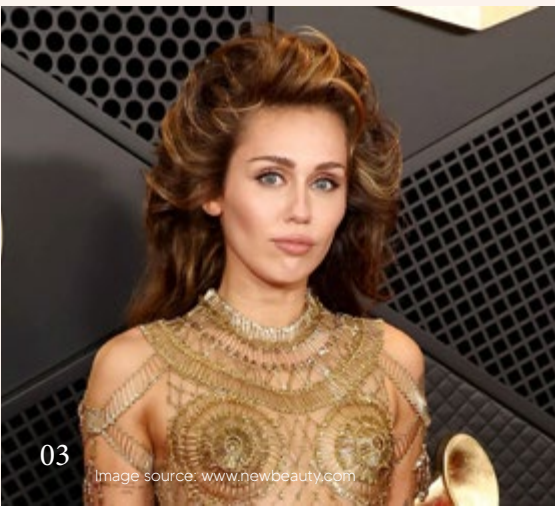


Image source: www.newbeauty.com

VOLUME

The trend is shifting towards more defined cuts that focus on volume, aiming for a luxurious and expensive look. For medium to long hair, expect to see layered styles that are sophisticated yet not overly textured, designed to maintain shape.

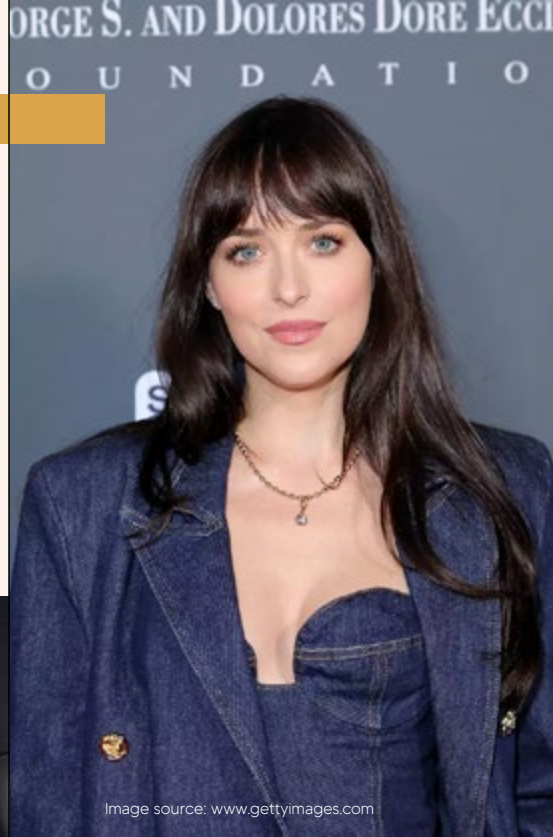


Image source: www.gettyimages.com

ASYMMETRICAL BOB

Defined by its side part and a sleek, tapered silhouette at the nape, this style has been emerging everywhere. We predict its presence will only increase during 2024.

Featuring a shorter length on one side, this style adds a contemporary edge to the traditional bob. Ideal for individuals looking for a unique touch, its length and angle can be customised to flatter your facial structure or highlight a specific feature.

THE BIRKIN BANG

Set to make a significant impact in 2024, this bang style draws inspiration from the legendary singer, actress, and fashion symbol, Jane Birkin.

Characterised by its shorter, more blunt cut compared to the softer, face-framing curtain bang, it usually boasts a length that skims the eyebrows and offers a light, airy volume.



Image source: www.latest-hairstyles.com

Colours

BIRDIE BLUSH PINK

Get ready to be Wowed by the Birdie Blush Pink hair. This colour is really on trend right now, and, after all, who can say no to pink? This is the ultimate Fairy Floss pink that's hard to resist. Dive into our collection of stunning and distinctive pink hair. You might just discover the perfect hair colour to experiment with while it's the talk of the town.

