

[HAIR] TRENDS

Hot Products

Stylist: PHILIP PELUSI

Line: Phyto Life

Philip Pelusi looks at hair the same way a designer looks at fabric. "If I were designing clothes I would go to fabric houses to give me the palette and tools to extend my credibility," the Pittsburgh-based salon owner says. "I look at hair the same way." Pelusi created his Phyto-Life hair care line 20 years ago, but it has only been available outside his 13 salons since July. Longevity shampoo and conditioner, his newest creations, retail for \$24.95 each and target people who want long hair or who want to keep their long hair looking good.

Stylist: JAMAL HAMADI

Line: Hamadi

L.A.-based stylist Jamal Hamadi wants every head of hair he touches to look as if it just received the most thirst-quenching conditioning treatment. So every item in his hair care line aims to condition, with many containing the moisturizing ingredient shea butter. There's Shea Hair Cream, Shea Hair Mask and a Shea Pomade—all "tested on actresses not animals," quips Hamadi, who has worked on the likes of Kirsten Dunst and Heather Graham. The line is available at The Studio at Fred Segal in Santa Monica, and hamadibeauty.com, and sells for \$17 to \$39.

Stylist: GIANCARLO

DEBERARDINIS

Line: Giancarlo DeBerardinis

He used to be Greenwich, Connecticut's best-kept secret. But since Giancarlo DeBerardinis' products landed in several area Saks Fifth Avenue stores, his appeal is growing outside the wealthy suburb. His allure? "People respond to something different," he says, explaining how he won over the conservative Greenwich crowd. His product line, which debuted last summer, now includes 35 products, and this year is rolling out to 17 Saks Fifth Avenue stores across the country. Prices range from \$18 to \$24.

Stylist: LOUISE GALVIN

Line: Sacred Locks

Louise Galvin had a head start in hair styling. Her father Daniel has had a salon in London for over 30 years, so it's only natural his daughter followed in his footsteps to become one of London's top hair color consultants. In April, she introduced Sacred Locks with three products: a hair cleanser with aromatherapy oils, a hair moisturizer and a hair treatment masque. Prices range from \$34 to \$40. Galvin's philosophy remains a simple one. "Fashion and hair are completely separate," she says. "Good hair is about finding a look that suits you, not being a slave to fashion."

Hot Salons

NEW YORK CITY

Suite Pipino

Owner: Ric Pipino

After opening a salon in the Miami hotel The Shore Club, hair stylist Ric Pipino has followed suit in Manhattan. Called Suite Pipino, the stylist's latest salon is currently located on the fifth floor of the Bryant Park Hotel. In the fall, though, the 700-square-foot salon will move to the mezzanine level of the hotel, tripling its size. While he could command megabucks for a cut, the New Yorker says \$200 is more than enough. "It keeps it affordable for everyone," he says. As at The Shore Club, Pipino's hair and bath line—Wash Away purifying shampoo and Pure Happiness replenishing conditioner—will be the hotel's exclusive in-room amenities.

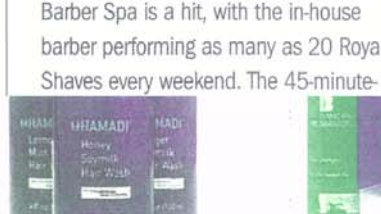
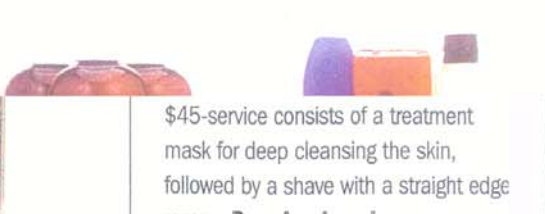


LOS ANGELES

Beauty Collection Apothecary

Owner: Shawn Tavakoli

Los Angeles has no shortage of beauty temples dedicated to service or products, but that hasn't deterred Shawn Tavakoli from firmly establishing Beauty Collection Apothecary on the collective radar screen. The 4,300-square-foot store opened last November in the Farmer's Market with an adjoining Elements salon and Barber Spa. The Barber Spa is a hit, with the in-house barber performing as many as 20 Royal Shaves every weekend. The 45-minute-



\$45-service consists of a treatment mask for deep cleansing the skin, followed by a shave with a straight edge