

A FESTIVE & FLIRTY HOLIDAY

FEATURING SOPHIE ELKUS, FASHION BLOGGER OF
"ANGEL FOOD STYLE"



Take the sexiest 2014 knock-em-dead dress and pair it with hair that brings back the Forties, and you've got a merry merger that celebrates today. Swept elegantly to the side and curled just so, this seductive style is all about hold: the kind you get from a dab of JoiWhip Foam...and the kind you'll have over everyone in the room. Find the key to your entrance right here....



01. Blow dry clean hair with **Heat Set Blowout Perfecting Creme**. Create a deep side part. Taking diagonal sections, apply a small amount of **JoiWhip Foam** directly to each section prior to curling. Comb through to evenly distribute.



02. Use a large curling iron to curl sections forward toward the face. Secure each section with a pin-curl clip and allow the set to cool completely (approximately 15 minutes).



03. Release the pinned sections. Using a paddle brush, brush through the set from scalp to ends to soften the set.



04. At the nape, section the hair down the center. In this case, the right side of the nape is secured flat with bobby pins. Be sure to criss-cross the pins for stability.



05. Overdirect the rest of the hair from the left side. Use bobby pins to secure this section on top of the previously pinned section.



06. Back-brush the underside of the loose waves...in this case, the right side. This imparts stability to and exaggerates the wave pattern. Use **Flip Turn Volumizing Spray** to add hold and volume. Use a boar bristle brush to refine and detail the finished look. Spray hair with **Power Spray Fast-Dry Finishing Spray** to set the final look.



07. Finished look



Products Used:

Heat Set Blowout Perfecting Creme,
Flip Turn Volumizing Spray
Power Spray Fast-Dry Finishing Spray,
and JoiWhip Foam