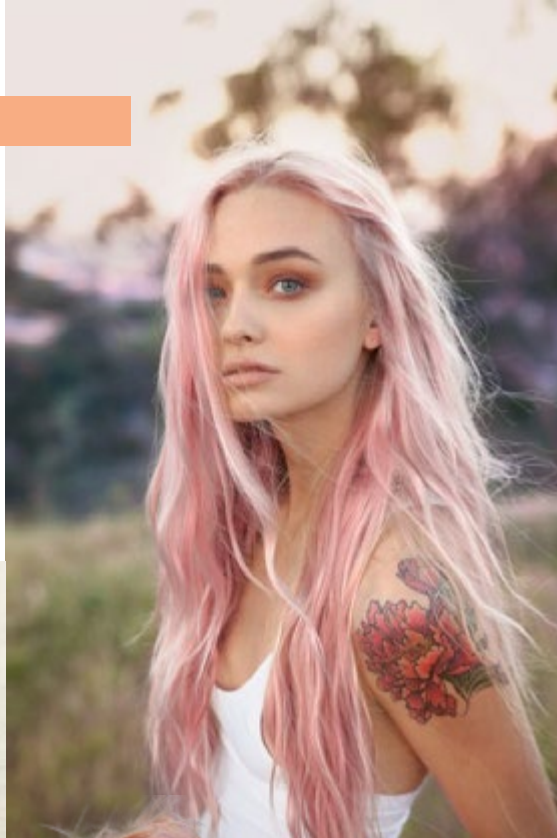


Image sources: www.cosmopolitan.com, www.beautycrew.com.au, www.elle.com, www.instagram.com/bel_pipsouekinsalgon, www.southernliving.com



Image source: Little Birdie Hair Co

COOL-TONED BRUNETTE

While warm colours have had their moment of glory, this season is set to embrace the icy, cool shades, especially for brunettes who lean towards cool tones with hints of violet-silver. This subtle colour choice aligns with the emerging trend of "quiet luxury" in both fashion and beauty, marking a sophisticated and understated elegance.



BRONDE

"Bronde" is exactly what it sounds like – a harmonious mix of blonde and brunette. This season, a nicely blended shade offers an ideal solution for those hesitant about making bold hair changes. It also gives a broader shift towards natural, easy-to-maintain colour. To get this look, we'll use a mix of highlights and lowlights, creating the perfect bronde balance.

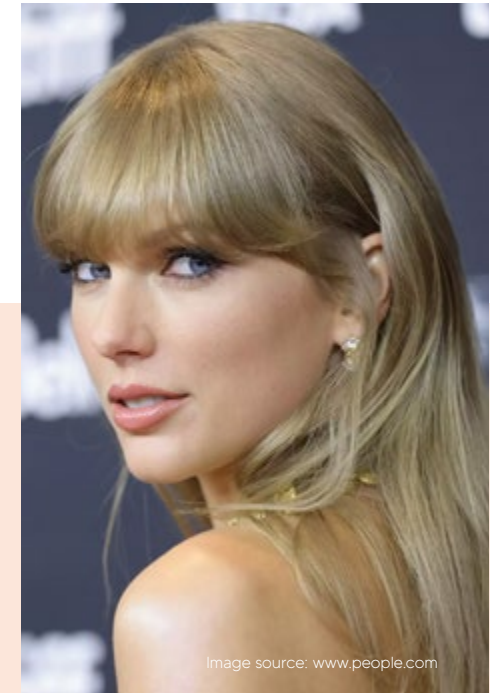


Image source: www.people.com

SUBTLE HIGHLIGHTS

This season, expect to see a shift towards softer, more seamlessly integrated highlights across various hair colours. Brunettes will embrace cool tones. Meanwhile, blondes are set to experiment with hues of strawberry blonde, pinks, or even touches of lavender blue for added dimension. For those preferring a more understated style, blondes might opt for contrasting golden highlights against deeper, dirty blonde tones for a classic yet refined look.

BIRDIE BALAYAGE

We will keep seeing Balayage on the menu for this season. Balayage is a technique that creates a graduated, natural-looking effect. It involves hand-painting highlights onto the hair, allowing for a softer, more blended transition than traditional foil highlights. This method gives depth and dimension to the hair, resulting in a sun-kissed, natural finish that is low maintenance and grows out beautifully without harsh regrowth lines.

