



STAR POWER

With the MTV Video Music Awards coming up August 28, this issue of the Jet Rhys newsletter will pay tribute to the powerful relationship that music and beauty have always had. Pop culture icons like Beyonce, J.Lo, Madonna, and Jewel (who helped start the extension craze) are leading the trends and have become our style endorsers! Break the rules with a rock star look that is bold and different, something guaranteed to make a statement, using these tips from Jet Rhys Salon.

DIVA STYLE

Beyonce radiates so much sex appeal, it almost hurts to look at her! Pushing the envelope with her smash hit, "Crazy in Love," Beyonce is the total package. Her long, swingy hair is just the right color, lightened up four shades to honey brown in increments, always silky and shiny.

To get Beyonce's sultry look, keep your foundation to a minimum, dab a sheer nude-colored gloss on your lips, cover the apples of your cheekbones with a warm peach, and sweep lots of shimmery shadow on your eyelids. And don't forget, the only thing more dramatic than your lashes should be your entrance!

PUMP IT UP

With the days of sun and salt water finally over, get ready for rejuvenation! Sit back and relax while the team at Jet Rhys mixes up a color cocktail that is guaranteed to seal in shine and keep your hair rockin'. For blondes, Jet Rhys prefers a glaze of 14-Karat Gold, for reds Spicy Topaz, and for brunettes Hot Caramel.

After shampooing out base color and infusing clients' hair with the cocktail, Jet Rhys wraps sections in foil and taps five times with a ceramic flat iron. This seals the cuticle, resists fading and enhances shine. (Warning! Don't try this without using foil...you don't want wet hair near anything electric).

SHIFT YOUR SHAPE

The new look dominating the runway this season is asymmetric hair. Jet Rhys cuts clients' bangs into the shape of an inverted triangle, trimming them very short on one side and graduating them to sweep across one eye and dip down to a point on the other.

BE A PUNK PRINCESS

It's more than a great cut, it's an attitude! Think 80's icons like Joan Jett and Chrissie Hynde. If you've got short hair, Jet Rhys suggests shaking it up by spiking it. First, get rid of any ripple or curl with a blow drier. Rub a dollop of Bumble & Bumble Sumo Tech Wax in your hands, place your hair between your palms and pull outward. This will create tons of texture, lift and fierce separation.

When styling long hair, try a Jet Rhys Faux-hawk ponytail. Using a Goody Tail Comb and the arch of your eyebrows for guidance, carve out a square section on the top of your forehead, and gather the hair in a clip. Create a ponytail under the crown and fasten it with a fun neon cord. Take the square section and start brushing from the crown towards your face. Generously spray Bumble & Bumble Does It All Spray, and brush lightly back towards your ponytail. Fasten the hair with a black cord and add it to your ponytail for a look that's simply rocksteady!

NAIL IT

Slick nails will put the final touch on your rock star image, especially if you capitalize on the latest trend-adding nail art. From a sunflower to full-on zebra stripes, these colorful creations are all the rage!

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