

LITTLE BÎRDÎE HAÎR^{CO}

S P R I N G

& Summer Trends

2025

***Seasonal
Magazine***

Hair Trends,
Expert Advice &
Inspiring Stories
for the Season

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Founder's Letter

Hello lovely Birdies,

There's something so special about this time of year. Spring brings new energy, longer days and that sense of lightness we've all been waiting for. By the time summer rolls around, we're ready to soak it up, whether that's a morning swim, sunset drinks or just the joy of walking out the door without a jacket.

At Little Birdie Hair Co, we believe your hair should feel the same. Light, effortless and full of life. In this issue, we're excited to share the colours, cuts and styles that will define the warmer months, as well as some behind-the-scenes glimpses of our team and the things inspiring us right now.

You'll also find features that go beyond hair. Fashion, sustainability and wellness tips that reflect the way we want to live: conscious, creative and connected.

Most of all, this issue is a celebration of YOU, our Birdie community. Thank you for trusting us with your hair, your stories and your time in our chairs. We can't wait to see you this season and help you shine in your own unique way.

Here's to a beautiful spring and summer, filled with sunshine, style and moments that make you feel truly you.

Love Tee x

Founder, Little Birdie Hair Co



SPRING/SUMMER STYLES FOR 2025

From salt-kissed waves to chic bobs

As the jacarandas bloom and summer lingers on the horizon, hair across Australia is softening, lightening and loosening up. Spring and summer are our seasons of long weekends, beach days, balmy nights and effortless style + hair trends for 2025 reflect exactly that. Think sunshine blondes, undone waves, glossy low-maintenance brunettes and chic cuts that look good even after a dip in the ocean.

This season isn't about perfection. It's about hair that moves, breathes and shines in the heat. Our stylists at Little Birdie Hair Co are leaning into looks that work with the Australian lifestyle: colour that lasts between beach swims, cuts that still look polished when tied back and styling that embraces the elements.

Here are the trends set to define Australian spring and summer and how to make them your own.

Texture & Movement

Salt-Kissed Waves

The ultimate Aussie summer classic. Loose, beach-inspired texture, enhanced with sea salt spray or a quick braid before bed keeps things relaxed but stylish. Perfect for the girl heading from surf to sundowners.



Mermaid Lengths

Long, layered cuts with soft "ghost waves" are big this year. This style feels free, feminine and full of movement, ideal for those endless summer nights.

Stylist Tip: Spritz a leave-in conditioner with UV protection before heading out, it keeps waves hydrated and sun-safe.

Cut & Shape



Getty Images



Getty Images

The Curved Bob

A polished yet easy cut, softly tucked under or out at the ends. It's humidity-friendly and can be styled sleek for work or tousled for weekends.

The Butterfly Cut

Lots of layers and bounce, perfect for keeping hair light during the hotter months. Works beautifully on medium to long hair, adding volume without heaviness.