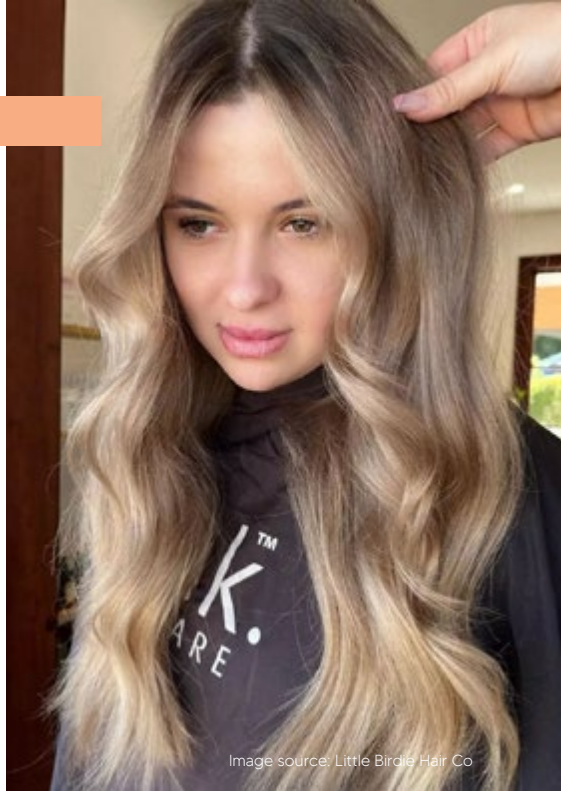


Image source: Little Birdie Hair Co



RED WITH BLUE UNDERTONES

This autumn/winter, prepare for a strikingly bold shade of red with blue undertones. This vibrant take on red offers an exhilarating twist, making a more pronounced statement compared to the subdued, natural warm reds that have dominated recent trends.

Image source: www.instagram.com/dualpa

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EVO Ritual salvation repairing shampoo gently cleanses compromised hair types to help reduce damage and breakage. This repairing shampoo features hydrolyzed quinoa to help strengthen weak hair while protecting and retaining colour integrity. Panthenol helps moisturise and add shine, leaving hair easier to detangle and manage. Ritual salvation repairing shampoo and conditioner is part of the repair family, designed to repair and strengthen weak, brittle, colour-treated hair.

evo™



Fashion

The pinnacle of autumn and winter fashion embraces sleek sophistication, seamlessly blending it with chances for a glittering twist. Below, we unveil the trends set to define this season's style landscape.



OFF THE SHOULDER

RED



COLOURFUL TIGHTS



BELTS & BUCKLES



WIDE HEADBANDS

BARRETTES

Accessories

Autumn/Winter 2024 ushers in a new era of hair accessory trends that promise to elevate your style and keep you ahead of the fashion curve. From elegant clips that sparkle with autumnal hues to chic headbands that promise warmth and style, our curated selection showcases the accessories that you'll want to incorporate into your wardrobe.



BOWS



LIVING A MORE SUSTAINABLE LIFE: A GUIDE FOR THE HEALTH-CONSCIOUS & ENVIRONMENTALLY FOCUSED WOMAN

In a world where our daily habits can have a profound impact on the environment, embracing a sustainable lifestyle is more crucial than ever. For the health-conscious and environmentally focused woman, making eco-friendly choices goes beyond personal well-being – it's about contributing to a healthier planet. Whether you're a regular at our hair salon or a DIY beauty enthusiast, integrating sustainability into your life doesn't have to be daunting. Let's explore practical and impactful ways to live more sustainably, ensuring both you and the Earth thrive.



1. Beauty and Personal Care: Embracing Eco-Friendly Practices



Our beauty routines can be a surprising source of waste and environmental harm, from plastic packaging to harmful chemicals. However, by choosing products wisely and adopting sustainable beauty practices, we can significantly reduce our ecological footprint.

Choose Sustainable Brands: Opt for brands that prioritise eco-friendly packaging, natural ingredients, and ethical sourcing. Our hair salons offer a range of sustainable beauty products, making it easier to integrate these into your routine.

Reduce, Reuse, Recycle: Minimise waste by choosing products with minimal packaging or refillable options. Bring your own reusable bags and containers when shopping, and always recycle when possible.

DIY Beauty Treatments: Consider homemade beauty treatments using natural ingredients. Not only are these better for the environment, but they can also be gentler and more nourishing for your hair and skin.

2. Fashion with a Conscience: Quality Over Quantity

Fast fashion is a significant contributor to environmental degradation, but by valuing quality over quantity, we can make a difference. Here's how:

Invest in High-Quality Pieces: Choose durable, timeless pieces that will last for years instead of opting for fast fashion. This not only reduces waste but also ensures a more versatile and personal wardrobe.

