

PARIS

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MILAN

Volume 9
Summer 2011



PHYTO

M A G A Z I N E

Get the look!

We asked Alain Pinon, co-owner and stylist of the Salon A.K.S on prestigious 5th Avenue in NYC how to get our cover look:

- 1 After towel drying, apply 2 snowball-sized amounts of **Phyto Professional Intense Volume Mousse**. This will help protect hair from humidity.
- 2 Apply 2- 3 drops of **Phytolisse smoothing serum** to create beautiful shine. Work the serum from mid-length to ends, then slowly work your way toward the roots.
- 3 Start blow drying from the back of the head to the top. You'll get more lift at the root.
- 4 With a **Medium A.K.S Silk Brush**, work the hair firmly without stressing it.
- 5 Work in 2-inch diagonal sections as you work the sides. The handle of the brush should point between the mirror & the floor to insure the correct angle.
- 6 Work with a diagonal section on top in a brick layer fashion, and move from the crown forward. This will control the roots and the volume on top. Each section needs to cool down about 15 seconds to set the lift.
- 7 Work the bangs, moving down and forward. Do not lift at the root as bangs could become too round and too full.
- 8 To finish, start from the front of the head, working your way back using a 1.5 inch barrel iron (sections should be 1.5 to 2 inches diagonally working away from the face.)
- 9 When all hair is down, mix 2 drops of **Phytolisse** with a pea-sized amount of **Phyto Professional Glossing Cream**. Mix well in your hands, then add a touch of water to create a light paste.
- 10 Run your fingers lightly through the hair and sculpt the waves that you created with the Iron.
- 11 Smooth the remainder of the paste you created over your bangs to kick up the shine and add a touch of texture.



Et voilà! For more information on Salon A.K.S, please visit
www.salonaks.com

→ Salon A.K.S.
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New York, NY 10022
212.888.0707

Spring has Sprung!

As I write this letter, it's the first warm day here in NYC, and everyone in the office has Spring Fever. However it was a very exciting winter for us and we're happy to share it all with you.

I was lucky enough to travel around the country and meet some of our amazingly talented salon owners and stylists, all while participating in two star-studded events: the Sundance Film Festival and the Oscars. It was a blast watching VIPs and celebs alike get perfectly primped with PHYTO. And I thoroughly enjoyed interviewing Laura Dolan, one of our newest l'espace phyto salons, Terrence Michael.

Yet in the spirit of spring, we couldn't help but give you tips about our favorite city -- Paris! You'll also learn more about our new product launches, spring fashion shows and a deliciously delectable editorial treat by salon owner and colorist Jenna Rabideau.

Lastly, I'm happy to introduce Ron's Corner. Ron Williams is our PhytoSpecific guru and answers some of your most pressing questions.

Please enjoy this issue. If you have any comments, stories or photos to share, please write me at press@phyto.com. We would love to hear from you and as always, we thank you for your support.

In good health,

Jenna Muller & Erica Lamboleo
The Phyto Press Team

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SOCIAL MEDIA



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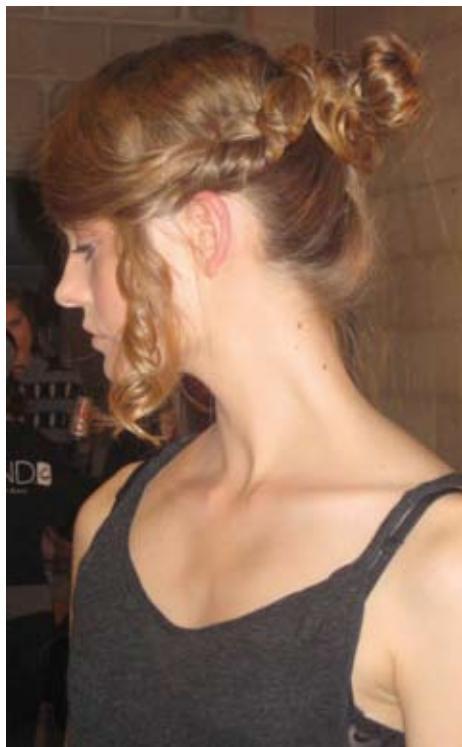
Twitter@phytohaircare
Have you caught the Twitter bug? Follow us, chat with us and also keep an eye out for contests and prizes.

