



The newest products for summer hair care are available at F & M for less.

## Summer hair care: hurdles, solutions

**S**UMMERTIME BRINGS with it heat, humidity, wind and chlorine — all of which take their toll on your hair. You can fight back, however, with new hair care products designed to keep your hair looking great all season.

F&M Distributors carries the largest selection of hair care products in the metropolitan area to help you win the battle, including 450 types of shampoos and conditioners, exotic gels, mousses and spritzes.

If you have permed or naturally curly hair, it may be prone to the frizzies in the summer. Proper styling and products can help.

Try using one of a new line of anti-frizz products such as L'Oreal Studio Line Hot Twirling Curls, Clairol Condition Styling Spritz, Moisturizing Formula or Revlon Perma-Life.

If you use a blow dryer, try attaching a diffuser that lifts and separates hair, giving extra texture and bounce to your curls.

F&M offers a full line of salon quality products, including diffusers, blow dryers and curling irons at up to 40 percent savings compared to other area wholesale beauty supply distributors.

ACCORDING TO F&M professional hair care buyer Robin Behrmann, manufacturers are offering many new styling products specifically for permed hair. To keep your curls looking their best, try L'Oreal Studio Line Pumping Curls, Phyto Plage Re-Hydrating Sun Jelly, Clairol Condition Curl Refresher or Wella's Expertise.

The hot new trend for summertime hair color is lighter shades. To give your hair a summer color boost, you don't need to be a professional or spend a fortune.

F&M offers a full range of consumer color kits complete with instructions, gloves and developers. You can try the new L'Oreal Summer Soleil brand color for only



F&M carries more than 115 brands and 450 different types of shampoos and conditioners to keep your hair looking great all summer.

\$3.95 at F&M compared to \$4.97 suggested manufacturer retail price.

Typically, coloring techniques follow the style of the cut. If hair is one length, a rich overall shade is usually best.

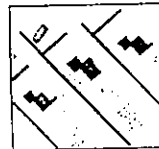
For styles with a lot of texture, short strands with longer ones, highlighting is a good choice. The rule of thumb is the closer you stay to your natural color, the less often you'll need touch-ups.

In addition, Behrmann says there are many new shampoos and conditioners that can help keep your color longer than ever. Try L'Oreal's Colorvive, Condition by Clairol or Wella's Expertise to keep your new lighter shade here for the season.

IF IT'S  
FOR  
HAIR  
IT'S  
HERE

At F&M you'll find hair care products, including those used at salons, to suit all of today's styles, at low everyday prices sure to suit your budget.

Try Hot Twirling Curls, Pumping Curls or Gelling Curls styling lotions from L'Oreal's Studio Line.



F&M everyday price  
**\$2.55**

H A I R C A R E

