

Don't Try This At Home...Ask Your Stylist Get It Straight **best flat irons**

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# Let's Get... it straight!

by Alina Zhukovskaya

Have you ever felt frustrated with your hair and wished it was slick and smooth instead of frizzy? Have you decided that beauty will never come easy? Well, you don't have to feel this way ever again. With the new professional ceramic styling irons that are on the market right now, you really can get great hairstyles without giving up the health of your locks. Hair companies like Conair, Hair Art and Information (HAI), T3, Hot Tools, and HAIelite now offer dozens of hairstyling irons with an array of features to choose from.

When looking to purchase a styling iron you need to remember that not all ceramic irons are alike. You need to compare the prices, materials used, heat settings and special features. Take a look at options such as:

### Plate Sizes

- EMFs -- Electro-Magnetic Fields
- ORMs -- Optimum Resonant Materials
- Ionic Technology
- Ceramic-Coated Plates vs. Solid Ceramic Plates
- Plates with rounded edges vs. Plates with straight edges
- Interchangeable plates for creating waves, crimps and straight styles
- Polished Plates for smoother styling
- Heat Controls
- Digital Displays
- Warranty

While many irons are called ceramic, many may only use ceramic coatings and therefore will not be as beneficial to your hair. To achieve the best results, completely ceramic irons should be used. You should be careful with some irons that may be offered at a bargain price of only \$19.95, as they may not be beneficial for your hair and you will end up spending more money on hair products to repair the damage. When thinking about ceramic styling irons, you should consider the purchase as an investment.

One of the great features to look for in an iron is Positive and Negative Ionic Technology. The power of the positive and negative ions breaks the water molecules into tiny micro-particles, sealing the hairs cuticle, locking in the moisture, sealing in color and most importantly stabilizing the pH level of the hair. The positive and negative charges of the ions work to eliminate split and damaged ends. This process prevents haircolor from fading or losing its shine between salon visits. If your iron has these features then it will not dry out the hair, but rather leave the hair more manageable, shinier and healthier.

As the new technology gets even more advanced, pay attention to the EMFs that your styling tools create. High magnetic fields are harmful to human body, which is why it is a good idea to invest your money into tools that feature low EMFs. ORMs, on the other hand, are materials that provide anti-bacterial and deodorant qualities.

### Shopping Guide:

If you are looking for an iron with rounded edges, you will love the HAIelite tONG. This iron features concave blades with tourmaline that smoothes the hair's cuticle and gives hair more shine. This iron also emits low EMFs and ORMs. The HAIelite tONG is available at www.HairArtAndInfo.com for \$270.

Phillip Wilson, International Creative Director of the Collections Salons & Day Spas of San Diego, CA uses a variety of the HAIelite hairstyling appliances on an everyday basis. He believes that the HAIelite Ceramic Styling Irons innovative and high quality design makes them one of the best irons available today. Wilson shares, the unique panels of ceramic styling irons are an excellent conductor of heat, keeping the temperature consistent throughout the hairstyling process. The concave edges of the tONG are essential for complete control in straightening, curling or adding flips to the hair with a simple twist of the wrist.

When looking for an iron that can curl hair, don't narrow your search down to curling irons only. An ultra thin straightening iron can work great for creating curls. The Hot Tool's 2-in-1 Ceramic Flat Iron with Gentle Far-Infrared Heat doubles as a curling iron. Its narrow plates are great for curling and straightening shorter styles as well as touching up bangs. You can find this iron at www.MetroBeauty.com for \$44.99

For those who are looking to save time on hairstyling, T3's wet-to-dry pressing iron will be



beneficial. Measuring 1 3/4" this iron's blades can straighten your hair while it is still wet, so that you don't have to spend time drying it before styling. The T3 wet-to-dry iron can be purchased at www.amazon.com for \$200.

