

# Express Woman

**The perfect host**  
—Page 11



A daily diet of what really matters to women e-mail: [express@trinidadexpress.com](mailto:express@trinidadexpress.com)

# IT PAYS

## to be beautiful

not as easy as it looks and must be taught.

The Keratin Complex Smoothing Therapy is specifically designed to revitalise and rejuvenate the hair while eliminating frizz and curls. Using a flat iron set at 450 degrees Fahrenheit, the keratin is bonded into the cuticle and sealed, Blesdell explained.

While the treatment smoothens and strengthens the hair, proper maintenance is key, Pounder says. A single treatment will usually take two to three hours but it depends on the length, type and texture of hair, she said.

If your hair is colour-treated, the smoothing therapy will give an added benefit of sealing in and extending the life of your colour. But Pounder suggests waiting two weeks to colour your hair after the treatment.

It pays to be beautiful but many hair-stylists at the course thought the price was too high. Blesdell assured that this was an investment that will have their clients coming back.

A treatment costs between \$900 and \$2000 per session but the end result is straight hair that will last up to three or four months. These products are for professional use only.

**Kimoy Leon Sing**

**H**AVING soft, beautiful, sexy hair remains an elusive goal for many. Giving hope back to many women, children and even men with unruly, damaged or difficult hair.

Oscar Francois Limited, Port of Spain held their Keratin Complex Certification Course where they showed off their new line of professional hair care products called Keratin Complex Smoothing Therapy by Coppola recently.

The course was conducted by world-renowned hairstylist, Clem Lue Yat, and technical educator, Helen Pounder. They were there to show women the importance of proper application and precision when using the product.

Speaking to the *Express*, professional trade manager Gillian Blesdell said, "The Keratin Complex is the first smoothing therapy of its kind that straightens hair without the use of harsh chemicals."

"This is not a relaxer and is safe enough to do even on children's hair," she added. "The product targets and helps with breakage, split ends, dryness and frizz by infusing the hair with keratin."

Lue Yat and Pounder both agreed that this product would be an asset to any hairstylist but stressed that application is



**LONG:** Hairstylist Fanda Hosein uses a flat iron to seal in the keratin.  
—Photos: ANISTO ALVES



**FRIZZY:** David Voisin volunteered to get his unruly hair more manageable.



**STYLING:** A student looks on as Lue Yat styles this woman's hair.