

2nd ANNUAL 101 MODEL SEARCH—BE OUR COVER GIRL!

# 101 HairStyles

Celebrity style

Sexy  
Sexier  
Sexiest

Over **300**  
New Styles

**Men, Hair & You**

What Attracts  
Them Most?

Hot Stars



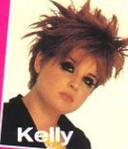
Lisa



J.Lo



Sharon



Kelly

**Celebrity Style Special**

Easy How-To's  
The Hottest Heads In Hollywood  
Red Carpet Trends

Be Our  
Cover Girl!  
See Details  
Inside...

Jennifer  
Aniston



**Which Hue  
Is You?**

101's Hair  
Color Guide

**Twist & Shout**

5 Minute  
Trendy Updos

#07 2002

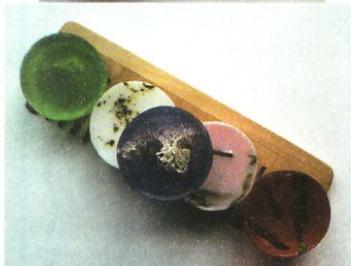
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## Lavender Lori Fine Soaps



Lavender Lori is the premier specialist in the design and creation of one-of-a-kind sensual soap scents and sensations. Using the absolute highest quality of all natural earth elements, Lavender Lori soaps are visually stunning, works of art, that take your bathing experience to enchanting new heights.

Combining natural herbs such as lavender, jasmine, pikaki with essential oils, Lavender Lori produces bath products that pamper your body and feed your soul. Lavender Lori has a rare line of loofa soaps that are created by saturating loofas (gourds) with glycerine, olive oil, aloe vera, Vitamin E and essential or fragrance oils. Select from Aloe Vera, Lavender, Orange, Rose Hips or Sunflower.



Lavender Lori's herbal soap line is a combination of vegetable glycerine, herbs, oils and love! Each handmade herbal soap is created with the specific intention of lifting your spirits. Select from Coconut/Papaya, Lavender, Lemon Grass, Jasmine, Orange/Clove, Pikaki, Rosemary, Sweetgrass, Vanilla Rose and Black Currant.

Special gift arrangements including spectacular sampler soaps arranged on a wooden hair comb, wooden soap crates and unique soap filled buckets make the Lavender Lori soaps a once-in-a-lifetime gift.

Lavender Lori is available at fine boutiques, spas and speciality gift stores nationwide. Also available on-line at HairBoutique.com. For more information call 1-866-469-4247.

## Summer's Color Extravaganza



As the season warms up, Southern California jewelry

designer Elyssa B. has created pieces that reflect the sun's kaleidoscope of color. Combining gems in every shade, new multi-colored necklaces, bracelets, anklets and earrings will compliment bronzed skin with a vibrant energy. Elyssa B., whose celebrity clientele include Madonna, Julia Roberts, Kate Hudson and Alicia Keys, says the new collection's intricate and unusual color combinations are for free spirits. Designed exclusively in her West Coast studio, Elyssa B. Design is available at Barney's and other speciality stores throughout the nation. For more information, call 310-273-6860, or visit [www.elyssab.com](http://www.elyssab.com).

## Shady Lady

Shield your eyes with the latest from Smith Sport Sunglasses. Pictured here Gold Digger, available in rose, green and blue. 100% UV protection. For more information or where to purchase, visit [www.smithsport.com](http://www.smithsport.com).

\* Enter to win a pair of Gold Digger Glasses. Send a 3"x5" post card with your name, address and telephone number to Shady Lady c/o 101 *Hairstyles*, 1359 Broadway, Suite 1203, NY, NY 10018.



# Twist & Shout

by Karen M. Shelton/HairBoutique.com

## Step By Step Design

**This style is best created on “day old” hair that is not freshly shampooed. The style will have better traction on hair that has some natural oil.**



**1.** Make a pony tail on top of the head that sits near the back of the crown. Take the hair in the ponytail and create separate sections. Starting at the base “stack” 1-1/2” to 2” hot rollers around the ponytail.

Work from the bottom of the ponytail to the top to create a slight bend in the hair. Leave the curlers in place until they have completely cooled.

**2.** Once the curlers have completely cooled cut the elastic band with a scissors to remove the ponytail. Carefully unwind and remove the curlers.

**3.** Use a boar’s head or similar type of paddle brush to brush out and smooth the hair.

**4.** Using the end of a rat tail comb, create a part from the left side of the head at a 45 degree angle from the middle of the left eyebrow to the top of the crown.

**5.** Make a second parting on the same side of the hair that runs from the top of the crown to the division point of the ear.

**6.** Starting at the point of the second part, create a third part that extends from the middle of the part to the division point of the opposite ear.

**7.** Make a separate square parting at the top of the crown.

**8.** Lift the crown hair up from the new square parting. Using the bristles of the boar’s head brush gently tease the hair.

**9-10.** Tease down the center section only—separate the hair at the corners behind the ears. Tease on the top hair, not at the nape.

**11.** Take the middle section of hair and brush it up to the top of the head. Smooth with a comb and secure with four bobby pins the same color as your hair.

**12.** Section the hair behind the ear and then divide that hair into two separate sections. Tease both sections of hair together.

**13-14.** With your right hand behind the hair bring the pony tail piece towards the back of the ear, smooth and fold. Pin the section into place. Be sure to leave the “tail” piece free. Spray hair with hairspray and repeat this step on the opposite side.

**15.** Divide the top section into two separate pieces.

**16-17.** Leave the lower section down. Make large barrel curls with two fingers leaving the ends out. Pin a curl on either side.

**18.** Pull out a few strands of hair around the face and twist them gently to soften the look.

Spray the finished style with a super holding hairspray to guarantee long lasting results. Apply a few drops of shine to the palms of your hands and carefully smooth over the top of the do to add instant sparkle.

