

SEPTEMBER 2002

A MONTH OF 30-MINUTE MEALS

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Great Hair!
Hot new cuts and a miracle styling secret

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How to Remove Any Stain



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beauty

The straight story

Curly girls, listen up: This miracle process may be for you



THEN

Like many women with waves to spare, Suzanne Kelly was fed up with the taming game. "If I didn't blow-dry for 30 minutes, my head looked like a rat's nest," says this mother of two

young children. Desperate to save time, Kelly agreed to be our guinea pig and try thermal reconditioning, a new straightening process that promises pin-straight hair—permanently (that is, until roots grow in).

Chair time First, stylist Ty Holbrook of the John Frieda Salon, in New York City, applied a protein solution to Kelly's wet hair to break down the protein bonds inside the cuticle, which lets the curl out. Next, he shampooed and conditioned her hair and repeated the process. Finally, he meticulously went over quarter-inch sections of Kelly's hair with an extremely hot professional straightening iron until her hair was completely straight and dry.

Many hours and dollars later Kelly loves her new look. "It's even shinier than it was before!" she coos. And best of all, the thrill will last: Thermally reconditioned hair is typically ramrod straight and frizz free—even if you get caught in the rain.

No curl caveats For the magic to last, hair *must* be kept completely dry for 48 hours after you leave the salon. Some very curly, very kinky, or very bleached hair cannot be reconditioned. And once the job is done, forget about coaxing back a few curls around your face—reconditioned hair typically stays seriously straight.

The cost of perfection Prices vary according to the length of your locks, but in general, they're high. Kelly's bill was \$850 at the John Frieda Salon. The rate at the Mon Ami Salon, in Chicago, starts at \$600. The Salon Pompeo, in Dallas, charges between \$500 and \$2,000.



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