

Hair Design Goes All Out On Style And Versatility

The look can be smooth and sassy, ultra-curly, "New wave" or simply brushed back straight - worn as a single dramatic statement or in playful combinations. The choice is yours!

"There's never been a better time to experiment with new hair silhouettes," says Angela de Joseph, beauty consultant to Johnson Products, a leader in black hair and beauty products for 30 years. "The word on hair fashion is high drama, cool sophistication, hot new looks. Suddenly, the sky's the limit!"

This new creative freedom translates into hairstyles as individualistic as your lifestyle and personality - styles that can be changed according to your fancy, to suit your mood.

And for the black woman, these styling changes are now made possible through the use of home permanent curl kits. A curly perm transforms hair that is naturally very tightly curled (affording few styling options other than the length of the cut)

Tips On Permanents

One of the most popular trends in black hair design today is the use of the home permanent curl kit. "Everyone wants the curly look," says Angela de Joseph, beauty consultant to Johnson Products, manufacturer of Ultra Curl (TM) The Unique Creme Curl Kit, "as it is carefree and easy to style."

"You can change your look according to your mood. Let your hair dry naturally for smooth, controlled curls. Style it in rows of waves or blow it dry for a straight look. A curly perm provides the body and support needed to achieve these styling changes."

However, Ms. de Joseph adds, it is especially important with hair that has been chemically treated to undertake a program of regular care. "The condition of your hair is the key to extending the life of your perm. Taking the time each week to maintain the health of your hair will save you from problems later on."

Here, then, are some important tips from Johnson Products to help you keep your perm in tip-top shape:

SHAMPOOING: When you use a treatment product, such as a curly



(Left) Shorter hair looks great when relaxed and styled in a contemporary look. Just check out Nicole Bernard, finalist from Potomac, Md. Her hair is full and fluffy at the crown, then gently tapered at the neckline - very popular

for fall '84. (Right) Tousled curls with control and body is right in style for fall '84. It's demonstrated beautifully on Daphne Duvernay, Gentle-Treatment (TM) Model Search finalist from Los Angeles, California.

into large, smooth, controlled curls that can be dried naturally, blown dry, or set into a wardrobe of smart new styles.

Where once the permanent process was best left to salon professionals, technological advances have made home curl kits even more effective and easier to use. Johnson

Products' Research Center, the largest research and development laboratory devoted exclusively to the needs of the black consumer, has introduced a new home permanent that is truly one-of-a-kind. Called Ultra Curl (TM) The Unique Creme Curl Kit, it has a creme base formula, allowing for more thorough saturation of each hair strand and resulting in a smoother curl from root to end.

"Suddenly it is possible to have beautiful curls without spending hours in rollers or in front of the mirror with curling iron in hand," says Ms. de Joseph. The coming of the curly perm has brought new freedom and manageability to hairstyling. Going curly is as simply as washing and drying the

hair; maintenance a matter of reactivating your curls with a product such as Ultra Curl Instant Moisturizer, and weekly conditioning. Best of all, the perm process doesn't require constant touch-up. The curly perm lasts longer - up to five months before re-perming is necessary.

"Now, you can go swimming, work out in the gym, and survive the humidity without wondering whether your hair will hold up," adds Ms. de Joseph. "The curl is built in to bounce back again and again. It's hairstyling that is worry-free."

But curls are only part of the story. The beauty of the curly perm is in the styling options it offers - from sleek smooth styles to textured looks.

"Textures are the key to styling excitement for '84," notes Ms. de Joseph. "Some of the more outstanding styles result from mixing textures. Hair may be worn straight and curly, curly and wavy, or all three at one time." The cut is more controlled, while the different textures add a sense of fun and fantasy. This means that hair can do more than ever before.

"The focus is the silhouette - the shape of the haircut - and there's a lot of news in this area," Ms. de Joseph observes. "The look is flat on the sides and high at the crown - a pompadour effect - with perhaps a whimsical touch of bangs or one stray curl over the forehead. The contour follows the shape of the face; the hair brushed back from the face and longer and flatter toward the back of the head. Hair is tapered at the neckline and is higher and wider at the crown, providing a nice contrast. Asymmetrical styling adds a sense of playfulness and humor when you're in the mood

for something a little daring."

The curly perm also affords the style-conscious male more alternatives. Men, ever more fashion conscious, want styling freedom - the ability to change a hairstyle for a totally new look. The curly perm can yield both sophisticated waves and soft, controlled curls, affording more options than hair worn naturally.

To demonstrate styling versatility, Ms. de Joseph, working with leading hairstylists, has created a collection of new looks for Ultra Curl. All styles are easy to do at home. Setting instructions are available by writing Johnson Products Company, Inc., 8522 South Lafayette Avenue, Chicago, Ill. 60620.

Curl up to one of these smart new hairstyles from Ultra Curl. Hair is hot... it's now... an expression of your unique personality and lifestyle. Let this be the year that you make a "permanent" change for a brand new you!

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HAIR
Protein is the answer to curled hair needs to be damaged hair, hair is shampooed at least once made of Keratin which is every three weeks. Curls protein. In dealing with do not require plastic caps, chemicals and tints hair is dripping an abundance of robbed of its own protein, activator or sticky mois- replenishing the protein turizer to maintain their and clipping the ends curly, bouncy look. Be sensible avoids further damage. apply. Stop by for a free hair analysis.

WASHING... For proper breathing of the scalp, regular styled hair (perm or press) needs to be shampooed and conditioned at least twice a month.

NAILS
Push your cuticles back as needed, this will ensure the health and growth of your nails.

Our Specialties Include:
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Conditions • Manicures
And Free Hair Analysis

Take A Look At Our Professionals.....

★ **Julie (Peggy) Cunningham:**
Owner, Professional Beauty Consultant & Stylist, Degreed from West Charlotte and Bands Beauty College.

★ **Joyce Phillips:**
Cosmetologist degree from Plaza Beauty School.

Specializing in Curls.
★ **Mary Lucky:**
Cosmetologist degreed from Brands & Bands, Specializes in Hair Care, Manicures & Eye Brow Arching.

1203 Parkwood Ave. (At Pogram) (704) 376-6335

ACTIVATING THE CURL: To revitalize your curls, use a gel curl activator after shampooing and conditioning. Rub it into your palms and massage it into your hair. See TIPS On Page 7C