This sleek and sophisticated updo can be instantly dressed up with well placed clusters of Austrian Crystal encrusted hair pins, jeweled magnets or floating baubles that catch glimmers of light. Give the look an instantly softer appeal by pinning a large fresh flower on either side of the finished updo.

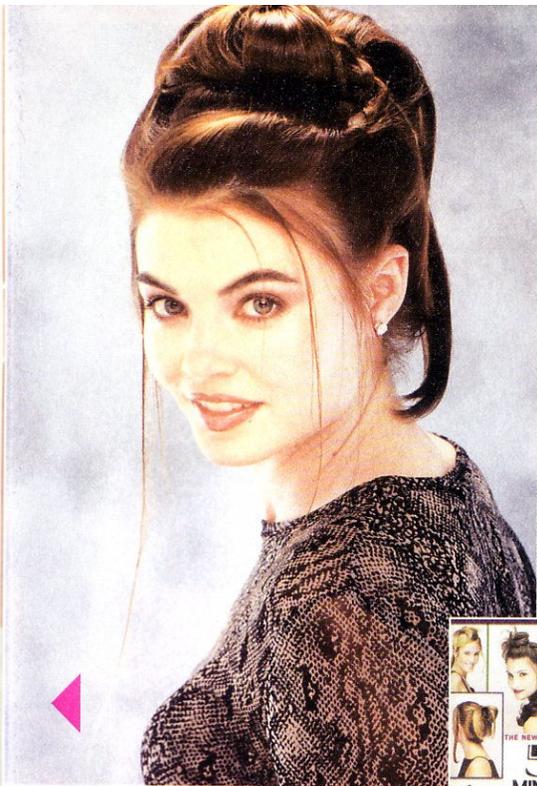
## About The Designer

Born with a special gift for designing spectacular hair creations, Barbara Lhotan is known in the hair industry as the “Personal Trainer” for stylists wishing to learn to work with long hair. Director of Education for Renaissance

Salon in Smithtown, New York, Barbara is a national Educator for John Paul Mitchell Systems. When Barbara Lhotan is not creating spectacular new styles for long hair she is traveling around the country creating long hair masterpieces for hair shows and extravaganzas.

Her successful book, *5 Minute Trendy Updos* published by *Inspire* is stunning and it features leading edge styles.

Stylist: Barbara Lhotan; Photographer: Eric Von Lockhart; Makeup: Catherine Raffaele; Assistant: Kobe. Reprinted with special permission from Barbara Lhotan and *Inspire*. From the book, *Inspire: Hair Fashion For Salon Clients; Volume 40 Dressing Up Brides, Updos, Formals*.



Stylist: Barbara Lhotan; Photographer: Eric Von Lockhart; Makeup: Catherine Raffaele; Assistant: Kobe. Reprinted with special permission from Barbara Lhotan and *Inspire*. From the book, *Inspire: Hair Fashion For Salon Clients: Volume 40 Dressing Up Brides, Updos, Formals*.

## 5 Minute Trendy Updos

available at [www.hairboutique.com](http://www.hairboutique.com).

Hair magician, and master stylist, Barbara Lhotan, has created an elegant twisted updo style shouts pure hair fantasy. Perfect for a Summer wedding or special dressy event, this stunning work of hair art requires hair that is shoulder length or longer with medium thickness. Although this inspired updo could work with temporarily straightened naturally curly or wavy hair, the style works best on hair that is straight.

This gorgeous do is best crafted by an experienced stylist that can work from all angles to smooth, twist and fold the hair into a stunning style. Unless you have lots of practice working with you hair or creating similar styles at home, this style is best left to the professionals.

Barbara has graciously recreated her design in a step-by-step format that you can take to your stylist for reference.



Wild Strawberry Salon & Day Spa (Waterbury, CT); Stylist: Mark Accetura; Makeup: Anna Wark; Photographer: Tom Carson.



Wild Strawberry Salon & Day Spa (Waterbury, CT); Stylist: Robert Accetura Sr.; Makeup: Anna Wark; Photographer: Tom Carson.



Wild Strawberry Salon & Day Spa (Waterbury, CT); Stylist: Brian Masi; Makeup: Anna Wark; Photographer: Tom Carson.



Say "I Do" with Tacori's Crescent Silhouette yellow diamond, platinum and 18K gold engagement ring with a round cut, white diamond center stone. Simply elegant! Matching wedding band also available: call 800-421-9844 or log onto [www.tacori.com](http://www.tacori.com) for more information.



# Jennifer Garner

Photo: Bob D'Amico/Touchstone Television

## Kicks Hair Butt

by Karen M. Shelton  
<http://www.hairboutique.com>

Celebrity hair watchers everywhere have been thrilled with ABC TV's *Alias* (Sundays at 9 p.m. ET), the red-hot spy thriller that made its debut in the Fall of 2001. Jennifer Garner, as CIA double agent Sydney Bristow, joins famous dark-haired TV ass kickers Jessica Alba (*Dark Angel*) and Charisma Carpenter (*Angel*) giving new meaning to brunette bombshell status.

The premise behind the *Alias* action packed show is Sydney's quick change status from studious grad student to sizzling super-spy cloaked in a never-ending stream of "aliases." As mild-mannered college girl, Garner appears regularly coiffed in classic longish bob styles. Her shiny brunette locks are often worn tucked innocently behind one ear with a hint of soft curl playing at the ends.

