

LARGEST WEEKLY CIRCULATION IN THE HAMPTONS PLUS SPECIAL MANHATTAN DELIVERY

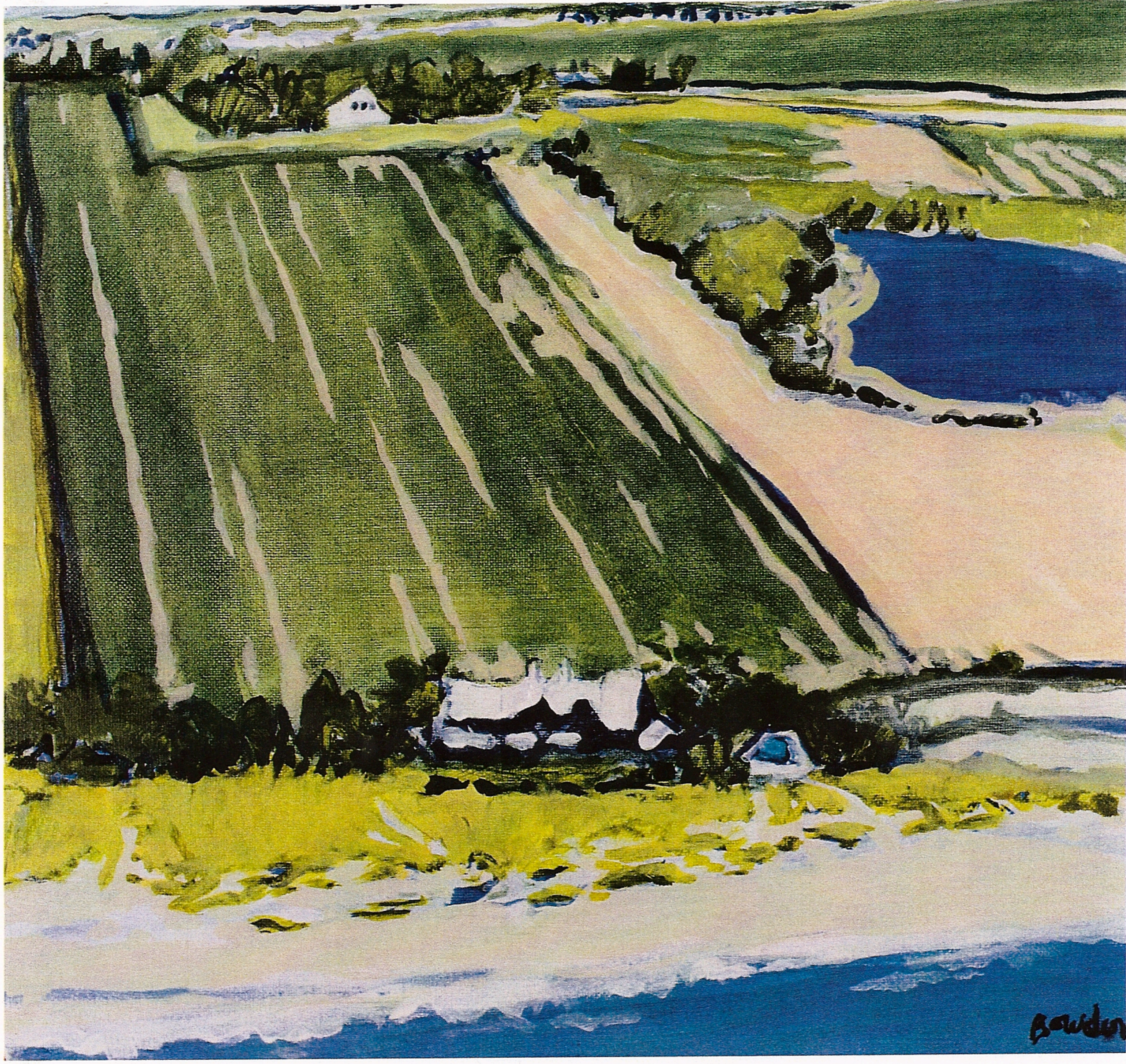
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PREST. 51
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Permit No. 5
Bridgehampton, NY

AUGUST 27, 2004

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HEALTH, BEAUTY & FITNESS

Skin deep with Samantha Altea

A New Wave in Beauty.