Colour & Tone

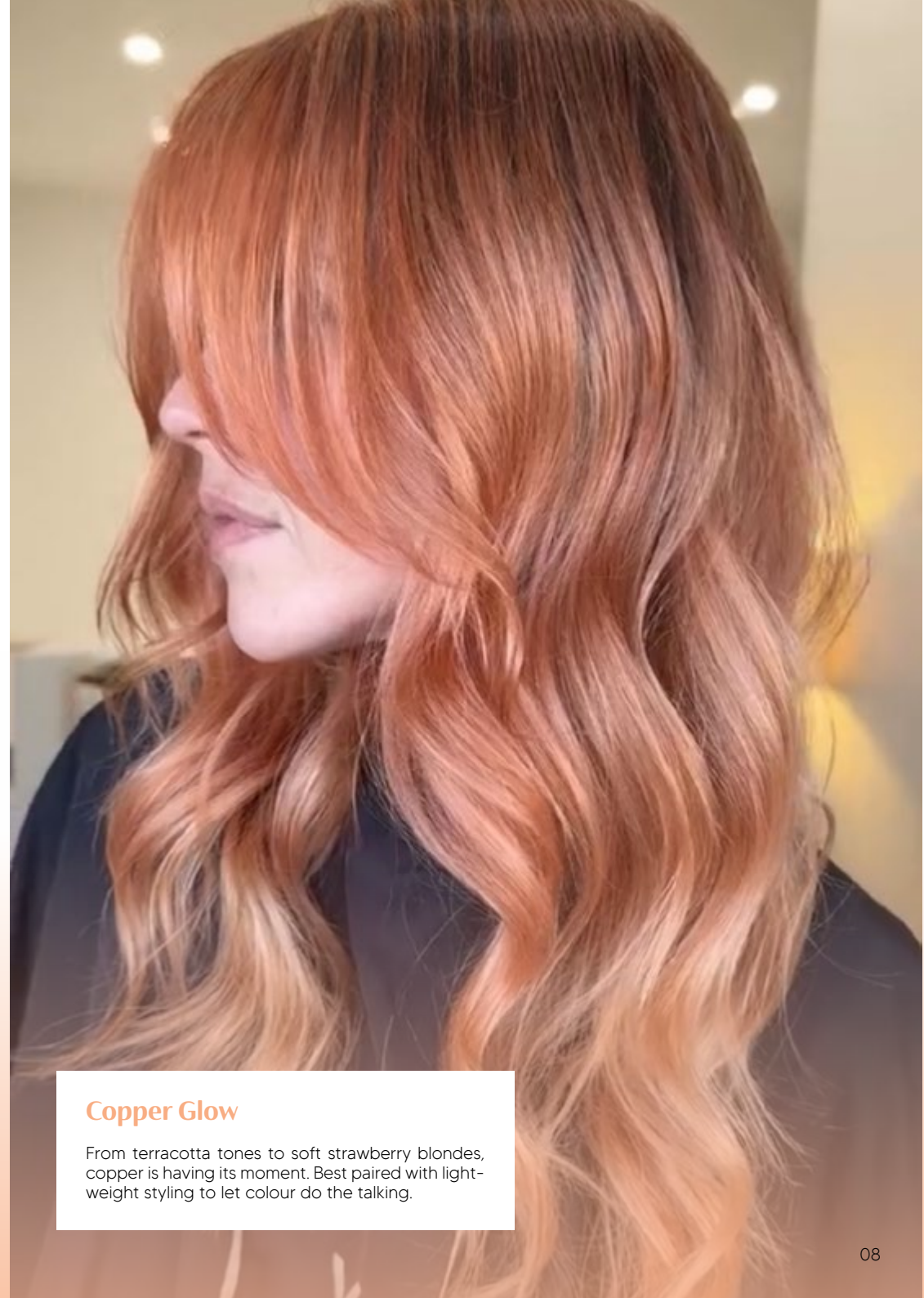
Sunflower Blonde & Champagne Highlights

Bright, golden blondes are the season's go-to, designed to shimmer under the Australian sun. Keep roots low-maintenance with soft balayage blends.



Beach Brunette

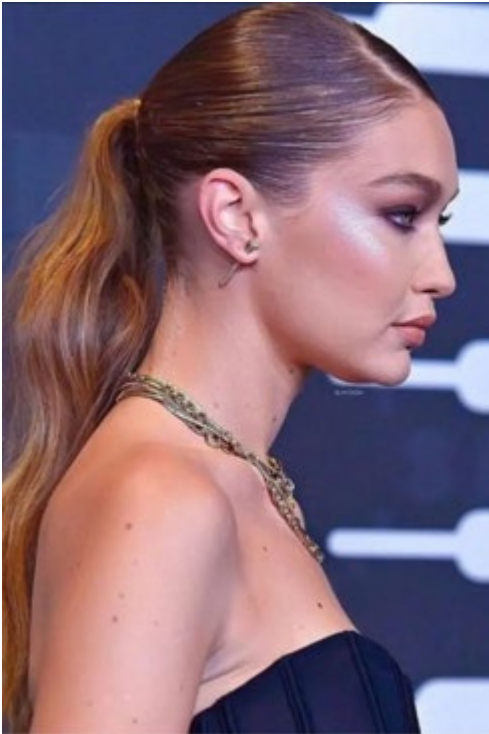
Rich chocolate tones are refreshed with warm caramel ribbons, sun-lit but still dimensional. Think glossy, healthy hair that survives summer swims.



Copper Glow

From terracotta tones to soft strawberry blondes, copper is having its moment. Best paired with light-weight styling to let colour do the talking.

Effortless Glam



The Summer Blowout

Big, glossy blowouts with natural bounce, think less “pageant hair”, more “effortlessly chic.”

