

Fashion Page

Hair ★ Hair ★ Hair ★ Hair



There are so many styles of braiding that there is certainly one to fit your lifestyle and hair texture. Deeply rooted in centuries of old African traditions and standards of beauty, your braids may be worn plain, or highlighted with beads, shells and other ornaments. While the variety of braided styles is exciting, it sometimes proves confusing to the "first-timer." Ask yourself a few questions when you begin to figure out what style of braiding is for you. Does the style you're considering complement your facial bone structure? Does it go with the style of clothing that you favor? Does it work on the job and off? Is the style in harmony with the rest of your body? You should also consider the style from several different angles, considering the shape of your head, and the length of your neck as well as the shape of your face.

When you've answered all the questions, sit down with the person you have chosen to braid your hair and describe the style you have in mind to them. Be sure you are in agreement *before* they begin the process. This discussion at the front end can save you a lot of time and energy and ensure that you are pleased with the final result.

IF YOU HAVE been neglecting your hair and it's showing, braiding may be the answer. Braids are versatile, elegant, and capable of responding to many different moods. A well-braided head of hair moves comfortably, and stylishly, from work, to outdoor activities, to a glittering night on the town. Braids can reflect subtle sophistication or self-confident whimsy. They can be daringly inventive, or the perfect complement to a classically tailored wardrobe. The experts at M&M Products believe that braids are a beautiful way to begin building a healthy head of hair.



That final result also depends a great deal on proper care of your hair both before braiding and after. The evening before your hair is to be braided, try an oil treatment with a Hair Food. This allows the oil adequate time to lubricate your scalp. After washing and conditioning with a good Shampoo and Intensive Conditioner, allow hair to dry. Then, using the palms of both hands, gently massage Hair Food into your scalp, or for a medicated dandruff treatment, use a treatment plus oil. The day of the braiding, you may want to dampen and blow dry your hair for easier combing, especially if you are "tenderheaded" and your hair is thick and coarse. This will save time and make the braiding process much easier.

Once your braids are in, keep them neat and beautiful. Wrap your head in a silk scarf before going to bed each night. Silk prevents breakage, allows the hair and scalp to breathe and keeps hairs in place as they grow out. Shampooing can be accomplished easily by just washing with braids in place. A spray attachment allows you to run the water forcefully enough to be sure hair is thoroughly rinsed.

When braids are taken out after several weeks, wash and condition your hair and you will be pleased to find your hair stronger, healthier, thicker and softer.

With a little care, and a lot of creativity, your braids will make you and your hair happy and beautiful for the winter months. *Enjoy!*

★ Skin Care

science, technology, and research—all the things that make her look and feel better. What can she anticipate in skin care for the '80?

Visionaries know that the American woman holds great respect for the traditions of beauty that have grown up in Europe. The American woman's respect for this European approach to grooming is a very important part of her heritage, her lifestyle. In the American view, the European



New Haven's Peggy Egan had been living in Heidelberg, West Germany until recently.

NEW YORK—Cosmetics experts agree that the American woman in the '80s is more knowledgeable and more involved in beauty and skin care than ever before. She is complex and adaptable, requiring a beauty routine that is simple, fast, and proven effective. She wants to look terrific all the time. And you can't fool her! This sophisticated woman cares more about the effectiveness of a product than the "romance" surrounding it. She believes in



British-born Jill Tanner's acting career causes her to commute between the Broadway theatres and her beach house at Redondo Beach near Los Angeles.

woman has always prized good skin as an essential part of her vitality. She understands personalized skin care and accepts only the best, an explanation for why the research specialists, spas, and clinics of Europe have been recognized so long as world authorities on skin care.

For those who travel, and those who stay at home, proper skin care is vital to beauty and health.

Interior designer Jane O'Keefe

has travelled throughout Europe and lived in Fontainebleau, outside of Paris. She now lives in New York, where excellent skin care "seems on every corner" in her words. "Yet, I explore," she says. "I want to know what is new, what is best, and what works. There is a certain quality you come to expect after having lived abroad. This cream stayed on well through the night. It really seemed to help the dryness of my skin."



Poised and well-traveled, Marci Goldberg lives in Chicago and travels to New York and Europe several times a year where she has friends in every set.



New York interior designer Jane O'Keefe learned the French approach to scrupulous skin care when she lived at Fontainebleau.

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