

WOW! OVER **500** SEXY STYLES

101 HairStyles

The Hit List

Glamorous Star Styles In Minutes!

(We'll tell you how!)

EASY HOW-TOS FOR VOLUMINOUS CURLS AND ELEGANT UPDOS



JENNIFER



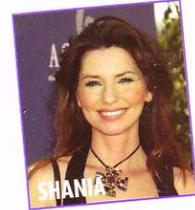
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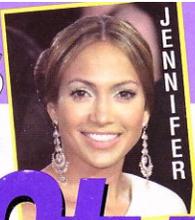
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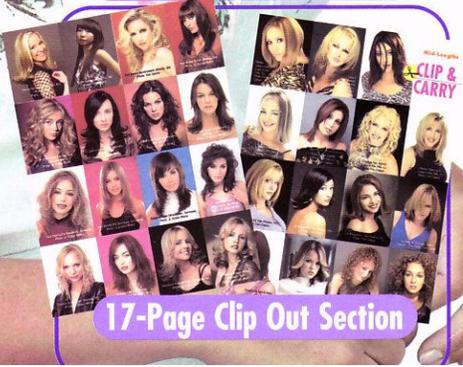
Victoria



2003's Model Search Winner

Kelly Ripa

240+ Styles to Go



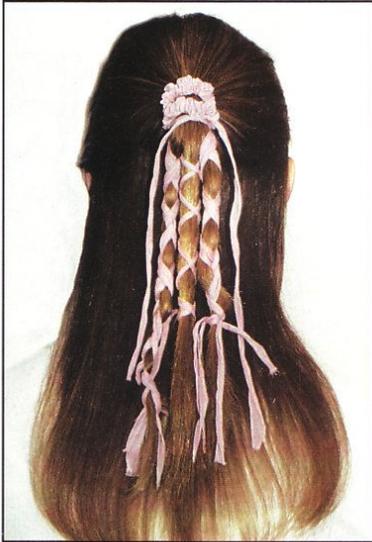
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AISLE STYLE
Wedding Experts Reveal
Celebrity Beauty Secrets

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Style FILE

The best accessories and must-haves for gorgeous hair!



The Seduction Collection

Sashaying between the ladylike delicacy of crinkled silk chiffon and the vibrant vamp hues of smokey blue pearl, smudgy cigar or stark black, this ethereal knotted and tied ragtie twist is a potent blend of youth and sophistication. Blurring the lines between innocent and sexy, just slip the elasticized scarf band around the gathered edges of a curly pony, weaving the long ties in and out of your flirty



tendrils. If you prefer, wrap the top of the **Delicia Twist** band around a seductive hair twist and let the beautiful ties float freely in the wind. Even better, this spectacular twist is perfect for the sizzling hot ballerina bun or a grouping of messy braids. Wear this fashion treasure anyway that you desire and enjoy instant flair for your tresses. View these and the entire collection of **EvitaPeroni** at www.HairBoutique.com. For more information call 1-866-4MY-HAIR.

After

Before

No More Gray!

Look as young as you feel! **Miss Clairol** is specially formulated to give you maximum gray coverage on even the most resistant gray. That's because Miss Clairol contains active color molecules that deeply penetrate stubborn gray hair to replenish it with rich, long-lasting color. Available at www.clairol.com or at retail and beauty stores nationwide.



Hair Spa

Dead Sea Spa Magik introduces three new products that provide total care to the hair and scalp and complete the Spa Hair line. **Mineral Shampoo** leaves the hair looking and feeling revitalized and moisturized, and is particularly useful for deep cleansing, alleviating dandruff and soothing an irritated scalp (\$14.95). **Conditioning Scalp Mud** adds a healthy glow to your hair and conditions the scalp (\$15.95). **Hair Magic Serum's** unique combination of Dead Sea minerals and vitamins helps restore your hair's natural moisture balance, improves its luster and elasticity and can also increase the thickness of the hair by up to 10 percent, giving it a wonderful healthy shine and natural soft bounce (\$7.95). For more information on Dead Sea Spa Magik products please call 877-725-8278 or log on to www.spamagik.com.