Slick Ponytails & Hair Accessories

Sleek, “snatched” ponytails or low buns keep hair off the neck in the heat, while silk scarves, claw clips and scrunchies add playful touches.



Stylist Tip:
Always prep with humidity-proof styling products. A light anti-frizz serum or smoothing cream will keep summer glam intact.



How does it work?

We believe your haircare should fit your lifestyle. That’s why the Birdie Breakdown Club allows you to create a

Choose Your Payment Schedule

Decide how often payments are made-weekly, fortnightly, or monthly –to suit your budget.



Customised Appointments

Customise your appointments based on how frequently you visit us for your haircare needs.



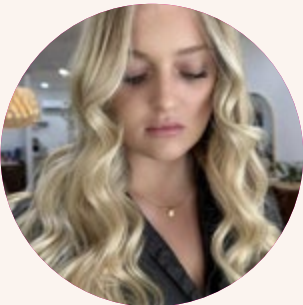
Pick Your Services

Include the specific treatments, services and hair care products you love in your package, so you’re always covered.



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.



[Find Out More](#)

STYLIST IN THE SPOTLIGHT

JADE WILLIE

If you've ever stepped into our Mooloolaba salon, chances are you've seen Jade's big smile, relaxed energy and her knack for creating those stunning high-contrast blondes she's known for. But beyond the chair, there's so much more to discover about our Senior Stylist who has been with Little Birdie for almost five years.

From Noosa Receptions to Salon Chairs

Like many great stories, Jade's career in hair didn't follow a straight path. During Covid, she lost her job as a receptionist at a beach resort in Noosa and saw it as a chance to finally pursue her long-time interest in hair. She threw herself into an apprenticeship at Little Birdie, Mooloolaba, and the rest is history.

"I fell into hairdressing during Covid and it turned into the best opportunity of my life."

"It wasn't something I planned, but it turned into the best opportunity. I've now built a career I love and can't imagine doing anything else," Jade shares.

Life Beyond the Salon

When Jade isn't behind the chair, she's embracing a lifestyle that's all about balance, connection and a little fun. Her mornings often start with **hot Pilates at a studio in Kawana**, followed by catch-ups over lunch with friends. Weekends are for family, especially spending time in Gympie with her niece (with another on the way!). And when she's not in aunty mode? You'll probably catch her **at the beach or out for drinks with the girls**.

Oh, and let's not forget her little obsession with **online shopping**, a talent we're sure many Birdies can relate to.

"I'll never say no to Pilates, the ocean or time with my girls."

STYLIST IN THE SPOTLIGHT

Style, Signatures & Surprises

Inside the salon, Jade's **signature look** is all about high-contrast blondes that turn heads while staying beautifully wearable. Outside of work, her style swings between **pants and a nice top** or **matching activewear**, practical, chic and effortlessly cool.

But did you know? Once upon a time, Jade rocked **black hair**, something her blonde-loving clients would never guess.

As for music, Jade's playlists are less about chart hits and more about **immersive DJ sets**. She loves the energy, the creativity and the way a good set can transport you.



“High-contrast blondes are my signature, it’s my absolute favourite to create.”

Inspirations & Lessons Learned

In the world of hair, Jade looks up to **Kim Haberley (aka Boho Blonde)**, who she describes as not only an incredible colourist but also humble, grounded and real.

If she could share a piece of advice with her younger self? “Don’t be afraid to give things a go, the worst that can happen is it doesn’t work out.” It’s a mantra that’s carried her from unexpected beginnings to a thriving career in hair.

“Don’t be afraid to give things a go.”



Quickfire with Jade

Coffee order:

None! (I prefers a protein smoothie)



Guilty pleasure TV show:

Any documentary, especially true crime.



Dream holiday:

Going back to Europe.



Meet NAK: Australia's Own Eco-Luxe Haircare



Conscious formulas, beautiful results and proudly homegrown.

At Little Birdie Hair Co, every product we put on our shelves has to pass the test: Is it kind to people, hair and the planet? That's why we've recently welcomed **NAK Hair** into our salons. A proudly **Australian-owned** brand that shares our values of sustainability, performance and care.

NAK isn't just another haircare label. They're a company born and bred here in Australia, inspired by our unique climate, lifestyle and culture. Their products are created with **vegan, sulphate-free, paraben-free** formulas, designed to deliver professional-quality results without compromising on hair health or environmental responsibility.

