

Sally Hershberger

IN DEMAND WORLDWIDE

HAROLD LEIGHTON

Known originally for the haircut she gave Meg Ryan in the 1995 romantic comedy "French Kiss," Sally Hershberger is the hottest female hairdresser in the world.

It has always been harder for women to make it big in the hair market and to make their mark with the media. Sally has done that and more. She has her self-titled brand of hair products, which are sold across the U.S. and Canada. I do believe Sally Hershberger is the very first female hairdresser to achieve this. She has a style that women around the world love to have and hairdressers love to copy.

Known for her trendsetting vision and extraordinary skill, Sally Hershberger is one of the most influential and sought-after hairstylists across the globe. As the first female hairstylist whose talent and business acumen enabled her to reach celebrity status, Sally is a personal favorite of directors and celebrities alike and is equally in demand in the world of fashion.

She has been the top choice for the

world's most renowned photographers and models, styling multimillion-dollar ad campaigns along with covers for elite fashion magazines. In addition to her work with top celebrities and photographers, Sally travels back and forth from New York to Los Angeles to work with personal clients in her salons. In 2008, she created her self-titled hair care line, Sally Hershberger.

Born in Kansas and raised in California, Sally began styling hair at age 18, when her mother told her it was time to get a job. At her friends' urging, she decided on beauty school. While still in training, Sally landed an apprenticeship in Los Angeles with esteemed hairstylist Arthur Johns. It was at this well-known Hollywood salon that she began working with celebrities and establishing relationships that would help lead to her success.

She was given the opportunity to go on tour with pop singer Olivia Newton-John and was introduced to legendary photographer Herb Ritts. Over the next several years, Sally and Herb combined their creative talents on numerous editorial pieces, elevating each other's work and

contributing to the success of their individual careers.

Since then, Sally's list of photographers has grown to include Steven Meisel, Annie Leibovitz, Helmut Newton, and Patrick Demarchelier. She also consults on film sets, designing and coordinating looks for award-winning directors and the world's most popular actors.

Celebrated for her innovative abilities and techniques, Sally's work has appeared on the pages of Vogue, W, Vanity Fair, and Harper's Bazaar. She has styled celebrities and style icons, including Michelle Pfeiffer, Julia Roberts, Sandra Bullock, Cindy Crawford, John Mayer, and Zac Efron.

Sally is probably best known for creating the "Shagg," a modernized, tousled version of the shagg layered cut, which exploded after she styled Meg Ryan in "French Kiss." While clients still request this signature cut, ultimately they go to Sally because her innovative approach to styling is unparalleled in the industry. With homes on both coasts, Sally maintains an active role at her three salons: Sally Hershberger Uptown located on New York's Upper East Side, Sally Hershberger Downtown in New York's Meatpacking District, and Sally Hersh-

berger Los Angeles on Melrose Place.

In addition to opening salons in New York and Los Angeles, Sally realized her goal of offering every

woman across the country the tools to recreate the aesthetic of her coveted styles when she launched her Sally Hershberger hair care collection in 2008. The ultimate in luxury hair care without the price tag to match, all products undergo testing by Sally herself at her eponymous New York City salon to ensure high-quality, high-performance formulations at a price everyone can

afford. She started selling her line in Walgreens locations nationwide in 2008, and also offers it in her three salons, in Ulta stores as of April 2009, Target stores as of May 2009, and Shoppers Drug Mart stores in Canada.

Where does Sally get the inspiration that fuels this intense career? She says, "Inspiration in the hair care business really comes from within. You have to love what you do. When you believe in something, that's when the creativity happens."

Looking at the future of hair and hair products, she believes that women will always want affordable yet effective hair products. More and more of these products will be created in the future that not only are affordable and effective but will also minimize the amount of time women have to spend on their hair.



FINAL CREATION: Style by Sally. COURTESY SALLY HERSHBERGER



SMOOTH: Gel liner is a versatile form of eyeliner and best used with an angled brush. Cliff Jia/The Epoch Times

Through thick and thin: Eyeliner then and now

Christine Lin
Epoch Times Staff

Originating in ancient Egypt and Mesopotamia, eyeliner began as a black powder derived from minerals and plants—now it is referred to in the Middle East as kajal or kohl. Since then, eyeliner has become a global phenomenon as well as a vanity staple.

In olden days, users believed that kohl could ward off evil. While its efficacy in this regard is debatable, through decades of trial and error it has become clear that eyeliner can define the eyes. If applied skillfully, it can enhance or alter the natural shape of the eye to create an optical illusion; if used poorly, it can make eyes look bruised or contracted.

