

High Volume Continues To Be Number One Hair Demand

(NAPSA)—The time has come to dust off the blow dryer, the hot rollers and the mousse. Volume is back and hair is getting bigger, bouncier and sexier.

The trend, which began last year, has reached a fevered pitch, while super straight “Cher” hair—so popular the last few years—has become a mere memory.

Thanks in part to trend-setting celebrities like Madonna, Giselle, Kate Hudson, and even Calista Flockhart—who surrendered her famously limp locks—more women are wearing hairstyles that flaunt body and movement. Meanwhile, hair care companies like Aussie are rushing to create products that can meet the demand for voluminous, yet natural looking hair.

How to get lots of volume without looking like a bad 80’s flashback? The volume-makers at Aussie, which just introduced a line of styling products called *Real Volume*, offer these tips:

- Rinse hair well—residue can

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make it flat.

- Blow-dry your hair upside down.
- Use a powerful volumizing mousse, like Aussie’s new *Real Volume Styling Whip*, which works well even on very thin hair.
- Try coloring your hair—permanent haircolor actually swells the hair cuticle.
- Try using a root volumizer to give your hair lift where it needs it most—at the roots.