



GREETINGS FROM SAN DIEGO!

Time is ticking to get prepped for the heat, surf competitions and all the beach hotties! Jet Rhys Salon, San Diego's cut and color experts, knows how to keep surf divas looking sensational from sunrise to sunset and long into the night! We created this San Diego Summer Survival Guide to share our knowledge and help you battle beauty problems with the heat and water quickly so you can spend more time having fun and soaking in that great Southern California sun!

-SUMMER SURVIVAL GUIDE-

BEFORE YOU HIT THE BEACH

It's easy to hit the beach with your hair looking fabulous! **Get your hair cut at the beginning of summer.** Why? It is vital to cut away damage from the lack of moisture during winter months and everyday blow-drying and flat ironing.

Limit yourself with color. (Yes, you can overdo it!) Keep it minimal by going for a partial set of highlights instead of a full highlight. To get the silkiest looking locks, Jet Rhys recommends using streaky, not solid, sun-kissed highlights the color of golden honey. They'll go hand in hand with your faux tan and brighten up your face!

The key to So Cal beauty is simplicity. Hair looks so famous when it's low maintenance and as uncomplicated as possible. If you use one styling product this summer, make it a leave-in conditioner with an SPF of 15 or more. Jet Rhys likes Kiehl's leave-in conditioner with coconut and sunscreen (\$28) because it's creamy, not oily. CAUTION! Do not use your body sunscreen. It's way too heavy for fine hair and hard to wash out.

If you plan on spending more time in the waves than on the sand, Jet Rhys suggests doing what the pro surfers do: **Use safflower oil** instead of leave in conditioner. It provides your hair with much needed fatty acids and doesn't rinse out easily. After all, our surf divas need a lot of protection while ripping the curls!

Have fun with your summer look! Twist your hair into a knot and secure it with colorful pipe cleaners. Go ahead and pluck some strands free for a carefree look! Remember, easy does it. You're not aiming for perfection. Let your creativity flow as you style.

For more expert beauty tips, contact Sarah Znerold, SZPR at (760) 471-9558 or sarah@szpr.com.

OUT OF THE WATER

The summer sun and salt water will dry and damage your hair. To keep your tresses looking "sweet," Jet Rhys recommends using a "sour" ingredient to get rid of dullness, salt water build-up and chlorine...**Good ol' apple cider vinegar!** Saturate your hair with a mixture of one part vinegar and two parts warm distilled water, let soak 5 minutes and rinse. If your hair needs extra moisture, try mashing an avocado, then adding one tablespoon of Jojoba oil and the contents of a Vitamin E capsule.



ENDLESS SUMMER NIGHTS

This summer's sizzling styles are all about keeping hair undone to enhance the beachy feel. Jet Rhys works with top surf divas on bridging the gap between looking fabulous on a surfboard and even hotter at a beach bonfire enjoying margaritas at night.

Loose curls are the perfect "I'm sexy and I'm not trying hard" look. To achieve Giselle's tousled mane, first wash, condition, wrap your hair with a towel and squeeze the water out. Next, work in Bumble and Bumble style cream or a lightweight gel throughout your hair. Take 4-inch sections of hair and twist starting from the ends. Fasten with a potato chip clip (Don't use a plastic clamp because the teeth will leave marks on your hair). If you're in a hurry, dry the sections all around your head with a blow dryer. You should have about 8 sections total. If you have some time, just let it air dry. Once the hair is dry, remove the clips, lean forward and lightly massage your roots. This will break up the waves without manhandling them. Finally, add a little styling cream to weight the hair and encourage the sexy beach goddess look!