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HOT HAIRSTYLES

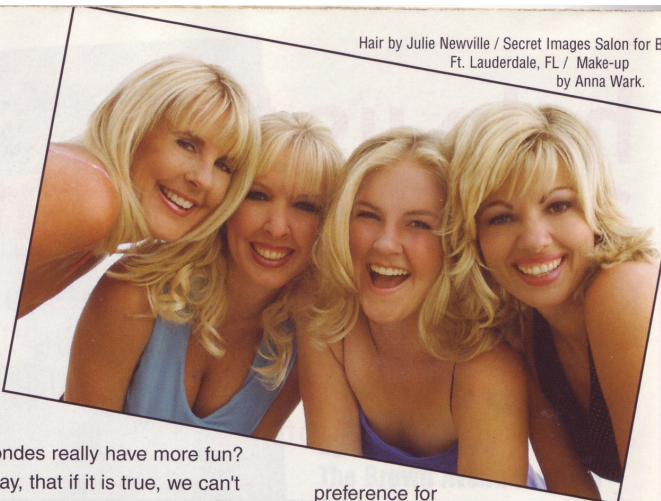
Do Blondes Really Have More Fun?

by Dr. Howard Rosenthal

To do justice to this thought provoking question we'll need to take a stroll down memory lane. If we could fire up a time machine and travel back to the roaring twenties you would discover that with the exception of chorus girls and women working in related professions, very few women dyed their hair.

Even if we decided to kick the time machine into passing gear and fast-forward to the 1950's, you would discover that only 7% of all women (mainly actresses and models) colored their hair. Nevertheless, a woman by the name of Shirley Polykoff was about to change all of that. Shirley Polykoff, who was born in 1908 and died in 1998, was one of only five women in history who was ever inducted into the Advertising Hall of Fame. In 1955, Shirley changed history as well as American culture after she landed a job at Foote, Cone & Belding, ad agency. It was there that she created the famous words "Does she or doesn't she? Only her hairdresser knows for sure." This slogan, created for Clairol, was destined to become the 8th top advertising slogan of the century. Polykoff, further enticed us with the unforgettable, "If I have only one life . . . let me live it as a blonde." She then hit us with the knock out punch, with those famous ad words for a Clairol jingle that are now firmly entrenched in the annals of history "Is it true blondes have more fun?" According to some bean counters, the number of women who decided to color their hair blonde shot up 413%, due to the genius of Polykoff.

Just for the record, Polykoff, a living, breathing iconoclast herself; had dyed her own hair many, many years before she spawned the craze. Her mother-in-law once told her son that your wife "painted her hair."



Hair by Julie Newville / Secret Images Salon for BE
Ft. Lauderdale, FL / Make-up
by Anna Wark.

So, do blondes really have more fun? Sorry to say, that if it is true, we can't prove it. A 1985 article in the Journal of Social Behavior and Personality volume 13 entitled "The Influence of Hair Color on Eliciting Help: Do Blondes Have More Fun?" certainly didn't prove it. Two males and two females (who worked with the researchers) stopped 72 males and 72 females, who were pedestrians, to ask for help. For 50% of their interactions they donned brunette wigs, while the other half of the time they appeared to be blonde. The study indicated that women helped women and men equally. Men were more apt to help a woman than a man; however, at no time in the study was hair color a factor. In a revealing, yet slightly less scientific study conducted by the South Wales Argus, Sophia Cahill, Miss Wales, was used to examine the issue. Miss Wales, a natural brunette, roamed the streets of Newport first as a natural brunette and then as a blonde. The armchair research clearly demonstrated that Sophia turned more heads and received more wolf-whistles as a brunette.

Professor Jonathon Rees, a dermatologist at the University of Edinburgh, Scotland, who is researching the genetics of hair color, points out that the majority of people around the globe have black hair. Those with naturally red or blonde hair have higher rates of skin cancer and are more prone to sun burn.

A 1971 study appearing on pages 311 and 312 in the February issue of Psychological Reports noted that "dark men clearly preferred brunette women; blond men were equally divided in

preference for blondes and brunettes; blond, brunette, and red-headed women clearly preferred dark men; and artificial blondes preferred dark and blonde men." The researcher concluded that stereotypes regarding hair, though evident, differ based on the sex of the respondent. A 1989 study published in Volume 10 of the Irish Journal of Psychology set out to test the validity of the so-called "dumb blonde" and "temperamental redhead" stereotypes. The research revealed that men did indeed buy into both stereotypes (e.g., men shown pictures of blondes and brunettes rated the blondes as having lower intelligence and redheads as more temperamental than blondes or brunettes). So there you have it. As of this moment the jury is still deliberating. One's psychological attitude and self-esteem most likely influence happiness more than hair color.

