

# newsworthy trends

## Survey Reveals Beauty Spends And Trends

(NAPSA)—Apparently men have been taking “Queer Eye for the Straight Guy’s” advice about the importance of “product” to heart.

A new beauty trends survey found that both men and women—that’s right, both sexes—keep more than five bottles of shampoo and conditioner in their bathrooms.

The survey, sponsored by ThermaSilk, also uncovered other interesting hair care trends. For example, 23 percent of women change their look during the fall season, with 42 percent changing their hair color and 46 percent altering their look by curling or straightening their hair.

One very popular trend is to wear hair natural and messy, says celebrity stylist Luke O’Connor, who cares for the famous locks of Debra Messing on “Will & Grace.” To create perfect curls, O’Connor suggests starting with ThermaSilk Moisture Infusing Shampoo and Conditioner, which is designed to hydrate curls and reduce frizz. O’Connor uses a blow-dryer with a diffuser on curly hair to control the shape and style of each curl.

Interestingly, the survey found that older women are following the curly trend, while younger women aged 18 to 34 still opt for the straight, sleek look.

O’Connor warns though that heat-styling can damage strands. To avoid dehydrated tresses when styling, many women apply ThermaSilk Smoothing Shine and Shape Gel to wet hair, which provides flexible styling control, while enhancing hair’s brilliance and shine.

When styling straight hair, the most popular approach is to blow-dry and divide into sections. “Start



**Both men and women spend time and money trying to find the right shampoo.**

with the curling iron two inches from your roots and work down to the end of your hair to maintain fullness,” says O’Connor.

According to O’Connor, trends aren’t just about wearing your hair curly or straight, it’s also about color. A big trend right now is color blocking, which gives hair a more three-dimensional look, with bigger sections of hair being colored and more blending and shading.

If you’re not up for a drastic color change now, wait until your next breakup. The survey found that women tend to make drastic hair changes after a breakup but keep the same beauty routine after they get married, dispelling the myth that married women let themselves go. Beauty doesn’t come cheap, though. Thirty-one percent of women spend more than \$600 a year, with 15 percent of 18- to 34-year-olds spending more than \$1,200.

But you don’t need a celebrity stylist or a lot of cash for great-looking hair. For sultry hair tips that will have heads turning, log on to [www.thermasilkhair.com](http://www.thermasilkhair.com).