Support Sustainable Brands: Look for brands committed to ethical practices, sustainable materials, and fair labour conditions. While these items might come with a higher price tag, their longevity and ethical production justify the investment.

Embrace Second-Hand Shopping: Buying pre-loved items or participating in clothing swaps can significantly reduce your fashion footprint. It's also a fun way to find unique pieces and express your style.



3. Eating for Yourself and the Planet

Our dietary choices not only affect our health but also the environment. Here's how to nourish your body while being kind to the Earth:

Choose Local and Organic: Whenever possible, opt for locally sourced, organic produce. This reduces the carbon footprint associated with transportation and supports local farmers, all while providing you with fresher, more nutritious ingredients.

Reduce Meat Consumption: The meat industry is a major contributor to greenhouse gas emissions. Reducing meat consumption and exploring plant-based alternatives can have a significant environmental impact.

Minimise Food Waste: Plan your meals, store food properly, and get creative with leftovers to minimise waste. Composting is also an excellent way to recycle kitchen scraps into nutrient-rich soil for your garden.



4. Eco-Friendly Home and Lifestyle Choices

Making sustainable choices extends beyond what we eat or wear. Here's how to create an eco-friendly living environment:

Embrace Energy Efficiency: Opt for energy-efficient appliances, LED lighting, and smart home devices to reduce your energy consumption. Consider renewable energy sources, such as solar panels, to power your home.

Reduce, Reuse, Recycle: Apply this mantra throughout your home. From furniture to electronics, always consider buying second-hand, repurposing items, and recycling whenever possible.

Green Transportation: Whenever possible, choose eco-friendly transportation options. Walking, biking, carpooling, and using public transport can significantly reduce your carbon footprint.

THE BIRDIE BREAK DOWN CLUB

How does it work?

Priority Booking

Split the cost of your service and get your hair styled every 6-8 weeks with priority booking.

No fuss, just fabulous hair.



Sign-Up Goodie Bag

Start your membership journey with a bang! Get a goodies bag filled with hair care surprises when you sign up.



Exclusive Membership

With only 10 spots per membership we've made it as exclusive as it gets. This ensures personalised attention and care for each member.



Birthday Zen Treatment

Celebrate your birthday with us by enjoying a free Zen treatment, making your special day even more relaxing.



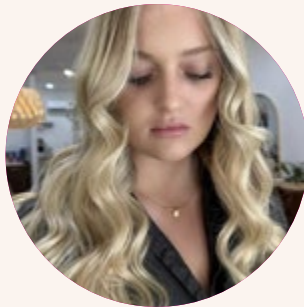
Book 3 - Get more!

Once you book your next set of three appointments, we'll gift you a complimentary shampoo and conditioner set as a thank you.



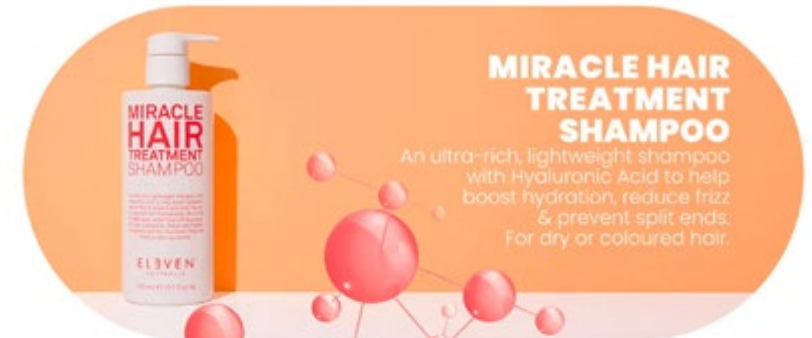
Our exclusive Birdie Break Down Club is our way of making your hair care routine as effortless and enjoyable as possible. We've listened to your feedback, and we're excited to offer a solution that saves you time, money, and ensures you always look and feel your absolute best. Our Birdie Break Down Club is the result of careful

consideration of our clients' needs and desires. We understand that maintaining your hair's health and style is an ongoing journey, not just a once-in-a-while treat. That's why we've created a system that not only rewards you for your loyalty but also makes it easier and more affordable to enjoy regular hair care.



