

MODERN
Style Watch
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>> **texture management**

Smoothing treatments are not just for straightening. All textures of hair can benefit from these products, which add shine and eliminate frizz, but do not have to eliminate curl.

Doreen Guameri is co-founder and global creative director for **Simply Smooth by American Culture**. She recently teamed up with Artistic Director **Mauro Palmieri** to show how they use the company's Simply Smooth keratin treatments and maintenance products to create cascading curls or stick-straight shine.

For the curly look, Keratin Replenishing Spiral Gel was applied to damp hair following Replenishing shampoo and conditioner. The hair was set with a round iron using Simply Smooth Xtend Keratin Replenishing Humidity Shield aerosol spray and then released to fall into a natural wave pattern.

For the ultra straight look, the hair was towel dried after shampooing (no conditioner) and received an application of Touch of Keratin. The hair was cured at 400°F with the Cure Tools flatiron.



Photography: Roberto Ligresti
Make-up: David Maderich

Best Sellers Dry Hair Faster

Blow dry sprays and lotions can be pretty handy when your clients are in a hurry! MODERN recently polled our Facebook community (more than 20,000 of you!) with the question: "What products do you use to decrease drying time for your clients' hair?"



Sisi Chavez: Kenra's Platinum Blow-Dry Spray! We use it on every single client and about 95% buy it.

Catherine Hinckley: Paul Mitchell's Super Skinny Relaxing Balm. Cuts blow dry time literally in half.



Shannon Mcpeek: Joico's K-PAK Color Therapy Restorative Styling Oil! UV protection, moisture, and quadramine complex! All in one!



Scott Jacobs: Number 4 High Performance Hair Care, Jour d'automne Blow Dry Lotion! Cuts blow dry time down by up to 50%, thermal protective, humidity resistant, anti-aging, and color protective!

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