Splurge vs. Steal

Beauty Bargains Fit For Your Budget

When it comes to beauty—you're a self-proclaimed binger. Your eyes widen at the sight of a sample sale, you get giddy at the thought of Sephora and, unfortunately, your wallet can't take much more of this joy ride. If you're strapped for cash or still looking to continue your beauty bender, check out our splurge vs. steal product picks to satisfy your shopping appetite.

ACCESSORIZE!!!

When you'd like to add a bit of glam to your hair...



SPLURGE: When it comes to accessories, no one has a better selection than HairBoutique.com. These beautiful Austrian Crystal barrettes (\$7.95 to \$8.49 for one) are perfect for adding some glitz to a short or long 'do; available online at www.mp.hairboutique.com or by calling 1-866-469-4247.



STEAL: Feel like adding a little more sparkle to your look? Sweeten up your style with a cute rhinestone-embellished hair accessory, we adore these star barrettes (\$5.99; available at Sally Beauty Supply stores nationwide, 1-800-ASKSALLY), because, after all, isn't there a bit of a star in all of us?



BRONZE GODDESS

When you're in the mood for a little sun-kissed color...



SPLURGE: Hard Candy Bronze-N-Brush (\$22.50) provides a pretty glow-on-the-go with its sleek compact and retractable brush; available at select Macy's East, Dillard's, Nordstrom, Saks Fifth Avenue, Con Mauer, Neiman Marcus and online at www.hardcandy.com and www.sephora.com.

STEAL: Yves Rocher "Terra Latina" Bronzing Powder (\$7.95) will make everyone think you've spent the day in the sun, even if you've been stuck in the office; available online at www.YRBeauty.com or by calling 1-800-321-3434.



BEACH BABY

When you're starved for a summer swim, but can't make it to the beach...



SPLURGE: Bumble and bumble's Surf Spray (\$16) serves up a sexy, salty, wind-styled texture with a matte finish and tons of hold. Your co-workers will be left wondering if you spent your lunch hour at the beach; to order call 1-800-7Bumble or log onto www.bumbleandbumble.com to locate a store near you.

STEAL: Beyond the Zone Beach Head Texture Spray (\$4.99) provides an alternative to your typical sleek and straight style by adding the kind of texture you thought was only achieved by taking a dip in the ocean—simply mist the product evenly over your damp or dry hair and finger comb through. You can achieve a more tousled look by diffusing hair after applying the product; available at Sally Beauty stores nationwide.



