

84 Pages of Beautiful Cuts, Colors, & Styles

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1<sup>st</sup> YEAR ANNIVERSARY!

## FALL HAIR PREVIEW

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Sept/Oct 2004



Style  
in the  
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sexy looks to hit the town in

# 150

NEW HAIRSTYLES!



# Celebrity Hair Secrets

by  
Karen Marie Shelton  
HairBoutique.com

## Ashlee Simpson



As sweet blonde Cecilia on WB's 7th Heaven, Ashlee Simpson, "Ash" to her family, is one part America's Sweetheart and one part rocker diva as MTV's star of her own reality TV series.

Struggling against being type cast as blonde Superstar Jessica Simpson's baby sister, the 19-year-old actress, and rapidly emerging rockstar, recently opted for the ultimate over-the-top instant image transformation, which was recorded on her MTV reality show.

Ashlee did, what so many people do, when they want to make a dramatic change. She decided to color her locks. Consulting by phone with her longtime New York based celebrity colorist, Rita Hazan, the TV star decided to ditch her 7th Heaven girl-next-door buttery blonde tresses for a dramatic, dark chocolate, Patti Smith inspired hue.

Rita, who is also the long time colorist of Jessica, Jennifer Lopez, Brooke Shields and Carmen Electra, confided from her namesake NY salon that LA based Ashlee "wanted me to personally do the dark color transformation for her" but because of impossible "scheduling and timing" conflicts I just couldn't get to her".

Although big sis Jessica was temporarily brunette with the help of Hazan, a few years back, Ashlee's famous sibling adores being blonde. In fact, it's fairly well known that hubby Nick Lachey prefers Jessica in highlighted buttery hues and longer lengths.

According to Ken Paves, her longtime celebrity hairdresser, her switch from the vanilla to dark chocolate color was not all that surprising since "Ash is a young woman who has a very strong sense of her own style and definitely knows how she likes to wear her hair".

Ken, who coils many of the biggest superstars such as Jessica, Carmen Electra, Celine Dion and Christina Applegate, has been working with Ashlee for "many years".



## With A Little Help From Her Friends

Once filming on the WB series was completely wrapped, the 19-year-old Libran boldly decided to do her own color change in the privacy of her home, with some long distance encouragement from Rita and a one-step hair color kit.

While her walk on the hair color dark side was easily and beautifully accomplished, the first four episodes of MTV's *The Ashlee Simpson Show* caught the star with her former bright blonde tresses intact.

On the second MTV episode, Ashlee was filmed suffering through an early morning hair trauma as she prepared to shoot a music video with singer/songwriter Ryan Cabrera. Her still light colored locks were curled and crimped by an unnamed hairdresser into an overdone coif that wiggled out the rising rockster. With the loving assistance of her ever-devoted mom Tina, Ashlee was instantly suspended over a bathtub to wash her hair, successfully escaping the stigma of the disastrous do.

## Extending Her New Style

After she achieved her gorgeous dark chocolate transformation, hairdresser Paves was like a proud papa making sure that everyone knew that Ashlee did the new color all by herself.

In the past Ken, has styled Ashlee's hair, for major media and red carpet events. He also helped shortcut a painful growing out fringe stage by adding custom extensions around her face line to add instant length to her bangs.

Shortly after her journey to the brunette side of the world, Ken added a series of matching mocha hued hair extensions. The perfectly applied extensions gave the adorable star more length and volume to her chunky, choppy layered style, which Ken had originally created for her.



## Back To Her Roots - Sort Of

Ironically, when Ashlee returns for her third season as Cecilia on *7th Heaven*, she will be required to return to her character's long-standing baby blonde locks.

Rita Hazan confirmed that she "will be taking Ashlee back into the world of blondes before filming resumes on the WB hit show in the late summer".

Rita explained, "the producers of *7th Heaven* have a vision of what the character of Cecilia should look like and one key ingredient is soft, beautiful blonde locks".

Both Rita and Ken have stated they really love Ashlee's edgy brunette style. Not only does it make her look older than her years (Ashlee turns 20 on October 3) it truly shows off her edgy inner style.

Ashlee herself has commented in the media that she prefers herself in the darker locks, as did most of the cast of *7th Heaven*, many of her friends and family members.

