

## Summertime looks for the hair

The hair directions for the summer of '81 are moving toward a soft, nothing-too-combed look, advise MarioMax Salon stylists.

The loose-curl look and wispy, airy bangs, nothing heavy, are the styles most shown for the coming warm weather.

For hair coloring, the most fashionable look will be "tip highlighting," a technique used to assist the sun, and emphasize a tan that is not an irreversible change.

By coloring the tips, the highlighting will naturally disappear, through trims, by early winter.

"Wash and Wear," a concept rooted in minimal care, has become popular primarily because of the growing segment of aesthetically active and working women.

The look requires no setting, just towel or blow drying, and working with the hands and a round brush to achieve a finished product.

The essentials for the wash-and-wear style are 1) shaping every five weeks; 2) good conditioning and 3) a body permanent for women whose hair texture requires it.

The stylists pass along a few tips: To create more volume in the hair, dry the hair upside down with a blow-dryer, no brush. Complete the drying with your hands. The volume will expand once you toss your hair back.

Experiment with combs, chignon pins, flowered or jeweled Chinese chop stick ornaments to create an instant hair-do beginning with completely wet hair to create an instant new look.

All of these ornaments are smart to have on hand for going from pool to party.

For those with medium to shoulder length hair, the stylists suggest taking sections of the hair and brushing it into a pony tail. Twist the tail until a bun begins to form, then secure with one of the ornaments.



Karen Fletcher is a resident of Southfield, mother of a 5- and 12-year-old and a student at Oakland Community College, where she is studying retailing. Given her schedule she needed a hairstyle that she could handle herself. Her easy-care styles were designed so that trips to the beauty salon are confined to professional cuts only.



Rebecca Jarris is a resident of West Bloomfield, mother of three children ages 3, 8 and 11 and is employed at a car brokerage company. She plays tennis and swims. Her fine and straight hair was switched from unmanageable to chic with a body permanent and styling she calls "wash and wear."

## Summertime looks for the face

Sonya Grandon believes that every person can have four to five different looks. All that's needed is a knowledge of contour, highlighting and color.

The make-up artist and originator of "Sonya's" cosmetics provides make-overs and consultation out of the new MarioMax Salon in Loehmann's Hunters Square.

Brushes are her most important tool because she does not advocate hard definite lines or angles.

"Whatever color is used, whether it be blush, eyeshadow or eyepencil or face powder, use a fanlike brush, upward, to blend," she says.

For the eyes, the newest colors are peachy apricot, lavender, pinks and khaki.

"Use the palest colors on the inside of the eye, which will open it," she said. "Use the most vibrant shades on the outside of the eye. The whole approach to the eye make-up should be to conclude with a V at the corner. Then brush to blend those lines."

She advocates using blusher on the brow line, extending it outward toward the hairline, and down to the top of the cheekbone.

"This will give a glow to the entire face and make the whites of the eyes appear clearer," she said.

For evening, brush the entire eye lid with bronze, gold, or pewter shadow, and extend the shadow down the entire lid, directly to the top of the cheekbone.

THE NEWEST summer colors for blush are tangerine orange, corals, and mauves that have been blended with pink and fuchsia.

"Highlight on top of the cheekbone with light color," Ms. Grandon says. "Use color only on the cheeks. If you want to use blush for contour color place it directly under the cheekbone, extend it toward the hairline, but not reaching it."

The make-up artist advocates generous helpings of mineral spray mist, especially for the summer.

"It will hold in the natural moisture and set your make-up," she said. "The mineral spray should be put on the face both before and after you use your moisturizing cream."

Ms. Grandon worked as a theatrical make-up artist in California before she moved back to Michigan and now resides in Southfield.

Her philosophy on make-up is that it should only highlight, not be overpowering.

"Everything should be blended so that lines and angles are not what the eye focuses on first," she said.

"Sonya's" line of cosmetics are all water-based with colors that range from pastels to vibrant. She also carries her own line of sable brushes, but she will use her customer's own make-up for consultations and make-overs.



Gena Dellicolli, a resident of West Bloomfield and a professional model, needs a hairstyle that is easy to care for as well as dramatically versatile for modeling assignments. Her fine and unmanageable hair (at left) was layered for volume. The look on the right is achieved by blow-drying, then working the hair with the hands.

### MarioMax Salon

## Salon encourages at-home care

MarioMax, the first beauty salon to be added to Loehmann's Hunters Square, opened this month specializing in beauty services which will make

women independent of frequent trips to the beauty shop.

"Women are finding less and less time to spend on themselves," said co-owner Mario Bitonti.

"Our concept here is to make our clientel completely independent, once the fundamental services have been performed," added his partner, Max Rieger.

Although the fundamental services of cuts, styling, permanents and coloring will be performed in the salon, the primary focus is to arrive at a look which the customer can duplicate at home.

"A woman can't enjoy her hair if it is a lot of work to maintain," Rieger said. "We believe that with the trends and techniques available to us today, we can recommend styles which are easily done at home, given the proper steps to follow."

IN KEEPING with their awareness of women's time, the salon will be open evenings on Wednesday, Thursday and Friday until 9 p.m.

"Saturdays are becoming an increasingly more hectic day for most women, and most women simply can't commit a half day to the beauty salon any more," Bitonti said.

The salon employs 16 hair stylists to accommodate both men and women, and provides manicures, pedicures and nail wraps.

Make-up consultation is provided by Sonya Grandon and her own line of "Sonya's" cosmetics.

Bitonti comes to the partnership from Bitonti's in Birmingham. Rieger is formerly of Crimpers in Farmington, a salon which both men owned jointly.

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—Max Rieger

at one time. It has been five years since they have worked together.

"They share a common philosophy. For a straight look, everything is in the cut."

For hair with texture, a permanent is required.

The finishing touch is highlighting.

RIEGER ASSUMED an air of almost relief when he talked about hair styles "that made a woman's hair look like a brillo pad."

He said, "I lost clients because I wouldn't re-perm their hair during that era. Sometimes you have to refuse services. Any good salon will do that."

"When a woman would ask for several services at the same time, like a permanent and color, you have to make a decision; which direction is best for the woman and her hair."

"If it's chance, I won't do it."

"Now we can help these women look good on their own and the majority of women are very good at it."

Because the day-to-day routine does not allow for a setting regimen, most of the partners' hairstyles recommended for at-home care are ones that can be blow-dried.

For women over 40, the recommendation is just a little lighter and just a little shorter.



Sonya Grandon (at right) gives consultations and cosmetic make-overs to MarioMax clients in the first beauty salon added to Loehmann's Hunters Square. The creator of a line of cosmetics that bears

her name, she advocates that make-up should be used only for highlighting. She also advocates blending of all make-up to eliminate hard, definite lines or angles.