

# The Modern Blow-Dry

Gone are the days of stick-straight, stiff hair. Today's finished looks, even when straight, have volume, texture and movement. Customers want smooth, bouncy, flawless hair, and although no one can top a professional blow-dry, it's worth having a couple blow-drying tips:

- Dry the majority of your hair before actually styling it.
- Divide hair into sections (hold with clips/pins) and dry each section thoroughly before moving onto the next.
- Use products to protect hair from heat damage, smooth the hair's cuticle and create volume or reduce frizz.
- Use an ionic brush because it holds heat and dries hair faster.
- Use a professional hairdryer that has a nozzle attachment to direct flow of air and heat and controls airflow and heat intensity.

## Modern Blow-Dry Steps

Once the above tips are mastered, anyone can get a modern blow-dry that looks like a salon professional did it; here's how:

1. After washing hair, towel dry to remove as much moisture as possible.
2. Apply appropriate styling products depending on desired result (example: to control frizz and add shine or to build body and volume, etc.).
3. Pre-dry hair using a paddle brush to reduce moisture and manipulate hair and seal cuticle.
4. To ensure control and ease, section hair around head using clips and blow-dry one section at a time, pulling hair taut in the brush. For smooth, straight hair, direct airflow in the same direction as hair grows while pulling brush down to flatten cuticle and smooth natural hair pattern. When creating more texture and volume, use a larger round brush and wrap hair 2/3rds of the way around the brush while drying – this creates soft full curves in the hair strand.
5. To lock in the style and eliminate future frizz and flyaways, dry hair completely and finish with a finishing spray for maximum all-day hold. **w&k**