SHIMMER SHOWDOWN

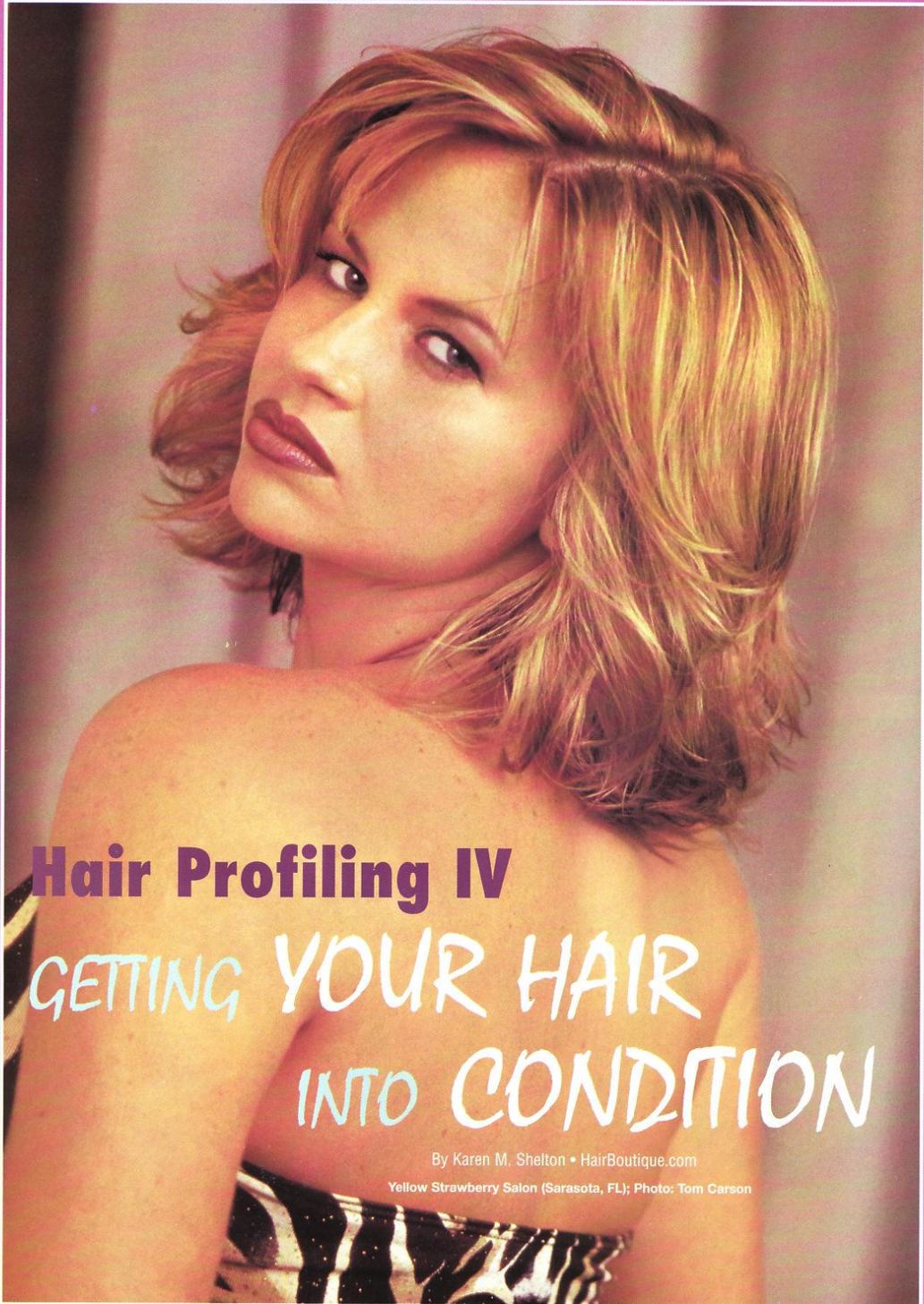
When you want your skin to have subtle sparkle...



STEAL: Nivea Silky Shimmer Lotion (\$6.99) contains natural light reflecting pigment that aides in evening out skin tones and providing a deliciously delicate shimmer; available at all food, drug and mass merchandisers nationwide.

SPLURGE: DuWop Revolution for medium skin (\$19/6 oz.) provides skin with one of the sexiest sheens around—be prepared to turn into a golden, glowing goddess; available online at www.duwoponline.com, Nordstrom and high-end boutiques.





Hair Profiling IV

GETTING YOUR HAIR INTO CONDITION

By Karen M. Shelton • HairBoutique.com

Yellow Strawberry Salon (Sarasota, FL); Photo: Tom Carson

This fourth article in the Hair Profiling series examines how to get your hair into shiny, soft and healthy condition. Not only do we examine how to get that spectacular shine and soft flowing locks that you dream of, we investigate the different types of conditioners along with their pros and cons.

CONDITIONING FAQs

Why does hair need conditioners? Hair is a lot like paint that covers the outside of a building. The ongoing assault of sun, pollution and the environment will slowly wear away the layers of the paint, eventually giving the building a weathered or faded look.

The same thing can happen with hair that is subjected to chemicals and daily living. Extreme changes in weather, whether hot or cold, can easily strip moisture from tresses and cause hair weathering (the gradual wearing away of the cuticle of the hair shaft and eventual exposure of the middle or cortex layers). Over time, the exposed cortex will also wear down resulting in very dry, brittle, rough and damaged hair with many split strands.

Hair conditioning formulas, as a general rule, are various tonics designed to reduce static electricity, while coating the hair cuticle with a moisturizing film. This film temporarily smoothes down the outer layer of the cuticle scales, making hair more manageable. The filmy covering helps to reflect light which adds shine, intensifies hair color and enhances softness. It also helps to protect hair from further damage and deterioration.