If you are looking for a versatile iron with interchangeable plates, Hair Art and Information's (not to be confused with HairArt) HAI Switch styling iron is a must. The three 2 1/4" interchangeable panels of this iron make it easier and faster to straighten, crimp and wave short and long hair. These ceramic panels evenly and quickly heat to temperatures of up to 390 degrees in just eight seconds. During the heating process, their unique ceramic panels fuse to the aluminum base of the iron, which prevents any rough spots, chemical stains or chipping, which ensures the complete transmission of infrared rays. This iron also features the negative ionic technology. The iron is available online at www.ShopHAI.com for \$99.

While there are hundreds of hairstyling tools available, styling irons are a must-have for today's fashionistas. Whether you want to get slick, straight strands or twist your hair to fun curls while preserving the haircolor from fading or locking in the moisture in your hair's cuticle, there are many choices to select from. Even though there may not be an iron that can do it all, there are definitely many that are perfect for you.





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# SAY HAI TO CURLY HAIR

95 | 101 Hair Styles

By Alina Zhukovskaya  
Photos courtesy of Collections Salons & Day Spas Creative Team (Southern California); Photographer: Rudi Weislein



Divide that section of hair into three even parts—left, center and right. Take a thin hair comb in your left hand and slide it through the left section. Take the special ceramic curling iron, open the flap, wrap your hair ends around the barrel and close the flap. Pull the comb away and slowly curl the iron up the selected strand until you are close to your scalp (being careful not to burn yourself). Hold the iron for approximately five seconds, release the flap and slowly pull the iron away from the head. Repeat on all sides.

Next, take the hairclips off the 1/2-inch horizontal section above the one you just curled. Repeat the same technique you used on the bottom section. Work your way up to the top of your head until you get to the hair around your face—part your hair where you desire and use the comb with the iron to curl this last section. Congratulations! You now look gorgeous with great curls and very healthy tresses.

**W**omen with curly hair want straight hair, and women with straight hair want curls—and throughout the years, these sentiments have been expressed by many of us who desire a change, but are not sure how to accomplish our goals without ruining our tresses. With the new Hair Art and Information (HAI) Ceramic Pressing Irons, you can straighten and curl your locks the healthy way, while gaining exciting new versatility.

Frequent shampoos and swimming in chlorine causes your hair cuticle to thin and break, allowing water to seep into the center of your hair shaft. Traditional curling irons, pressing irons and blow dryers tend to replace that water with hot air, making the hair brittle and even more susceptible to splitting and breaking. HAI's newest technology actually prevents water from seeping into the hair, leaving it healthy and strong by sealing the cuticle every time it's used.

To get great looking curly hair, there are just a few steps to follow: First, thoroughly comb out your damp hair in the shower with lots of conditioner to get rid of any snags and knots that you may have. After blow-drying your hair to get all the moisture out, clip your hair up leaving a 1/2-inch horizontal section on the bottom.

Unlike any traditional curling irons, the unique infrared heat ceramic panels created by HAI's 'Fusion Technology' allow these irons to create curls without harming fragile hair that has been haircolor-treated, permed or chemically-treated. HAI uses 'Negative Ionic Technology' to seal breaks in the cuticle or the outside layer of the hair, locking in the hair's natural moisture and preventing the haircolor from fading or losing its shine between salon visits. As a result, these ceramic pressing irons do not dry out the hair, but leave your pressed hair shinier, more manageable and even healthier than it was before it was pressed or curled.

Ask your professional hairstylist for a free consultation about the latest ceramic pressing irons and how to best use them to achieve the versatile looks you desire. The complete line of HAI Ceramic Pressing Irons currently includes the HAI Convertible Ceramic Flat Iron, HAI 2, HAI Stik, HAI Twig, HAI 3-In-One and HAI Switch. For more information regarding HAI Irons or other HAI Hairstyling Appliances, contact them at 877-212-8700 or visit [www.hairartandinfo.com](http://www.hairartandinfo.com).

