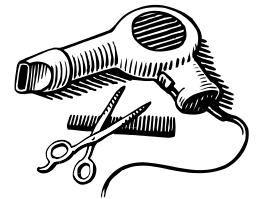


# SALON VOGUE OF LONDON NEWSLETTER



SALON VOGUE OF LONDON

September 2014



## How to Get a Professional Blow Out at Home - Blow Your Own Hair Out at Home

By Kendra Aarhus



Don't you just love the way your hair looks, feels, and behaves after a professional blowout at the salon? Wouldn't it be great to create that look everyday? Now, with just a few items that you likely have in your bathroom, you can create a professional looking blowout at home by following these simple steps.

Finish reading on page 2 and 3

## Jane Iredale

*"Things always get more sophisticated in the fall, richer clothes, richer makeup and the events that go with them. Dinners in that*

*new restaurant, a trip to see a Broadway play, maybe even an art opening (Picasso anyone?). This is why we called our new collection*

*City Nights, a collection that speaks to the sophisticate in all of us – and is just perfect for a night on the town!*



### Featured Stylists

- OUR FEATURED STYLIST OF THE MONTH.

### MELINDA BREWER



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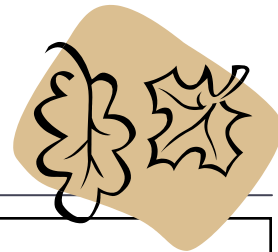
The first step in any great style is to prepare your hair. Start by shampooing and conditioning your hair.

“BLOW  
DRY  
ABOUT  
50% OF  
THE WATER  
OUT...”



Learning to master the use of the round brush can be a tricky skill to master at first

## SALON VOGUE OF LONDON NEWSLETTER



### How to Get a Professional Blow Out at Home - Blow Your Own Hair Out at Home

#### Items Needed

Clean and conditioned hair.  
Hair products  
Volumizing product (if desired)  
Comb  
Hair dryer  
Round brush  
Hair spray (if desired).

The first step in any great style is to prepare your hair. Start by [shampooing](#) and conditioning your hair. Towel blot (don't rub) your hair to remove the excess water. Make sure you're using [the right shampoo](#) and [the right conditioner](#) for your hair type.

After conditioning and eve before I touch a comb to my hair, I like to use a little hair oil to the mid-shaft and ends of my hair. This helps condition and seal the ends of your hair, reduces split ends and breakage, and acts as a detangler.

Next, I allow my hair to air dry or I blow dry about 50% of the water out of my hair before adding a frizz reducing smoothing creme. The reason I blow dry a little first is to prevent the product from being watered down and diluted. Work the smoothing cream into your hair with your finger tips. Brush through to be sure the product is distributed evenly. If you like extra volume in your hair, apply a mousse or volumizing spray to your hair where desired.

Comb products through your hair with a wide tooth comb or pick to distribute evenly, and part your hair where you'd like your part to fall. Finally, apply a blow-dry spray to your entire hair. To finish preparing your hair for your blow out, [dry your hair](#) with a blow dryer until it is about 80% dry. To reduce frizz and tangles you can use a vent brush while

drying to direct the hair straight. For additional volume, use the vent brush to direct your hair away from your scalp (especially at the crown, or try tipping your head upside down to direct the hair away from your scalp.

Having your hair almost dry is the most important step in the preparation process, and will save you a lot of time and your arms a lot of aching. Your hair should be only damp to the touch before the next step.

You will want to choose a round brush that is appropriate for your hair length. I highly recommend investing in a quality ceramic round brush, like [my favorite round brush from CHI](#). The longer your hair, the larger the round brush should be. The smaller the round brush, the more bend and curl you will achieve.

Wrap a manageable section of hair around your round brush and point your hair dryer to the brush. Direct the flow of air from the blow dryer down the hair shaft, and begin to dry. As you dry, turn and move the brush toward the ends of your hair. When your section is dry, use the cold shot on your hair dryer to set the shape, or simply keep the brush on your hair and remove the heat allowing the section to cool and set with the air temperature. Continue until all the hair in this first section is dry.

Learning to master the use of the round brush can be a tricky skill to master at first. Smaller sections and a little extra time will help you get the hang of it faster when you're first learning.

Now you'll want to release another section of hair from your clip. Using manageable sections of hair from each larger section, work your way up your head, in the same manner as previously described. Remember to direct the flow of air from the blow dryer down the hair shaft, and turn and move the brush toward the ends of your hair as you dry. Direct your hair away from the scalp to increase volume. Don't forget to use the cold shot on your hair dryer to set the shape at the end of each section

Working up the head, continue to release sections of hair and dry small sections with the round brush. Remember to use manageable sections, direct the air from scalp to ends, and allow each section to cool on the round brush. When you get to the top of your head, you'll want to over direct the hair upward to create volume and body through the crown of your head.

You'll want to take extra care to dry the top section, crown, and fringe (bangs) to ensure that your final style ends up the way you want it. Typically bangs respond better when dried forward, but you will have to experiment to see what works best for your hairstyle.

After you hair is completely dry it should be nearly styled. I'm often able to simply run my fingers through my hair and finish with a light finishing spray. You may need a brush to further smooth hair out. A wax or pomade can be used to add definition. Try a [texture powder](#) for long lasting volume and piecey texture. You can use a [flat iron or curling iron](#) to smooth ends or further shape your hair. The great thing about a good blow out is that your hair will remain soft, straight, and with long



### How to Get a Professional Blow Out at Home - Blow Your Own Hair Out at Home

lasting volume and body for a longer period of time.