Depending on the type, texture and overall health of the hair, conditioning treatments can range from barely-there moisturizing and detangling formulas to heavy, deep penetrating treatments. Although many major products are available that have been designed to "condition" the hair, not all formulas are created equal. The range of ingredients used in conditioners varies widely by manufacturer. Before you buy any conditioning product be sure to carefully read the label to discover the true nature of the ingredients.

Hair care consumers may be uncomfortable to learn that some of their conditioning products actually contain processed animal fats. Did I say animal fats? Yes indeed. Hair care conditioning research has found that fat will add a slight layer of grease to the cuticles making hair feel instantly softer and silkier. Other types of conditioners may contain alcohol which can also initially help to soften hair. Some commercially available products may include protein extracts (collagen along with amino acids obtained from silk), panthenol and similar compounds. All of these extracts which are related to vitamin B5, are known to penetrate hair and to help to increase its moisture content.

Over time, conditioners that contain



Robert Lewis Salon
(Bethesda, MD); Stylist &
Makeup: Drew Springirth;
Photo: Tom Carson



Currie Hair/Skin/Nails; Stylist: Kelli Brown; Makeup:
Angela Iardella; Photo: Karl Richeson

large amounts of strand suffocating fat or drying alcohol may cause tresses to become even more limp, frizzy or full of static. So while some conditioners may initially cure dryness, over time they may bring a new set of problems if they are not carefully selected and used.

CONDITION BY HAIR TYPE & TEXTURE

Hair can actually achieve a state where it is over conditioned. This will result in hair that is sticky, lank or brittle. When hair demonstrates the symptoms of too much conditioning, reach for a clarifying shampoo to remove product build-up from clogged strands.

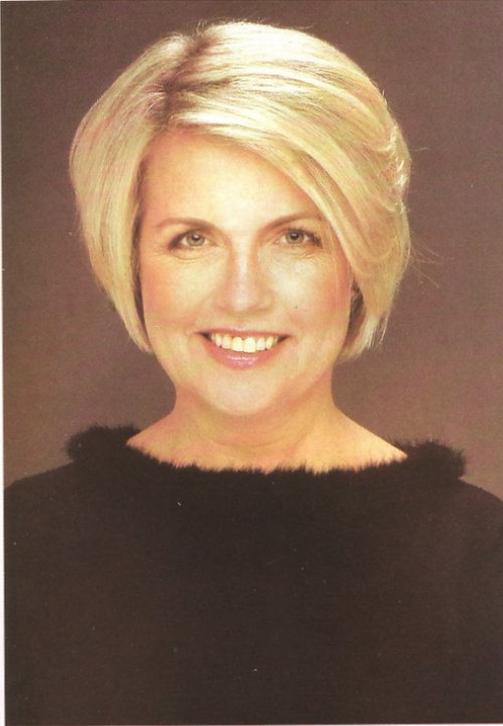
The key to selecting the right type and frequency of conditioning treatments is to understand your hair's type, texture and treatment needs. This knowledge allows you to select a formula that is designed for your hair.

Hair that is prone to greasiness or is fine and/or thin tends to react best to very lightweight rinse out or leave-in conditioners. Fine and/or thin hair seems to do best with leave-in conditioners that are devoid of heavy waxy ingredients. Even oily hair can benefit from the application of light moisturizing treatments to dry ends.

Thick, coarse, curly or wavy strands need a lot of added moisture due to the way that the cuticle is shaped to remain partially open. This type of hair thrives on daily applications of both rinse out or leave-in conditioning treatments. Even better, regular deep and intensive formulas will penetrate and soothe frazzled cuticles.

Leave-in conditioners or deep-penetrating treatments may be needed, especially if hair has been chemically treated with perms, relaxers, straighteners or color.

Normal healthy tresses may not require deep or intensive conditioning unless it has been damaged from chemical applications.