Packaging with Purpose 🌸

One of the things we love most about NAK is their **thoughtful approach to packaging**. With an eye toward reducing waste, NAK uses recycled and recyclable materials wherever possible, ensuring that each product has a lighter footprint on our planet. For us, it's another step towards creating a salon experience that is not only luxurious, but also conscious of the bigger picture.

Made for Australian Hair ☀️

From coastal humidity to sun-drenched days, our hair faces unique challenges in the Aussie climate. NAK's ranges are designed with this in mind, offering everything from **moisture-rich care** for sun-damaged strands to **styling products that tame frizz in the heat**. It's haircare that understands the way we live.

"Made for Australian hair, by an Australian-owned company."

Why We're Excited

Switching from Evo to NAK has been a natural next step for us. Both brands offered professional-grade care, but with NAK we've found:

Locally owned & operated

Supporting Australian business.

Eco-conscious packaging

Aligning with our own sustainability values.

Tailored for our climate

Formulas made for real Aussie conditions.

Vegan-friendly & low-tox

Safe for your hair and the planet.

“Packaging with purpose: Beauty that cares for the planet.”

We're excited for you to experience the difference too. Next time you're in the salon, ask your stylist which NAK products are best suited for your hair journey. Whether you're chasing **shiny summer blondes**, **frizz-free styling** or **nourishing treatments** after long days in the sun.



NAK Hydrate Shampoo & Conditioner

Because Aussie summers = sun, salt and chlorine. This duo drenches thirsty strands in lightweight hydration, restoring softness and shine without weighing hair down.



NAK Blonde Plus Shampoo

Our blondies' best friend. This violet shampoo neutralises brassiness and keeps blonde, silver, and highlighted hair fresh and bright between salon visits.

NAK Product Spotlight



NAK Ultimate Treatment 60-Second Repair

Think of this as your emergency hair mask. In just one minute, it rescues frazzled ends, boosts strength and leaves hair silky and manageable. Perfect post-beach or before a big night out.

NAK Luxe Finishing Crème

Humidity? We don't know her. This frizz-fighting cream smooths, softens and protects hair from heat styling while keeping your blow-dry glossy and sleek all day.

NAK Replends Crème Leave-In Moisturiser

Dry ends? Not on our watch. This lightweight leave-in moisturiser nourishes, strengthens, and seals split ends while adding softness and shine. Perfect for keeping hair hydrated and silky smooth, it's your everyday go-to for healthy, happy strands.

“Ask your Birdie stylist which NAK product is your perfect match and we'll tailor a haircare plan that keeps your style thriving between appointments.”



Beyond Beauty: How Little Birdie Is Growing a Greener Salon Culture

From ponytail donations to resource recovery and circular systems, discover why real sustainability matters and how we're making it part of your salon experience.

At Little Birdie Hair Co, being eco-conscious is more than a buzzword, it's baked into everything we do. Partnering with Sustainable Salons, Australia's leading salon recycling and circular-economy network, means we're diverting salon waste, everything from foil and tubes to hair clippings, from landfill and turning it into something positive.

Being part of this movement means every haircut, colour service or skincare treatment you book is helping reduce landfill and making sustainability a seamless part of your beauty routine.

What Sustainable Salons Does: A Closer Look

1. Resource Recovery for Real Impact

Sustainable Salons kickstarts a real circular economy. They collect everything from hair, foils and tubes across salons, beauty clinics and even pet groomers, giving materials a second life instead of sending them to the dump.

2. Hair for a Cause

Salons across the network can collect ponytails (yes, your ponytail donations count!), which go toward making wigs for those experiencing medically induced hair loss. A beautiful, feel-good way to share your hair's power

3. A Better Directory for Conscious Clients

Sustainable Salons has relaunched its directory to champion eco-minded businesses. You'll find direct booking links, social media and real imagery, making it super-easy to choose salons that align with your values.

Why It Matters: People, Planet, Profit

Planet

By minimising waste and encouraging closed-loop systems, Sustainable Salons helps reduce environmental impact and helps make eco-love effortless for clients and stylists alike.

People

Conscious clients notice and appreciate. One study found over half of salon clients say their opinion of a salon improves when they know about its sustainable practices. At Little Birdie, this trust isn't just good for the planet; it's fundamental to our philosophy.