The age-old tradition gained traction in the Western world only in the 19th and early 20th centuries, according to Victoria Sherrow in her beauty encyclopedia "For Appearance's Sake."

Then, in 1922, King Tutankhamen's tomb was unearthed. This sparked a fetish in the West for all things Egyptian, including the style of makeup.

Perhaps most iconic of this fad was silent-film actress Theda Bara, who in her most famous roles as Cleopatra sported a braided wig and exaggerated black eyeliner that seems to extend to her brows.

Since then, eyeliner has experienced many incarnations. In the 1950s, the pinup "flick" became popular. When eyeliner is applied for this technique, the line is drawn thicker on the outside corner and then flicked up and outward. This created an elegant, crisp look for the eye.

Then came the 1960s, when thick winged-out liner became the vogue. This time, the trend was sparked by Elizabeth Arden's role in the film "Cleopatra." The look is completed with spiky lashes, colorful shadow, and pale lips.

And then, the thin black line took top in the early and mid-2000s. The goal was to apply only enough liner to give the false impression that the roots of the lashes are thicker. Women today tend to wear whatever style suits their fancy and facial features, and makeup serves more of a utilitarian and artistic purpose than it had in the past.

OPTIONS AND THEIR USE
Given the wide array of products avail-

able and the individual's varied needs and desires, it's sometimes challenging to find the right product. Here are the basic types of liners and their pros and cons:

Pencil. Pencils are the most commonly found and inexpensive type of liner. They are easily smudged to produce a soft, blurred effect. Some pencils have a sponge tip on the cap for this purpose. They can be used in the lower lash line and water line (the pink rim touching your eyeball). However, pencils need constant sharpening—a process that wastes a lot of product—and too sharp a pencil is not good to put too close to the eye, so drawing on the lash line is not too practical here.

Liquid. Liquid liner can get messy and must be applied before coffee. Liquid liners come with two types of applicators: a felt-tipped brush or a skinny brush. The felt tip offers more control but less natural flow; the brush provides the opposite. These fluids tend to dry quickly, but while they are wet be careful not to open your eye to the point where the ink would transfer to your upper lid. Also, liquid liners can feel taut when they dry.

Powder. This is basically a finely milled eye shadow, best applied with a natural-hair angled brush. Powder liners are both smudgeable and realistic-looking when used close to the lash line.

For the brave, Guerlain produces a powder liner that is applied using the rounded end of a small stick, which is attached to the cap. It is best applied in the water line using the Middle Eastern method: Close your eyes with the tip of the applicator in the inner tear duct. While your eyes are closed, drag the applicator across. This will line both top and bottom water lines simultaneously.

Gel. Gel is the most versatile of all the forms of eyeliner. It's smudgeable like pencil, doesn't dry too quickly, and goes on with the same "slip" as liquid. Use a synthetic-fiber angled brush. This type of brush makes drawing a straight line much easier since it is flat, and the synthetic fibers don't soak up too much product. For thin lines, use a pointed liner brush.

Quick tip: To increase the longevity of eyeliner—no matter what kind—pack a line of matching shadow over the top.



FULL LINE: Hershberger's own line of hair products. COURTESY SALLY HERSHBERGER

Hair makeover: It can be your crowning glory

This is the second in our series of Beauty Makeover stories

DIANA MATHIAS
Epoch Times Staff

Many have seen this sign in a beauty salon: "I'm a beautician, not a magician." But sometimes the transformation that comes from a change in hair style does truly seem magical. A person's hair is one of the most noticed parts of her image, and finding a style that complements her hair's characteristics and her face pays off enormously.

There are two parts to this issue: First how we care for our hair, then how we style it. We asked beauty ex-

perts Harold Leighton, originally from the U.K., now in Boca Raton, and Nicole Davenport of the Peninsula in Beverly Hills to give their advice on how we can improve the look of our hair.

To begin we need to recognize that the natural characteristics of our hair and the current condition and health of it will determine what we can do and what we should do with it. The biggest mistakes we make in caring for and handling our hair, as Harold sees it, are over-washing and over-growing. If you wash your hair every day, he says, you only need to do a light

wash. And if you want long hair, have it trimmed regularly. Don't just let it grow for six months without a cut—it will look straggly.

On the same thought, Nicole has said that hair grows out better and stays healthier, without breaking, if you get it trimmed as you grow it longer. She gave this tip to bring out a healthy shine: Place your styling brush under a section of hair, against your scalp. Then, with a very hot blow dryer pointed in the direction the hair grows, and moving the brush and dryer at the same time, stroke the hair so that the strands lie

down smoothly as you move toward the ends. Two or three strokes on each section should be all you need.