Phyto-usa.com
Revamp & Blog
Stay tuned! Phyto-usa.com is getting a new, social media friendly savvy look.
www.phyto-usa.com

Fine and “Dandy” at the Spring 2011 3.1 Phillip Lim Show

PHYTO worked with stylist Odile Gilbert for the 3.1 Phillip Lim show for the Spring 2011 Mercedes-Benz New York Fashion Week. Designer Phillip Lim's inspiration for the look was "the modern female dandy--stemming from individuality, balance and delicacy. The dandie is colorful in spirit, subtle in her way. She

has evolved to exist in modern time, she has the strength of a lion and is subtly whimsical in her approach; she is the Dande-lion."



KEY HAIRSTYLIST: **Odile Gilbert**

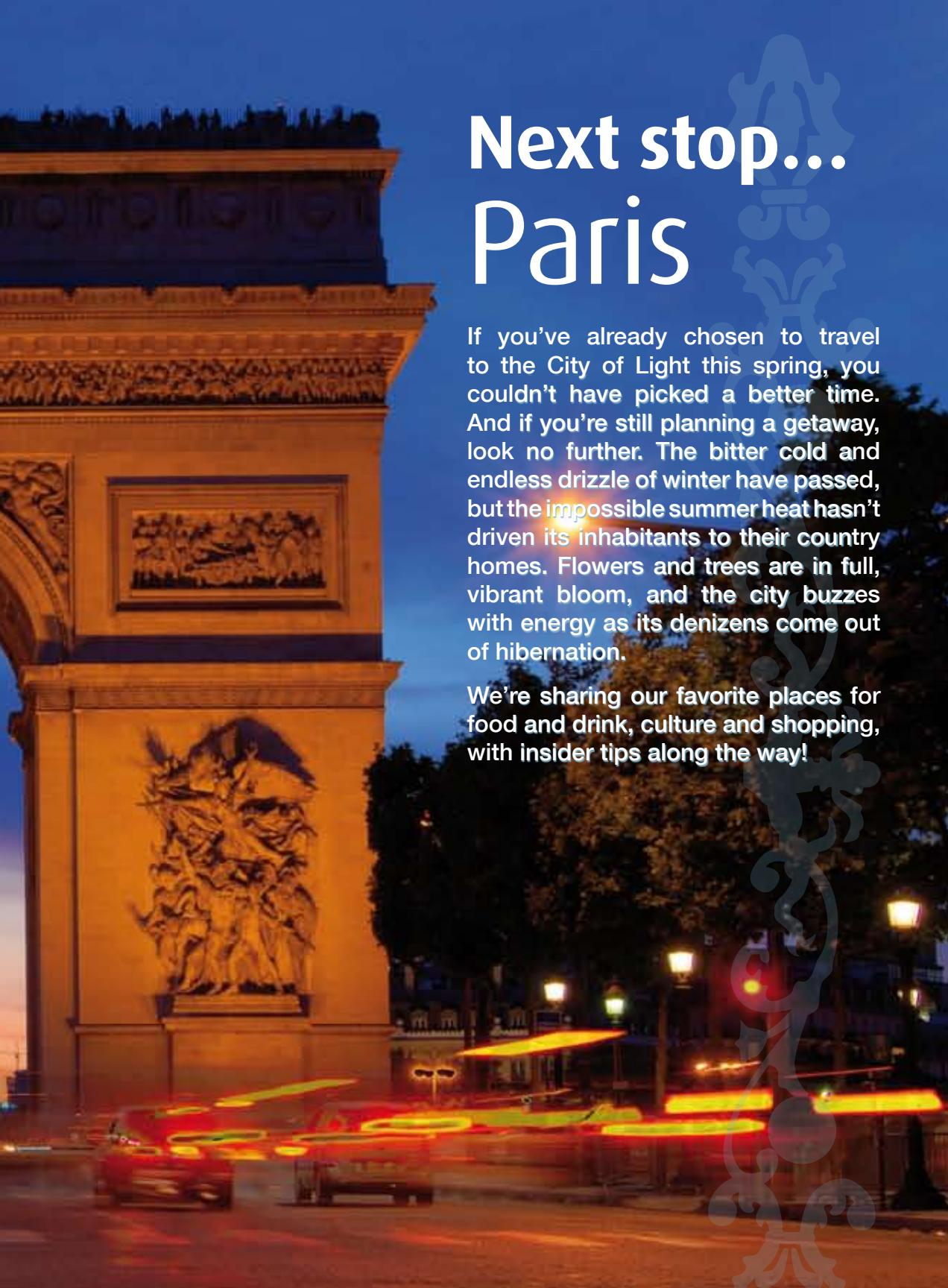
Step by step:

