



New Waves



By Denise Zingale

Ladies, if you have your straightening irons on standby waiting for the waved hair to pass, then 2005 is not going to be your year. Big, bouncy, glamorous hair is the buzz for the year!

If the mere thought of big hair and perms brings you back to the thought of leg warmers, you're not alone. It is official though – the perm is back! But this time around, it's softer and kinder. It's subtler and all about waves and volume.

The new wave perm techniques create a more rippled effect. If your hair is fine, it is another way to give your hair allness. And yes, with today's

strengthen your hair and intensive conditioners used regularly boost your hair's moisture levels. Use a professional curls shampoo – a cheap one can simply strip the hair of necessary oils. You should try not to towel dry your style too much as this can break down the curl and lead to frizz. Instead, gently blot away moisture and comb through with a wide-tooth comb. Washing your hair every second or third day can give your perm extra mileage.

Finally, do not over load on product! One of the biggest mistakes made is thinking more product will revive our curls, when in fact it only causes them to drop and make them look duller. Look for lighter products such as curl serums or creams. If your style begins to drop later on, try spritzing on a curl refresher. Remember you are going for defined, controlled, touchable hair, not crunchy.

Now if the perm is not for you and you have some natural wave to your hair then perfect!

The secret to getting the tousled tresses to look right is not to take the trend too literally.

Like all good hair, this style starts with a great cut and actually requires maintenance. Embrace your natural texture and flow, but remember that natural looks best when given a helping hand.

There are many ways to create curls without perming; the one you choose depends on your hair type and the look you are trying to achieve. Use pin curls if you're interested in a retro style. Apply setting lotion to small sections of damp hair and wrap them around your finger, loosely pin into place, then hood dry and release. Opt for hot rollers to get curls to last on straight hair. Larger rollers will create more fullness and body, while smaller ones result in tighter ringlets. Use a curling

iron to enhance natural curl after it has been diffused/blown dry. Finger style your hair if you want a natural looking finish. Hair with natural wave or curl or shorter styles benefit most from this technique. After any curling technique, break up curls with your fingers and a little product to define.

Not only are we seeing a return to glamour this year, but we will see some varying styles of the ponytail return, and bangs (fringe) and layers are a must for the softer, wavy, (youthful looking) styles. If you still like the straight look, a full crown flowing into pumped up sides and softly flipped ends is the modern smooth look. For those who are always looking for something different, the other big trend for 2005 are the disconnected asymmetric cuts. Blunt edges are cropping up in the most unexpected places, with very little or no blending. The angle of the cut can range from a gentle slope to extreme.

Enjoy the waves of the season and make the most of every moment. D'MAZ Lifestyle Salon can help you do that by retreating to an intimate area while your services are processing that provides reading materials on women's issues as well as the latest in fashion magazines. A TV/VCR keeps you abreast of the news or your favorite daytime soap. If conducting business is a concern during the workweek while getting your hair done, use the convenient courtesy computer or bring your own laptop and access the Internet using 801.11b wireless or by plugging into one of the available hardwire Ethernet jacks.

Experience the latest in trends, treatments and technology with Denise at D'MAZ Lifestyle Salon where new things in hairdressing are not about drastically changing haircuts, they're about making you look and feel the best you can.

perms you can color and perm and still keep the integrity of your hair. There are groundbreaking perms that are available that address most issues of hair types and conditions.

Now, also very new, is the new curl care. Apart from the chemicals of solutions used in the past, another reason our curls turned to wire was our total lack of hair care.

For best results, keep your new look well moisturized with home and salon treatments.

Regular professional salon protein treatments

Denise Zingale, an award winning and published hairdresser, educator and owner of D'MAZ Lifestyle Salon, was the first female from Ohio to be appointed to the National Cosmetology Association Woman's Design Team for 2004. She joined an elite group of designers selected from across the country to design and create the new women's looks for 2004 that combined cut, color, perm and texture, and the techniques to bring them to life.

A licensed hairdresser for two decades, Denise was inducted in 1996 into the NCA's America's Education Committee, where she was one of 42 top new educators nationwide and the only woman from Ohio to be inducted. In 2002, she was named one of the country's elite educators when she received for a second term, national professional certification from the National Cosmetology Association. The national certification program was developed by the NCA to recognize hairdressers who attain exceptional standards of professional knowledge and ability. Her advanced education, numerous awards, and reputation as a first-rate educator, rank her among the best in her field in Northeast Ohio and across the country.

MENTION THIS AD FOR 10% OFF ANY RETAIL PURCHASE

WIFE Stock Trader
FATHER PROFESSIONAL
PEACEMAKER **Mother**
SIGNIFICANT OTHER **HUSBAND** Coach

No matter how many people you need to be, I help give you real hair that moves effortlessly from day to evening, office to weekend and beyond.

New things in hairdressing are not about drastically changing haircuts, they're about making you look and feel the best you can.

27970 CHAGRIN BLVD, SUITE 204
WOODMERE VILLAGE, OH 44122
216 292 HAIR (4247)
dmazsalon@aol.com

DENISE ZINGALE
INTERNATIONALLY PUBLISHED,
AWARD WINNING HAIRDRESSER,
EDUCATOR AND OWNER

NATIONAL COSMETOLOGY ASSOCIATION LADIES' DESIGNER, 2004 DESIGN TEAM

D'MAZ
LIFESTYLE SALON INC
216 292 HAIR (4247)