



R

ROUGH CUT

The season's most in-demand hairstyles call for products that emphasize (and create, if necessary) texture—not eradicate it. **Joico's** Design Collection Texture Spray, a seawater-based concoction, fits the bill, mimicking the effect of a day at the beach even if you haven't been near the surf. **Bumble and bumble's** multiuse Curl Conscious Reactivating Mist can be deployed throughout the day to rev up flagging hair or in the morning as a hydrating boost. For a more separated effect, **Vavoom's** Switch Flicks can be used on wet or dry hair, acting like a gel on the former and a wax on the latter. Finally, **KMS California's** HairPlay Dry Wax is a spray wax with rice powder, giving hair a dry texture and medium hold but without any stickiness.

01 MATRIX VAVOOM SWITCH FLICKS, \$16, SALONS NATIONWIDE, MATRIX.COM, 800.6.MATRIX. 02 KMS CALIFORNIA HAIRPLAY DRY WAX, \$16.95, SALONS NATIONWIDE, KMSCALIFORNIA.COM. 03 JOICO DESIGN COLLECTION TEXTURE SPRAY, \$16.95, SALONS NATIONWIDE, JOICO.COM. 04 BUMBLE AND BUMBLE CURL CONSCIOUS REACTIVATING MIST, \$20, BUMBLEANDBUMBLE.COM, 888.7.BUMBLE.

S

SMOOTH OPERATOR

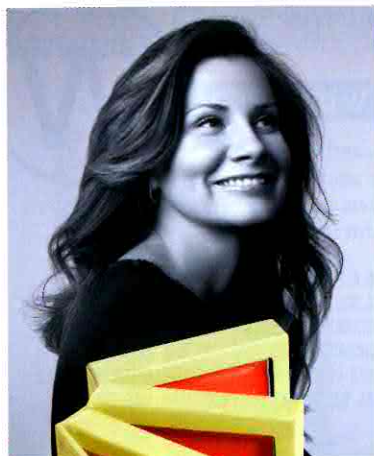
Calling all conventional washcloths: Your days are numbered. Cargo's Blu_Ray Polishing Cloths contain ultrafine fibers—70 to 100 times thinner than human hair—in a patented woven fabric that is said to exfoliate as effectively as microdermabrasion but gentle enough to use every day. Used wet, either with or without cleanser, the cloths can be wrung dry and reused



T

TARGET'S NEW TRIO

TARGET HAS LONG TAPPED CHICHI FASHION DESIGNERS TO CREATE EXCLUSIVE—AND AFFORDABLE—COLLECTIONS FOR ITS STORES. THIS SEASON THE MASS RETAILER HAS DONE THE SAME WITH BEAUTY, ENLISTING THREE PRESTIGE MAKEUP ARTISTS TO CREATE NEW LINES EXCLUSIVE TO ITS AISLES.



PIXI BY PETRA BY PETRA STRAND Less is less for Swedish-born, London-based Petra Strand, who's philosophy is to keep it fresh, clean and simple. This mineral makeup kit with everything one needs for a full face does just that. The rest of the collection, about 91 items in all priced from \$12 to \$39, follows a similarly streamlined strategy. **NATURAL MINERAL KIT, \$32.**



JK JEMMA KIDD BY JEMMA KIDD Makeup artist Jemma Kidd is absolutely passionate about education: She's got a school in her native London and plans call for a U.S. outpost. And as a former model, she's always tuned into style, too. Her 84-item collection, priced from \$16 to \$35, emphasizes both, featuring fashion-forward colors in textures and forms that even a makeup novice can master. **FASHION PALETTE, \$36.**



NP SET BY NAPOLEON PERDIS Australian makeup artist Napoleon Perdis moved to Los Angeles recently and his new line reflects his new hometown, with glamorous colors and star-studded packaging (literally). But the collection—98 percent paraben-free—has substance, too, including Perdis' signature "fix-it" products. Consisting of 83 stock-keeping units, prices range from \$12 to \$30. **POWDER FOUNDATION, \$30.**

