

Bills are piling up. Jobs are becoming increasingly scarce. But before she goes on any interviews, she needs to "tress" the part. "So many experienced women are out of work right now," laments O'Rourke. "But just because she's looking for a job doesn't mean she can't look good."

Confident. Worldly. Graceful. Today's woman has a self-assurance born of experience—a *joie de vivre* that comes from living boldly. And while she encounters the occasional setback, like the proverbial phoenix she rises from the ashes and is reborn, ready to once again take on the world.

Conceived and executed by Sexy Hair founder Michael O'Rourke exclusively for *Launchpad*, *Résumé Redux* celebrates the modern woman while acknowledging the hardships she currently faces in the job market. "*Résumé Redux* highlights the importance of remaining relevant—for both stylists and clients," avers O'Rourke. "If you don't stay current in this economy, your career will die."

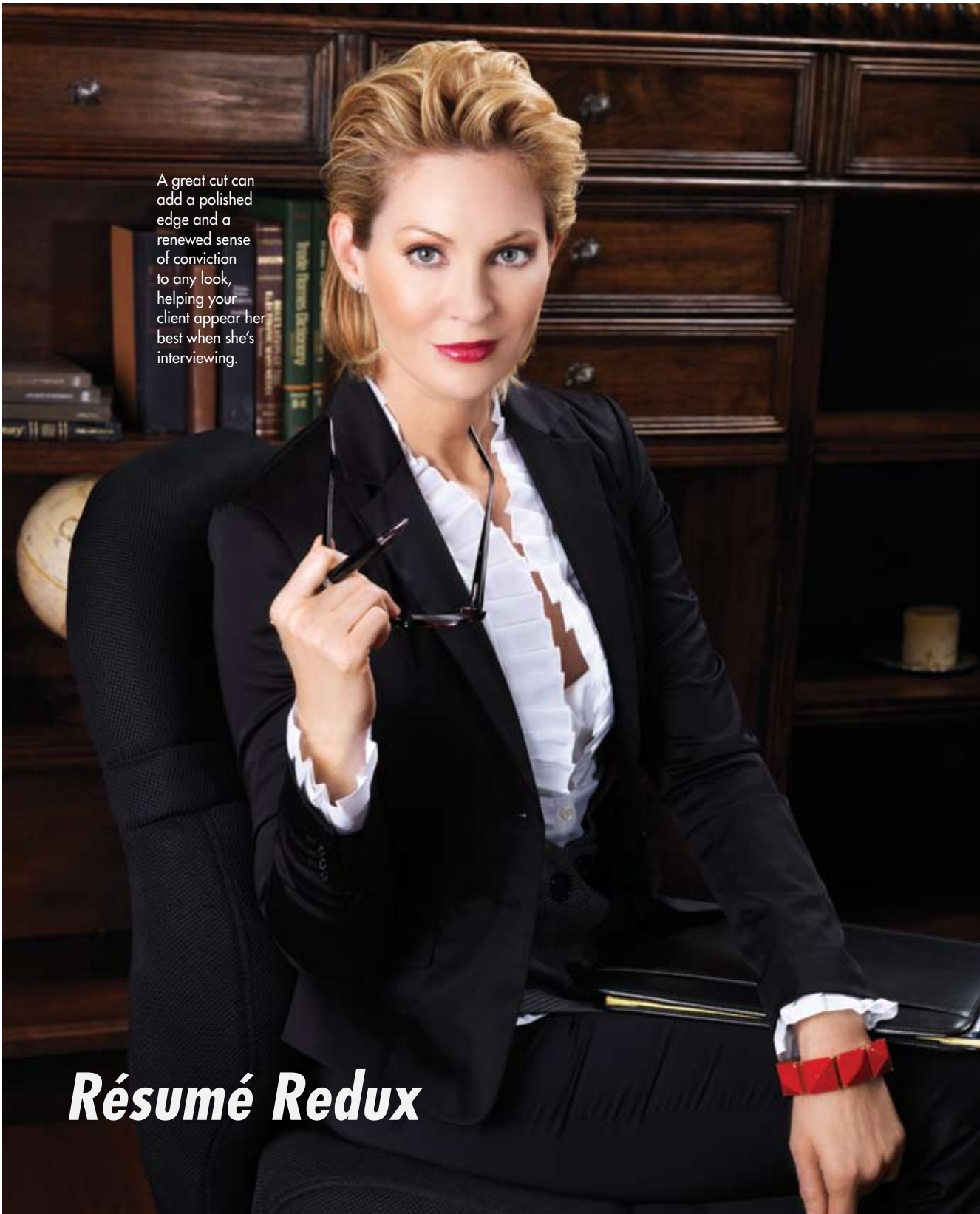
Portfolio

Résumé Redux by Amy Dodds



Before


Photographer: Steven Barston; Hair Assistant: Scot Foss; Styling: Sherrice Massahians; Makeup: Noel Hildob; Model: Avis Wrenmore; Location: Michael O'Rourke's Institute of Courage



A great cut can add a polished edge and a renewed sense of conviction to any look, helping your client appear her best when she's interviewing.

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"A smart stylist will offer imaginative ways to keep clients looking résumé-ready," declares O'Rourke. "Offer fresh-ups at half-price every six weeks. Put a giant sign in the window that reads 'Time for a Change.' As stylists, we have to be more adventurous. The same ol' same ol' ain't gonna cut it anymore."



Now is the perfect time for a woman to take risks—both with potential career choices and her hair. “When you give your client a great new cut, you have the power to change her life!” exclaims O’Rourke. “Age doesn’t define beauty; it shouldn’t stop a woman from embracing change. A fresh hairstyle can make her see herself anew.”

From adversity springs creativity. O’Rourke suggests that a great haircut can lead your clients through a voyage of self-discovery, allowing them to express themselves in ways they never before thought possible—such as embracing the strength and beauty that comes with posing for a life-drawing class.

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While she might not have landed that dream career—yet—and may have to take a position such as cocktail waitressing to make ends meet, her savvy 'do can help her transform to meet any job head-on with confidence, class and style. "One really great haircut can be so many things," says O'Rourke. "It can morph itself into anything you want."

O'Rourke and the Sexy Hair team so believe in the power of a transformative hairstyle that they're inviting you to share your own client metamorphoses!" Submit your client's "before" and "after" pictures for the opportunity to have them showcased on both the Sexy Hair and LP websites, plus receive a bunch of Sexy Hair goodies valued over \$500! Log on to BeautyLaunchpad.com by June 30, 2009 for more info.

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