When Garner's character slips undercover into her ever-changing spy personas, each "alias" is instantly transformed into an eye-popping array of different hairstyles and colors ranging from short day-glow red to long platinum blonde. As Garner punches and kicks her way to eventual safety, her tresses remain amazingly unruffled. From thick Nordic braids to a beaded Vegas cap for her Coup episode, *Alias* hairstylists,

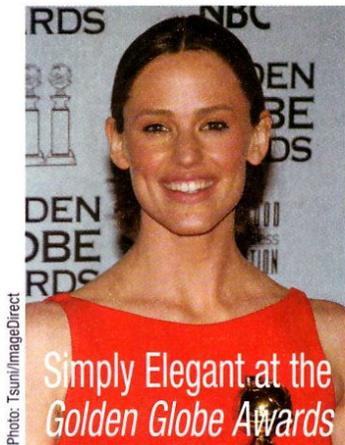


Photo: Tsumi/ImageDirect

Simply Elegant at the Golden Globe Awards

Susan Kelber and Michael Gizcchiano, are constantly thinking up new shades, accessories and looks for the beautiful Garner as she averts global disaster and travels on intercontinental missions.

Series insiders have reported that the set hairdressers have some hair creation help in the form of a dizzying collection of wigs in all shades and variations crafted specially for the Sydney Bristow character. This fabulous wig wardrobe, reported to contain over 75 wigs and growing, guarantees *Alias* hair watchers that there will be an ongoing supply of high-octane hair changes for the future. It also helps keep her locks intact during those famous fight scenes.

Which begs the question. Will the *Alias* hairstylists eventually run out of new permutations of styles and colors? Probably not. Although at some point the key hair colors may need to be recycled, there are an endless number of lengths, styles and accessories that Garner can morph through as she fights evil.

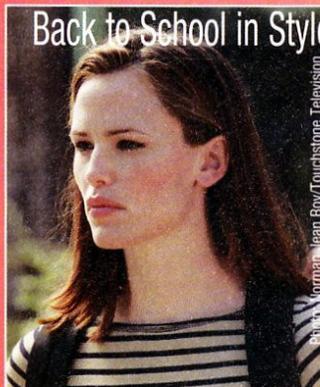
You can be sure of one thing, while *Alias* writers are busy concocting heart-stopping plot-lines, her hair consultants will be busy thinking up matching hues and dos while leaving Jennifer's natural brunette locks alone. Executive producer J.J. Abrams wears two hats as producer of WB's *Felicity* starring Keri Russell and ABC's *Alias* starring Garner. For those out of the loop, *Felicity* suffered a major ratings plummet when curly mopped Russell did a mop chop. The use of wigs will save Abrams from repeating the *Felicity* fiasco keeping both the ratings and Jennifer's locks intact.

Garner's beautiful dimpled oval face, soft eyes and gorgeous natural skin tone offer her stylists a special advantage. With her striking looks, Jennifer could look stunning in just about any hair style or color.

Although many actresses suffer hair

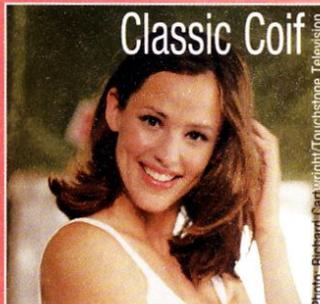


Photo: Byron J. Cohen/Touchstone Television



Back to School in Style

Photo: Norman Jean Roy/Touchstone Television



Classic Coif

Photo: Richard Cartwright/Touchstone Television

damage from constant hair changes, Garner's use of wigs happily eliminates this danger. Garner was recently spared an on-set burnt hair incident when Dana Hee, her stunt double's hair caught on fire in an explosion scene. Although Garner often does many of her own fight scenes, she was lucky to avoid this particular hair scorching incident.

Off-screen, Jennifer favors classic, yet sexy, all-American styles for her sleek locks. At the recent 2002 *Golden Globe Awards*, Jennifer looked simply elegant



Photo: Craig Spodin/Touchstone Television

with her shiny brunette tresses coiffed into a sleek Audrey Hepburnesque bun. At the *2nd Annual TV Guide Awards* Jennifer wore her silky locks down and held neatly in place with a simple barrette.

Accompanied to both awards by her beloved hubby, *Felicity* heartthrob Scott Foley, Garner won the Golden Globe award for best actress. Although Jennifer seemed pleased with her surprise win, she later confused to *Time* magazine that she much prefers a quiet evening munching pizza rather than hobnobbing at glamorous star-filled parties.

Garner has been heralded by critics as the biggest new star for the 2001-02 TV season but she has worked very hard for her success. Although she is now known as TV's newest double-dealing agent, until recently, she was mistaken by *Felicity* fans as her husband's business agent.

Even though she has to work long hours and endure fittings for her many costumes and hair changes, Jennifer accepts this as just one part of her job. She also puts in extra hours doing pilates, martial arts, running and strength training to keep her body buff for her intense TV role.

So what's next for the beautifully tressed Jennifer? The big screen may beckon. Although her movie career has been limited to playing Ashton Crutcher's galpal in *Dude, Where's My Car* and the short curly coiffed Nurse Sandra in *Pearl Harbor*, Ms. Garner was recently cast as the sensuous Elektra Natchios in the new *Daredevil* movie that is currently being filmed with Ben Affleck.

Don't worry about Garner bailing on her once-in-a-lifetime do-or-die *Alias* role. The actress has publicly admitted that a plum part like Sydney Bristow is a special acting gift. Don't expect Garner to leave TV or her fabulous wig collection anytime soon.

# Laura Prepon

## Gorgeous Redhead With Spunk

Fox



Actress Laura Prepon plays the beautiful, but spunky, red-haired Donna Pinciotti on the top rated *That '70s Show* on the Fox television network. Laura's signature deadpan acting style is perfect on the show based on life for six teens in suburban Wisconsin during 1976.

