

A Salute to National Beauty Salon Week

Annual National Beauty Salon Week February 12-18

'Diamond Look' In Spring Hair Styles



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The Diamond Look is the new look in hair styles of Spring, according to the Official Hair Fashion Committee of the National Hairdressers and Cosmetologists Association. True, this diamond has its points rounded softly, but in a hair style, this gives a tall, slender look with soft width at the sides. The new hair styles will be shown throughout the nation in observance of National Beauty Salon Week, which begins today. According to the hair fashion authorities, they will really put the promise of Spring in your hair. The diamond shape is most visible from the front view. Hair is dressed closely to the head at the ears, and then width is extended softly outward above the brows, tapering in again to a gracefully narrowed volume at the top. From the side, hair hugs the nape, extending width at the back crown area, and then rounding the top gently to balance the profile with all of

the charm of an Old World cameo. IN MOST of the new Diamond Look styles, hair is dressed upward and off the forehead. An open face look is expected to be established definitely by Summer. However, wherever hairlines require, or brows are overly dominant, softly curved bangs come to the rescue. Generally, hair is dressed into a combination of rolling wave movements and scroll overlays. Soft pillows of wave movements give width to the sides and crown areas. Day coiffures are usually dressed into more curve than curl, but evening styles burst out dramatically in freely formed waves and curls. Hair pieces and wiglets are used freely for the crown areas, for both day and evening. However, evening styles are all emphasized with greater detail and volume. In all coiffures, no hair piece is allowed to trail any lower than an inch below the nape.

THE NEW styles also require Diamond hair coloring, a soft blending of basic colors that gives hair the appearance of a prismatic play of lights. New basic shades for Spring are warm beige, accented with light silvers or cream browns. Also popular will be the red "bark browns" accented with pink beige or coffee cream tones, and blacks lightly sparkled with natural wood tone beige. In all colors, the tones are blended softly and gently, no harshness can be tolerated. Spring make-up calls for a soft matte finish, though a knowing group of the younger set will wear a moist look for sports wear. Creamy beige and light tan skin tones will match harmonizing base colors of the hair. Eyebrows will be light and lifted in keeping with the Diamond Look in hair styles.

EYES WILL delight in color with soft, natural pastel colored shadows and splashes of sparkle for evening. Jeweled lashes, frequently rhinestones, will make evening news, as will colored lashes, including zebra and tiger stripes, and metallic sheens. Lips will be outlined for a more vivid look in pink, orange and touches of lavender. Rouge will be worn high on the cheekbone, blended toward the hairline and up to the eyebrow. A possible new touch for parties, soft colors of enamel for the teeth!

IMPORTANT for the buoyancy and gentle softness of the new styles is a specially blocked professional permanent wave, specifically suited for you hair. Highly important, too, is hair conditioning to give every gleam of brilliance and lustre to your hair for the Diamond Look.

Haircutting must be done professionally for the Diamond Cut requires expert sectioning of your hair into diamond patterns. Furthermore, some areas need a blunt cutting procedure for a swinging freedom in your hair, and other areas need a special shaping and soft cushioning. Hair length at the nape area is approximately zero to two inches for an adaptably slender look. Hair at the sides is longer, depending upon your needs, to accommodate the added width above the eyebrows. Front hair length is approximately four and a half inches, graduating to approximately seven inches at the crown. The longest hair is at the top crown of the head. The sides, front and nape hair must be shaped to

Figure Classes Slated

A new course in exercises for conditioning and slimming the figure is being offered at the Lomita Recreation Center. Marsha Billings, a former student of the Royal Academy of Dance and the American School of Dance, will teach the class, which will meet each Thursday morning.



SOLITAIRE... One of the most romantic of the new Diamond Look hair styles designed for spring by the National Hairdressers and Cosmetologists Association is this Diamond Solitaire coiffure.



QUEEN OF DIAMONDS... One of the new Diamond Look hair styles designed for spring is this Queen of Diamonds coiffure which was designed by the National Hairdressers and Cosmetologists Association.



THE MARQUISE... The perfect shape of a marquise cut gem is the highlight of this Diamond Look hair style, called, naturally, The Marquise.

Dance Class Scheduled
 Polynesian dancing techniques will be taught in a new class to be offered by the Lomita Recreation and Parks Department beginning next week. The classes will meet each Friday from 1:30 until 2:30 p.m. at the Lomita Recreation Center, 24428 Eschelmann Ave.

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Beauty Salons Observe Event

A special salute to the beauty of women in the United States will be given to more than 70,000 members of the National Hairdressers and Cosmetologists Association during the 17th anniversary of National Beauty Salon Week, February 12 through 18, announces Gaines Pressley of Marietta, Ga., president of the professional society of cosmetologists throughout the nation. "This Week is dedicated to more beautiful women," said Pressley, "a dedication which everyone can appreciate, as well as the beauty experts." Mrs. Ruth Aitken of Kansas City, Mo., second vice president of the association and National Beauty Salon Week Chairman, added, "At this time, we also appreciate the wonderful progress made by the beauty profession to bring the finest beauty care to women of our country." In observance of the Week, cosmetologists in all states are conducting fashion shows and special presentations highlighting new hair fashions for Spring. Their slogan is "Wear the promise of Spring in your Hair." New Spring styles are also being given to thousands of women confined in charity wards of hospitals, homes for the aged, and similar institutions. This is a welfare project that has been conducted by members of the professional association for the past seventeen years. It has been commended by medical directors of many institutions for the lift it gives to the morale of patients. In recognition of this civic program as well as other contributions of the profession to the welfare of communities, governors and mayors throughout the nation have proclaimed February 12 through 18 as National Beauty Salon Week. This is also a special salute to the renowned beauty of the American women.

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