

Sally Beauty Supply

Yes! You Can Create Smooth Silky-Straight Hair

(NAPSA)—It's time for a change.

For the past several seasons the textured, choppy bobs of actresses and models have boosted the sales of hair wax and pomades.

Now, the pendulum swings back. On fall runways, in magazines and on TV you're seeing hair



Kristi Fuhrmann

that's satiny straight. Many actresses and models have chosen styles without a wave, curl or spiral. Hair falls in a smooth river of color, catching light on its super shiny surface.

To get a fab straight look, even if your hair naturally tends to wave or curl, turn to high tech appliances and ceramic surfaces, advises Kristi Fuhrmann, makeup and hair key for MTV and a consultant to Sally Beauty Supply.

"The new Ion dryers with ionic technology make the hair feel silkier," she notes. "They also dry fast and allow quick drying at lower temperatures."

Team the Ion Ultra Tech 1875 Watt Turbo Dryer with the Comare Ceramic Thermal Round Barrel Brush to quickly smooth, straighten and add volume. The ceramic core of the brush helps add to the speed of drying because ceramic is such a good conductor of heat.

For those with extra curly or even frizzy hair, a flat iron is the answer. Once you've used the Ion dryer and ceramic brush, polish

that hair with a flat iron to keep it satiny-smooth. Sally offers two ceramic irons, the Jilbere Ceramic Tools Flat Iron or the Curlmaster Select Blue Diamond Ceramic Flat Iron. The irons' ceramic plates emit ion reflectives that work to add shine as they straighten hair.

Sally's Ion Anti-Frizz collection of hair products complements the performance of these new appliances. Formulated with a blend of electrically charged particles for effective cleansing, conditioning and styling, Ion Anti-Frizz Smoothing Shampoo contains aloe vera and panthenol pro-vitamin B5 to help smooth and add body and shine to dry hard-to-manage hair. Heat activated Ion Anti-Frizz Straightener with panthenol pro-vitamin B5 temporarily smoothes curly or wavy hair.

Add even more shine with a touch of Ion Anti-Frizz Glossing Mist or Ion Anti-Frizz Oil Free Glosser. Both products leave your hair shimmering with a high-gloss shine, Kristi says.

Kristi Fuhrmann is makeup and hair key at MTV and a consultant to Sally Beauty Supply, the world's largest distributor of professional beauty products. She creates many of the looks seen on MTV music stars and VJs. If you have a beauty question, please e-mail Kristi at asksally@sallybeauty.com. To find a Sally store near you, call 800-ASK-SALLY or go to www.sallybeauty.com.