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Good Hair Days

Step aside, skin. Some of today's most cutting-edge science is targeted at keeping hair healthy.

OVERPROCESSED HAIR

In this age of so many mane-altering practices, even the healthiest hair eventually looks a bit beaten up. Valery Joseph sees his share of damage at his two eponymous New York Salons; he hopes that the popularity of Japanese and Brazilian straightening treatments continue to wane. "The second or third time someone gets one, it's really a disaster," he says. "It's just kind of killing the hair." But until his clients see the light, he'll be directing them to his new favorite antidote, **Paul Brown Hawaii Hapuna Keratin Straightening Treatment**, which, in spite of its name, he employs more as a healing aid than a straightener. "It coats hair with keratin, which is what hair's made of, and when we seal the coating with an iron, hair keeps some of its shape so it isn't stick straight," says Joseph, who raves about the product's ability to render hair shiny and shielded from sun, chlorine and pollution for about three months.