My first beauty "mishap" was during hairdressing college, when my fellow students convinced me to dye my hair bright red! Yes, I did say "bright" red. I'm not talking a nice, rich, classy auburn red, I went, scarlet, can't-walk-down-the-street-without-people-staring, red. Thankfully, there's no photographic evidence of said crime and the dye was semi-permanent.

After such a disaster, one might think that I should have learned my lesson? But oh no, not I! It was the early 90s - well, that's my excuse and I'm sticking to it - and hard to tell the difference between good taste and bad. 1992 was the year I'll never forget - Why, because I made my second major beauty boop. In an attempt to be "with it" I decided to give my "boring" hair a, a... the word still brings tears to my eyes... a perm. My long, down to my waist, naturally blonde, slightly wavy, perfectly nice, healthy, shiny hair took very nicely to the harsh chemicals used 12 years ago and the perm went exactly according to plan. It was, to say the least, shocking. The "hair" looked great when I left the salon. Circa 1990 - Kylie Minogue-esque was the look. I was thrilled. Two days later, however, it was as wide as it had been long and one big fried mess. If only they had made semi-permanent perms. The "hair" literally entered a room before I did and suddenly took on a life of its own. People had conversations with it, unable to find me hidden somewhere under a mass of blonde frizz. It was a nightmare and I swore I would never get a perm again. Or would I? Twelve years later, might I have to eat my words?

If you're also a member of the perm-gone-horribly-wrong club, then you may want to hold on to your hat, or at least the hair beneath it, because there's a new

wave in the beauty industry and, allegedly, there's no frizz in sight.

Gone are the days of the pin straight, not a hair out of place, styles we've all painstakingly been tending the last several years. In is the carefree, easy, kinked, I-haven't-worked-that-hard-to-look-this-way, style. Hairdressing salons are promising that the NEW perm is the "only wave" to go.

They're seeing a trend towards permanent waving, but not the old style frizzed out hair and tight curls we think of when hearing the word PERM, more a modern, tousled look. Like the kinks of say, Giselle's hair, or the soft curls of Sarah Jessica Parker (so what if theirs are natural). People always want to look the way their favorite icons do and now, due to new strides in permanent waving, perhaps we really can. The "Giselle" look is accomplished in a very different way to how "the perm" used to be done. These days, the chemicals salons use are much kinder to our locks. The formulas are less abrasive and new rolling techniques have been developed so that hair is hardly damaged at all. But also so that softer, more natural curls are achieved, as opposed to the perms that we all know and groan about.

Salons are using much bigger, more flexible rollers - custom styling rollers and rolling techniques for each client's needs. The look du jour is wavy, sexy and playful.

So if your ears are just curling at the very sound of putting a little kink into your look, here are a few post-perm tips to keep you waveliscious longer.

- Try not to style or shampoo for at least a week after processing hair.
- Always use a mild shampoo and good conditioner.
- Chemically treating hair in any way makes it

more porous, so be gentle with it afterwards. Use products that are specifically created to handle chemically treated hair.

- Try not to wash your hair as often as you used to.
- Deep-condition with a special treatment once a week, if possible.
- Because hair is so fragile after a perm, comb it gently, especially when wet. And use hot styling tools as infrequently as you can.
- Comb when wet with a wide tooth comb and apply detangling sprays to help with the distressing of the hair when you pull it.
- Don't be afraid to get a haircut. You're not keeping the permed ends, you're keeping the dried split ends. Perms often perk up after a good cut, though cutting does cut out curls. It's so worth it.

Still apprehensive about taking the curled "root?" Fake it. (Why didn't I think of this in '92?)

Here's how:

- Part your hair into 6 sections. Down the middle from front to back, then from ear to ear across the top and then again across the back of your head.
- Hot-roll, either with hot brush, or electric rollers, and spray each section with hair spray. Wait a few minutes for them to cool.
- Take out the rollers, comb your fingers through your hair and tousle to taste.

Embrace the new wave in beauty. It might put a little spring in your step.



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