INTRODUCING
NEW

MIRACLE HAIR TREATMENT
SHAMPOO AND CONDITIONER



MIRACLE HAIR TREATMENT SHAMPOO

An ultra-rich, lightweight shampoo with Hyaluronic Acid to help boost hydration, reduce frizz & prevent split ends. For dry or coloured hair.



MIRACLE HAIR TREATMENT CONDITIONER

An ultra-rich, lightweight conditioner with Hyaluronic Acid to help boost hydration, reduce frizz & prevent split ends.

Get ready to experience a hair care **MIRACLE** like no other!



Dessert-Infused Hair Care Daily



Satisfy Your Senses at Home

Sparrow Restorative Dessert Treatment - Available at All Little Birdie Locations

Birdie in the Spotlight

Courtney, the Heart and Soul of our Gympie Salon.

In the middle of Gympie, at Birdie's bustling hair salon, there's a colourist who's not just transforming looks but also winning hearts. Courtney, a beloved member of the Birdie family for three years, has recently been crowned Gympie's Best Colourist. Known for her exceptional skills in crafting the perfect blondes and balayage, Courtney's magic hands bring out the inner glow of every client who sits in her chair.

But Courtney's story is more than just her undeniable talent with hair. It's a tapestry of resilience, love, and a zest for life that's as vibrant as the colours she so artfully applies.

A Family of Furry Fruits

At home, Courtney's world revolves around her two fur babies, Mango and Melon. These adorably named pets are a testament to her fun-loving nature and creativity, traits that she brings to the salon every day.

Bali Dreams & Nostalgic Beats

A devoted lover of Bali, Courtney finds solace in the island's serene beaches and vibrant culture. It's this love for Bali that infuses a sense of calm and positivity in her work, making her not just a stylist but a therapist of sorts to her clients.

Music is another of Courtney's passions. She's often found jamming to

'So Fresh Summer Hits of the 2000s' in the salon, bringing a wave of nostalgia and joy that's infectious. Her playlist is a hit, much like her hair colouring techniques, and it's not uncommon to see clients and staff alike moving to the beats.

Resilience in the Face of Adversity

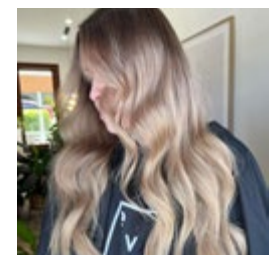
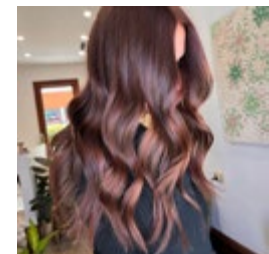
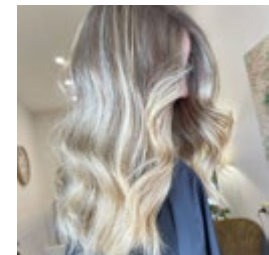
Courtney's journey hasn't been without its challenges. A motorbike accident at the young age of 9 could have been a setback, but instead, it showcased her resilience.

Surviving a handlebar injury to her cheek, Courtney emerged stronger, a testament to her indomitable spirit.

Love, Laughter & Dreams of Breaky

As a proud wife, Courtney's love story is one for the books. Her laughter, which can be heard from a mile away, is a reflection of the joy she finds in her personal and professional life.

And when the day ends, it's the thought of a delicious breakfast that sends her off to dreamland, ready to face another day with enthusiasm.



