

# Expert Tips To Set Styles Free

(NAPSA)—Since the Stone Age, real women like Wilma Flintstone have been troubled by hair that feels stiff and sticky. A new styling line from Dove makes it possible to set styles free. Even cartoon characters with hair that is famously stuck in place have discovered the beauty of hair that moves.

To launch the styling line, three animated moms and one clue-cracking teen free their styles. The ad campaign features real, everyday beauties as known by the people of Springfield, Bedrock, Mystery, Inc. and the Skypad Apartments: Marge Simpson, Jane Jetson, Velma Dinkley and Wilma Flintstone.

These ladies are not the only ones seeking styles that move. According to a recent survey, more than 40 percent of women agree that the best hair styling products deliver natural feel and movement. Eva Scrivo, celebrity hairstylist and New York salon owner, suggests these tips for using the new Dove Styling products:

## **Marge Simpson's Flowing Waves**

Create wavy locks without heat styling tools in two easy steps:

- Before bedtime, twist wet hair into a loose French twist; pin in place at top of head. Let hair dry as you sleep.
- In the morning, let your hair loose while lightly manipulating



**Marge Simpson, animated mom from “The Simpsons,” has traded in her usual beehive for a more free-flowing hairstyle.** 

waves into hair with fingers. Smooth curls with a quarter-sized amount of Smooth & Soft Anti-Frizz Cream to enhance hair's shine and tame flyaways and frizz.

## **Soft, Sleek Style**

Thirty percent of women prefer straight and sleek styles; here's how to achieve this look without limp locks:

- Before drying hair, dispense a generous amount of Body & Lift Volumizing Mousse into palm of hand and distribute evenly through hair.
- Dry hair one section at a time, moving the dryer from top to bottom of hair strands. Product will help cuticles lie flat but give hair bounce for a smooth, yet voluminous look.

## **Gravity-Defying Volume**

One third of women want more volume; here is how to get it:

- New Precision Volume Lift & Hold Hairspray has an innovative patented nozzle that diffuses a fine mist toward the root to lift and shape hair.
- Scrivo recommends holding the nozzle six to eight inches from head and spraying in quick one-second bursts while targeting the root of hair sections.
- Let the product dry before re-applying for just the right amount.

## **Shortcut to Better Bangs**

Grow out bangs with ease:

- Opt for a stylish, shorter haircut with layers during the growing process.
- Have your stylist cut layers throughout the crown of the head to blend into the shorter pieces in the front.

• Before drying hair, apply a dime-sized amount of Define & Shine Gel to enhance layers for a more tousled, trendy look.

- If a shorter cut is too risky, give bangs a boost by pulling to the side with a small and stylish barrette or clip, and finishing with a squirt of Flexible Hold Hairspray.

The Dove Hair Care *Style that Moves* tour may be visiting a city near you. Receive styling tips from professional stylists, free samples, coupons and more. For more information, visit [dove.com](http://dove.com).