Her hairstyle is also just right for the retro show and her girl-next-door character. Laura wears her naturally wavy, dark cinnamon locks super straight and shiny for her portrayal of the independent Donna. Although her style may vary slightly from time to time, Laura usually wears a '70s type of center part that is in keeping with that particular hair era. The show tries to remain true to its solid American roots by being as authentic as possible with sets, costumes, makeup and hairstyles.

by Karen M. Shelton  
[www.hairboutique.com](http://www.hairboutique.com)

### Steal Laura's Style

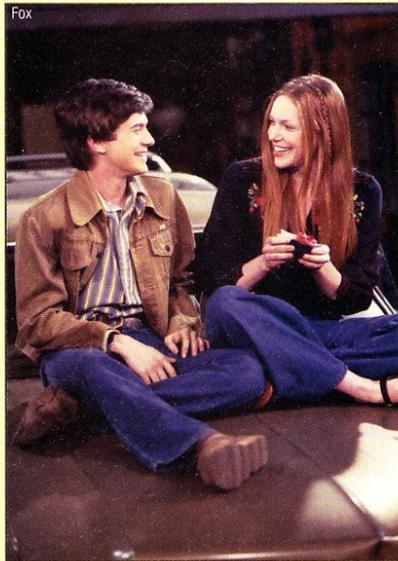
Although Laura wears her hair straight for her TV role as Donna, off-screen she assumes a totally different hair persona. Laura privately wrangles with natural waves. Although she has professed in past interviews to enjoy her long hair she rarely wears it down, preferring soft knots and buns.

Since she has reported that she likes to shampoo every day, Laura tends to favor light shampoos that are infused with jojoba or other healthy ingredients.

To keep her long locks healthy she shuns tight hair-pulling styles and swears by her belief in taking silica pills. Laura loves her deep red hair color. To maintain her beautiful cinnamon hair color she stays out of the damaging sun which tends to fade her locks while adding blonde highlights.

Whether your own hair is straight, curly/wavy or a combination, the key to Laura's look on *That '70s Show* is smooth and sleek.

Fox



### To steal Laura's sleek straight '70s on-camera look, follow these steps:

1. Shampoo and condition your hair according to your hair type.
2. Carefully towel blot your hair to remove excess moisture. Avoid rubbing your wet hair since it is most fragile when damp.
3. Apply a straightening or defrisant balm like Phyto-defrisant, John Frieda's FrizzEase, Mine's Smooth Sailing or KMS Flat Out. If appropriate for your hair type, apply a good heat protectant like Neutrogena Heat Safe. If you prefer use a leave-in conditioner like Phyto7 that offers added blow-drying protection.
4. Slowly detangle hair working from the ends to the roots with a wide tooth comb like the Battalia 614 or a pick of your choice.
5. Use a large or medium sized boar's head paddle style brush and blow-dry your hair straight. Never direct hot air towards one section of hair for longer than a few minutes to avoid heat damage.
6. If kinks or waves still exist after drying your hair, use a flat iron to get hair perfectly straight and kink-free.
7. When hair is 100% dry apply a shine balm or serum to get megawatt sparkle.

**Note:** Aim the nozzle of the blow-dryer from the roots down to the ends to enhance shine.

For special events off the set Laura has been known to curl her luscious long mane into well-formed stunning spiral curls. She has reported that she likes to use a root lift product like Matrix' Amplify Root Lifter or Phytotherathrie's PhytoActiv to give her hair special fullness and volume.

### Steal Laura's Spiral Curls

To steal Laura's spiral curls follow these steps:

1. Shampoo and condition your hair according to your hair type, texture and condition. To block frizz use a moisturizing shampoo and rinse-out conditioner.
2. Towel blot your hair to remove excess moisture.
3. Apply a moisturizing styling gel to damp strands. If appropriate for your hair type apply a heat protectant or a leave-in conditioner.
4. Detangle hair working from the ends to the roots with a wide tooth comb or pick.
5. Use a long finger diffuser, like Laura sometimes does, to shape and enhance natural wave and curls as you blow dry. Remember to keep your hands off your hair as you dry.
6. When hair is 100% dry apply a styling glaze like Nexxus Versastyle, Kiehl's Silk Groom or Kusco Murphy Cinnamon Hair Wax.



7. If your curls are not well formed into ringlets use either a spiral shaped curling iron or hot curlers or to create the perfect spirals.
8. Let newly created curls completely cool before carefully arranging with your fingers or a pick.
9. Apply a few drops of shine balm or serum like ARTec's Neroli Spray to get a brilliant sparkle.

### Next Up For Laura

Although *That '70s Show* is Laura's first major role, she has been bitten by the acting bug. Since the show aired in 1998 Laura has made three movies in her hiatus from the small screen. *The Pornographer: A Love Story* was released in 2002, *Southlander* in 2001 and *Slackers* in 2002. Laura has appeared in numerous theatrical presentations, including *A Woman of Property* and *Ascension Day* and appears to enjoy the acting challenges that theater presents.

Critically acclaimed for her work as Donna, Laura is adored by a growing league of fans. There is no doubt that big things are in store for this talented beauty.

# Strand Solutions

## Ask the Hair Doctor

**Hair guru and a true gem, Karen Shelton of HairBoutique.com provided the goods for your hair woes.**

*Now that my hair is past my shoulders I want to wear it smooth-as-glass. Can you recommend the best type of brush that I can use to anchor my hair when I blow dry my hair straight?—Tina*

Paddle brushes are perfect for crafting long shiny tresses with the aide of blow dryer. Select a brush that does not have ball-ended tips that can rip and tear delicate strands that are most fragile when wet. A boar's bristle brush is preferable if your budget can bear the expense. Paddle brushes often come in small, medium and large sizes. Buy a brush that feels comfortable in your hands for easy styling. Although there are many great paddle brushes on the market my favorites include Mason Pearson, Battalia, Cricket and Ambassador.

