



BEAUTY ESSENTIALS

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Poplights

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POPLIGHTS

Every solar eclipse or so, a certain trend comes along to baffle fashion and beauty editors the world over. So how does one categorize the recent emergence of bright, neon-like highlights in hair, otherwise known as *poplights*? A passing fancy? Punk rock chic? A nouveau raver's delight? We simply can't ignore its appearance on the red carpet and the runway: Rachel McAdams, Avril Lavigne, and the spring 2007 fashion shows. While Red Door celebrity stylist Brad Johns would claim that this is a new hair "accessory," the jury here at ELLE.com is not quite sure where to stand. Perhaps we can leave the verdict up to you, dear reader. [Click here to see the evidence.](#)



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the light fantastic

From Cameron to Stam, we survey the best of blonde ambition

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Rachel McAdams

Photo: Steve Granitz/WireImage.com

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Joss Stone with Marc Jacobs backstage at his fall 2007 fashion show

Photo: Dimitrios Kambouris/WireImage.com

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Pink

Photo: Serge Thomann/WireImage.com

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Avril Lavigne

Photo: Gregg DeGuire/WireImage.com

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[Vivienne Westwood](#), spring 2007
Photos: Imaxtree.com

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[Zandra Rhodes](#), spring 2007

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[Antoni & Alison](#), spring 2007

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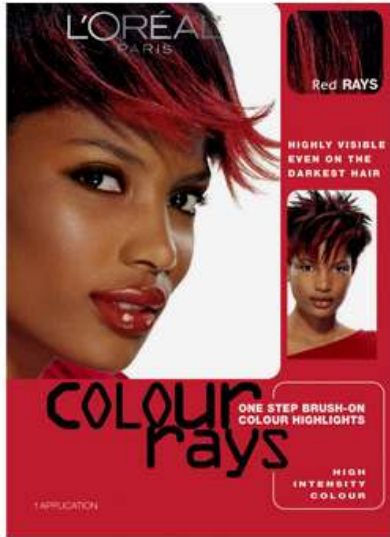


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[Vivienne Westwood](#), spring 2007

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We asked Massimo La Rocca, creative director of Shears Hustle & Blow at Ricky's NYC, about his clientele who have requested poplights. "Typically their natural hair is darker," he says. "With products so readily available, they are starting to experiment on themselves at home," he adds. For do-it-yourself poplights, consider L'Oréal Colour Rays (\$10.99, retailers nationwide), which can work even on the darkest hair.

Photo courtesy of L'Oréal

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It is possible to correct coloring mistakes. Consider Color Oops (\$12.99, at drugstores nationwide) to restore hair back to its original color.

Photo courtesy of Color Oops

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