MEET LORENA

Senior Stylist & Balayage Expert

Lorena Castro has been in the hair business for seventeen years and counting, helping women feel gorgeous, confident and empowered with best-in-class balayage and styling.

LEARN MORE

ABOUT LORENA

Lorena Castro has been in the hair business for seventeen years and counting, helping women feel gorgeous, confident and empowered with best-in-class balayage.

As a child, Lorena spent hours in her neighbourhood salon watching hairdressers style her mother's hair, and fell in love with cutting and styling her own hair. Soon, family and friends came to her for hairstyling services, and she began working in a Barcelona salon while training to become a hairdresser.

After a decade of establishing herself in the Barcelona hair and beauty industry, Lorena moved to London to expand her reach and learn English. She worked in a salon on Regent Street, and within a year was behind the scenes of shows at London and Paris fashion weeks, where she has since been a fixture for the last eight years.

Since then, she has refined and perfected her balayage technique that keeps her roster of loyal clients coming back for more. Using only the highest quality products, she works with clients to craft low-maintenance, high-glamour looks that enhance their natural hair colour, adding complementary tones for depth and styling it to perfection with the utmost care and attention to detail.

The result? Beautifully blended balayage that is tailored to your hair tone and type, expertly executed and designed to last up to six months.

Lorena is based at Live True salon in Vauxhall, but is available for home visits and on-set styling for fashion and editorial photoshoots. Whether you're looking for a balayage refresh or something completely different that will turn heads, get in touch here.

Balayage/Reverse Balayage

After a quick patch test, you'll be on your way to getting the Lorena Castro look. Premium dyes ensure a seamless blended finish, complementing your natural tones with soft gradation towards the ends. Lorena's approach is tailored to your hair colour and texture so no two looks are alike, and her natural balayage technique looks just as gorgeous on unstyled hair for day-to-day, low maintenance glamour.

Lorena's reverse balayage technique creates dimension for both blonde and brunette hair tones by adding natural movement and depth to single shades of colour, and lasts longer than a toner.

Hair Styling

Channel *mane character energy* at your next event, photoshoot or party with Lorena's expert touch. Whether you're in need of a statement up-do, elegant curls or effortless waves, Lorena will create a one-of-a-kind look that caters to your hair type, using premium products for optimal hair care and unbeatable staying power.

On Location

If your styling team needs IRL support, Lorena's supplies are packed and ready to go. She is available for location shoots, filming projects, styling assistance and more: simply get in touch six to eight weeks ahead of your scheduled shoot and Lorena will make it happen.

Photoshoots

Lorena is here to get your locks in picture-perfect, camera-ready condition for your next photoshoot. She offers on-set styling services for fashion and beauty photoshoots, and has worked alongside dozens of models and make-up artists at top publications like Cosmopolitan and Glamour to create iconic looks that inspire and excite.

23 Jun

Why You Need To Add Olaplex Into Your Haircare Routine

Olaplex is a haircare cult favourite, with instantly recognisable products lining the shelves of hair salons, beauty stores and dedicated customers alike. Part of the reason Olaplex has achieved such popularity is because it claims to work for all hair types and textures, repairing damage and preventing future damage through patented, bond-building technology that works on a molecular level. Today, I'm sharing everything you need to know about Olaplex, why I recommend it to my clients and how to best incorporate it into your hair care routine to keep your hair in optimal condition between salon visits.

Olaplex's best-selling product is the No. 3 Hair Perfector, with one product sold every 3.5 seconds, according to the brand! Available in a 100ml bottle, the product is vegan-friendly, cruelty-free and free from nasties like sulfates. It's my favourite product in their range, and I often use it on clients, whether alone or as part of a colour / balayage treatment, and they love it for making their hair feel stronger and shinier with just one use. I find it works wonders to restore my own hair and prevent future damage as well, restoring a natural healthy sheen to my locks.

In terms of frequency of use, I recommend a weekly treatment for those with normal hair, and 2-3 times weekly for damaged hair. Simply apply from roots to ends on dampened hair and let the treatment work its magic for at least ten minutes, combing it through once to ensure it is evenly spread. Rinse it out, and follow with your usual shampoo and conditioner routine.