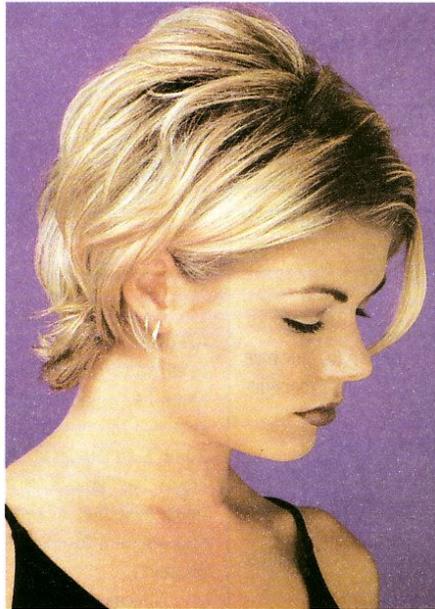
*I have a six-year-old daughter who loves having her hair pulled back into a tight ponytail. Recently my stylist warned me that I could be risking some form of hair loss condition from creating the daily ponytail. I didn't want to appear rude but this seemed like incorrect information to me. I certainly don't want to deprive my daughter of her favorite hairstyle. Any information would be appreciated.*  
—Rachel

Your stylist was probably warning you about a form of tension-induced alopecia that can occur at any age. Traction alopecia manifests anywhere on the scalp or along the hairline as patches of hair loss where the hair has been put under continued and chronic stress

from wearing excessively tight hairstyles such as ponytails, braids, cornrows or chignons.

This type of hair loss condition is reversible if diagnosed in the early stages. The most effective treatment for traction alopecia is to immediately discontinue hair styling practices that create excessive strain on sensitive hair follicles. Most dermatologists believe that hair loss from traction alopecia is temporary if the conditions causing it did not last longer than a year or two. In some cases where the hair traction was allowed to continue for longer periods, the hair loss may be permanent.

If your daughter's hairline does not exhibit signs of hair breakage or receding it is probably still okay to let her wear ponytails. A warning sign of hair breakage is when you see the appearance of any shorter hairs that are two to four inches from the scalp. As a future precaution avoid creating excessively tight tails. Always use soft "hair friendly" scrunchies or hair bands that are less likely to break or damage your daughter's hair. Never use bands made of rubber or containing sharp ridges that can easily rip or tear hair.



*I have been blonde for years. I am sick of it and want a big change. I want to go back to my natural color which is a light chestnut tinged brunette. I have hazel colored eyes and need advice on the right color to try. Please recommend how I can achieve a color close to Winona Ryder?*

—Nichole

Natural blonde Winona Ryder prefers sultry chestnut locks because she understands that darker hair makes a strong statement. When

the right brunette hues are matched to natural eye color and skin tone the results can be amazing. Although olive and medium skin tones can usually handle brunette shades, darker hair colors may drain fair skin resulting in a washed out appearance. Consult a professional colorist to help you morph into a lovely Ryder look that is perfect for your eyes and skin. Remember that going brunette doesn't restrict you to just one color. Ask your colorist to suggest ways to give your hair movement and head turning flashes of brilliant color.

*I have to start by telling you that I love your magazine, it always has large amounts of COLOR pictures to get ideas from. However I have a dilemma, I have fine hair! I look through your magazine and I always find styles that I would love to try, but every time I go to my hairdresser all I hear is "That is a great style but it will not work on your fine hair." There are a lot of girls out there like me with the same problem, can you help "Fine-feathered" friends like me?  
—Submitted via email*

We are so flattered you love *101 Celebrity Hairstyles*. Thank you for your support.

Yes, there are lots of fine-feathered beauties out there including gorgeous popster Britney Spears, soap diva Hunto Tylo, fashion model Emme and actress Monica Keena.

When abstaining from stress fattening extensions, Britney opts for flattering shoulder length blunt cuts with diagonal angles near the hairline. Hunto and Emme also favor shoulder length 'dos that are slightly angled for instant thickness and volume. Monica takes fine hair styling solutions one step further. She wears shorter layers razored into her shoulder length bob starting just below her brows and angling along her stunning face.

As a general rule of thumb, fine hair



tends to look best when it is worn shorter. Short to medium length bobs that fall somewhere between the ears and chin, depending on the face shape, will instantly plump up most fine locks. If you prefer longer styles, experiment with below-shoulder skimming looks that have an angled hairline. Foiled highlights can be a big bonus adding much needed texture and movement.

While it is true that some styles might not work well for your fine tresses, many can be easily modified with well placed layers and highlights to counter your wispieness. When you visit your stylist take photos of celebrities with thin locks that you admire.

If your stylist pooh-poohs your style suggestions, ask them to suggest hairdos that will work great for your hair type.

*My hair is mostly white and gray. I do have some dark roots mostly in back. I would like for my hair to look more yellow—right now, I use Wella 1290 light, light blonde with 20 clear peroxide. When my hair is combed out it is*

*almost white. My skin tones are from the warm family. Peach, spring green and off white are some of the colors that look good on me.*

*I really hope you can help me out as I need someone to help me find the right blonde color for me. I don't like gold, and have to be careful that the color doesn't look drab on me.  
—Thank you, Joyce Farr*

Finding the very best haircolor for you is a combination of art and science that requires the help of a skilled master. An expert colorist can consult with you in person to help you achieve just the perfect hue of your dreams. Keep in mind that the right color for your skin tone and eyes might actually consist of a series of layered colors to achieve just the right shade.

To locate one of the most educated and talented haircolorists in the nation call the creators of Haircolorist.com at 888-425-6578 or go to the Haircolorist.com site (<http://www.haircolorist.com>) on the web to find a color master in your local area. Remember that color, when created expertly can transform any hairstyle from drab to dynamite.

