

525+ NEW WAYS TO BE GORGEOUS

Celebrity style



ShortCuts

WINTER'S HOTTEST STYLES

HOLLYWOOD HAIR

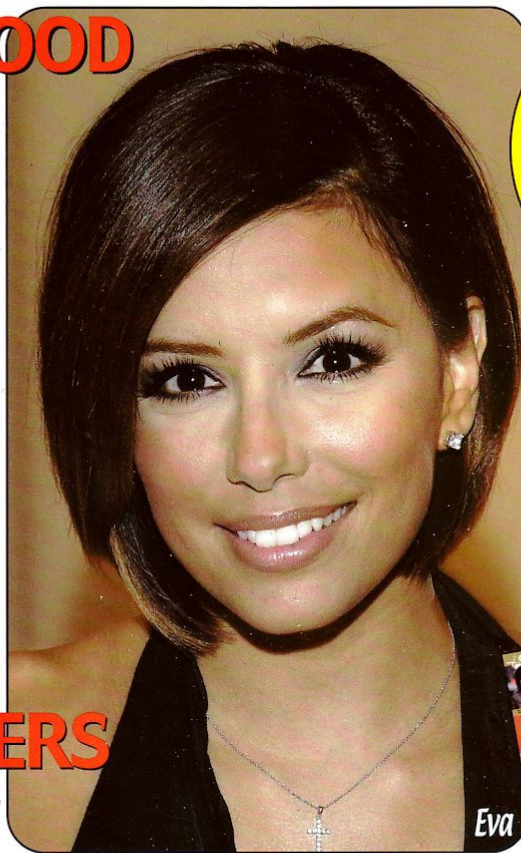
Get famous looks in a flash!

Fast Track to Style

Timesaving Tips & Tricks

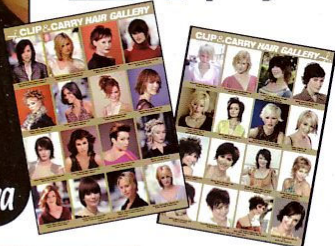
SUPER-SEXY MAKEOVERS

Stunning Ideas For Short Hair



5 STEPS TO A LUSCIOUS LOOK

24 bonus pages



Katie



Paris

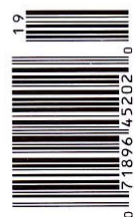


Gwyneth



Rihanna

#19 2008 \$6.99 CAN



able alternative to create the ultimate shine for your hair.

- If you want to liven up your hair and help it shine again, try a shine serum. Just put a few drops on the ends and work it through your hair. If you have fine hair, spritz on a shine spray over locks to help smooth frizz and tame stubborn flyaways.

There are many culprits that rob your hair of its shine that you may not even be aware of. Beware of these shine stealers:

Water. Many of us lather up daily, but washing a few times a week is sufficient. Water causes the hair shaft to swell and the cuticle to buckle, so the more frequently you wash or wet your hair, the less shine you're likely to have. Skipping shampoo helps hair retain shine but can also leave it limp, so try applying shampoo just to the roots, lather and rinse. Your roots will be lifted, but the rest of your hair will retain its shine.

Don't Skip Conditioner. If you don't condition, you're more likely to damage your hair during and after styling.

Towel-Drying. Twisting your hair in a wet towel can damage and break wet hair, so blot with a towel or allow hair to dry naturally.

Heat Styling Appliances. Heat is shines #1 enemy since high temperatures of styling appliances damage the hair's natural oils that keep the hair flexible and shiny. When you use them, make sure to apply a heat protectant before styling. Use the cold air setting on your hair dryer during styling to protect your hair from excessive heat and help set your style.

Excessive Styling Products. Too much product leaves behind residue which remains on your hair making it dull and flat. Use styling products in moderation to help promote the shine you want to achieve.

The Sun. Everyone enjoys a little sunshine, but your hair doesn't! The UV rays from the sun wreak havoc on your hair and cause it to dull quickly. When you go out in the sun, make sure you cover your hair or at the least, protect it with a conditioner and sunscreen.