Profit (and Reputation)

The best part? Sustainable practices don't cost, they pay. Recycling, reducing waste and shifting to eco packaging can lower costs, reduce disposal bills and amplify your reputation in a saturated market. Clients feel good and so do we.

How Little Birdie Brings It to Life

Sustainable Practice

Hair & Resource Recovery

We participate fully in the Sustainable Salons program, recycling foils, tubes and clippings.

Ponytail Donations

Clients can donate ponytails for medically needed wigs.

Eco-First Products & Packaging

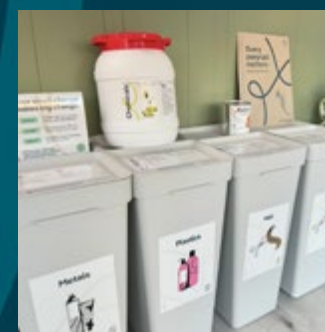
We choose products with recyclable packaging and low-tox formulas wherever possible.

Water & Energy Efficiency

We use EcoHeads, LED lighting and solar power to resource use.

Educating & Celebrating

Our team keeps clients in the loop through signage, social media and our Sustainable Feature.



“When you sit in our chair, you're part of the solution.”

Choosing a sustainable salon like Little Birdie isn't just about looking good. It's about doing good. From our partnership with Sustainable Salons to every refill, recycled package and ponytail donation, we're on a mission to make beauty regenerative. Want to dive deeper? Ask your stylist how you can help. Your choices ripple out farther than you know.

Shade Savvy: Tailored Hair Colour Through Science & Style

After mastering the Colourist Board system, our stylists are raising the bar on personalised colour consultations for hair that lights you up, inside and out.

What We Learned & Why It Matters

At Little Birdie Hair Co, we believe every colour tells a story. YOUR story. That's why our team recently dove into a specialised two-hour Colour Analysis course using The Colourist Board, a tool designed exclusively for hair professionals to refine the art and science of matching colour to your individual skin tone. The course was hands-on, in-salon and focused on real client scenarios, practical usage of the board and the nuances of applying colour analysis in the chair.

This isn't just another technique, it's an elevated level of care. By combining artistry with insight, our stylists can create colours that complement your features, lifestyle and unique personality.

The Power of Colour Analysis

Understanding and applying colour theory isn't merely academic, it changes how you look and feel. Here's why:

Enhances Natural Beauty

When colour complements your skin tone, eyes and hair, your skin glows, your eyes sparkle and your overall complexion appears healthier and more vibrant.

Unlocks Confidence & Presence

Wearing your ideal hues creates harmony, meaning clients walk out the door not just styled, they feel seen and confident.

Saves Time & Invests Smarter

Knowing your palette helps you shop with purpose. Fewer impulse buys, fewer items tucked away and a capsule wardrobe (and hair look) that truly works for you.



"Your hair colour, now personalised, purposeful and powerful."



What The Colourist Board Brings to Our Chair

What It Is:

The Colourist Board is a tactile colour guide featuring 12 seasonal palettes: Spring, Summer, Autumn, Winter. Each subdivided into Light/Cool, Warm/Deep and Soft/Clear

What We Do with It:

During consultations, our stylists drape the board's swatches against your natural colouring, no filters, no guesswork, to find the shades that illuminate your features.

Why It's Effective:

With some systems offering up to 18 highly customised palettes, including undertone, contrast and value, the process is precise yet personal, never cookie-cutter.

What This Means for You

Bespoke Hair Colour

Your colour is tailored using draping and expert insight, no guesswork.

Flattering Styling

We choose tones that make your complexion glow, even in photos.

Smart & Sustainable

Fewer products, less redoing, a smarter approach to beauty.

Greater Confidence

Step out knowing you look polished, intentional and authentically you.

STYLE GUIDE: SUSTAINABLE & STYLISH

City Sleek

At Little Birdie Hair Co, we believe every colour tells Effortless elegance that takes you from brunch to boardroom. Think minimalist tailoring, crisp lines and breathable fabrics.



Kuwaii Sisko Sandal

Kuwaii

A Melbourne favourite, Kuwaii produces small-run, Ethical Clothing Australia-certified pieces made from natural fibres, designed to last and even offered with lifetime repairs.

Petal Tee, Daisy Dreams Bag, Splice Skirt



Kuwaii - Umi Shirt Dress - Stripe Patchwork

Bassike Rib Contrast Short Sleeve Baby T-Shirt, Leather Crescent Bag, Leather Mini Skirt

Bassike

Aussie-grown, Bassike crafts organic cotton basics with local production and in-store repairs to extend garment life.

