

experts SPEAK OUT

BY ANN MERIN

Best kept beauty secrets and why you may have never heard of them



WHY TELL ANYONE YOU ARE WEARING EXTENSIONS WHEN THEY LOOK THIS NATURAL? (HAIR & MAKE-UP BY BEAUTY HEAVEN)

A client of ours told me that soon after she moved to Orange County she approached a woman with beautiful, long blonde hair and requested the name of her stylist. The woman snapped her head around, looked our client up and down, and said "why would I tell you that? I don't want you to look as good as me," and walked away. The client was shocked at the stranger's reaction, as was I when I heard the story. Well, there's a new sheriff in town and my mission is to disclose well kept beauty secrets, with no apologies to women like the one our client encountered. Let's start with a few of my favorites:

The Secret:

Cari Sluder, Creative Director, Beauty Heaven

I, like the woman I described above, had a hard time finding a new stylist when I moved from the East Coast to the West Coast. After several bad experiences with high-end salons and famous celebrity stylists I ended up in the chair of Cari Sluder. It didn't take me long to realize that her skills far surpassed all the colorists I had been to in New York, Los Angeles or Orange County. I was so impressed with her expertise that I experimented with many different hair colors – multiple shades of blonde, brunette and red. Cari also introduced me to the world of Great Lengths hair extensions which she expertly

applied to add thickness, highlights and sometimes length – depending on my mood.

Why you may have never heard of her:

Stylists that you read about in magazines or see on television spend a lot of time promoting themselves through the use of expensive PR firms and that has never been Cari's style. Her focus is on her clients and she never lets herself get distracted from that.

The Secret: Great Lengths Hair Extensions

Great Lengths was first to develop a damage-free extension application technique using a keratin bond that seamlessly fuses with your natural hair. Though I've seen imitations of this bond, I've never seen anything that works as well or produces such a natural look. In addition, Great Lengths has first pick in the European hair market which allows them to consistently provide higher quality hair than their competitors.

Why you may have never heard of them:

My experience is that women don't generally reveal that they are wearing extensions – even to their close friends and family. Take away that word of mouth and you've cut off one of the biggest sources for beauty tips. Remember that scary lady I described in the beginning of this article? I bet she was wearing extensions.

Check out other well kept beauty secrets on my blog at www.BeautyDaze.com



Ann Merin is the owner of Beauty Heaven, a full-service salon specializing in hair color, hair cutting, Great Lengths hair extensions, eyelash extensions and makeup application.

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