TYPES OF CONDITIONERS

Pre-conditioning Treatments

Hot oil treatments are often used as pre-shampoo conditioning tonics. These treatments will condition both the scalp as well as moisturize dry strands. Treatment formulas may include a combination of natural oils such as olive, sesame, wheat germ and coconut. Many people whip up their pre-conditioning serums at home with store bought oils, plastic wrap and a warm towel.

There are also pre-packaged treatments that will work very well to cut long term hair weathering problems off at the pass. For even better results, use a combination of pre-conditioning and leave-in conditioning treatments for extra protection against moisture loss.

Products To Try:

Phytonectar Treatment Oil
Phyto - Huile d'Ales
Rene Furterer Carthame Intensive Oil Supplements

Rinse-Out-Treatments

Rinse-out conditioners are applied to the hair right after a shampoo and are left on for approximately five minutes before they are rinsed off the hair. They are used to help seal in moisture and detangle knots. These conditioners are not for all types of hair. They can weigh fine or thin strands down increasing oiliness to naturally oily hair.

Most rinse-out conditioning formulas contain tiny molecules with small, positively charged, electrical impulses. Hair contains negative charges when it is healthy and in its normal condition. Molecules in rinse-out formulas have positive charges that are naturally attracted to hair's negative molecule charges. The interaction of the positive with the negative results in a neutralization of the molecules

which are then deposited in the damaged and weathered section of the cuticles.

There are usually many different types of rinse out conditioning treatments to choose from. Some are designed to provide minimum conditioning. Others might be chock full of added bells and whistles like sunscreen, color enhancers or volume adding properties. Choose carefully and stay focused on formulas that are compatible with your hair type, texture and health.

Products To Try:

Kerastase Protein Conditioning Milk
Robert Hallowell - Prawdect Shine Booster Conditioner
ARtec Smoothing Conditioner

Cream Rinses

Unlike rinse-out conditioners, cream rinses do not penetrate the hair shaft in any way. They work on the surface to instantly detangle and add a slight amount of softening. Cream rinses must be rinsed out very well to prevent leaving a dulling film. Some hair care experts recommend alternating between a light cream rinse and a rinse-out conditioner.

Although cream rinses used to be very popular, over time they have become replaced by heavier rinse-out conditioners that do penetrate the hair shaft. Unfortunately some hair that is fine or sensitive does not respond well to anything but a light rinse.

Products To Try:

Paul Penders - Lemon Perfecting Rinse
Aubrey Organics Green Tea Rinse
Aubrey Organics Rosemary & Sage Hair & Scalp Rinse

Detanglers

Used to help detangle hair, the following are gentle and light-weight detangling conditioners which enhance body and shine and works great for fine to medium hair.

Products To Try:

Phytosesame
Paul Mitchell Taming Spray - Lightweight, for all hair types.
Matrix Biolage Detangling Solution

Deep Conditioning Treatments

A deep-penetrating treatment is usually most beneficial for hair that has been chemically treated or is damaged in some way from over processing. Unlike rinse-out conditioners that stay on the hair for five minutes, deep treatments remain on the hair for a minimum of five minutes and often up to an hour or more, depending on the strand problem that is being addressed.

Chemical hair treatments include perms, relaxing, straightening, thermal reconditioning treatments and color or bleach treatments.

Deep penetrating conditioning treatments are sometimes referred to as "protein treatments." This is because deep penetrating treatments provide a combination of moisture and protein. It helps to seal the hair cuticle and prevent additional damage from environmental toxins, blow dryers or styling tools. It also rebuild elasticity of strands by adding protein to the cortex, allowing hair to strengthen and retain moisture.

Treatments may be used, as a general rule, up to three

times a week for hair that is extremely damaged. Hair that is less damaged responds best to treatments one or two times a week. To achieve the maximum benefit of a deep penetrating conditioner for severely dry or damaged hair, add warmth to pop open the cuticle layer and allow the conditioning formula to penetrate most effectively. Apply the treatment and wrap your head in a plastic shower cap or plastic wrap. Layer a pre-heated towel turban style over the cap. Most hair and beauty experts believe you should only utilize deep penetrating treatments for a limited period of time to prevent product buildup and ultimately even more stressed hair.