Be patient with learning to blow-out your own hair. It can be a frustrating process to get the hang of using the round brush and hair dryer at the same time. Most im-

portantly remember to not start with the round brush until your hair is 80% dry and set each section by using the cool shot on your hair dryer or allowing the hair to cool on the round brush without heat. Once you get the hang of it, a blowout can save you time in

your beauty routine and give your hair bounce, frizz free professional looking style that lasts all day (or even for a few days).

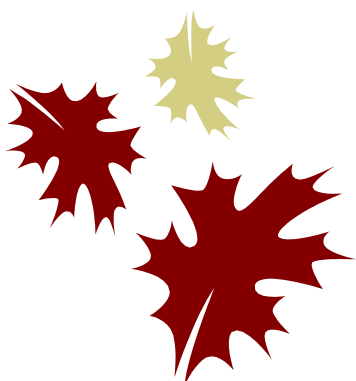
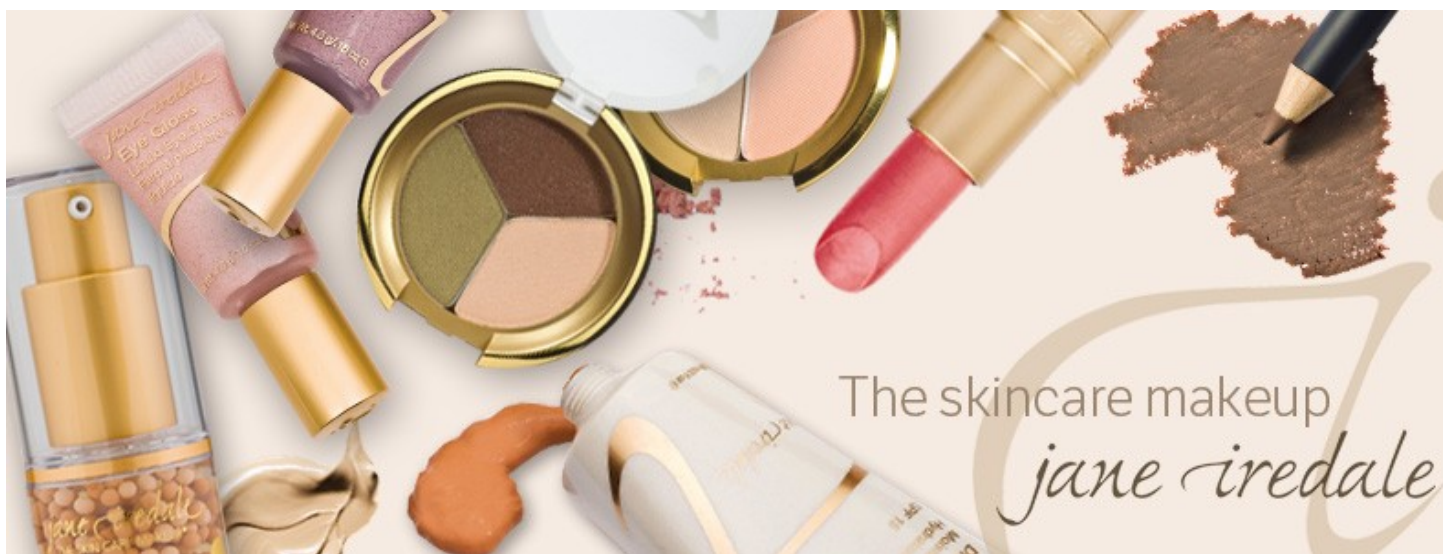
## Jane Iredale

### blur the lines

Explore Jane Iredales line of natural, long-wearing products, from primers to matti-

fiers, which nourish and protect your skin and show off your most even, fresh complexion. Created in various formulations to suit your needs, and in shades

to flatter a wide range of skin tones, it's like therapy for your skin.







## Healthy Scalp Campaign

SALON VOGUE OF LONDON

606-862-HAIR (4247)



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### HEALTHY SCALP CAMPAIGN

GOOD TILL  
DECEMBER 31/2014

90 DAYS TO TOTAL  
REFRESH YOUR HAIR  
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OUR SALON ENCOURAGES CLIENTS TO BRING IN GENTLY USED DRUGSTORE-BRAND HAIRCARE PRODUCTS AND EXCHANGE THEM FOR 25% OFF ANY IN SALON RETAIL PURCHASES.!!



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If your total ticket is over \$50 you can enter for a chance to win a Christmas Gift basket!!.

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Instagram

### Featured Stylist of the Month



### Melinda K Brewer

**Graduated from Tri-State Institute of Hair Design  
Perm Artist of the Year!**

A 2012 graduate of Tri-State institute of hair design, where she was awarded Perm Artist Of The Year, and Top Stylist Award. Melinda completed her apprenticeship and obtained her master Barber's license at Salon Vogue of London, where she continues to offer an array of salon and spa services.



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## Transformation of the MONTH!

### Transformation Stylist



Jessica Cornett

### Before and After Transformation of the Month..

This client came to see me for a corrective color service. I noticed immediately that there had been previous decolorization, so the damage was severe. Client had a overall goal of being a dimensional pale blond. Using different techniques and timing, I create a favorable blonde on blonde tone. My client was very pleased and excited..

*Jessica*



Before



After



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(Add to Monthly Newsletter) to [SalonVogueOfLondon40741@gmail.com](mailto:SalonVogueOfLondon40741@gmail.com)