## Her Fans Prefer Her As A Blonde

Oddly, many of her fans prefer the blonde Ashlee to the brunette version.

Of the 1,379 people that voted in a recent poll on [Hairboutique.com](http://Hairboutique.com) ([www.hairboutique.com](http://www.hairboutique.com)), 677 or 49.09% indicated that they preferred Ashlee in her former blonde shade. A total of 272 pollsters or 19.72% preferred her new brunette hue while 138 or 10.01% thinks the star is gorgeous in either blonde or brunette shades. Approximately 21.17% or 292 respondents didn't really care whether she was blonde or brunette.

The majority or 49.09% of the respondents to the poll liked Ashlee best as a blonde. Maybe because they identify with her as Cecilia on *7th Heaven*, or maybe they just believe that she looks more beautiful in her lighter hues.

Regardless whether Ashlee is blonde, brunette or some other color, watch for this high energy, kooky but fun, rockster to make her own way into superstardom.





# HOTstuff

This very cool hair care kit from Burt's Bees includes a full-size 99.25% natural Avocado Butter Pre-Shampoo Hair Treatment, Burt's Bees in your bonnet shower cap adorned with the cutest little bees, a detangling comb & instruction card outlining five simple steps for happy healthy hair.

Available on the web at [HairBoutique.com](http://HairBoutique.com) or by calling toll free 1-866-469-4247 (1-866-4MY-HAIR).



Shape Medium Flexible Control Gel by Grund is one of the cleanest, most voluminous gels available! Leaves the hair shiny and full, great for blow drying and hot iron sets. No flakes or dust, just great hair!!

Call 800.235.7376 for more info.

**GET IN SHAPE**



Sexy Hair Concepts reveals the latest beauty secret from Big Sexy Hair . . . Pump up the glam and let hair run wild with What A Tease Backcomb in a Bottle, a boost of massive volume in one small bottle.

Whether it's the ultra chic debutante ball bouffant, the Madonna Lucky Star look of the 80s or a funky, punked out style, What A Tease's elastic volume expanding resins offer hair instant teasing without a comb, knots or breakage . . . and, it's the perfect size for any purse. For more information visit the website at

[www.sexyhair.com](http://www.sexyhair.com) or call (800) 848-3383.

Hair cosmetics with attitude! It's the new generation in dazzling brilliant hair color that only lasts as long as you choose well that is, until your next shampoo. Comes in six stunning colors to capture your every mood; PinkPassion, RedHot, MoodyBlue, CoolCopper, PureGold and BeachBronz. Available in discount, drug and grocery stores nationwide, and online at [www.neotericcosmetics.com](http://www.neotericcosmetics.com)



Wella's Color Preserve, Foam Mask helps close the hair's cuticle thus sealing in color



pigments to protect the hair from fading. Foam Mask also provides intensive conditioning while locking in vital moisture to freshly colored hair. When used as part of the Color Preserve regimen, which includes shampoo, conditioner, deep treatment, detangler & leave in conditioner, and seal & shine drops, haircolor will stay healthy, vibrant and full of color up to 78% longer. For a salon near you call 800.843.2656 or visit them on the web at [www.wellausa.com](http://www.wellausa.com).

**in balance**



Edie's "Hair Color Specialists" announces their new line of Custom Mix color shampoos & conditioners that contain a unique blend of natural balancing extracts with Mica. This unique blend enables cleansing and also deposits color simultaneously. Keeping the pH balance at a natural 7.0, it frees the hair of color build-up and stops fading.

Call 727.461.3239 for more info.





**NEW** Twist n Curl Rods from HairWare No Pins, No Clips, Lots of Comfort and Sexy, Sensual Waves As the name states, all you need to do is twist hair around the rod, secure by twisting the ends together and voila you have curl! It is the easiest set you ll ever do and the most comfortable one you will ever experience. For more information call Spilo at 800-347-7456 or sales@spilo.com.



Color Extended Shampoo gently cleanses and protects color- treated hair. Redken's exclusive Interbound Conditioning System delivers proteins, anti-oxidant vitamine E and sunscreens to protect and extend the life of haircolor, while leaving your hair vibrant and shiny. Visit them on the web: [www.redken.com](http://www.redken.com).

