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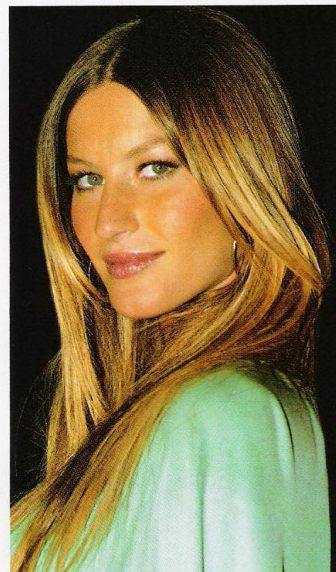
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beauty insider

THE NEW PERM

Those with curly hair always seem to want it straight; and those with straight seem to want curls. Well, now there's nothing standing in the way of you having your dream hair.

Want Gisele's sleek 'do?



PERMANENT STRAIGHTENING EXPLAINED: It's a perm that improves the condition of the hair as it straightens it. There are a few names for it – Bio Ionic Professional Haircare System, Japanese Ionic Hair Straightening ... – yet they're all the same.

WHAT HAPPENS? First, a treatment to prep hair. Next, a setting solution. Then a rinse and light dry off before hours of flat-iron work. After this, you have straight hair ... but then they rinse

again and apply a solution so your hair remembers to stay straight. A quick dry off and iron and you're done. But no washing for two days.

WHICH HAIR TYPES ARE (MOST) SUITABLE? Always have a full consultation with the technician before the treatment, but Pauline Li, manager of **Ginger Hair in Sydney (02 9261 0876)**, says, "those with healthy, thick, unbleached hair are the best candidates".

WHICH HAIR TYPES AREN'T SUITABLE? "Fine, weak or dry hair or hair that is overly processed/coloured," says Li. "Although, we do have lotions that cater to variations in strength and thickness, meaning those with fine but strong hair can still get the treatment."

HOW LONG DOES IT TAKE? "Usually around five hours. If the hair is very thick, curly or long, it can take up to 6 or 7 hours."

HOW MUCH DOES IT COST? It can range from \$210 to \$280, depending on the salon, the suburb and the particular solutions being used (ie, Bio Ionic is more expensive than Japanese solutions). The Ginger Hair crew usually charge around \$180 to \$200. (Insanely cheap.)

TESTIMONIAL: "I went from Sarah Jessica Parker curls to perfectly blowdried hair every day," says *Cosmo* beauty ed Zoë Foster (mel). "And I could still tong and scrunch if I wanted curls."

Or her soft, sexy waves?



BODY WAVE EXPLAINED: A take on the horrid "perm". It's a loose body wave and gives your hair so much extra body," says Diane Gorgievska, technical director of Phillip Gallo Hair in Sydney (02 9360 1...)

WHAT HAPPENS? "It depends on the natural texture and condition of the hair," says Gorgievska. "If it's dead-straight, I'll create large curls to create soft, natural waves. If the hair already has a slight wave, I would

emphasise what curl there is by focusing on the bottom layers of the hair." This is all achieved with large rollers and a strong setting solution.

WHICH HAIR TYPES ARE (MOST) SUITABLE? Those with healthy hair who are looking for a little bit of oomph, or those with limp hair that just sits there. "It's best for those with fine hair as they're my main clients," says Gorgievska.

WHICH HAIR TYPES AREN'T SUITABLE? "Anyone with bleached, overcoloured hair shouldn't ask for perms," she says.

HOW LONG DOES IT TAKE? Usually around one and a half hours.

ANY SPECIFIC AFTERCARE? Well, you won't be able to wash your hair for two days and, Gorgievska adds, "as with any chemical service, proper homecare is important. Stay clear of bleach as the hair is already in a delicate state – stick to treatments and semipermanent colours, which will moisturise your hair."

HOW MUCH DOES IT COST? From \$95 to \$145.

TESTIMONIAL: Veronica King, an art director, was sick of straight hair and layers that wouldn't do anything, so she got herself a "wave" weave, which basically meant the hairdresser just did my underlayers. It took about 45 minutes and finally gave me some body."

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