Over-brushing. Daily brushing and styling takes a toll on your tresses, so cut down on brushing and make sure when you do brush, that you use a boar bristle brush which helps distribute your hair's natural oils and boost shine.

Hot Water. Never rinse your hair with hot water, use cold instead. Cold water closes the cuticle allowing your hair to create a silky, shiny look.

Now you can be proud of your hair and show it off in its best light. Whether you have straight, curly, wavy, short, medium or long hair, you can create ultimate shine by using the right styling products and techniques—and shine your way to lustrous locks!



Ken Paves Shine Serum (\$30, HairBoutique.com)



Leonor Greyl Eclat Naturel Daytime Shine Cream for Dry Ends (\$33, HairBoutique.com)



Rene Furterer Silkening Shampoo and Conditioner (\$23 and \$26 respectively, HairBoutique.com)

Got2b Styl-Tini Topsy 24 Hour Root 2 Tip Hair Silkener (\$5.99, HairBoutique.com)



TRESSRX

ASK THE HAIR DOCTOR

By Karen Shelton • HairBoutique.com

I'm heading to a new salon for a new hairstyle. Are there any "dos and don'ts" I should know about before I get my hair cut? Thanks!—Glenda, New York, NY

Knowing what not to do to your hairstyle is just as important as what you do to create the hair of your dreams. Like everything in life,

there are dos and don'ts. Listed below are the top 10 ten actions you don't want to take when it comes to styling your hair.

1. Don't go to the salon unprepared to request the hairstyle you wish to wear.

Many of us mistakenly believe that our hairdresser can work miracles, can read our minds and can instantly pick out the best hairstyles for us.

There are many variables to consider when it comes to selecting a hairstyle and it is up to you to do your homework and research your own hair options. Face shape, lifestyle and budget all play into the final style selected.

2. Don't select a hairstyle or haircut that is impossible to maintain at home on your own.

While many Hollywood celebrities have an expert hairdresser at their fingertips to make sure their tresses look paparazzi perfect, most of us have to deal with our hair without those constant hairdressing services.

3. Don't skip on proper hair care or styling products.

Some hair care lines



Icon Salon (Nottingham, England); Photos: Richard Tatham

types of hair and some styles. However, if you have highlighted or chemically processed hair or require added volume or control, the less expensive non-salon lines might not do the trick and could make styling your hair a constant challenge.

Consider your options. You may be able to compromise by buying both mass market and high quality products and alternate between them for best results. Or maybe your hairstyle requires high quality hair care lines. Be honest and don't work hard to achieve a great style only to undermine it with products that don't support it.

4. Don't use the wrong hairstyling tools.

There are many different tools available to create fabulous styles. These tools range from blow dryers and curling irons to hot rollers and round brushes. Make sure you use



If you're unsure what tools to use, ask your hairdresser to give you a lesson at the salon. It may be impossible to copy the style your professional hair consultant designed for you if you don't deploy the same styling techniques, products and tools.

5. Don't overuse hairstyling products.

Less is more when it comes to utilizing styling products. If you overdo the gels, mousse and hair-sprays, you risk developing product build-up on your tresses which can make your hair misbehave.

6. Don't copy celebrity hairstyles without caution.

Keep in mind that stars can wear just about any look because they have professional hairdressers custom designing those styles, maximizing their best features and minimizing their less attractive ones.

What looks fabulous on one celebrity may not look the same on you unless you have the same face shape, cut and hair type and texture. Set fair expectations and you won't be disappointed.

7. Don't ignore high end cosmetology schools as hairstyling options.

Some of the higher end schools such as Toni & Guy and Paul Mitchell employ talented and seasoned professionals as instructors. The schools have very high standards for the quality of hairdressers they turn out. As a result, a high end cosmo school is a great place for getting some hairstyling work performed, even if it is just a slight shaping and trim to maintain your high priced style from a different salon.