**DON'T FADE AWAY**

Formulated with essential ingredients and combined with natural plant proteins, PCS is the perfect solution for preventing hair color fadeout caused by the sun and residual peroxide (the main cause of fadeout) by returning hair to its proper pH level for a healthier look and shine. PCS unique formula can be used for styling, all day conditioning, and can be sprayed over hair already containing additives such as gels, hairsprays, mousse, etc.



Alterna's "Life Scalp Solution System has finally addressed the itchy problems behind scalp stresses. This three step (elixir,shampoo, conditioner) preventative and corrective collection will rid scalp irritation, leaving hair voluminous and shiny. Unique formulations including tea tree, coconut and olive oils yield unprecedented results for those who suffer from scalp ailments. Call 888.4alterna for more info.



Burt's Bees Classic Avocado Butter Hair Conditioning Treatment is a 99.25% Natural product from the makers of Burt's Bees. It is loved by many users for its glossy, healthy results. This product is infused with avocado oil and other hair goodies and is designed to treat permed, dyed,blow-dried and damaged hair with a nutritious avocado conditioning butter. Available on the web at [HairBoutique.com](http://HairBoutique.com) or by calling toll free: 1-866-469-4247 (1-866-4MY-HAIR)



Now you can have it all. This special limited time offer includes Phyto's most popular products in convenient travel sizes. The Phytobetites kit includes these 6 Phyto products: For radiant color, Phytocitrus (1.6 fl oz) shampoo uses grapefruit extract and sweet almond protein to extend the life of color treatment and impart radiance and Phytocitrus (1.6 fl oz) mask combines shea and illipe butters with grapefruit extract to nourish chemically treated hair while enhancing natural shine. For optimal hydration Phytojoba (1.6 fl oz) shampoo restores the hair's natural defense against dryness with jojoba oil, while the coconut oil gently cleanses. A (.50 fl oz) trial packet of the hydrating conditioner PhytosOsame is included to impart moisture to dry and brittle hair by employing coca butter and sesame oil. For the straightest hair, Phytobrush (1.6 fl oz) is a rich, smoothing shampoo with acacia honey and wheat protein complex to prepare hair for blow-drying along with enhancing the action of PhytodOfrisant (1.6 fl oz) relaxing balm. PhytodOfrisant is a prize-winning, botanical relaxing balm which employs ferula and sage to ensure silky, straight, frizz-free hair. To order visit [www.hairboutique.com](http://www.hairboutique.com).





# HOTstuff



Michelle Roy has the hottest hair accessory designs going. Michelle is a brilliant fashion designer specializing in a stunning array of floral hair accessories like these breathtaking hand-crafted large orchids in a soft Fuchsia & Pink that is dusted with a sprinkling of pink & diamond white hued Swarovski crystals & pearls. This gorgeous hand-made multi-petal large pink orchid w/ fuchsia accents is approximately 3 by 4 in size and even has a few light & dark ruby and yellow shadings just like a genuine orchid would have. Close your eyes and you may even be able to inhale the aroma of a real orchid. That is how life like this gorgeous creation is.

The flower can be worn tucked into a twist, updo or base of a pony. Each orchid is a one-of-a-kind creation. Sold at only the best boutiques around the world, Michelle's flowers are a favorite of Paris Hilton, Trista Rehn (The Bachelorette) and a wide range of celebrities.

Available on the Web at [HairBoutique.com](http://HairBoutique.com) or by calling toll free 1-866-4MY-HAIR (1-866-469-4247).

Feathers are hot for Autumn and Fall of 2004. Especially feather encrusted hair accessories like this gorgeous Michelle Roy silk pansy encrusted with authentic Swarovski crystals and accented with a gorgeous matching long red feather. The feather cascades from the back of the alligator clip at the base of the flower to create a spectacular effect. This hand-made multi-petal medium deep red pansy accessory is approximately 2 1/2 in diameter & even has a few light & dark shadings just like a genuine pansy would have. This gorgeous Michelle Roy flower is a spectacular multi-use accessory that can be worn tucked into a twist, updo or base of a pony. Each pansy is a one-of-a-kind creation. It can also be attached to a lapel, belt, purse or wrist strap. Stunning piece. Sold at only the best boutiques. Available on the Web at [HairBoutique.com](http://HairBoutique.com) or by calling 1-866-4MY-HAIR (1-866-469-4247).