Many men and women insist that coloring their hair (sometimes changing from natural blonde to another color) improves their self-image. In these cases, even the stodgiest experts would generally agree that the change is a positive thing. So here's the million-dollar question: Do Anna Kournikova and Pamela Anderson have more fun than J. Lo and Catherine Zeta Jones?

My final answer: Only their hairdressers and therapists know for sure!

Dr. Howard Rosenthal is a regular contributor to the award winning HairBoutique.com website at www.hairboutique.com. He is also the author of a number of books and audio programs including the academic bestseller the Encyclopedia of Counseling, the Human Services Dictionary, and Help Yourself to Positive Mental Health. His website is www.howardrosenthal.com. Copyright 2004.

Express Spa Services

By Karen Shelton
www.hairboutique.com

Express spa services including pedicures, have never been more popular. They offer a great way to save time but still experience the best for your feet that the spa world can offer.

Speedy Pedicures

If you're in a hurry, and many people are, you can sign up for an express pedicure in many spas and salons. To be sure, call and ask if they offer a special streamlined or express pedicure option.

Some spas will offer a two-fer meaning that you can get a manicure and pedicure at the same time by two different spa techs and be back on the street in less than 45 minutes.

Other spas will custom design an express package to fit your needs. You might have a pedicure, manicure and mini-facial all at the same time. Or you can layer services by having a manicure and pedicure with aromatherapy oils added to the soaking tubs or to the mini-facial mask.



When in doubt, ask and you will probably receive."

◆ NAIL HELP



Maximize The Express Experience

1 Buy a series of pedicure sessions.

Many spas will offer you a deal when you commit to a set of pre-paid treatments. Not only does this save you money on your service, it speeds up check in/check out transit times. Some spas or nail salons will even automatically deduct a session from your account when you book your appointment. This eliminates all pesky paperwork and fumbling for cash or credit cards.

2 Before arriving for your appointment .

deposit your estimated tip in a sealed envelop that can be easily reached. If you know and trust the nail techs you may wish to include a tip with your prepaid treatment deal. This will eliminate the digging for tip dollars as you sprint from the spa or salon.

3 Dress appropriately.

Avoid wearing binding clothes such as tight skirts or pants that prohibit your ability to easily slip your feet into the appropriate soaking tubs. Consider the shoe options and if you can't work with spa flip flops, bring your own open toed sandals.

4 Make prior arrangements for refreshments.

Some spas that offer express services will make arrangements to have a light and nail friendly lunch or snack available for you to enjoy during your treatment. Other will also make arrangements to have liquid refreshment available from coffee and tea to bubbly. Always inquire and express your desires in advance.

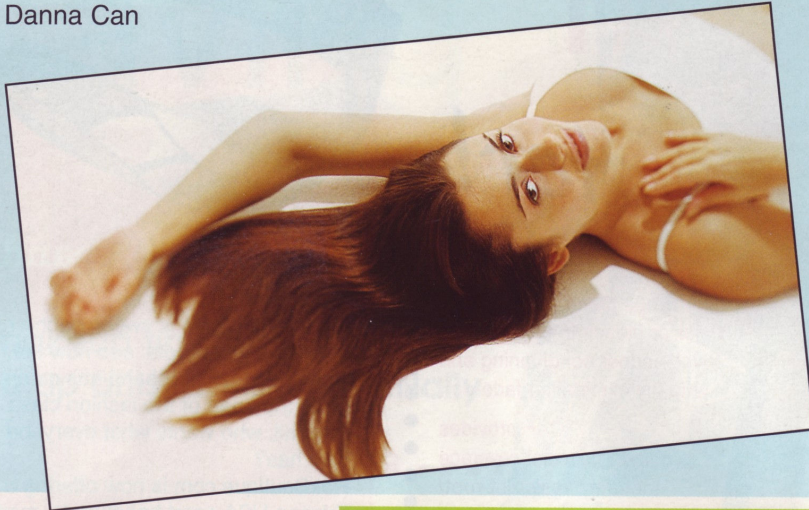
5 Maximize your downtime.

Whether you wish hook up to your cell earpiece or load up your CD player and close your eyes for some meditation time, ask in advance what is appropriate. Obviously some tasks are limited because your hands and/or nails may be occupied.

Thermal Reconditioning

by Danna Can

◆ HAIR HELP



The 411 On “T.R.”