Worm Farms: Nature's Little Compost Factories

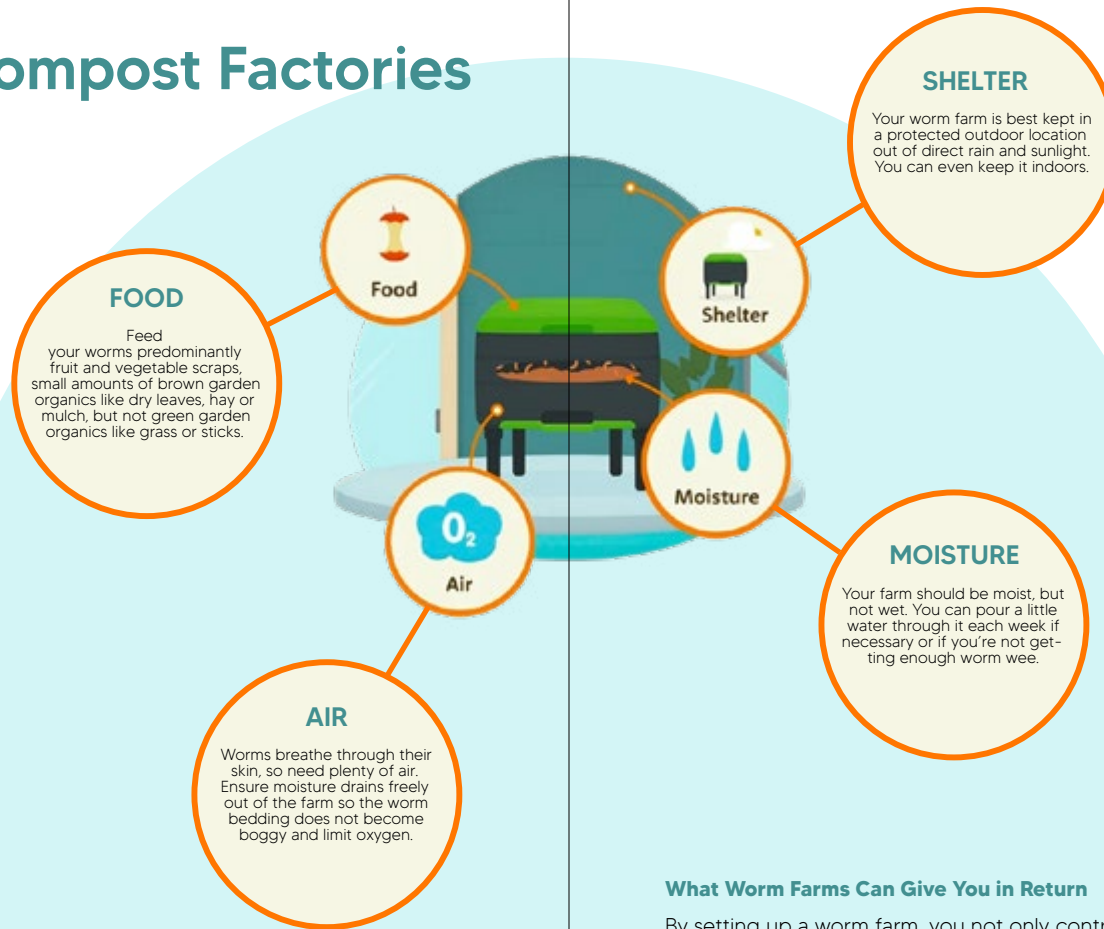
Worm farms are compact and efficient systems that harness the power of worms to turn organic waste into nutrient-rich compost. These farms are gaining popularity among eco-conscious individuals and urban dwellers who are looking for sustainable ways to reduce their carbon footprint.

What Are Worm Farms?

Worm farms are essentially containers filled with layers of organic material, such as kitchen scraps, vegetable peelings, and shredded paper. They provide a suitable environment for worms, specifically composting worms like red wigglers, to thrive and transform these waste materials into nutrient-rich vermicompost.

Benefits for Everyday Use

Worm farms offer several benefits for our everyday use. Firstly, they provide a convenient way to dispose of kitchen waste, reducing the amount of waste that goes into landfills. Secondly, the vermicompost produced by worm farms is a natural and organic fertilizer that can be used to enrich the soil in gardens, houseplants, and even for growing your own vegetables. This nutrient-rich compost helps plants grow healthier and stronger, without the need for synthetic chemicals.



Did you know?

We've got a worm farm and a compost bin set up at the back of our Wynnum salon, where you can drop off your own food scraps. It's our little way of doing something good for the planet, and we'd love for you to be a part of it.



What Worm Farms Can Give You in Return

By setting up a worm farm, you not only contribute to reducing waste and improving soil health but also get a few added benefits in return. Worm farms can help lower greenhouse gas emissions by diverting organic waste from landfills, where it would produce harmful methane gas. Additionally, vermicompost acts as a natural soil conditioner, improving soil structure and water retention.

Moreover, worm farms are low-maintenance and require minimal space, making them suitable for both small apartments and larger gardens. They are a fun and educational way to teach children about the importance of recycling and the natural processes of decomposition.