Citizen Wolf

Made-to-order basics using organic cotton, precise local production and carbon-negative operations, plus free lifetime repairs.

Citizen Wolf, The Classic Poplin Womens Shirt



Beach Babe

Laid-back luxury for beachside Sundays and sunset cocktails. Lightweight fabrics, relaxed silhouettes and ocean-ready style.



Salt Gypsy Low Rider Rash-guard, Drifter 2.0 - Pink

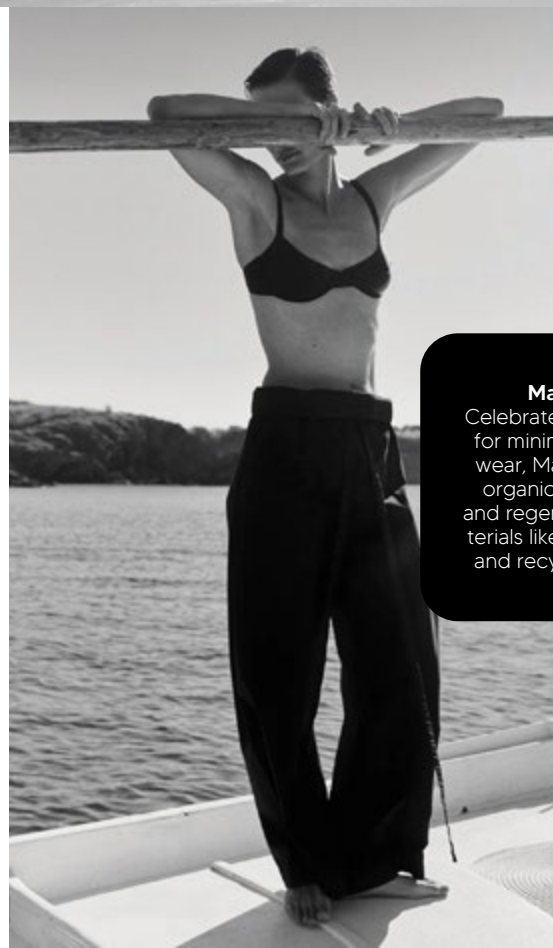
Salt Gypsy

Gold Coast surfwear made from 100% regenerated nylon yarn (ECONYL®), designed for movement and made with care.

Holiday The Label

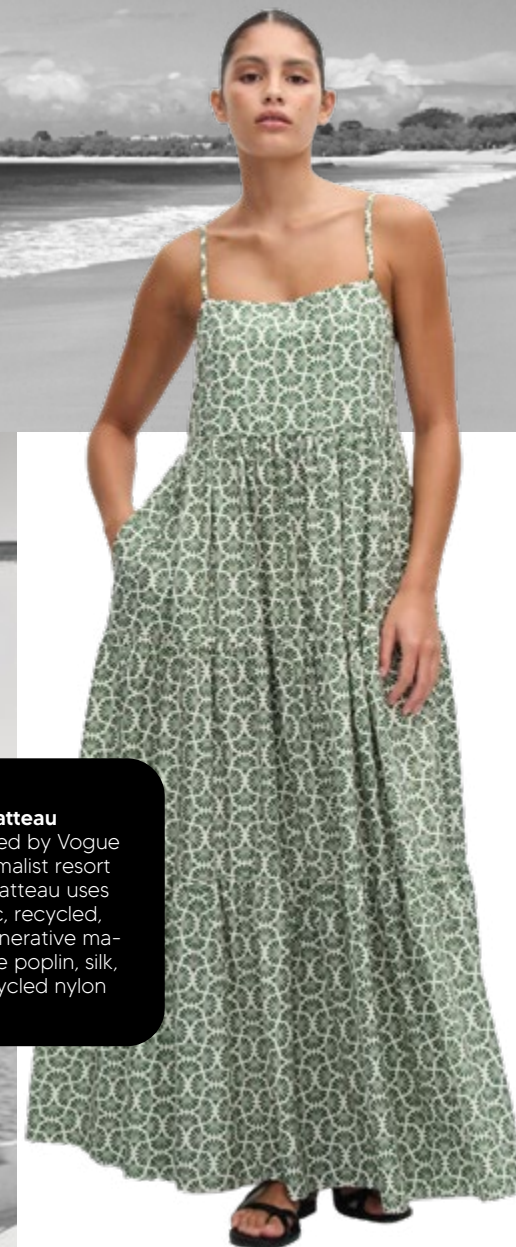
Australia's much-loved resort-wear brand creating free-spirited dresses, kaftans, and maxis. Effortlessly transitions from beach to bar, designed with style and sustainability in mind.

