

Contact: Lisa O'Neill
Newton O'Neill Communications
617-734-1317
lisa@newtononeill.com

For Immediate Release
November 19, 2003

**'TIS THE SEASON FOR FESTIVE HAIR
Curls, Extensions and Electrical Ties Provide Party Looks**

Boston, Mass...Party season is upon us and with it, the pressure to look our absolute best. No worries where hair is concerned with simple tips from **Leon de Magistris**, owner of the award-winning Leon & Co. in Belmont, Massachusetts. Whether you are preparing for the party from the comfort of your home or rushing from the office, de Magistris offers advice on how to achieve the hottest looks for the holidays.

Look 1 – Texture Rules:

The most flattering style for the season is fuller, loose, and “disconnected” according to de Magistris. Waves and curls with lots of texture deliver a sexy, carefree look for mid-length to long hair. The style is easily created on curly or straight hair by using Velcro rollers on dry hair. Depending upon the tightness of curl desired, women will vary the size of rollers used.

Leon suggests using a “dryer bonnet,” a blow dryer attachment (retails for \$15 at Leon & Co. and available at beauty supply stores) to set the style. The final step is to apply a gel or wax to hands and gently run through hair. “Do not brush or comb the hair – use only your fingers to create some separation among chunks of waves,” de Magistris advises. Women rushing from the office can use a curling iron instead of the rollers to achieve the same tousled look.

Look 2 – Loosely Swept Up:

Hair can easily transform from the sexy look described above to a “windblown” updo. Far from the traditional smooth updo, De Magistris suggests pulling hair up very loosely, allowing many wavy/curly chunks of hair to cascade around the face. At Leon & Co., the staff uses clear plastic electrical ties to hold hair up versus bands or lots of pins. “We discovered how effective the

2 – 2 – 2

plastic ties are for updo’s – they’re strong, flexible and gentle on the hair, “ states de Magistris. But don’t look for them at the drugstore or beauty supply – go to the hardware store instead.

Look 3 – Extend It with Color

Instead of glittery ornamentation, de Magistris prefers using hair extensions to create a fun party look. Extensions come in many colors, lengths and textures, and at all price ranges, so it is an option for all hair types and lengths. “I suggest using an extension in a complementary shade or even opposing shade. For example, a woman with blonde hair could use honey or caramel colored piece while brunettes could accent with chestnut or red shades,” notes de Magistris. For maximum impact, he favors the dramatic “black and white” look, achieved by pairing a blond or platinum extension with brunette hair and conversely, a black or dark brown extension on blonde hair.

Located at 84 Leonard Street in Belmont Center, Leon & Co. has been a leader in Boston’s beauty/fashion community for more than 20 years. The salon is a three-time recipient of “Best of Boston” awards from *Boston Magazine*, most recently receiving a 2003 *Best of the West /Hair Color* award. Owner Leon de Magistris has long been at the forefront of hair trends, often contributing his talents to fashion runways in New York, Miami, Milan, Paris and more. de Magistris has also developed “E,” a complete line of hair care products including a Citrus Purifying Shampoo with Lemon, a Citrus Hydrating Serum and a Citrus Shampoo and Body Wash with Grapefruit. Products range from \$12.50 to \$18 and are only available at the salon.

For more information, please call Lisa O'Neill at 617-734-1317.

#