In conclusion, worm farms are valuable tools for sustainable waste management and soil enrichment. They offer numerous benefits for everyday use, including reducing waste, producing nutrient-rich compost, and improving soil health. So, why not start your own worm farm today and reap the rewards of nature's little compost factories?

Did you know?

Worms eat their own body weight in food each day, though they are not actually eating the food but the bacteria on the surface of the food.

The worms in worm farms are a mix of breeds called 'compost worms', and are different from earthworms.

Compost worms self-regulate their population, only breeding within the boundaries of the amount of space and food you give them.

Info & Images: <https://compostrevolution.com.au/>

Unlocking the Secret to Healthy and Beautiful Hair

works in 4 minutes

easy leave-in

reverses damage

patented science

lasting results

clean & cruelty-free



Are you tired of frizzy, damaged hair that just won't cooperate?

Look no further than K18 hair treatments, the revolutionary solution to restoring and rejuvenating your locks. Whether you have chemically treated hair, heat damaged strands, or simply want to improve the overall health and appearance of your hair, K18 treatments are a game-changer.

How do K18 hair treatments work?

K18 is a patented peptide technology that repairs and strengthens the hair from within.

Unlike other hair treatments that merely coat the hair shaft, K18 penetrates deep into the hair's cortex, repairing and reconnecting the keratin chains that have been broken due to damage.

This unique approach restores the hair's natural strength, elasticity, and shine.

*clinically proven to reverse damage from:



bleach + color



chemical services



heat



*results observed in a clinical study on bleached hair after 2 uses

The benefits of K18 hair treatments

- 1** Restored hair health: K18 treatments work wonders in repairing damaged hair, reducing breakage, and promoting overall hair health. Say goodbye to split ends and hello to stronger, more resilient hair.
- 2** Improved hair texture: If you struggle with dry, rough, or frizzy hair, K18 treatments can transform your locks into silky, smooth strands. Experience a noticeable difference in the texture and manageability of your hair.
- 3** Long-lasting results: Unlike temporary fixes, K18 treatments provide long-lasting results. With regular use, you can expect your hair to maintain its newfound strength and vitality over time.

K18 hair treatments are a must-try for anyone seeking to revive and transform their hair. Whether you have chemically treated hair, heat damage, or simply want to prevent future hair problems, K18 can help you achieve your hair goals. Don't settle for lacklustre locks when you can have the healthy, beautiful hair you've always dreamed of.

Invest in yourself and give your hair the care it deserves with K18 hair treatments. Experience the difference and embrace a whole new level of hair confidence.



LITTLE BIRDIE HAIR™ STAFFORD

2/240 Stafford Road, Stafford



LITTLE BIRDIE HAIR™ WYNNUM

2/280 Tingal Road, Wynnum



LITTLE BIRDIE HAIR™ GYMPIE

4 Nash Street, Gympie



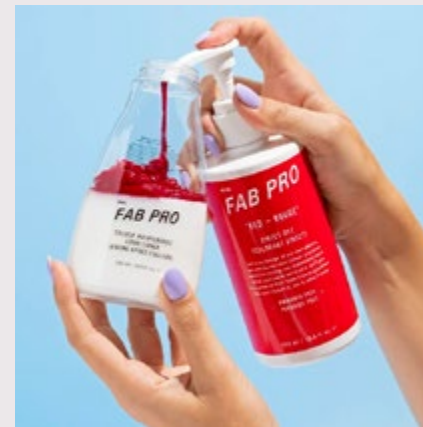
LITTLE BIRDIE HAIR™ MOOLOOLABA

25 Poinsettia Avenue, Mooloolaba



WHAT IS FAB PRO?

Evo Fab Pro, the unique customised colour maintenance system that gives you the power to perfectly match and maintain any hair colour



THE FAB PRO STORY

The Evo Fab Pro direct dyes can be used to create customised colour maintenance conditioners that perfectly match and maintain any permanent, demi and semi-permanent colour in-between salon visits. The direct dyes can be mixed to create an unlimited array of semi-permanent colours with natural tone and shine, to refresh and maintain colour.

How does it work?

Match it: We match it perfectly to your hair colour

Mix it: We mix a customised colour maintenance conditioner.

Take it home: Take it home to maintain your colour between salon visits.

evo™

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www.littlebirdiehairco.com