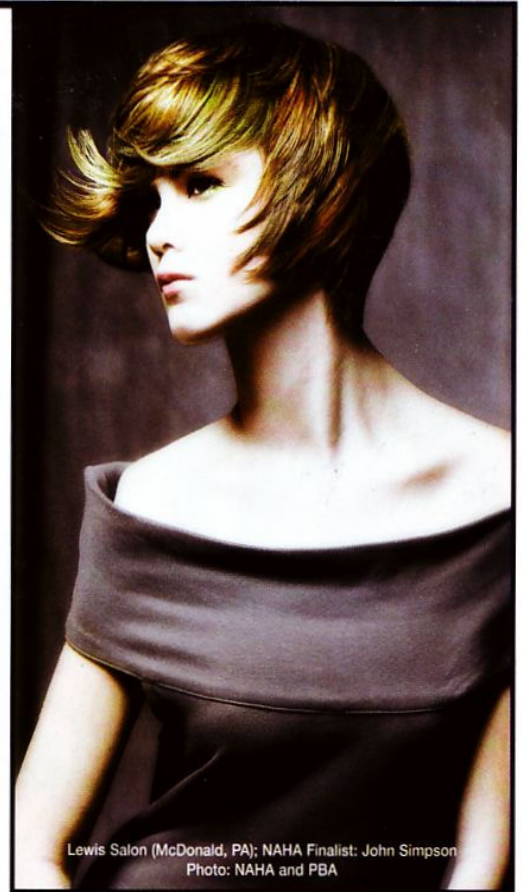
In fact, a great option is to have your hairstyle created at a top notch salon but have maintenance performed at the cosmo schools to average out your maintenance costs.

8. Don't be a slave to hair trends.

Hairstyles change constantly just as different fashions change. Instead of being a slave to hair trends, find a hairstyle that works best for you and maintain that base look. If you want to update your tresses to keep them looking fresh, opt for a change in hair color, highlights, lowlights or slight texture. If you look great in a bob, keep that as your basic style but work with your hairdresser to keep it looking contemporary.

9. Don't ignore hair accessories as a fabulous hairstyling option.

Some hair consumers mistakenly believe that hair accessories are only applicable for young people or



Lewis Salon (McDonald, PA); NAHA Finalist: John Simpson
Photo: NAHA and PBA

certain types of hair. This is not correct. Any hair accessory can be adopted for any age, hair type, texture, fashion or style. Use these fabulous fashion accessories to instantly change your look without a trip to the salon.

10. Don't count out hair extensions as a way to achieve different hairstyles.

Whether you want a temporary hairstyle change that a clip-in hair extension can offer or a more permanent change for three to four months, hair extensions have come a long way towards affordability and high quality.

The Jessica Simpson clip-in hair extensions are a great first step towards experimenting with new hairstyles in the privacy of your home. If you enjoy the clip-in extensions, then be bold and try a partial head of fusion style hair extensions for more lasting hairstyle options.



EVA LONGORIA

SHORTER, SASSIER & SPECTACULAR



Imaging/WireImage

Eva's beauty and spectacular glamour captured headlines again when the media recently buzzed with news of her most recent shorter haircut. Contrary to various random reports, Eva's spectacularly sleek, chin-length bob was only partially inspired by Gabriella, her character on *Desperate Housewives*. Eva told Entertainment Tonight, "I had to cut my hair for the show because Gabrielle has short hair" in the new season.

While it's true the new *Desperate*

Housewives season takes Gabriella to a whole new frame of reference as a harried housewife, any hairstyles necessary to reflect her TV role had only a limited connection to Eva's sizzling hot new haircut. Keep in mind with the latest snap-on hair extensions, clip-in chignons and other fabulous hair accessories, within reason, Eva now has the freedom to wear her hair the way she desires. She also continues her ongoing evolution as a world class beauty, hairstyle trend setter, fashion leader and glamour girl.

Eva's Haircut, A Long Time Coming

According to Ken Paves, Eva's long time celebrity stylist, the lovely actress "wore a short ten-inch Hairdo bob style for the last episode of *Desperate Housewives*' fourth season." The Hairdo piece worn by Eva, according to Ken, "was pulled back into a very messy half ponytail." As Ken explained, the hairstyle "created a less glamorous look" which depicted Gabriella's character at that point in the series. Ken Paves' Hairdo line is available at HairBoutique.com.

