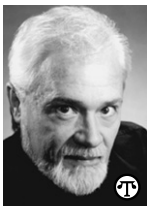


Sally Beauty Supply

Getting That Hollywood Look

(NAPSA)—Short and curly, long and straight: These were the two styles that topped a recent survey that asked both men and women which celebrities they think have the best hairstyles.

Cropped curls came out number one for the second year in a row. In sharp contrast, long, straight hair was the number two favorite.



Ernie McCraw

“Smooth and silky is the key to great straight hair,” notes Ernie McCraw, direc-

tor of beauty education for Sally Beauty Supply. His company sponsored the *Sally CelebHeads™* survey taken by Harris Interactive, Inc. “Even those who have straight as a board hair can have frizzies and flyaways, so you need to smooth and straighten to get it right.”

McCraw says people can be helped along the straight and narrow by Sally's new Ion® Anti-Frizz Straight collection of products and tools. They're designed to keep hair straight, smooth and silky.

He recommends starting your regime with Ion Anti-Frizz Straight Straightening Shampoo and Conditioner. They contain ingredients that eliminate frizz by smoothing the hair shaft. The products relax curls, moisturize and protect from heat and sun damage.

After shampooing, McCraw says to apply Ion™ Anti-Frizz Straight Straightener on damp hair and comb through to distrib-

ute evenly. He says to then dry your hair with the Ion™ Anti-Frizz Straight Ionic Dryer and an Ion™ Anti-Frizz Straight brush.

The dryer produces a steady stream of negative ions that help smooth the hair shaft as they break water drops into micro-fine particles to infuse moisture, tighten the hair cuticle and dry hair faster. The bristles in the Ion Anti-Frizz Ionic Straightening Brushes are molded with an ionic powder containing 32 minerals, including ceramic, to help reduce drying time and further smooth the hair shaft.

The seven-brush collection includes small, medium, large and extra large round brushes, as well as vent, paddle and styler brushes.

Once you've dried your hair straight, give it an extra boost of silkiness and shine with Ion Anti-Frizz Straight Lusterizing Cream. “It polishes and hydrates without adding weight,” McCraw says. “But, don't overdo it. A tiny bit rubbed between your palms and smoothed over the hair gives you shine and manageability.”

• *Ernie McCraw is a licensed cosmetologist and director of beauty education for Sally Beauty Supply, the world's largest distributor of professional beauty products. With more than 25 years in the beauty industry, McCraw has expertise in all phases of cosmetology. If you have a beauty question, please e-mail Ernie at asksally@sallybeauty.com. To find a Sally store near you, call 800-ASK-SALLY or go to www.sallybeauty.com.*