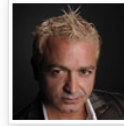


## Featured Stylist: Naz Kupelian

Want the soft, touchable tresses like you see on the red carpet? Celebrity stylist and renowned educator Naz Kupelian tells you how...



**LatestHair: Going into the warm weather months, natural, soft and touchable hair seems to be all the rage. What daily or weekly hair care tips do you recommend women follow to get extra-soft and shiny tresses?**

**Naz:**

*It's important to maintain proper hair maintenance to avoid sun or heat damage. If your hair is color treated, use the right shampoos and conditioners to maintain your color during the summer months. I recommend using RUSK's sheer brilliance which contains pro-vitamin B5 and silk peptides to seal and protect overstressed, damaged hair. It can be used for all hair types, just use a small amount in damp hair before blow drying then use the RUSK Thermal Flat iron spray before applying styling tools.*



**LatestHair: What are your favorite styling products to achieve the touchable hair look?**

**Naz:**

*RUSK Wired Flexible Styling cream provides flexible body and pliable style support as it creates incredible texture. It lifts, shines and creates soft, gravity-defying body on dry hair. When used on wet hair, this styling creme eliminates frizziness and maintains moisture while blow-drying.*

*Use a thick misting spray for volume and shine. A thinner spray is perfect for fine or thin hair as it adds body, volume and texture for touchable hair*



**LatestHair: Who are a few celebrities that have rocked this trend recently?**

**Naz:**

*Scarlett Johansson - To style this short look, I recommend the RUSK Being Sexy Mousse. Apply the product from roots to ends, then blow dry the hair without using a brush to keep it from looking too polished. Use a flat brush on just the bangs to blow them out straight. Scrunch the rest of the pieces with your hands and finish with the RUSK Being Sexy Hair Spray.*

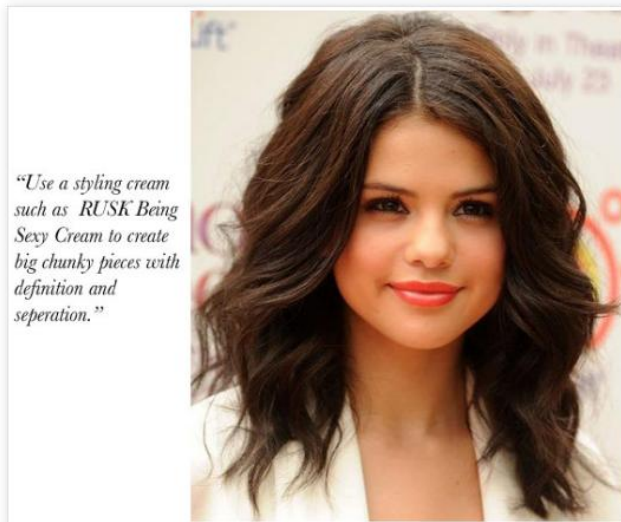
# Latest-Hairstyles

BEAUTIFUL HAIRSTYLES • EXPERT ADVICE



*“blow dry the hair without using a brush to keep it from looking too polished.”*

*Selena Gomez - Use a styling mousse root lifter such as RUSK blofoam Extreme Texture and Root Lifter and blow dry with a round brush for added volume by sectioning the hair into small pieces. Use a flat iron to create waves and texture in the hair starting with the front pieces and rotating the direction of the waves. Use a styling cream such as RUSK Being Sexy Cream to create big chunky pieces with definition and separation.*



*“Use a styling cream such as RUSK Being Sexy Cream to create big chunky pieces with definition and separation.”*

*Zoey Deschanel - In this look, the bangs are smoothed out onto the forehead to frame the face and the long layers are curled with a curling iron for movement and definition. Start with clean dry hair. For fine hair, use a mousse such as the RUSK Being Sexy Mousse to build volume at the roots. Separate the hair into four sections: one on each side, at the nape of neck and at the crown. Take a 1-inch section of hair and wrap down the barrel of a 1-inch curling iron, curling away from face and spraying each section with RUSK Thermal Spray as you curl. Repeat throughout. Finish the look by running your hands through the curls with RUSK Being Sexy Oil to eliminate frizz and add shine. Use a light hairspray like RUSK Being Sexy hairspray for texture and shine.*

# Latest-Hairstyles

BEAUTIFUL HAIRSTYLES • EXPERT ADVICE



**LatestHair:** It seems like the shorter the haircut, the more styling products a hair look needs therefore moving further away from the soft, touchable look. Any tips for ladies and gents with shorter hair?

**Naz:**

*Most shorter haircuts do actually require a fair amount of styling products to add lift and hold. To keep the look soft, I suggest using RUSK Being Sexy Mousse when styling the hair for lift and volume. A small amount goes a long way! Blow dry the hair with a flat brush in sections to create movement, use a styling cream or wax for texture and hold such as the RUSK Wired Cream or the RUSK W8Less Spray Gel for medium hold.*

**LatestHair:** As we move into warmer weather, we have to consider heat and humidity wreaking havoc on these natural, soft styles. What products or tips to you recommend to fight the frizz and keep hair smooth and shiny?

**Naz:**

*"The new Rusk Advanced Marine Therapy infuses the hair with superior condition, perfect for soft touchable hair during the summer months."*



## ABOUT NAZ KUPELIAN

Naz Kupelian has over twenty years of experience in the hair industry. Aside from being an internationally renowned hair artist, he is a creative Team Member and Platform Artist for Rusk International. Naz has also participated in various fashion weeks in Miami and New York, styling for celebrities and for shows such as the New England Emmy® Awards and The TV Guide Network. Naz owns and operates the spacious, full-service Naz Kupelian Salon in the Greater Boston area and travels both nationally and internationally, educating RUSK stylists on the newest styles and techniques.

