

What's Taking Off in the World of Beauty

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Official Publication of Intercoiffure

Nov
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Curl Power

The plight of the curly girl: Her coils frizz, fall flat or are a mixed bag of lackluster straight sections and tightly wound patches. She often doesn't embrace her hair texture in its most natural, airdried state. In fact, she is so fed up with her curls, she banishes them, committing to a life of straightening treatments and flat-ironing. Hairstylist Philip Pelusi has witnessed too



Philip Pelusi (above left) demos his new curl-enhancing service, Girls Who Love Curls, for editors.



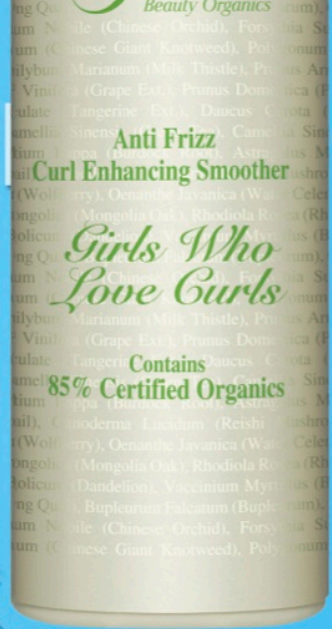
many curly clients who found disappointment with straightening treatments ("they were saddened that they couldn't do anything but wear their hair straight") or who simply found their curls unmanageable, so he created the Girls Who Love Curls treatment (philippelusi.com), an in-salon smoothing service that revitalizes and strengthens natural coils. The anti-frizz, curl-enhancing smoother

contains 85% certified organic ingredients and "absolutely no harsh chemicals," Pelusi notes, making it an easy addition to salon menus. The key ingredient, quinoa protein, not only encourages moisture to bond to the hair, but also works to nourish and repair, leaving curls shiny and smooth. "After the first treatment, the quinoa protein improves hair's overall integrity by 27%; by the fifth treatment, we see an overall improvement of 80%," Pelusi says. The service is simple: After the solution is applied (sans gloves, if you like—it's *that* safe!), hair is dried thoroughly and, depending on the client's natural curl size and pattern, the technician curls sections using the appropriate-size curling iron. (Note to non-curlies: This treatment does *not* create curls; it simply enhances natural ones.) Clients then must wait 8 to 24 hours before washing to allow the treatment to oxidize.

Girls Who Love Curls lasts four to six weeks, and Pelusi notes that the service is an amazing opportunity for repeat business. "This service has a cumulative effect on hair; the more she does it, the better her hair condition will be," he explains, adding that he recommends charging less for the service on subsequent visits. "The idea is to enhance curl texture and hair health." —Karie L. Frost

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