Karen M. Shelton is  
President/CEO of the popular  
award-winning <http://www.hair-boutique.com>

Have a question for the hair  
doctor? Email us at  
[cheryl@celebinsider.com](mailto:cheryl@celebinsider.com) or  
send your question to:

**Hair Doctor**  
**101 Hairstyles**  
1359 Broadway, Suite 1203  
New York, NY 10018



## Thermal Reconditioning Takes The Curly World By Storm

No doubt about it, many naturally curly folks, given half a chance, will trade in their ringlets for a walk on the straight side. Although most curly girls and guys love their Mother Nature inspired corkscrews, sometimes they just want a different look and a temporary break from daily curly wrestling.

by Karen M. Shelton, <http://www.hairboutique.com>

The quest for chemical straightness has been the frizzy hair battle cry for decades. Hoping to temporarily ditch uncontrollable curls, many mop tops have subjected their strands to everything from the traditionally harsh chemical lyes to the current day ammonium thyoglycolates. Although the modern relaxers and home treatments made by Phytotherathrie and Rusk are much less invasive than the traditional methods, they still require the use of temporary straighteners and blow dryers to get perfect sleekness.

Enter Japan based Yuko Systems with their patented Thermal Reconditioning process based upon the principles of restructuring hair's protein bonds. This hot new curl busting process has taken the hair world by storm. ([www.phitenusa.com/yukosystem](http://www.phitenusa.com/yukosystem))

This natural cornstarch-based hair relaxing system utilizes a more gentle form of ammonium thyoglycolate free of

the traditional relaxing waxes or lyes along with special straightening irons. Developed in 1996 by Ms. Yuko, the system was designed to create a non-coating, straightening system that uses the heat oxidation process to seal in and rebuild hair from the inside out through a combination of patented chemicals and irons that reach 356 degrees to achieve sleek and silky straightness.

The majority of good Yuko candidates emerge from the treatments with almost perfectly straight strands that can last for many months between touchups. Even better, the Yuko System promises long term freedom from straightening irons and hours wrangling with hot styling tools.

### A Report From A Yuko Practioner

I recently received great feedback about the Yuko process from a kinky haired Hairboutique.com visitor

who had traveled from Nashville, Tennessee to the Dominic Michael Salon in St. Louis, Missouri to have her hair treated by Amy Reed.

The majority of the current 20+ Yuko certified stylists (see salon list at the end of this article) are located in either the Los Angeles or New York areas. Amy has the unique advantage of being the only stylist in the Midwest that is currently certified in the Yuko thermal reconditioning process. As a result of her convenient St. Louis location Amy has many clients travel from out of town to receive the treatment.

Amy could not say enough great things about the thermal reconditioning process even though it is “very time intensive and requires a demanding hands-on process.” She has worked with other relaxing systems in the past but Amy confessed that she was not all that impressed with previous results that left “the client’s hair feeling thick and bulky and just not quite right.” Compared to her work with previous products, “the Yuko Systems leaves her client’s hair smooth, silky, sleek and soft.”

When Amy first read about the revolutionary Yuko Systems training program in a issue of *InStyle Magazine* “she was eager to immediately take the training and get certified.” In August of 2001 she made her way to Beverly Hills, CA to the Yuko Systems US headquarters for full training in the thermal reconditioning process.

Amy reported that “the folks at Yuko Systems did a great job with training. They also do a very good job of helping her and their graduates with ongoing full support as well as offering advanced training.” Amy is “comfortable with the fact that whenever she encounters a question or problem during a treatment she can pick up the phone and receive immediate help from the folks at Yuko.”

### Best Candidates

While the Yuko system provides great results, not every head of hair is a good candidate for the treatment. All of Amy’s prospective local customers are strongly encouraged to schedule a pre-treatment consultation to determine the probable results for their hair. Out-of-town clients are required “to send advance hair snippets and close-up photos” so that Amy “can determine in advance if they are a good candidate for the treatment. This prevents everyone from “wasting unnecessary time and money.”

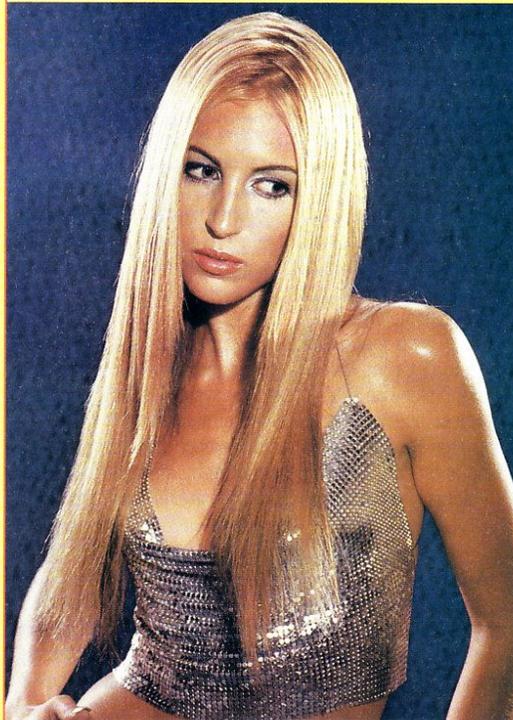
Since Amy is dedicated to “working only with clients who have hair that will respond well to the thermal reconditioning process” sometimes she has to “turn away prospective clients.” The ideal candidate for Amy “has fairly healthy, chemically virgin hair, that is frizzy, coarse and at least four or five inches long.” While Amy will consider



working with people who have color or other chemicals on their hair, she is still careful about her pre-selection process. Great candidates “are the type of people who don’t get great results from temporary straighteners and generally have to spend hours blow drying and straightening their hair every day just to get it to look decent.” After thermal reconditioning this same client, according to Amy, “will only have to spend five to 10 minutes to blow-dry and style their hair.”

Super short hair is generally not a good candidate for the thermal reconditioning process. This is because the benefits of the treatment will not be as long lasting on short hair as it is for longer hair. Yuko System clients with shoulder length or longer hair have reported the best long term results. Each person who has the treatment will experience different results, however, for many people, the effects of the reconditioning can last up to six months.

Some damaged or naturally fragile hair may not respond well to the treatments. While some stylists will apply the treatment to fragile or damaged hair, Amy does not generally like to work with hair that may not withstand the chemicals and the excessive heat from the Yuko straightening irons. Each stylist is different and may have different requirements for the type of hair they feel comfortable working on.





