

It's Always About The Hair Legendary Allen Edwards

what makes a woman unforgettable...

If anyone on earth knows what it takes to create beauty and glamour and jaw-dropping star power when it comes to hair—Allen Edwards is the man. Named one of the top 50 most influential hairdressers in the world, Edwards' talent at coiffing signature hair came to a fever pitch when iconic star Farrah Fawcett had millions of women copying the hairstyle he created for her. For more than 40 years, Edwards has styled our Red Carpet favorites, and his eye for what it takes to make a woman look beautiful...gets the job done.



BHT: You are back in Beverly Hills.

Edwards: I'm thrilled to be back in Beverly Hills; it's back to my roots being with Yuki Sharon. We worked together for 10 years and it's like old times. My philosophy is that



it's important for women to continually change their look. It's a necessity. Women should not be afraid of trying something new. The excitement of hairstyling has changed and regardless of age people love attention and creating a signature look starts with a hairstyle. It's terrific to receive compliments on the way we look. When we stop getting them it's usually time for a change. As we age sometimes we stop being adventurous, and that's never good for self-esteem.

BHT: Women get stuck when it comes to hairstyle. We forget that what worked in our 20s and 30s is probably not our best look in our 40s, 50s and beyond.

Edwards: It's so true. Women hang onto looks they had that worked years ago, but as we age those looks are dated, and out of style, or not appropriate for our age. Especially here in Beverly Hills, women worry about getting cosmetic surgery to keep their faces looking younger, but then they keep an old hairstyle that doesn't go at all with their new look.



ty. The worst is trying to copy a celebrity in her 20s—when you are in your 50s. It doesn't work; it won't be your best look, and it will not do justice to your face. Why not look spectacular for your age—and stop trying to look 20—which is only a good look—if you are indeed 20!



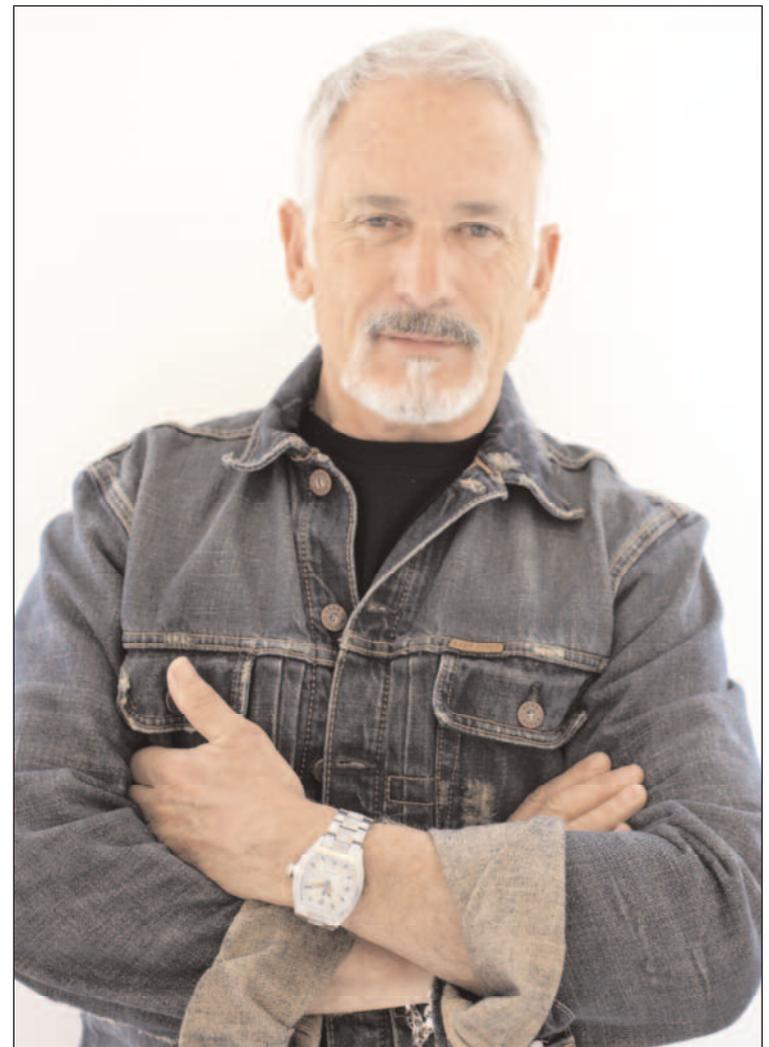
BHT: Most women will agree that as we age even the texture of our hair goes through many changes, and over processed, long and frizzy hair is not attractive.

Edwards: As women go through body changes, especially during menopause, it affects hair quality.

BHT: Is it difficult to talk someone into trying something new and how do you feel about "fad" hairstyles?

Edwards: Every woman wants to be told how beautiful she looks, and, that starts with a signature hairstyle that brings out her best features regardless of her age.

Edwards creates designs for fuller, thicker hair with more volume. With more than 1,000 television demonstrations on his hair expertise on shows including "The Oprah Winfrey Show," "Entertainment Tonight," "Regis," "Access Hollywood" and "Split Ends" on The Style Network, Edwards finally took the plunge into the world of hair care products. He launched his amazing hair product collection



SHEAR FORCE nationally on Ideal World in the UK. The premium collection features new technology and delivery systems contained in Deep Moisture Shampoo created with SHEAR FORCE'S exclusive Marula oil, ripe harvested from the African fruit tree and Moringa Seed which penetrates deep to help heal, imparting antioxidant protection for strong, youthful shine. All SHEAR FORCE products are PABA free, color safe sulfate free and parafan free. The brand is for men and women all ages and hair types and available at Allen Edwards Salons and through his web site. Other products in the SHEAR FORCE collection can be found on Ideal World in the UK and include: sulfate, sodium, and sodium-chloride free Treatment Shampoo, Anti-Aging Conditioner featuring exclusive Marula-Moringa blend, detangling and conditioning spray Vital Complex, Sea Silk Styler, a medium hold forming spray, and the Spray Curl Gel, a soft-hold volumizing styling spritz and others. ●

Yuki Sharoni Beauty & Lifestyle
9960 L. Santa Monica Blvd.,
Beverly Hills, CA 90212
310.282.5440

Woodland Hills Salon & Spa
20855 Ventura Blvd.,
Woodland Hills, CA 91364
818.887.7330

<http://www.allenedwards.com>
keyword "Shear Force"