Headstrong Fine Shot styling treatment helps fine hair get full by targeting the hair's roots. Headstrong builds volume and strength into fine hair by using a powerful blend of proteins, ceramide and sacro-polymers to boost support for instant fullness, body and shine.



Scruples introduces MENZ, grooming products for every attitude. The unique formulas combine vitamins and protein to strengthen the hair follicle and promote a healthy scalp. The MENZ products contain vitamin H (biotin) which helps

form and maintain chemical structures, known as crosslinks within the hair's keratin, therefore promoting strong, healthy hair. Vitamin E (tocopherol), an antioxidant, which helps condition and protect the hair and scalp. Vitamin B (panthenol) is absorbed into the hair and scalp to enhance hair's thickness and keep hair conditioned. Call 1.800.457.0016 for more info or visit them on the web at [www.scrupleshaircare.com](http://www.scrupleshaircare.com)



Edie's Peppermint Shampoo was developed to thoroughly cleanse the scalp and penetrate each hair shaft, removing excess oils and product build-up with a rich lather. The healing properties of Tea Tree oil, cleanses the scalp. Great fragrance too! Call 727.461.3239 for more info.

RefreshHair is designed to eliminate buildup and add volume, while RepairHair is formulated to condition without weighing down the hair. Each contains anti-color fade and sunblock ingredients. Both are part of the new P2 line of products from Philip Pelusi. For info call 1.888.263.4720 ext. 218 or find them on the web at [phyto@philippelusi.com](mailto:phyto@philippelusi.com).





# HOTstuff



Derma E specializes in providing natural solutions with skin care products to help reduce the signs of aging. Derma E has treatment products that include formulas no one else makes. This Ginseng & Ester-C Firming Creme is enriched with Green Tea. It provides a unique blend of nourishing ingredients. Ginseng, the root of life, is a skin tonic that helps revitalize undernourished skin. Ester-C, an antioxidant, helps promote regrowth and repair of Elastin Collagen fibers. Available on the Web at [HairBoutique.com](http://HairBoutique.com) or by calling toll free 1-866-4MY-HAIR (1-866-469-4247).

Radiant-C Face & Body Wash gently loosens and removes makeup, dead skin cells, oils and pollutants with a mild, gentle lather that leaves a softer, fresher, younger-looking complexion and a body that's clean and glowing from head-to-toe. Packed with a highly potent 7% concentration of L-Ascorbic Vitamin C, one of nature's most powerful antioxidants, Vitamin C, Radiant-C Face and Body Wash is designed to brighten, clarify, revitalize and retexturize aging skin. It delivers a burst of fresh energy without irritating or dehydrating. Available on the Web at [HairBoutique.com](http://HairBoutique.com) or by calling toll free 1-866-4MY-HAIR (1-866-469-4247).



With the summer sun and sweltering heat, hair often gets pulled back making eyes even more prominent. Make the best of this carefree look by keeping clients' brows in shape using the Mehaz Depil-A-Tweezer Tweezers with Slanted and Pointed tips. Made of Stainless Steel by superior craftsmen in Solingen, Germany, each Tweezer works wonders removing even the most difficult hairs with that Mehaz precision. Call Mehaz at 888-225-6342 or visit them on-line at [www.mehaz.com](http://www.mehaz.com).



Chantecaille Lip Gloss was named one of the 150 Best Beauty Products in the May 2004 Town & Country magazine. Its glossy color protects against sun, sea, or city, while delivering an effective dose of healing botanicals, including antioxidants, ginkgo biloba, green tea, aloe vera, vitamin E, and two natural oils (bran and safflower). All this in a stylish silver metal mirrored compact. Available through Potion 704.347.6841.

## The Dr. Is IN

Immediately give your skin a fresh, healthy, younger-looking glow with Dr. Brandt's Microdermabrasion In A Jar. Smooth and refine your complexion with skin-beautifying botanicals, hydrating honey and magnesium oxide crystals. These crystals, once only available in professional services, visibly smooth fine lines and wrinkles, improve the appearance of scars and help to clear acne prone skin. Call 800.234.1066 for more info or visit them on the web at [www.drbrantskincars.com](http://www.drbrantskincars.com).