Curls may come and curls may go, but Thermal Reconditioning (known as TR) can always save the day for busy, unmanageable natural curly locks. For many naturally curly folks, hot fashion trends touting masses of ringlet infused styles can be very traumatizing.

Why? Because for years, people with ultra curls have been locked into a daily battle trying to manage their unruly strands.

Regardless of sizzling hair trends, thermal reconditioning provides a blessed end to the trauma associated with constantly dealing with an unmanageable head of hair.

What Is Thermal Reconditioning?

Thermal Reconditioning is a chemical process that permanently alters the internal structure of the hair shaft rendering it totally straight. It will also remove a great deal of the fullness and the body from the hair giving it a sleeker look.

After Thermal Reconditioning, hair is unaffected by the ills caused by the elements including humidity, rain and steam-leaving hair sleek and free from frizz. And, over time, repeated Thermals actually leave the hair in better condition than before the process due to the intense conditioning that the ends receive. However, when performed incorrectly, it can severely damage the hair and scalp.

Finding Experienced TR Experts

To avoid problems with the thermal reconditioning process, it is advisable to visit a salon for a consultation to learn more about their experience and to determine if you are a good candidate for thermal reconditioning.

Here are 5 questions that you should ask about Thermal Reconditioning:

1 What Type Of Training Do You Have?

Look for a technician that has taken a course/seminar on Thermal Reconditioning and continues to take advanced courses on hair design and chemical services. You should also look for a technician that has been doing Thermals for several years and has a comprehensive understanding of what the hair is capable of.

2 What Type Of Maintenance Will Be Required At Home?

Some systems will leave your hair silky straight with little to no work required at home while others will remove a percentage of the curl from your hair and you will need to blow dry and iron using special blow dryer and irons to achieve a sleek look at home.

3 How Often Will I Need To Retouch The New Growth?

Most clients will not need to retouch a Thermal Reconditioning for at least 6-9 months. This can vary depending on how quickly your hair grows and how curly it is at the root area. The closer to your scalp the curl starts the sooner you may need a touch up. Keep in mind that this varies for every individual that has Thermal Reconditioning.

4 Will Repeated Touch-ups Damage My Hair?

A Thermal Reconditioning touch up requires great skill, much more than the initial process to insure that the hair is properly protected and conditioned. Make sure that your technician is familiar with the touch up process. Find out what steps they take to protect your hair. Repeated Thermals should leave your hair in better shape than before the process due to the intense conditioning the ends should be receiving.

5 Will I Be Able To Color My Hair Afterwards?

If you are coloring your hair at home it is advisable to have your hair professionally colored for the first touch up after your thermal. Special precautions will need to be taken for the first few times. It is best for a protein treatment to be applied to the hair before color to even out the porosity and insure great results.

Special thanks to Vincent J of Vincent J Salon, Ft. Lauderdale FL for his help and expertise in writing this article. You can email Vincent at www.vincentj.com or call (954) 566-6601. Or for additional info go to www.hairboutique.com

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hotstuff



faster!

A few drops processes any hair color or bleach in just minutes while super conditioning and virtually eliminating fade-out.

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From Dennis Bernard.



i'm with the band.

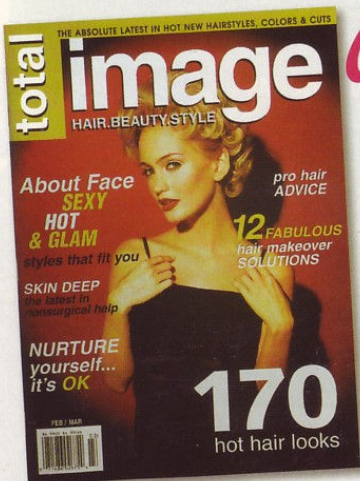
Headband mania is sweeping the runways and the streets, and now the limited-edition headband has catapulted to the head of the fashion class. After all, who wants what everyone else has?

HairBoutique.com is now offering L. Ericson USA scarf headbands, made to custom order for HairBoutique.com. Designed to be worn right at the hairline, these 1-1/2 inch wide hand stitched headbands are made of 100% Charmeuse silk. Order them at www.hairboutique.com. Supplies are limited!



Queen for a Day.

Queen Helene's "Foottherapy" Apricot and Walnut natural fiber foot scrub cleans your skin as it gently exfoliates rough, dry dead cells from your heels and soles. This invigorating scrub is also ideal for use on elbows and knees. Contains walnut shell powder and apricot extracts.



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