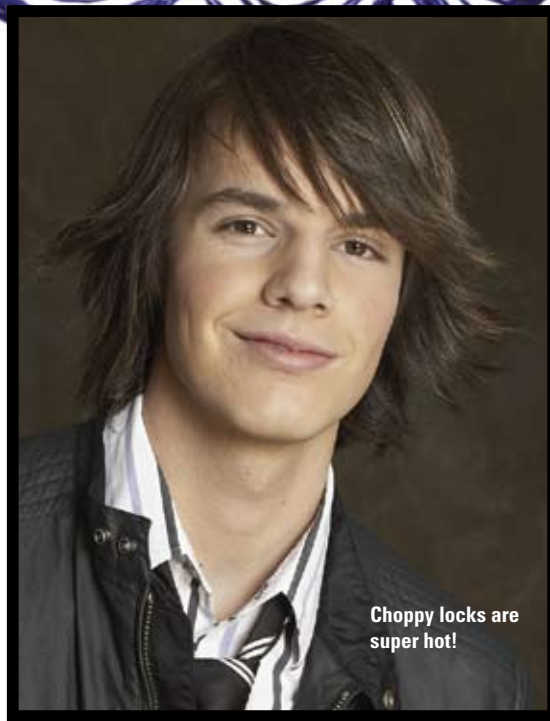


# OMG!

Teens and tweens can sometimes seem like they're from Mars or Venus. They use words you don't know; listen to bands you've never heard of; and look WAY cooler than you ever did when you were their age. To help you plug into the Gen I mindset, we've created a teen/tween chat sheet—sorry, cheat sheet—so you'll know what's hot (and what's not) before they sashay through your doors, exclaiming, "OMG, I totally want an OTT style just like my BFF's hair!" Before you ROTFL, get the 411 on teen and tween beauty this fall.

By Amy Dodds



Choppy locks are super hot!



This 'do is 2 cute!

Whatever their music affiliation, gender or clique, all adolescents have one thing in common: They need to, like, find themselves. When I was 15 this soul searching led me to having a friend shave my hair from the tops of my ears down to my nape. Obviously, I was in full rebellion mode and wanted everyone to know it! I'll never forget when my friend first fired up the clipper; the buzzing fueled and broadcast my excitement and fear. Although I didn't keep the hairstyle for very long, the impression it made on everyone—especially me—was lasting.

While the styles have changed since my adolescent years, the need for tweens and teens to assert their individuality through

their appearance is eternal. "Today's kids are marching to the beat of their own drummers," says Melissa Jacqua, master associate for Paul Mitchell and hairstylist for the hit FOX show *So You Think You Can Dance*. "They're wearing their hair in ways that perhaps adults can't because of restrictions like jobs—especially the boys!" Jacqua adds that boys are emphasizing their natural hair texture. "Boys with naturally curly hair are letting it explode! Those with straight hair are wearing it long and in their face, with a part so deep that it's almost like a comb-over," she exclaims.

Damien Carney, Joico's international artistic director, agrees. "Boys like to mix and

match; they like to experiment," he explains. "Long hair is popular right now, both for boys and girls. Long layers give movement and texture, yet can still be choppy."

Teen and tween girls, on the other hand, tend toward emulating what they see in magazines and even on the runways. Says Jacqua, "Girls are begging their moms to let them get a heavy bang. They're looking through magazines like *US Weekly* and copying the looks that they see the stars wearing."

Healthy, flowing manes are also a priority for fashion-savvy lasses, says Carney. "They want styles that encourage movement. They're looking for cuts that will allow them to manipulate their look, changing it drastically from one day to the next."

All in all, says Carney, the 'dos both boys and girls are searching for make a statement. "Diversity is a journey of discovery," he explains.



Bigger is way better when it comes to curls!

## Painted Ladies (and Gentlemen)



Tweens and teens aren't just experimenting with their images through their hairstyles; nail polish also fits the bill. "With nail color, they can be anything they want and easily accessorize any outfit, for not a lot of money," says Suzi Weiss-Fischmann, OPI Products' executive vice president. "They can change their look on a moment's notice, and it isn't permanent!"

Ready your sunglasses, folks, because neon's back—on the nails, at least. Today's teens and tweens are reinventing the electric '80s fad by tinting their tips in a bright way this fall, says Jennifer Marlowe, marketing specialist for **Orly International**. So watch for colors like **Life's A Peach** and **Basket Case** to fly off shelves this autumn.

Girls also like pale opaque or bright colors that pop and show off their bronzed bods, says Jan Arnold, co-founder of **Creative Nail Design**. "For fall, they'll wear

these colors until their tans fade," she explains. "Then they'll transition to bright reds, like **Tabloid**, or a darker red, like **House of Rebels**." Also be on the lookout for shorter nails. "For teens, short and bright is in," observes Arnold.

