

# Hair Trends

## How To Make Hair Straightening Simpler

by Haime Munoz,  
leading runway stylist

(NAPSA)—Getting rid of the frizz should not leave you frazzled. Although a recent Gallup poll found that 60 percent of women define their hair as curly, wavy or unmanageable, the latest products mean you don't have to settle for less than desirable locks—especially when the look you want is a smooth, pin-straight style.

What's more, you don't have to spend a lot of time or money to achieve that look. Using a blow-dryer and flat-iron only achieves temporary results. You can break up with your blow-dryer and flat-iron, allow your hair some R&R and still look fabulous.

Here are some tips on finding the best straightener:

- Look for a straightening method that does not take a lot of time. Thermal straightening can require several hours spent at a salon, while some at-home systems achieve results in about an hour. No continuous combing is required with some at-home systems, which also cuts down on potential hair damage.

- Look for a low pH content to avoid hair damage. The high pH level in thermal straightening formulas and traditional relaxers may damage hair.

- Read the ingredients. Gentle at-home systems, such as Easy-Straight, contain vegetable oils and conditioning agents to improve elasticity and allow for



**More women are straightening their hair at home since the latest products save time and money and prevent hair damage.**

more styling flexibility.

The system is so gentle, it can be used in color-treated and most highlighted hair.

- Consider the cost. Some at-home systems deliver results for a fraction of the price of thermal-straightening salon visits or even traditional relaxers—and results last up to three months.

With the right straightener, hot weather can be a breeze. For a quick style that will get you out the door fast and still turn heads, shampoo, apply conditioner, rinse and just blow-dry the hairline and/or bangs.

Add gloss and your hair will look “just done” for hours.

For more information, visit [www.EasyStraight.com](http://www.EasyStraight.com) or call 1-888 260-5272.

*Munoz trained under Vidal Sassoon and has been a leading runway stylist for top designers such as Valentino and Emanuel Ungaro.*