

PHILADELPHIA STYLE[®]



TORY BURCH

THE MAIN LINE NATIVE
AND FASHION DESIGNER
ON SUCCESS, FAMILY AND
BALANCING IT ALL

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Sleek and Smooth



GETTING STRAIGHT, frizz-free locks is a daunting task for many women. That is, until now. Those in the know are seeking out the new keratin-based formulas that leave hair sleek and smooth. Treatments, which start around \$300, are available at local salons including **Adolf Biecker Spa/Salon**, **Giovanni and Pileggi** and **Laurentius Salon**.

If you're booking it, set aside between two and three hours. You'll need time to have your hair washed and painted with the keratin solution. Depending on your hair type, the product will sit on your strands for anywhere between five and 20 minutes. A blow-dry is next, followed by straightening with a 450-degree flat iron. The heat styling is a crucial step because it binds the beneficial protein to the hair shaft and locks in shine.

Getting the service means putting in some quality time with your stylist, but it's nothing compared to Japanese straightening. "[That] takes about seven hours and it's about four to five times more expensive," says Laurentius Purnama, owner and stylist at Laurentius Salon.

Application time and price aren't the only things that set keratin apart from traditional straightening treatments. Other services can damage dyed locks; and while it won't make your hair poker straight, keratin allows for less time spent taming tresses in the morning. Hair looks healthier and dries faster and smoother—so much that many devotees have even tossed out their straightening irons. "It's not a relaxer," says Giovanni Mele, artistic director and owner of Giovanni and Pileggi. "It's protein that makes your hair beautiful."

Results often last for three months, but as Adolf Biecker stylist Jonathan Watts says, "Everyone's hair reacts just a little different." One warning: After the product application, you'll have to leave the keratin in your hair for three days without shampooing. (We recommend scheduling it on a Friday so that you can be home, alone, on the third day.) When you do rinse your hair, use a sulfate-free shampoo to keep the look going longer.

Adolf Biecker Spa/Salon, The Rittenhouse Hotel, 210 W. Rittenhouse Square, 215-735-6404, AdolfBiecker.com; Giovanni and Pileggi, 256 S. 16th St., 215-568-3040, GiovanniPileggi.com; Laurentius Salon, 815 Christian St., 215-238-0764, LaurentiusSalon.com —Kaytie Dowling and Kat Kondracki

Named one of the best salons for women, in Philadelphia Style Magazine

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