

LEVINS



Interested in Opium?...or perhaps Clinique or Aziza cosmetics at a savings. Where? Levin's Beauty of course! Popular designer fragrances for men and women from Bill Blass to Paco Rabanne, discounted from 10-40%.

Hair care products, Redken-KMS-Jhimack are available at 25% off.

Azzaro and Coriandre, two new fragrances have just arrived.

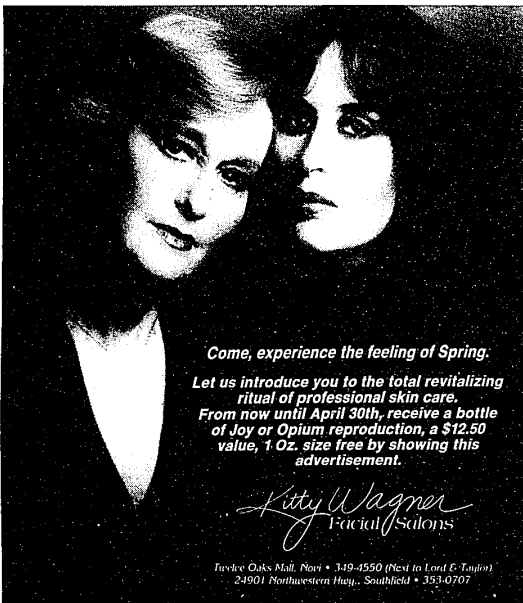
Stop by either of our two locations for the finest in perfume, cosmetic and hair care products.

LEVINS

of West Bloomfield
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OPEN 9-6 Mon.-Sat., West Bloomfield store open Thurs. till 8



Come, experience the feeling of Spring.

Let us introduce you to the total revitalizing ritual of professional skin care.

From now until April 30th, receive a bottle of Joy or Opium reproduction, a \$12.50 value, 1 Oz. size free by showing this advertisement.

Kitty Wagner
Facial Salons

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Spring's flair for hair



Braids, perfect for sports activities when down and lovely when pinned up for evening, are the basis for this style by Yiannis.

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Pyrametrics, the new approach to haircutting for men and women, is gaining popularity rapidly and it's available only at VCG Salon.

The Pyrametrics system isn't a new hairstyle, but it makes any style more attractive and manageable. Each section of your hair is cut to form a base and to support the hair above it. Like laying bricks — if the first course is right the ones above it will follow. The result is hair that looks thick, healthy and natural, hair that requires minimum care.

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Hair stylists are all talking about the new hair coloring techniques and the new geometric-asymmetric hair cuts. But they are still stressing the easy-care styles that adapt to a client's lifestyle as well.

"I feel that hair should be easy, and free according to how we live," said Mario Bitonti of the Birmingham Bitonti salon. "Women are too busy today to spend hours of their precious time in a beauty salon. A good hair cut is still the key to a great looking hair style."

The major news of spring-summer hair is color. With the new products and techniques, it is no longer necessary to use dyes and tints, he said. "A few highlights, two or three shades lighter than the hair, will soften the look and give the hair much more life and sheen."

Bleaching the hair is not necessary, he said. "A natural dark brown or medium brown can go into a light soft golden brown without bleaching. Light brown hair can go into golden blondes."

The look of the new hair color, Mario said, is that of a person who has spent a long time in the sun and the

hair has been lightened by the rays of the sun. "It is a very natural, vibrant look. Everybody admires beautiful colors, especially if the hair is soft and healthy."

To maintain healthy looking hair, Mario stresses the importance of proper conditioning. "Most people never condition their hair and it should be conditioned every two weeks." Blowing the hair dry and using curling irons removes some of the natural oil and the hair becomes over-dry, he said.

"Conditioning the hair means putting back life," he explained. A good product has enough protein to replace some of the protein lost through over-shampooing, but is one that will not coat the hair. The conditioning treatment should penetrate the hair shaft."

Mario recommends that the head be wrapped in plastic after the conditioner has been applied and that the plastic cap then be heated either with a hot towel or by circulating hot air with a hand held hair dryer. After 15-20 minutes, the conditioner should be thoroughly rinsed from the hair.

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