

Hair Trends

Join The Straight Hair Revolution

(NAPSA)—For more and more women being in style includes having sleek, straight hair.

Fortunately, whatever your hair type or ethnic background, the latest hair straightening technology can make this elegance easy to achieve.

For example, MTV video disc jockey “Downtown” Julie Brown, well-known for her long wavy hair, is now showing off permanently straightened hair, thanks to celebrity hair stylists, the renowned Altieri Brothers.

Curly, coarse or unruly hair treated with what many call a revolutionary permanent straightener, can be transformed. The Permanent Hair Straightening System gives users something beyond the beauty of straight “movie star” hair—freedom. There’s no more need for day-to-day straightening routines with irons, brushes or blow dryers; no more spending up to an hour every morning trying to tame your hair.

The process is designed for hair types from those like Nicole Kidman to those like Oprah Winfrey, so almost anyone can use this safe salon service, performed exclusively by trained, certified professionals.

The two-step system uses a ceramic flat iron to create pin-straight hair that will stay straight without blow-drying and to increase brilliant shine, restructuring hair cuticles so that hair lies



No more bad hair days. A new permanent straightening system brings technology to hair.

smooth and frizz-free. The process takes between three and six hours, depending on hair type and length. Touch-ups on curly regrowth are usually needed every six to nine months. Other than that, it’s permanent. After six weeks, you can even color or perm your hair.

The BaByliss Thermal Ionic process comes from Conair Corporation, a company with its roots in the salon and a proven history of selling millions of hair products.

To learn which salons nearest you offer the straightening system or for more information, visit www.ConairPro.com.