In truth, Ken continued "Eva had been wanting to cut her hair short for some time." Not only did Eva yearn to cut her hair into a shorter, sassier style, but her husband Tony Parker, she said, "liked the idea of short hair. Tony had been wanting me to cut my hair."

After shooting the new *Desperate Housewives*' promos, Eva and Ken retreated to the Parker household where Tony was waiting. In a fun and exciting new twist on cutting Eva's hair, Ken said he told "Tony to take the scissors and make the first cut on his wife's tresses, since he was definitely into cutting her hair."

Eva continued, "Ken set it up for Tony and said 'you do the first cut. I don't want her to be mad at me if she hates it.' So Tony cut about half of it and then Ken fixed it."

According to Ken, he instructed Tony "how to comb the hair down and hold it in place at the nape of the neck," and the star athlete proved his finesse with the scissors. Indeed, not only did he show a natural knack for cutting hair, Ken praised Tony's ability to "quickly pick up how to cut Eva's hair, even taking the time to stop and check his work."

Working together, the celebrity

hairdresser and basketball star “pulled the side sections of Eva’s hair back and into the nape of the neck for a gorgeous graduated front.” When Tony was finished with the basic cut, Ken “stepped in to create the final clean-up.”

Ken marveled at “Eva’s amazing super thick hair which required a lot of cutting to create the appropriate taper.” After the cut was finished, Ken whipped out his famous styling tools and “flat-ironed Eva’s new hairstyle to create shimmering sleekness.”

Cut & Color

Since Ken and Eva had been planning her hair makeover in advance, they had also “planned to color Eva’s hair after cutting it.” Ken’s stylist Marissa (from the Ken Paves Salon in Beverly Hills), who normally colors Eva’s hair, was standing by with her color formulas. However, after the cut was finished and flat-ironed, Ken revealed “Eva’s color looked amazing without any additional adjustments from Marissa.”

The new haircut was a big hit. “Eva and her husband love it,” Ken gushed. “The new look is sleek, modern and incredibly sexy!” And when asked about her new hairdo, Eva said, “I love it. I come into hair and makeup now and it’s 10 minutes instead of two hours.”

A New Hair Canvas for Ken

Since Ken and Eva have been jointly masterminding her eye popping, mouth dropping, spectacular hair-

styles for almost four years, Eva’s new short hairstyle is just the beginning of a dizzying array of possibilities for Ken. If anything, Eva’s new shorter cut will only serve to inspire the dynamic duo to create amazing new hairstyles. To steal her style, follow these steps:

1 Start with a bob haircut created by a hairdresser.

2 Shampoo with your favorite product designed for your hair’s type, texture and current condition.

We like Ken Paves Healthy Hair Daily Shampoo which gives instant body, strength and shine (Ken’s new line of products are available at HairBoutique.com).

3 If appropriate for your hair’s texture and condition, apply a rinse out conditioner like the Ken Paves Healthy Hair Daily Conditioner.

4 Rinse well finishing with a cool or cold rinse to close cuticles and enhance natural shine.

5 Towel-blot to remove excess moisture.

6 Apply a good detangling or leave-in conditioning product followed by an application of your favorite straightening balm, mousse or other styling product. If you prefer lots of volume, apply volume enhancing products to your damp tresses.

7 Use a boar bristle round or paddle brush in conjunction with a blow dryer with a concentrator nozzle, and work in small sections around your head until your hair is completely dry.

8 Create desired part and use a medium-sized straightening iron for a sleek curtain of tresses.

9 Finish with a drop of Ken Paves Healthy Hair Shine Serum and a spritz of Ken Paves Healthy Hair Shaping Finishing Spray. Check out the Ken Paves Healthy Hair Try Me Kit which includes sample sizes of these two products plus the Daily Shampoo and Conditioner.

With the collaboration of her favorite hairdresser and friend Ken Paves, Eva Longoria has embraced a gorgeous new hairstyle which is sexy, sassy and fabulous. Expect nothing but great new styles to evolve from her latest haircut.

