

MAKING FAMILY LIFE MORE FUN



At-Home Know-How A New Dimension In At-Home Activities

(NAPSA)—As a result of the financial downturn some Americans may be experiencing, there's been a resurgence in at-home activities. These rituals run the gamut from home repairs and entertaining to spa treatments and special beauty regimens.

As American women embrace the “do-it-yourself” movement, there's good news about indulging in activities at home. Many women find that quality time with loved ones builds life-long memories. Spending more time at home can also be a creative outlet, a sensible method to save money or a way to slow down a typically hectic schedule.

The ultimate at-home activity—an old fashioned “girls' night in” beauty bash—is a wildly popular and fun way for women to reconnect with friends and family. Complete with facial masks, at-home haircoloring kits, foot massagers and do-it-yourself manicure kits, this type of girl-bonding night fosters the camaraderie often found in hair and nail salons, but with an added perk: you're in a cozy home environment. So turn up the music, break out the popcorn and dish the juicy gossip while you color your hair, paint your nails and experiment with new makeup.

“Women can't always ‘afford’ to go to the salon, not just in terms of price but in terms of the time commitment,” states Louis Licari, world renowned colorist to the stars. “There are new at-home



What better way to color your hair than with a friend? At-home beauty bashes are fun, economical and becoming more popular than ever.

haircolor products that make it easier than ever to get the results you want.” Adds Licari, “Try a revolutionary formula that makes sense from a financial and time management standpoint. Revlon High Dimension Haircolor provides gorgeous permanent color results in just ten minutes—that's one-third the time of traditional at-home haircolor.”

For beautiful results, Louis Licari offers the following expert tips to host an “at-home haircolor beauty bash”:

• Selection Perfection

When coloring your hair at home, always choose a shade two to three shades lighter or darker than your natural color. For more dramatic changes, consult a professional colorist. You can always go more blonde or brunette later on.

• Two Heads Are Better Than One

What better way to color your hair than with a friend? You get instant feedback while laughing and swapping beauty secrets in a party setting. Your buddy can help select a shade, and help apply the product more evenly and keep an eye on the time for you. The buddy approach to haircoloring is fun and more manageable, especially for beginners.

• On Your Mark, Get Set, Go

Stagger the time between each person's haircoloring session so that you're not all trying to rinse off the haircolor solution at the same time. This will eliminate confusion and traffic in the sink area when it's time to rinse.

• Color Coordination

Choose a lipstick or nailpolish shade that complements your new haircolor. If you selected a haircolor with golden tones, go for a warm red or rosy lipstick. If you chose a cooler, brunette shade, try a blue-based red or mauve lip color that will brighten your new look.

• Shine

After coloring, rinse hair with luke warm to cool water. This will close the hair cuticle and give it shine.

• Just Shoot Me

Designate a friend to camera duty. She can shoot “before” and “after” shots with a Polaroid camera to capture the gorgeous haircolor transformations instantly.

• Good luck and most of all—have fun!!