Holiday The Label - Fiji Dress - Sardinia Summer



Matteau

Celebrated by Vogue for minimalist resort wear, Matteau uses organic, recycled, and regenerative materials like poplin, silk, and recycled nylon.



Matteau Tiered Low Back Sundress

Country Chic

Romantic, easygoing and rooted in craftsmanship.
Ideal for garden parties, weekend escapes,



FRSKE - Elise Dress, Sage Gingham

FRSKE

Melbourne label creating trans-seasonal tailoring with natural fabrics like linen and cotton and slow-fashion values.

Kristin Magrit

Based in Subiaco, she creates pieces from linen, hemp, raw silk, and organic cotton, locally made within a 12 km radius and designed to biodegrade.

Kristin Magrit - Beach Shorts, Very Useful Blouse | Black



Lilly Pilly Collection

From Byron Bay, Lilly Pilly Collection crafts feminine, durable pieces from luxe natural fibres like linen, merino, cashmere, and organic cotton.



STYLIST IN THE SPOTLIGHT

Courtney Schmidt

If you've met Courtney, you'll know she brings sunshine into every salon day. With her easy laugh, eco values and a talent for lived-in blondes, she's one of Little Birdie's brightest gems. Here's a closer look at her journey, her favourite memories and her philosophy on all things hair.

Falling in Love with Hairdressing

For Courtney, hairdressing has always been more than just a job, it's a way to connect. **"I love hair-dressing because it allows me to travel the world and connect with so many beautiful people,"** she says. From South Africa to Queensland, her scissors and round brush have opened doors to new cultures and friendships.

"Hairdressing allows me to travel the world and connect with so many beautiful people."

A Transformation to Remember

One of her most memorable moments came while working in South Africa. A client wanted to embrace her natural grey, and Courtney spent six hours guiding her from brunette to silver. **"It was stunning and so easy for her to maintain. Even after the transformation, she still came in weekly for a blow-dry and a chat, which made it even more special."**

"It doesn't feel like work — just catching up with friends while doing what I love."

Salon Days that Feel Like Catch-Ups

Courtney's perfect day isn't about flashy styles or celebrity transformations, it's about connection. **"My perfect salon day is when my column is filled with regulars. It doesn't feel like work at all, just catching up with friends while doing what I love."**

Why She Loves Little Birdie

Courtney is quick to highlight what makes Little Birdie unique. **"I love the eco ethos, it's unlike anywhere I've worked before. The work-life balance is amazing and the drinks and snacks menu is such a thoughtful touch. Plus, the dessert-inspired scents always put a smile on my clients' faces."**



STYLIST IN THE SPOTLIGHT

Hair with Heart

Hair isn't just about colour or cuts, it's emotional. One of Courtney's clients was losing her hair due to illness. To help her feel in control, they worked together, cutting her hair gradually shorter. **"It was emotional, but also incredibly rewarding,"** Courtney recalls.



Tools, Trends & Hair Philosophy

Courtney's go-to tool? **"Definitely my round brush! It's so versatile. I can create smooth, voluminous styles or a bouncy, glamorous blow-dry."** Her hair philosophy is simple: **"Confidence over trends, always."** She's a huge fan of the lived-in blonde, a look that's low-maintenance, gentle on the hair and kinder on the purse.

