

What's Hot!

Jet Rhys Beauty Newsletter

Summer / Fall 2003

LET YOUR HAIR ROCK!

As we've learned from American Idol, first impressions do count. Viewers are flipping over the show's talented beauties and watching as their styles transform over 12 weeks. Put your best attitude forward and let your hair rock with these tips from Jet Rhys Salon.

LOOK LIKE A POP STAR

Follow the lead of many American Idol stars and reinvent yourself with extensions. There's no doubt this bold look will win you votes. Jet Rhys prefers extensions by Eurolocs for long, luxurious hair instantly without chemicals, glue, heat or mess. Now's your chance to make a statement! ■



HOT OFF THE PRESS-

Your Colorist's NEW Best Friend

Finally! No more long hours spent sitting at the salon, waiting for your color to process. At Jet Rhys, we know our clients have better things to do... like shopping, laying out by the pool, getting their nails done and going to concerts! With the help of a new product called **The Color Accelerator**, or TCA, Jet Rhys is cutting clients' processing time from thirty minutes to ten and keeping their hair shiner and healthier than ever.

Want your blonde hair blonder, reds redder and browns browner? Jet Rhys knows the secret! TCA contains antioxidants, vitamins and mineral oils. When you mix hair color with peroxide, it creates free radicals. The antioxidants found in TCA eliminate the free radicals, opening up your hair's cuticle and allowing it to absorb color more quickly. The vitamins and nutrients not only leave your hair shiner and more conditioned, but reduce fading as much as 95 percent for vibrant, lasting color this season. ■

PUMP UP THE VOLUME

Big, fluffy glamazon hair is always a crowd-pleaser. Get this look by putting your hair in a high ponytail, dividing the ends into three sections, and curling with medium heated rollers. Spray generously with a product such as Bumble & Bumble Does It All Spray (\$12). Wait 10 minutes before unfastening the rollers and ponytail. Finish by taking two Bounce dryer sheets (\$6.99), and wiping from the roots to tips of your hair to add silky volume and tame flyaways without product heaviness. ■

KEEP YOUR COLOR ROCKIN'

As San Diego-based Jet Rhys Salon knows, too much exposure to the sun, surf and sand can take a toll on your tresses, making the ends dull and drabby and roots appear darker. Brighten up with Root Boost, a technique from Jet Rhys where your roots are saturated with color just a half-shade lighter than your own (any lighter will look brassy!) and allowed to set for 15 minutes before the remaining color is massaged through your hair. Not only will your roots be brighter, your hair will be more evenly toned and fade to buttery gold shades. ■

BE BLUNT

Goodbye, soft and wispy! Hello, heavy bangs and bold layers! Wear your hair long with sideswept bangs for a rock and roll sexy look. This style works on everyone, but it's easiest to achieve if your hair is slightly wavy. Ask your stylist to cut your bangs at an angle, sloping down the side to cover one eye. Think asymmetrical! Blend the bangs with the rest of your hair, using thinning shears to snip small sections and create a shaggy effect. ■

GET THE SKINNY ON FAT HAIR

Under-coloring (n.): Sick and tired of limp locks? You're gonna love this new technique! In under-coloring, the bottom layers of your hair are colored two shades darker than the rest, creating an illusion of depth. The darker color underneath causes your hair to look thicker than it actually is. ■



MEDIA CONTACT:

Sarah Znerold
Jet Rhys Salon
(619) 225-5851
sarah@jetrhys.com

VISIT WWW.JETRHYS.COM FOR NEWS, TIPS, TRENDS & PHOTOS

3846 Fifth Ave. San Diego, CA 92103 (619) 291-7511 E-mail getin@jetrhys.com