

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

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Fekkai

**FEKKAI STYLES TOP NOMINEES AND PRESENTERS FOR
THE 82nd ANNUAL ACADEMY AWARDS[®]**

For Immediate release (March 7, 2010) This year for the 82nd 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:



INSPIRATION: Abergel wanted to bring back simplicity, with Sandra's sleek and straight down-do. The strong side part created beautiful lines to compliment her dress. He modernized the texture of the hair by creating a sleek look, with a slight wave at the end.

HOW TO GET THE LOOK: Conditioned hair is very important for any sleek style. Abergel used **FEKKAI ADVANCED GLOSSING SHAMPOO AND CONDITIONER**, leaving the conditioner on for 15 minutes. He then rinsed and towel dried the hair. Then he parted the hair in a deep side part. Adir recommends following the arch of your brow to choose where to part your hair. He then took a large **FEKKAI ROUND BRUSH** and blow-dried the hair completely straight, making sure the roots were flat. Then spray with **FEKKAI SHEER HOLD HAIRSPRAY** to 2" sections of hair from roots to the end and use a flat iron to get a bone straight effect. To finish the look, Abergel took a 1 1/4" inch curling iron and lightly curled the ends of the hair for a nice slight wave and tucked the bangs behind the ear. To complete the look he added the **FEKKAI SILKY STRAIGHT IRONLESS SMOOTH FINISH SERUM** to create a sleek finish.

THE PRODUCTS ALL BY FEKKAI: Fekkai Glossing Shampoo (\$23), Fekkai Glossing Conditioner (\$23), Fekkai Extra Large Round Brush (\$65) Fekkai Sheer Hold Hairspray (\$23), Fekkai Silky Straight Ironless Smooth Finish Serum (\$23)



Frederic Fekkai's Renato Campora styled Presenter, Kate Winslet

INSPIRATION: A modern day Veronica Lake, classic Hollywood glamour

HOW TO GET THE LOOK: Start by applying **FEKKAI COIFF STRONG HOLD VOLUME MOUSSE** mixed with the **FEKKAI COIFF PERFECTOR ANTI-FRIZZ SILKENING CRÈME** from roots to ends. He made a side part before he dried the hair. He dried the hair

with **FEKKAI LARGE ROUND BRUSH** and pinned it in place as it cooled down. Next, he used a one inch curling iron to create soft loose waves. He finished with **FEKKAI SHEER HOLD HAIRSPRAY**.

THE PRODUCTS ALL BY FEKKAI: Fekkai Coiff Strong hold Volume Mousse (\$23), Fekkai Coiff Perfector Anti-Frizz Silkening Crème (\$25), Fekkai Large Round Brush (\$65) Fekkai Sheer Hold Hairspray (\$23)



Frederic Fekkai's Renato Campora styled presenter, Kristen Stewart

INSPIRATION: A modern, edgy look with a young vibe

HOW TO GET THE LOOK: Campora started out by applying **FEKKAI COIFF STRONG HOLD VOLUME MOUSSE** combing the product through the hair. He dried the hair straight using a **FEKKAI LARGE ROUND BRUSH**. He then used a 1 inch curling iron to create waves and texture. He added the **FEKKAI AU NATURAL DRY SHAMPOO** for extra volume and movement. He tied a number of loose braids on the sides of the head beginning half way down the strands, leaving them untied at the ends to create extra dimension to the look. He then pulled all the hair back into a low chignon and secured with large bobby pins. He finished with **FEKKAI GLOSSING SHEER MIST** for shine and **FEKKAI SHEER HOLD HAIRSPRAY** for all night hold.

THE PRODUCTS ALL BY FEKKAI: Fekkai Coiff Strong hold Volume Mousse (\$23), Fekkai Large Round Brush (\$65), Fekkai Au Natural Dry Shampoo (\$23) Glossing Sheer Shine Mist (\$23), Sheer Hold Hairspray (\$23)

AVAILABLE AT NORDSTROM, NEIMAN MARCUS, SAKS FIFTH AVENUE AND FEKKAI.COM

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