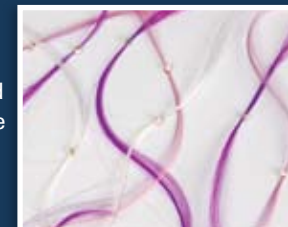
Additionally, this fall teens and tweens will be clamoring for jewel-toned blue hues, like **OPI Product's** indigo **Russian Navy**, and shiny metallics, like **Golden Rules**, says Weiss-Fischmann. "Deep colors and dark nails are hands down the single biggest style today, and these two looks are key elements of the season's fashion story," she asserts.

BTW, nail polish ain't just for girlz anymore, says Stacye Hill, brand manager for **CHI** nails. "It's so important for boys to express their individuality," she exclaims. "Nail polish on boys shows confidence, and girls dig it!" **My Little Black Book**, an opaque black lacquer perfect for your boys, is launching this fall. "It's no longer weird to see black nail polish on boys," says Hill. "Actually, most girls think it's hot!"

## Don't Hate, DECORATE!

She has twisted, piled, coiled, straightened and teased her hair to death. So *now* what can she do to set her mane apart from the pack? Accessorize it, exclaims Damien Carney, international artistic director for Joico. "Anything can be used as an accessory,"

he says, "Like sunglasses, headbands and cool clips." She can also get her bling on with reusable **Sillystuff**



**Blinx Bling Crystals** or opt for temporary highlights with **Funny Hair Extensions**.

But if accessories just aren't enough, or you doubt that Dave will want to wear a barrette, why not suggest that your young clientele temporarily switch their haircolor?

**N'Rage Semipermanent Hair Dye** is all the rage with the noncommittal set, allowing them to transform from blah to faboo in under 15 minutes.



# Head Trends

You needn't look any further than the cover of *Tiger Beat* to see who and what the kids are clamoring for these days.



OMG, we're so in luv with Zac Efron! Starring in the summer flick *Hairspray*, Zac sports hair that's always hip and happening. To recreate his sexy, side-swept style, use **Paul Mitchell Tea Tree Styling Gel** for subtle thickening and body building; **Retro Hair Paste** for shaping and piecing the fringe; and **OSiS Shape Gloss Wax** to leave his hair looking glossy.



Best known for his work in Disney's *High School Musical*, Corbin Bleu has a coiled mop that's super hot! To get his kewl 'do, check out **Joico I-C-E Distortion Styling Gum** for high-shine texture that stays malleable all day; **Redken Urban Experiment 13 Nylon Clay** to spin his hair into twisted twines; and **KMS California HairStay Quick Finish Spray** to lock the look.



Little Ron's all grown up! Rupert Grint, Harry's BFF in all of the *Harry Potter* flicks, rocks a hella shaggy retro 'do. To copy this tousled, I-don't-want-you-to-think-I-care look, opt for **American Crew Tea Tree Light Hold Styling Cream** to add subtle separation and definition with flexible hold; **Alterna Hemp Styling Mud** to smooth and shape hair; or **Krew Comb Stick** to add definition with daring texture.



Get a clue: She's the super-hot star of *Nancy Drew* and is super-cute, too! If your client's dying to look like Emma Roberts, it's no mystery that she'll heart **Belletresse Moisturizing Styling Cream**, which comes in a sweet, purse-shaped bottle; **Matrix Color Smart Nourishing Shine Cream** cuz it'll smooth, shine and de-frizz her strands; and she can finish off her sleek look with a couple of spritzes of **Cheer Chicks Hip Hip Hooray Firm-Hold Hairspray**.



Years after her dad made "hairstory" by rockin' the achy-breaky mullet, Mylie Cyrus is making headlines herself with her magnificent mahogany mane. Xeroxing *Hannah Montana's* look is NBD when styling with **TIGI Bed Head Superstar Blowdry Lotion for Thick Massive Hair**; activating loopy locks with **Profound Beauty Curl Glaze**; and making the look frizz-free courtesy of **GHD Smoothing Balm**.



Talk about living the "suite" life! This "headstrong" gal can do it all: sing, dance and act! We'd totally be haters if she weren't so cool. To recreate Ashley Tisdale's long, luscious locks, pump up the volume with **Blondie Violet Volumizing Mousse** to eliminate brassiness; mold loose, sexy waves with **Strong Sexy Hair Plaster Strong Hold Shaping Balm**; and protect those colored tresses with **Chihtsai Intense Treatment**, which is chock-full of olive oil and D-panthenol.



Photos: Zac Efron: Kevin Mazur/WireImage.com; Rupert Grint: Jon Fiumiso/WireImage.com; Corbin Bleu: Michael Bezjian/WireImage.com

Photos: Emma Roberts: Eddie Maibute/WireImage.com; Mylie Cyrus: Brian Achi/WireImage.com; Ashley Tisdale: Kevin Mazur/WireImage.com