When asked about spring/summer hair trends, Courtney predicts that colour analysis will become huge. But she laughs: **"Hopefully the grey trend doesn't make a comeback just yet, it's had its moment."**

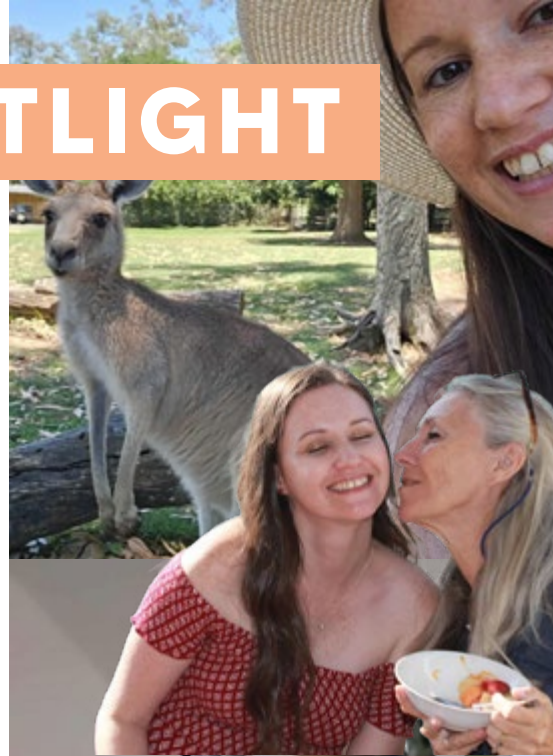
"Confidence over trends, always."



Behind-the-Scenes Fun

If she could style any celebrity, Courtney wouldn't hesitate: **"Blake Lively! There's a rumour she styles her own hair. I'd love to see how she does it and maybe add my own touch."**

And her funniest salon story? **"One super busy day, I did a full consultation with a client, only to find out my colleague thought she was her client and did another consultation! We both ended up mixing colour for her."**





Dessert-Infused Hair Care Daily



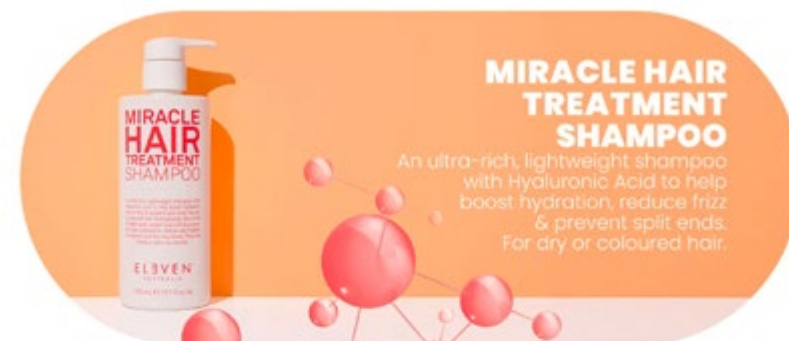
Satisfy Your Senses at Home

Sparrow Restorative Dessert Treatment - Available at All Little Birdie Locations



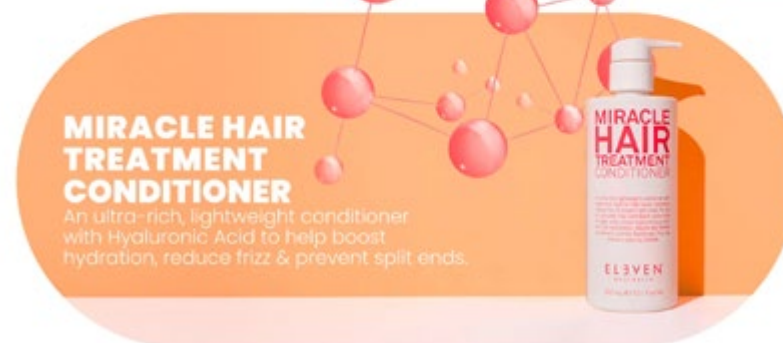
INTRODUCING
NEW

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!

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^{CO}
STAFFORD
2/240 Stafford Road, Stafford



LITTLE BIRDIE HAIR^{CO}
WYNNUM
2/280 Tingal Road, Wynnum



LITTLE BIRDIE HAIR^{CO}
GYMPIE
4 Nash Street, Gympie

Share Your Story: Be Featured in Our Next Issue!

We'd love to hear from you! At Little Birdie Hair Co we're all about celebrating our amazing local community. If you have a story, event, or achievement you'd like to share, we'd love to feature it in our next issue!

It's a fantastic opportunity for free exposure to our over 15,000-strong clientele. Whether it's a charity event, small business milestone, or personal success, let's work together to shine a spotlight on the people and happenings that make our community so special.

Send your stories and events our way – we can't wait to share them!

Email - anna@littlebirdiehairco.com

Subject - Little Birdie Magazine



LITTLE BIRDIE HAIR^{CO}
MOOLOOLABA
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