### More About The Process

Thermal reconditioning is not a simple process. As Amy pointed out "most hair consumers have never seen anything like it before." Because of the time commitment involved, Amy only schedules four or five thermal reconditioning treatments per week on her lightest work days so that she can give her client her total focus. Depending on hair length, thickness and overall condition the thermal reconditioning process can take anywhere from three to six hours to complete.

The Yuko thermal reconditioning treatment uses heat to restructure the hair's protein bond resulting in smooth, straight, shiny and sleek hair. The system is protein-based and uses special Yuko patented straightening irons set at very high heat to seal in moisture once the hair's cystine bond is broken, allowing the hair to be straightened. Heat actually consolidates the entire straightening process.

### Step-By-Step Thermal Reconditioning

Amy explained that it is impossible to describe all of the individual steps that occur during a thermal reconditioning process. This is because even though Yuko recommends a

series of processing steps, each practitioner is encouraged to custom fit the steps in the process to the individual hair needs of each customer.

One thing is certain, all customers receive two different applications of chemicals and their hair is flat ironed at least twice. Of the two chemicals applied, one is the protein bond busting chemical formula while the other is a special Yuko chemical neutralizer. The chemicals remain on the hair for various time lengths ranging from five to 20 minutes, again depending on the texture and condition of the hair. The chemicals are applied at different points during the multi-step reconditioning process.

Yuko manufactures two different patented heat irons that hold a patent. Some thermal reconditioning specialists use both irons, which consists of a small and large iron, while others only use just one of the irons. Again, this is based on individual stylist preferences. During the reconditioning process the Yuko iron is applied to individual sections of the entire head of hair. Each section is approximately 1/8" thick. Depending on the thickness and length of the hair, this can take a long time to complete. The Yuko irons heat up to 356°. Depending on the condition of the hair, the stylist may use various heat settings on hair that ranges from wet to dry.

The last step in the process involves a second ironing of the hair after it has been completely dried with a blow drier. At this point the thermal reconditioning process is complete except for the required after-care steps.

### After Care

The most critical after-care factor is keeping the hair 100% bone dry for a minimum of 48 hours after the process is completed. This can be challenging in terms of bathing but it is essential that this rule be strictly followed. The hair must remain 100% dry. Carry an umbrella everywhere to make sure.

You must use the Yuko recommended products to maintain your straight hair. Amy reports that "the after-care conditioner that comes with the Yuko system is absolutely incredible."

The thermal processing after-care hair products include: 1. Shampoo; 2. Conditioner; 3. Blow Dry Essence; 4. Shine Spray

### Challenging Side Effects

One of the rare complaints with the thermal reconditioning treatments is that the hair may feel dry as a result of the chemicals. Whether hair is relaxed the traditional way or the Yuko way, it generally requires post-treatment deep conditioning and moisturizing on a regular basis. The Yuko post-treatment products are designed to counter any drying effects. If you need an extra moisture dosage, ask your stylist to recommend a deep conditioner that you can use in conjunction with the Yuko products.

## California Salons

### Artistic Gallery

141 North Atlantic BLVE #109  
Monterey Park, CA. 91754.  
626-576-8838  
Ben

### Artistic Gallery

(Second Salon)  
18750 Colima Road #A-2  
Rowland Heights, CA 91748  
626-913-8828

### DiPietro Todd Salon

Patrick Evan  
177 Post Street  
Union Square  
San Francisco, CA  
415-871-1178

### Estetica

9635 Brighton Way  
Beverly Hill, CA 90210  
310-274-1553  
Ana

### Hair By NHC

15909  
#D  
Gale Avenue  
Hacienda Heights, CA 91745  
626-330-0055  
Nob

## Manage A Trois

8822 Burton Way  
Beverly Hills, CA 20211  
310-278-4420  
Gene

## Mary's Beauty Spot

1600 Potrero Grande Drive #6  
Rosemead, CA. 91770  
626-571-1513  
Mary

## Miko's Day & Spa

285 N. Pala Canyon Drive  
Palm Springs, CA 92262  
760-320-6884  
Miko

## 2nd Street Salon

Detour Salon  
San Diego, CA  
Ms. Crystal Well  
760-753-4424

## Salon Salon

6236 San Dieguito Road  
Rancho Santa Fe, CA 92067  
858-756-0082  
Stacey Prida

## Toshi Union Square Salon

166 Geary St.  
San Francisco, CA 94108  
415-956-4667  
Toshi

## Yuki Sharoni

9960 Little Santa Monica  
Boulevard  
Beverly Hills, CA 90212  
310-282-5440

## Florida

### Couleurs Salon

3313 North East 32nd Street,  
Fort Lauderdale, FL 33308  
954-561-9555

## Hawaii

### CHOP

500 Ala Moana Blvd Space  
2G  
Honolulu, Hawaii  
96813  
808-585-7400  
Kihan

## Maryland

### La Clinica

1624 York Road  
Lutherville, MD. 21093  
410-828-7464

## Massachusetts

### Beaucage

71 Newbury St  
Boston, MA 02116  
617-437-7171  
Dean

## Missouri

### Dominic Michael Salon

8220 Forsyth Street  
St. Louis, MO 63105  
314-721-4230  
Amy Reed

## Nevada

### Richard Anthony Salon

2100 Olympic Blvd  
Henderson, NV 89014  
702-217-8296  
Maggie

## New York

### John Frieda Salon

NYC  
212-879-1000  
Ty Holbrook

### John Barrett Salon

754 5th Avenue  
New York, NY 10019  
212-872-2700  
Tara Gonzalez

## Texas

### Nasrin Salon

3401 Airport FWY #108  
Irving, TX. 75038  
972-252-1332  
Nasrin

## Maintenance

For the majority of people, their hair remains perfectly sleek and straight until curly re-growth appears at the roots. While there is always an exception to every rule, once hair is straightened chemically it remains straight until the roots grow to a certain point. Depending on your hair, treatment need to be repeated every three to nine months if you wish to retain the straight look.

