



Are you Chic? Looking Great is a Matter of Finding Your Best Personal Style!

By Denise Zingale,
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Looking wonderful is not about what's "in" or the "latest." The word for women who look great all the time isn't "fashionable," it's "chic." Unlike great beauty or wealth, chic is a sensibility waiting to be tapped. To be chic is to develop a sustainable style, to look uniquely like yourself – the ideal you – whether you are wearing a pair of jeans and a ponytail or a formal with beautifully upswept hair.

Chic is about doing your

homework, not putting on a persona. Sophistication and elegance are not so much about being seen as a fashion plate, but as a woman who always looks her best. To look chic, analyze your physical attributes, your lifestyle, and your innate fashion preferences. Be yourself. Think about what makes YOU look and feel great.

Start with your hair. The one thing you wear everyday is your hair. A great (not just good) cut and color is the best present you can give yourself. Make sure you use only professionally recommended, quality products from a salon. The right products will help seal, smooth and repair hair to allow it to reflect light and look its best.

For those of you on schedules tighter than a rubber band, and yes I realize that's everyone reading this, but want to get more volume, body, shine and color retention to your hair,

you need to stop shampooing in the shower! The pressure of the shower head and the hotter water swells the hair shaft and over time causes the formation of tiny chinks in the surrounding cuticle, which dries the surface of the hair out, makes your color fade and hinders light reflection and shine. Try washing and conditioning over the sink or tub with warm to cool water. Be gentle when towel drying and use professionally recommended styling products to help protect your hair while blow drying or using curling or flat irons.

With your hair in shape, you are ready to develop your own chic look for spring. There are a variety of choices this season: precision cut bobs with heavy or side swept bangs, asymmetrical cuts, strategic layers, straight, wavy, and "artful" discernible shapes for all lengths. Well-placed highlights or low lights accentuate texture and comple-

ment features and skin tone to make your look unique.

Remember, chic is about developing your own personal style. If the price of developing your own unique look makes your hair curl, think of the cost-per-wear and compare it with what you paid for a party dress you only put on once or

twice. Variety is overrated and trends are a trap. No one will think you lack imagination if you always look good. Nothing is more chic than a woman who always looks her best!

For an appointment to develop your own unique, personal chic look, contact Denise at 216.292.HAIR(4247).

Denise currently maintains her nutrition and continues to build her fitness level to compete this fall as she makes her Pro Figure debut while operating D'MAZ Lifestyle Salon and studying to become a certified personal trainer. Read and see more of Denise on her website at www.denisezingale.com.

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