

***** OSCAR POST BEAUTY ALERT *** OSCAR POST BEAUTY ALERT *****

Frédéric
Fekkai

**FEKKAI STYLES CELEBRITIES FOR
THE 81st ANNUAL ACADEMY AWARDS[®]**

For Immediate release (February 22, 2009) This year for the 81st Annual Academy Awards three of the most beautiful hair styles seen of the red carpet were created exclusively by Fekkai stylists using Fekkai products. For information on the hairstylist's inspirations and the products to get the look see below:

Frederic Fekkai's Renato Campora tended to the tresses of Best Actress Nominee, Kate Winslet



INSPIRATION: A modern day Grace Kelly that compliments her total look and silhouette. A wavy texture with a dynamic shape.

HOW TO GET THE LOOK: Start by applying **FEKKAI MORE ALL DAY DENSITY STYLING WHIP** on wet hair. Blow-dry smooth with the **FEKKAI EXTRA LARGE ROUND BRUSH** to create some volume. Then use a one inch curling iron and let it set for 20 minutes. Brush it through and use the **FEKKAI COIFF MAGNIFIQUE ULTRA LIGHT FINISHING CRÈME** at the ends to help roll hair under. Finish with **FEKKAI SHEER HOLD HAIRSPRAY**.

THE PRODUCTS ALL BY FEKKAI: Fekkai More All Day Density Styling Whip (\$25), Fekkai Extra Large Round Brush (\$65), Fekkai Coiff Magnifique Ultra Light Finishing Crème (\$23), Fekkai Sheer Hold Hairspray (\$23)

Frederic Fekkai's Adir Abergel styled Best Supporting Actress, Marisa Tomei's locks



INSPIRATION: Cascades of soft movement mirroring the twists and turns of the dress.

HOW TO GET THE LOOK: Start by applying **FEKKAI MORE ALL DAY DENSITY STYLING WHIP** to roots and **FEKKAI COIFF PERFECTOR ANTI-FRIZZ SILKENING CRÈME** from roots to ends. Blow dry hair with a round brush and pin it in place as it cools down. Next, take the hair and pin it loosely with hair clips in desired twist and turns. Make sure that the bangs are on an angle and look soft with some loose hair falling naturally. Using hair pins and bobby pins place them to hold the shape and remove the hairclips. Finish with **FEKKAI SHEER HOLD HAIRSPRAY**.

THE PRODUCTS ALL BY FEKKAI: Fekkai More All Day Density Styling Mousse (\$25), Fekkai Coiff Perfector Anti-Frizz Silkening Crème (\$25), Fekkai Sheer Hold Hairspray (\$23)

Frederic Fekkai's Adir Abergel styled presenter, Jessica Biel's locks



INSPIRATION: A very romantic almost victorian look, sexy and feminine.

HOW TO GET THE LOOK: Start out by applying **FEKKAI COIFF BOUFFANT LIFTING & TEXTURIZING SPRAY GEL** at the roots combined with some **FEKKAI ALL DAY HAIR PLUMP** on ends. After applying the products take the blow drier and hand dry the hair completely getting all of the natural texture to come out. Follow this by taking a 1" curling iron and curling random pieces. Once finished, pull up half of the hair allowing a few pieces to fall down and frame the face. Braid two small braids on either side of the temples and pull them back. To finish the look spray hair with **FEKKAI GLOSSING SHEER MIST** and **FEKKAI SHEER HOLD HAIRSPRAY**.

THE PRODUCTS ALL BY FEKKAI: Fekkai Coiff Bouffant Lifting & Texturizing Spray Gel (\$23), All Day Hair Plump (\$95), Glossing Sheer Shine Mist (\$23), Sheer Hold Hairspray (\$23)

If you are interested in arranging an interview with either hair stylist, please contact:

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