



# Hair Today

## Tress Success: Beating The Summer Heat

(NAPSA)—One of the best ways to approach summer “head on” is with a cool coif. In fact, according to a recent survey, more than one-third of young women (34 percent) cut their hair to cope with the heat and humidity.

The nationwide Salon Selectives study on “Summer Style,” conducted by Yankelovich Partners, revealed that more young women (29 percent) think their hair looks better in summer than in any other season.

### Titillating tresses

When it comes to comfort, the survey found some women choose to get *undressed* for success. In fact, one in five style their hair naked or wearing only their bra and panties. It also was noted that many women associate great hair with sex appeal, and one in three (32 percent) consider their hair as their sexiest feature.

“Great hair is sexy—whether it’s long, short or in-between,” explains Richard Marin, Celebrity Stylist and Style Director for Salon Selectives. “Summer styles offer new options to fit any summer activity so that women can look fantastic *and* beat the heat—whether at the beach or on a bike.”

Marin offers the following steps to create a fun summer style:

1. Start with wet hair and apply a mousse throughout. Then



**Just 'do it. Many young women celebrate summer by going with a cool style.**

dry hair until it is slightly damp.

2. Separate hair into square sections across the front of your head. Twist each section until it bends and curls. Secure each curl with a bobby pin and leave end sticking up.

3. After securing each piece, spritz a finishing spray such as Salon Selectives Sit Still into your hand and apply to each section to define the ends.

4. When pinning the back, use triangular shapes to create sections and secure with bobby pins. Spritz entire 'do with finishing spray to complete.

For more “hair recipes,” visit [www.salonselectives.com](http://www.salonselectives.com).