



YOU, EVEN BETTER



Our intrepid reporter puts Salon Vanity to the test.



on the straight and narrow

BY MANY OF THE MEDIA AND BLOGGERS PRISING OUT THE BRAZILIAN BLOWOUT AS THE ULTIMATE FLAT-IRON-FREE TREATMENT TO BRING BACK IN THE SPOTLIGHT.

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TABITHA HEIT

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“good stuff” are threefold: Keratin treatments cut blow-dry time, eliminate frizz, and generally make hair more shiny and manageable. The downside of keratin, even as recently as a few years ago, was not being able to wash your hair for up to four days after leaving the salon, the process itself a multistep one that consisted of a thorough shampoo, product application, a blow dry, and flat ironing.

But variations in the treatment’s staying power mean now you can not only shampoo after 24 hours, but you can better gauge your level of commitment. The Marcia Teixeira brand, available at Giovanni & Pileggi (256 S. 16th St. 215-568-3040; giovannipileggi.com), has formulas that last anywhere from 12 to 20 weeks. “Whatever treatment you chose, the results are the same. It’s just that now we can cater to someone’s needs,” says owner Giovanni Mele.

The keratin treatment may be healthier and, as Mele says, more versatile than ever, but Brazilian Blowout converts be warned: Salon owners agree that it won’t give you the same sleek, smooth results you have become accustomed to. “The Brazilian Blowout did a phenomenal treatment,” admits Salon Norman-Dee (2550 Grant Ave., 215-676-0554; salonnormandee.com) owner Tabitha Heit, who switched to the Pure NV BKT Keratin Color Seal shortly after the Brazilian’s safety was first called into question in late 2010. “You’re just not going to get the same results as that. The keratin does give you less frizz, but it’s not going to eliminate curls. You are still going to have to blow dry and use the flat iron. We don’t want to give people false hope.” That is why educating clients is more important than ever, warns Blando. “There’s a prescription for each individual hair texture,” he says. “We’re educating our clients about treatments that are right for them and how we can personalize them.”

My hair has gotten more manageable over the years, but I know I will never wake up with a sheet of silky-straight strands. I’m just glad those frizzy-haired days are behind me. PS

A keratin haven in Northeast Philly