Products To Try:

Phytocitrus Mask
Paul Mitchell Hair Repair Treatment
Redken Extreme Deep Fuel

Reconstructive Treatments

Restructurants are scientifically designed to penetrate the cortex, helping to repair and strengthen the inner parts of damaged hair. They are helpful if the hair is lank and limp and has lost its natural elasticity as a result of chemical treatments or physical damage. Most experts recommend that reconstructive treatments be used on a weekly basis to restore damaged hair until it recovers. It is believed by many that reconstructive treatments will have a longer lasting impact on damaged hair than deep penetrating treatments.

Hydrolyzed human hair keratin protein is one of the very best sources for hair restructuring treatments, because it contains all 19 amino acids found in the hair. Human hair keratin protein has a low molecular weight which allows it to easily penetrate the cortex.

Products To Try:

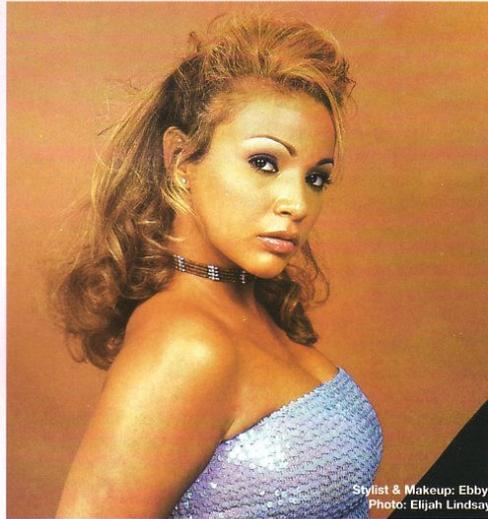
Phyto - Phytokarité Intensive Treatment
Aveda Curescence Damage Relief conditioner w/
Quarternized Hair Keratin Protein
Paul Mitchell Hair Repair Treatment

Combination Sprays

Depending on the type, texture and overall health of the hair, conditioning treatments can range from a very light moisturizing and detangling formula to a very heavy, penetrating treatment. Although all conditioners are designed to "condition" the hair, not all formulas are created equally. Many moisturizing formulas contain humectants that are designed to attract and hold moisture in the hair cuticle.

Products designed to help detangle hair almost always contain acid, which is actually good for your hair. The acid works to close the scales of the hair shaft to make it smoother and to help remove tangles. Some detangling formulas contain different polymers which consist of strings of molecules.

Although most detan-glers work instantly, some can take up to five minutes to be activated. Many have a low pH concentrations that will range from 2.0 to 4.0 and helps adjust the



Stylist & Makeup: Ebby;
Photo: Elijah Lindsay

hair's beta bonds Acid containing detangling formulas will not weigh down any type of hair but will help to create shine and more natural elasticity and body.

Products To Try:

Paul Mitchell Awapuhi Moisture Mist
Rene Furterer No-Rinse Detangling Spray
Paul Mitchell Lite Detangler Conditioner Spray

Leave-In Conditioners

Designed to help retain moisture, reduce static and add shine. They are especially good for fine hair as they avoid conditioner overload, which can cause lankness. convenient and easy-to-use, they also provide a protective barrier against the effects of heat styling. Apply after shampooing but don't rinse out. These products are ideal for daily use.

Products To Try:

Phyto #7 - For all hair types.
Phyto #9 - Like #7 but with Macadamia oil for extra conditioning and detangling assistance.
Clairol Renewal Conditioner Leave-in - Lightweight, super conditioning formula.

Special Treatments

Conditioners for colored or permed hair are specifically designed for chemically treated hair. After-color products add a protective color sealant film around porous areas of the hair, preventing color loss. After-perm products help stabilize the hair and help to keep the bounce in the curl.

An instant leave-in deep conditioner and color sealer which conditions hair and seals-in color. Seals the hair shaft, providing deep conditioning and longer lasting color. Stops the oxidation process after a hair color service to maintain vibrancy between salon visits. Works as an instant color refresher between two hair colors.

Products To Try:

Goldwell - Color Stabilizing Serum
Goldwell - Elumen Treat
Paul Mitchell - Super Strengthener