

Names In The News

Ashlee Simpson Fans Vie For Their Own Make-Overs

(NAPSA)—Rock star Ashlee Simpson goes through a lot to get her hair looking the way it does. The maximum primping required night after night for concerts, heat styling, tight elastics, perspiration and the hot lights all take their toll.

That's one reason she's sporting a more versatile look on her new tour—in addition to giving her fans a chance to win their own rock-star style makeover. Heading up the platinum-selling recording artist's style switch is celebrity hair pro Luke O'Connor. "Ashlee likes to experiment with her looks and versatility is a must for her," he says. "I gave Ashlee a fresh new style that she can wear a number of ways, from wavy and carefree, to sleek and chic. So no matter what her mood is, she'll look hot when she rocks out."

One product O'Connor recommends is heat-activated ThermaSilk. It can not only help you have hair like a rock star's, it can even help you have a taste of the life of a rock star—at least for a day. How? You can enter the Rock Star For A Day Sweepstakes. The winner and a guest will get a VIP trip to hang out with Ashlee behind the scenes during a recording session for her next album, a \$1,000 shopping spree to get the hottest rock star wardrobe and hair makeovers by O'Connor.

In the meantime, to get that "rock star" hair at home, you can follow Luke's advice:

- Hydrate hair with ThermaSilk Smooth & Silky Shampoo and Conditioner then blot dry with a towel.
- Add a quarter-size dab of ThermaSilk Straight & Smooth Leave-In Cream from roots to ends and comb through.



The winner of the "Rock Star for a Day" Sweepstakes will receive a makeover from Ashlee Simpson's hair stylist.

- Blow dry using a paddle or large round brush for maximum smoothness.

- Flat iron hair one small section at a time. When cool, rake finger through the roots to break up the texture.

- Lightly spritz hairspray all over. Lift hair as you spray to build in volume.

If you prefer a curlier style:

- Hydrate hair with ThermaSilk Moisture Infusing Shampoo & Conditioner, then blot hair dry with a towel.

- Add body by scrunching mousse into damp hair, then blow dry with a diffuser.

- Create soft waves by wrapping one-inch sections of hair around a 1¼ to 1½ inch curling iron. Pull a few random curls straight while they're still hot to relax them a bit. Lock in the waves with hairspray.

Sweepstakes entries must be received before midnight of May 27, 2005. To enter, for a complete set of rules and for more information, visit www.thermasilkhair.com.