- Step 1 –** Spray **Phytovolume Actif** volumizing spray to the root and work through hair.
- Step 2 –** Blow dry. (Product is heat activated.)
- Step 3 –** Side part hair, leaving enough to create (or give the illusion of) a side swept bang.
- Step 4 –** Pull hair back into a low pony, then twist hair to create an easy chignon. Pin.
- Step 5 –** For bang: Spray **Phytolaque soie** light hairspray to 3 front pieces.
- Step 6 –** Curl pieces with a curling iron, creating ringlets.
- Step 7 –** Pull 3 piece “bang” to side as if you were creating a braid, and leave one piece free to fall along face. Twist, then pin pieces above the ear.
- Step 8 –** Finish with **Phytolaque medium hold** hairspray.
- Step 9 –** Apply **Phyto 7 crème de jour** leave-in conditioner to smooth hair.



■ PhytoTravel ■





Next stop... Paris

If you've already chosen to travel to the City of Light this spring, you couldn't have picked a better time. And if you're still planning a getaway, look no further. The bitter cold and endless drizzle of winter have passed, but the impossible summer heat hasn't driven its inhabitants to their country homes. Flowers and trees are in full, vibrant bloom, and the city buzzes with energy as its denizens come out of hibernation.

We're sharing our favorite places for food and drink, culture and shopping, with insider tips along the way!

■ PhytoClips ■

Hot off the Press

The collage includes the following magazine covers:

- Harper's Bazaar**: Features a large eye makeup look and a "PERFECT PONYTAILS" section.
- allure**: Features Taylor Swift and "EXPERTS' SKIN SECRETS".
- Lucky**: Features Heidi Klum and "THE CLOTHES THAT PERFECT YOUR BODY".
- InStyle**: Features a woman with bangs and "363 Ways To Change Your Look!"
- Seventeen**: Features Katy Perry and "Pretty Hair".
- People**: Features Carrie Underwood and "Hot Trends For Less!".
- Life**: Features Tiger Woods and "5 BEST-SMELLING SHAMPOOS".

Product highlights from the covers include:

- Phyto Professional Intense Volume Mousse** (\$22) used for perfect ponytails.
- Phyto Professional Strong Sculpting Gel** (\$24) used for sleek high ponytails.
- Phyto Professional Large Round Brushes** used for blow-drying hair.

Other features mentioned in the magazines include:

- Carrie's Cover** (People): A hair transformation from short to long.
- Taylor Swift's Blowout** (allure): A hairstyle achieved with Phyto products.
- Chicago's New Look** (InStyle): A transformation from curly to straight hair.
- Tiger Woods' Style File** (Life): A look at his personal style.



IN THE NEXT ISSUE

- Phytokératine Press launch
- New l'Espace Phyto openings
- Subtil Color launch
- New York Fashion Week

We'll be back soon
with more news and views!