The biggest mistakes we make in caring for and handling our hair, are over-washing and over-growing.

For frizzy, fly-away, or overly curly hair, both experts say that the new Keratin treatment works wonders to straighten it in a healthy way. This is one way you can overcome one of the natural characteristics of your hair somewhat. The type of hair you have will determine how long the benefits will last.

They also recommend using professional-quality products and in most cases using the entire line of products from one company. Harold thinks that some of the best products are ones from the top hairdressers; they have been developed to make hair easy to mold and style. When choosing a specific product, it is important to find the correct weight for your hair. Using one that is too heavy or not heavy enough can lead to a disaster. Nicole suggests you ask your hairdresser which products would suit your hair because as your style and the condition of your hair change the products you need can change.

For choosing a style that is becoming, Nicole says both the hair characteristics—thin or full, fine or thick, straight or curly—and the shape of your face have to be considered. Very fine hair, if it's thin, too, will have less body. And as it grows longer, it can get flatter. So if your face is long or rectangular-shaped and you want to add width, don't grow this type of hair much beyond chin-length. If you have a wide or broad face shape, do not go for a center part, and don't try to look younger by wearing long, straight hair if your hair is thin, Harold warns. He prefers cutting hair when it's wet so that the hairdresser can see the movement and natural flow of the hair. Nicole also says that choosing the right color for your hair can improve your skin tone and make you look healthier.

Getting good advice from a professional, even if you just go one time, is a great way to find a good style that works for you and get personalized input that fits you specifically. It is often well worth the investment to improve your image.



BEFORE: Here is an example of a hair style that isn't flattering for a person's features or hair type. THE EPOCH TIMES



AFTER: Nicole Davenport (R) and her client, showing a good hair style. COURTESY NICOLE DAVENPORT



Less Nutrition in Modern (Conventional) Veggies

"If you're still not buying the whole "organic-is-better" argument, this study might convince you otherwise. As Davis points out, more than three billion people around the world suffer from malnourishment and yet, ironically, efforts to increase food production have actually produced food that is less nourishing. Fruits seem to be less affected by genetic and environmental dilution, but one can't help but wonder how nutritionally bankrupt veggies can be avoided."

From The Skimmer, Time magazine



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Miriam Silverberg Speaking of Fashion

Break the rules

By MIRIAM SILVERBERG

I am about to tell you to fly in the face of two fashion rules that conventional wisdom has always held to be true. The first is never buy on impulse. Well, I think you should always buy on impulse. Of course, I'm not telling you to buy a wedding dress "just in case" or an adorable tennis dress perfect in every way except for the fact that you don't play tennis.

No, I'm telling you to buy that purse you weren't really looking for, but you love it and if you don't buy it, you'll kick yourself forever more. Or that perfect dress you stopped looking for because you thought you'd never find it and now you did.

That wonderful cocktail dress you're tempted to buy? All that's holding you back is you haven't been to a cocktail party in years. Buy it anyway. If you have it, you'll find an occasion to wear it. And down the road when you are invited to a cocktail party, you'll have the perfect dress. Besides, if you wait for the proper occasion and then look, I guarantee you'll never find it.

Some of my favorite things were bought on impulse. I remember going to Lord & Taylor for a dress I didn't buy. But on the way out, I passed the handbag counter and saw an absolutely beautiful (and expensive) black silk satin purse with a delicate gold chain. I decided against buying it because it was expensive and I didn't need it, and I walked out feeling very virtuous. Fortunately, I immediately came to my senses and went back and bought it. It's stun-

ning, and every time I wear it I get so much pleasure.

Another impulse buy I loved for years was a lavender suede jacket that, again, I bought at Lord & Taylor. I wasn't looking for it and wasn't even sure I had enough to wear with lavender. Well, I found lots of things to wear with it, received many compliments, and wore it for years until the drycleaner ruined it. But more about that in another column.

DON'T TOSS IT

The second rule you should always break is: Never hold on to anything you haven't worn in a season, or two, or whatever.

Why on earth would you do that? Some things are specific to a certain occasion—and that occasion, like a summer wedding or a big ball, doesn't happen very often. But when it does, you'll have the perfect dress.

I have a lot of clothes. Probably more than I should. I just don't get to wear everything as often as my clothes deserve to be worn. But that doesn't mean I'm going to throw away a pair of flirty silk shorts with lace trim. My weight never fluctuates so nothing is ever too small. The next time I'll wear the shorts may not be until next season, but I know that when I do, I'll love them.

So go ahead, break the rules and enjoy.

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