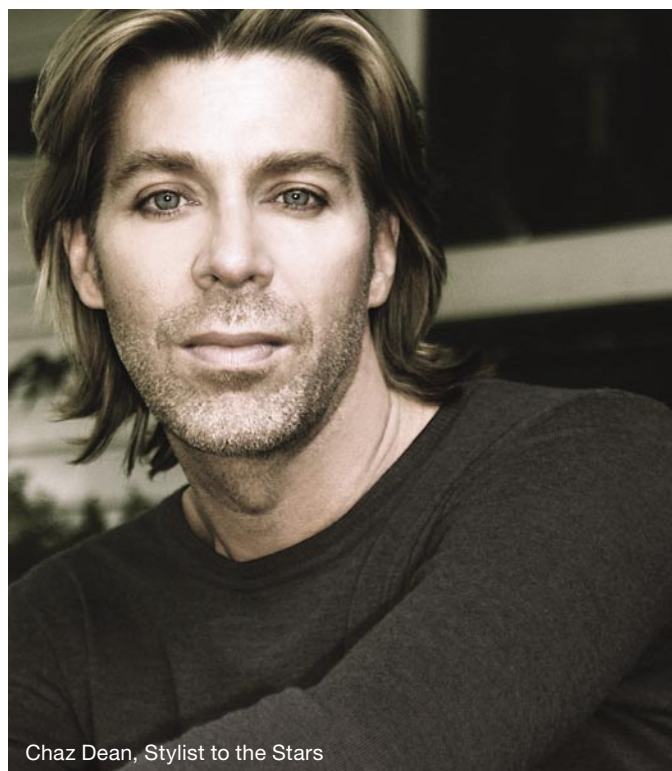


Beauty Insider: The Pros

GO AHEAD...PULL UP A CHAIR!
SETTLE IN WITH SALON CITY
AND LISA RANDAZZO AS SHE
CHATS IT UP WITH THREE OF THE
TOP BEAUTY INDUSTRY LEADERS
ABOUT THEIR HOT PRODUCTS
AND TRENDS AHEAD.



Chaz Dean, Stylist to the Stars

Chaz Dean Studio/ WEN by Chaz Dean

Hollywood, CA

When the **Chaz Dean Studio and Lifestyle Bungalow** opened its doors in 1999, its owner had already been a mover and shaker in the celebrity beauty scene for years. His holistic approach to hair care was born in the 1980s, when he noticed his color clients were going brassy after a couple of weeks.

"I knew that the lather from the shampoo was stripping their hair of its color and robbing it of its natural essential oils," he explains. **WEN** was created with ingredients he found in his kitchen, namely herbs, oils and extracts that contain astringents and anti-bacterial properties without formulas that lather.

Groovy is glam at Chaz's studio, where the Zen-like ambience is testament to his reverence for the environment and his commitment to total beauty. His motto: "Changing the world one head at a time." www.chazdeanstudio.com

WEN comes out of the famous **Chaz Dean Studio** in Hollywood, CA. "WEN is healthier for your hair, body and the environment because it does not contain harsh detergents, surfactants, and sodium laurel sulfates. It is five products in one," boasts Chaz. Products available at retail from \$10 - \$28. www.chazdean.com



Beauty Insider: The Products

SALON CITY'S LISA RANDAZZO TAKES YOU INSIDE THE BEAUTY INDUSTRY FOR A PEEK AT THE PRODUCTS THE PROS PREFER. HERE SHE LOOKS AT A COUPLE OF LINES DESIGNED TO TAME EVEN THE WORST BAD HAIR DAYS!

Why wash when you can WEN?

I admit I was skeptical about the lack of surfactants in this haircare product with a down-to-earth identity crisis: Claiming to be a cleanser, conditioner, styling cream and deep treatment all in one, it uses essential oils and herbal extracts to perform its various duties. Not wanting to experiment on a school day, I waited until the weekend to WEN. The subtle fragrance, creamy consistency and classy packaging delivered beyond my expectations: My hair was not only soft and healthy after styling, but hours later remained unfeathered by weather. It laughed in the face of humidity! By the following Wednesday, I was still WENing and have not stopped yet.



Diane Ranger

Diane Ranger, Founder/CEO Colorscience

Dana Point, CA

Known as the "Mother of Mineral Makeup," **Diane Ranger** was responsible for creating the category back in the 1970s with **Bare Escentuals**. In 2000 she founded **Colorscience**, and has been evolving it in the lab and the marketplace ever since. "With the baby boomers aging we will continue to see rejuvenation salon treatments, complemented by ingredients in color-cosmetics that can assist these results," she says. "We're also formulating cosmetics to address multiple issues: concealers with hydrating, color corrective, and blemish-resolving ingredients in a single formulation, and powders with SPF that soothe irritated skin and use added sparkle to camouflage imperfections."

Clients are responding, she tells us, with a desire to show off healthy skin. "In the past, makeup was applied essentially as a mask," she explained. "Today, women have the opportunity to re-surface and repair their skin, and they want to show it off. So I see a trend toward sheer, light-reflective and hydrating products to coordinate with the treatment process and enhance results."

Colorscience is also a committed member of the Green Team: "Many of our new products are made from earth-friendly ingredients and their packaging is typically refillable or recyclable. Color palettes are available for skin tones and types from around the globe." www.colorescience.com

Hot and Healthy

It's time to turn up the heat: **Thermafuse** has a patented ingredient called **HeatSmart Complex** that heals the hair through the heat of hot tools. Having spent decades wielding a hair dryer that could levitate a Boeing 747, the promise of soft silky hair that required my favorite implement of destruction was plain irresistible. My curiosity was caught.

Inspired by the growing trend of hot tools in homecare, the 26-product line includes shampoos that don't have sulfates but lather anyway; conditioners that go on a little sticky but dry like silk; and soft tools that can be mixed, matched and emulsified so easily I felt like a pro. And don't forget the sprays for hold insurance!



Lisa Randazzo is a freelance health and beauty writer in Los Angeles. She loves trying new beauty products and meeting the brains behind them.

Cosmo Easterly, Artistic Director Thermafuse

Kannapolis, NC

The coolest thing in haircare these days is to turn up the heat for style.

The patented **HeatSmart Complex** from **Thermafuse** uses a combination of proteins that heals hair with heat from hot tools. "HeatSmart penetrates the hair strand rather than sitting on top of it, so there is no buildup. It literally repairs the hair from the inside out," says **Cosmo Easterly**, artistic director of Thermafuse.



Cosmo Easterly

According to Cosmo, longer lengths with a heavy focus on bangs makes it possible to achieve the multi-texture look—and **HeatSmart** helps to achieve just that look. "Clients want a smooth look with body to it; they are tired of looking disheveled," he says. "Hair trends are showing multi-texture combinations of curly and straight. People are trying to be more glamorous, and they're using a lot of hot tools to get the polished styles they want."

"Heat styling will be around for a long time, because stylists teach clients how to style while they're in the chair. This is how we keep our clients." www.thermafuse.com

At first I was intimidated by the sheer number of products that could be used at once; what I discovered is that I got terrific results from whatever combination I decided I could handle on a given morning. I never want to be without Thermafuse. Prices vary by product. www.thermafuse.com