If you decide to repeat treatment it is advisable that you return to the stylist that performed the last thermal reconditioning process. Not only will the stylist be familiar with your hair and condition, they will make sure to only apply the chemicals to the root re-growth and not over previously treated hair.



depending on the location and the needs of your hair. Be sure to always get a cost estimate during your evaluation consultation to make sure that you don't suffer checkbook shock after you have already had the treatment applied.

Is the treatment really worth all the time and money? Salon professionals along with curly haired men and women rave about the Yuko process. If you dream of a life of stick straight locks, thermal reconditioning might just be worth it for you too.

## For More Information

You can Contact Amy Reed through the Dominic Michael Salon at 314-721-4230.

Salons With Yuko Certified Practioners. To get a current list of certified stylists or more information on the Yuko system, call the Yuko Systems Salon in Los Angeles at 310-550-8850 (877-YUKO-SYS.)

## The Cost

So what does all this shiny sleekness cost? Like everything else in the hair world, the cost ranges wildly

# Safe Summer Hair Rules

By Karen Shelton

Visions of sun kissed hair may dance in your head when Summer rolls into town. While the toasty beams of the glorious Sun may cause a delicious warm glow, it's what you can't see that may curse you later. Unprotected hair can fry in UVA and UVB rays resulting in a head full of straw-like strands that may take months to repair.



Hairbenders International Design Team; Photo: Tom Carson.

## 1. Avoid Maximum Ray Exposure

Start by avoiding trouble. Minimize your hair's exposure to the sun between 10 a.m. and 3 p.m. when the rays are the most potent. If you must be out during those times wear a cover-up to shield your strands from sun exposure.

## 2. Use Hair Care Products With SPF Agents

Don't assume that all hair care products contain SPF agents. Although many brands have some level of sun protection, not all

products contain agents like Octyl Methoxycinnamate. Since SPF formulas can make products heavy or oily, products may only contain a maximum SPF level of 10. If you live near or will be visiting an area near the equator or in high altitudes, where the sunlight is stronger, a higher SPF is the only way to go for maximum hair protection.

Most hair color manufacturers add special SPF formulas to their products to safeguard delicate color that can easily fade without protection. Color treated or damaged hair will benefit from gentle extending shampoos (Mine, ARTEC, Redken) that contain one or more of the antioxidant vitamins (A, C, E) that protect against color stripping heat and sun. Extenders will also guard against hard water, chemical and chlorine damage.

## 3. Utilize The Best Summer Hair Care Products

Most gels, mousses and hair sprays only float on top of the hair shaft. This makes them less durable and less protective from sun, salt and dry hot air. Rinse out, leave-in, and deep conditioners are designed to soak deeply into the hair cuticle offering hidden sun blocking protection. Coated cuticles are more resistant to summer toxins.

Remember that normally dry, long, color-treated and/or curly hair needs extra conditioning during the hot summer days. Treat



Salon: Fantastic Sams; Stylist: Jodi Satawhite; Photo: Taggart-Winterhalter for Purely Visual.



Salon: Fantastic Sams; Stylist: Jodi Satawhite; Photo: Taggart-Winterhalter for Purely Visual.

your hair to weekly or as needed deep conditioning treatments (ARTEC Moisture Pak, Kusco Murphy Deep Conditioner).

#### 4. Start Summer With Preventive Maintenance

Start the summer season with a salon trip to eliminate split ends and handle hair repairs. If your hair normally dries out during summer months, consider having a preventive professional deep conditioning treatment to ward off potential frizzies.

#### 5. Postpone Color/Highlighting Until Fall

Ditch the itch to go blonder or lighter. Summer months are the worst time of the year to add chemically drying color to hair that is already parched. If you must lighten your locks, use a temporary color that does not contain peroxide or damaging ammonia. Consider wild hued clip on ponytails and braids as an alternative.

#### 6. Summer Shampoo Strategies

Combat potential hair damage with gentle, moisturizing shampoos that will protect your hair by building a protective moisture barrier against the sun. When possible, use moisturizing sudsing products with built-in UVA and UVB protectors to help filter the sun's rays.



Salon: Fortelesce The Salon; Stylist: Margit Aaron and Jenelle Smith; Makeup: Jaime Queenin; Photo: Taggart-Winterhalter for Purely Visual.



Hairbenders International Design Team; Photo: Tom Carson.

#### 7. Cap It Off

Take a hint from the hottest pool athletes who proudly glide through pool lanes in their tight dome protectors. Or check out the sand jockeys who swat at beach volleyballs while wearing an assortment of baseball caps.

If you absolutely can't wear a bathing or other cap, rinse hair before and after swimming. Water repels pool chemicals and ocean salt like water on a ducks back.

#### 8. Deal With Emergency Sun Exposure

Apply hair protection products (Phytoplage's High-Protection Sun Oil) on either dry or wet hair before soaking in the sun.

When you are unexpectedly thrust into the sun without your favorite hair protection, comb a dollop of regular sunscreen with a minimum of 15 SPF through your hair. Apply to exposed scalp to prevent damage and/or sunburn—and don't forget to reapply them every hour when swimming, sweating on playing sports.

#### 9. Slick Your Hair Back

Slick your hair back into a bun or ponytail and enjoy a short spurt of sun time. Remember that too much of anything is a bad thing. After an hour of baking your conditioned hair, slap on a cool hat to eliminate hair sizzle.

#### 10. Deal With Damage

Don't despair if you find yourself with damaged hair from salt, sun or chemicals. Select a product that can help with hair damage recovery by restoring, hydrating and lubricating hair exposed to damaging summer conditions. Consider using a detox shampoos (Aveda Detox) that is designed to remove salt, pool chemicals and damaging environmental toxins.



Hairbenders International Design Team; Photo: Tom Carson