

# Sally Beauty Sc eye eye

## For A Sleek Star Look, Turn To Technology

(NAPSA)—For beauty secrets of the stars, think about the Academy Awards. Both presenters and winners favored sleek, sophisticated updos. Hair that, once in place, keeps its shape without fuss or fraying.



Kristi Fuhrmann

“It’s a genius look, and it’s easy to do with tools and products from the experts at Sally,” notes Kristi Fuhrmann. She’s hair and makeup key for MTV and a Sally consultant.

For the truly sleek look, you can use Ion Anti-Frizz Solutions™ Straight Straightening Shampoo and Conditioner. Then, work Ion Anti-Frizz™ Solutions Straight Straightener into hair. Enriched with panthenol pro-vitamin B5, it adds shine and body while it smoothes away frizz and reduces curl.

You can blow hair dry with the new Ion™ Anti-Frizz Ionic Straightening Dryer and an Ion™ Anti Frizz Straight Round brush. The ionic technology generates negative ions to reduce frizz and leave hair silky smooth. The new brushes, with patented Negative Ion Activator break down water molecule clusters into micro-fine particles, infusing moisture into the hair shaft and

tightening the cuticle. The combination of the brush and dryer can reduce drying time up by half. If hair is extremely curly, you might need to use the Jilbere Ceramic Tools Straight 'N Smooth Flat Iron to smooth hair.

Once you’ve dried your hair apply BONK Mega Shine Extreme Hold Styler or Beyond the Zone™ Mega Hold Styling Gel. You can shape and sculpt hair into a chignon, French twist or top-of-the-head bun with ease.

“A lot of times you’ll want to tease the roots a bit,” Fuhrmann says, “just to get a little height. Then, smooth with a boar brush and spray with Ion™ Anti Frizz Gel Solutions Styling Mist. It’s just one more layer of staying power.”

Fuhrmann advises using bobby pins to secure the base of your updo, then hairpins to hold the stray pieces. Give your style a final spritz of styling mist, she says, and you’re ready to go.

• *MTV makeup artist Kristi Fuhrmann is a spokesperson for Sally Beauty Company, the world’s largest distributor of professional beauty products. If you have a beauty question, you can e-mail Kristi at [www.asksally.com](http://www.asksally.com). To find a Sally store nearby, call 800-ASK-SALLY or go to [www.sallybeauty.com](http://www.sallybeauty.com).*