

May/June 2011

# HOT

by HAIR'S

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rocks with

## Faatemah

## New

Cosmetics coverage

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[www.HOT.HairShow.us](http://www.HOT.HairShow.us)

# OUR ADVISORY BOARD



**Terri Taricco**, Helen of Troy VP of Marketing; stylist; former salon owner; nail expert

## Advisor Spotlight: Terri Taricco

Early in her beauty career, Terri Taricco was a successful salon artist and owner. After years of working on the front line of the beauty business, Taricco parlayed her skills to become a gifted marketing guru for major beauty organizations and companies. Currently, as VP of Marketing for Helen of Troy, Taricco has taken the Hot Tools brand to new heights by not only embracing new and praiseworthy technologies, but also making the brand sexy and fashionable. She adds these exciting elements by keeping a close watch on new technical advances and ever-shifting lifestyle, beauty and fashion trends. Among her many trusted advisors: hairstylists!



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# Hair Bent for Leather

*Whip hair into spiraling shapes with these smart styling tools.*



**Terri Tarrico, Vice President,  
Marketing for Helen of Troy**

*“To discover the perfect heat setting for each client, set your iron at the lowest temperature suggestion for a particular hair type, give it time to fully heat up and then pass it through the hair. If you feel any drag, the temperature is too low and you need to turn it up in small increments until the hair passes through the plates without any resistance.*

- *Fragile: 280° to 329°*
- *Normal: 330° to 379°*
- *Coarse: 430° to 450°*

**Important:** *Flat-ironing hair on a daily basis is never recommended. When it comes to heat styling, less is more!*

**Bonus!** *Ideal heat settings ensure longer-lasting styles with the least amount of damage!”*



## Mighty Light

Seal cuticles and create super-shiny results with **Hot Tools Tempest 2000 Salon Turbo IONIC Dryer**, a powerhouse blow-dryer with a lightweight motor that cuts styling times in half. Features include: 8 heat/speed settings, cool shot button, 8-foot cord, diffuser, pik, and concentrator attachments. Comes with a one-year warranty! Intel: Tempest emits a bounty of beneficial negative ions and far infrared heat, and has a low EMF output. ([HotTools.com](http://HotTools.com))

## Slip ‘n’ Slide



Made with polished, solid nanoceramic plates, **Hot Tools 1” Salon Flat Iron W/Ceramic Heater** delivers temps up to 450° F and embodies patented Pulse Technology to maintain constant temperatures; gapless styling plates for better hair contact; even heat distribution to prevent hot spots; and much more! This one-inch wonder is made and designed in Korea and comes with a one-year warranty. ([HotTools.com](http://HotTools.com))