



HEALTH

HAIR RAISING

Beat the summer frizz

NATURALLY straight-haired gals will never understand the frustration wavy- and curly-haired women go through when the humidity levels climb. While there isn't a permanent cure, there is hope thanks to these expert-recommended tips, treatments and products.

Don't abuse your hair

Brushing hair vigorously can cause breakage, which only adds to the frizziness factor. The only time you need to use a hair brush? Right before getting into the shower to wash your hair.

Make 10 strokes with a boar bristle brush to help exfoliate the scalp and distribute the hair's oils. Or, stick with a wide-tooth, hard rubber (not plastic) comb, recommends Yves Durif, owner of the Yves Durif Salon at the Carlyle Hotel in Manhattan.

Chill out

When you're done washing your hair, rinse with the coldest water you can stand.

"This will seal the hair shaft and help prevent frizz," says Durif.

Another trick: Pour a capful of apple cider vinegar into a small cup, add water, and rinse your hair with it to close the cuticle, de-poof hair, and boost shine.

Choose the right products

Products can't beat the power of hair smoothing treatments done by a professional, but they can help combat out-of-control coif.

In general, select products that are designed for your hair type (curly, straight, fine, coarse), use a small amount of the product entirely or at

least mostly on the ends to avoid greasiness, and stay away from drying ingredients such as sodium laureth sulfate and tea lauryl sulfate, recommends Valery Joseph, owner of the Valery Joseph Salon in Manhattan.

Use tools wisely

Always use a nozzle on your hair dryer to control air flow, and aim the dryer in a downward direction.

"Hair is like fish skin with scales going one way — down," explains Durif. If you go against the grain by aim-

ing the dryer upward, you're causing the hair cuticle to lift, promoting frizz.

Go to the pros when the humidity is unbearable.

"Blow-drying your own hair doesn't stand a chance when it comes to Mother Nature," says Joseph. "It pays to get weekly blow-outs to help fight the frizz. If you're doing it on your own, make sure your hair is completely dry before you step out. Any moisture left in the hair will make it frizz up faster."

When using a straightening iron, move quickly and steadily down the hair. "Think of it as ironing a shirt — if you stay in one spot for too long, you burn and mark the shirt," says Durif. "With a flat iron, you have to keep moving."

Go pro

Many salons offer hair-straightening treatments, but choose a reputable and recommended place where the treatment is performed regularly.

The Brazilian keratin treatment is one trendy way to transform an unmanageable mane without the harshness of Japanese straightening.

"It's for anyone looking to treat frizzy, damaged, unhealthy, dull, mistreated hair," says Joseph.

Valery Joseph Salon offers the formaldehyde-free treatment (valeryjoseph.com; \$400-\$600), which includes a clarifying shampoo, letting it air dry, adding the keratin solution throughout the hair and letting it penetrate for 20 minutes. Hair is then blown dry and flat-ironed. The process takes two to three hours and lasts between six to 12 weeks.

For lasting results, Joseph recommends using a special keratin shampoo and conditioner that does not contain sodium chloride and provides UV protection, such as Coppola Keratin Complex Hair Therapy Shampoo and Conditioner (keratincomplex.com; \$20 each).

Another option: PhytoUniverse offers a botanical hair-straightening treatment, PhytoRelaxer, which is chemical- and lye-free. "PhytoUniverse offers a botanical hair-straightening treatment, PhytoRelaxer, which is chemical- and lye-free (phytouniverse.com; \$450 and up or \$60 for the do-it-yourself PhytoSpecific PhytoRelaxer kit). The treatment isn't recommended for permed or chemically-treated hair."