

BEAUTY & STYLE | Apr 24, 2009

Salon-Straight Locks



Q: Blow-drying my curly hair straight always takes so long. Is there an easier way to get sleek locks?

A: For those who spend hours each week manipulating their curls into submission, thermal reconditioning (aka retexturizing or permanent straightening) treatments can help you get the sleek, humidity-proof hair you've always wanted. "The new generation of retexturizing treatments can be used on many different hair types without the old fear of ruining it," says Edward Perruzzi, co-owner of the Private World of Robert Edward, a salon in Newton Centre, Mass. (Harsh chemicals were used in the past and would damage all but the coarsest locks.)

How it works: The straightening solution penetrates hair and breaks down the bonds that cause it to curl. This allows the stylist to physically alter the structure of each strand (a process that can take from two to eight hours, depending on hair length, density and type). Some use hot irons, while others simply comb the straightening solution through the hair, piece by piece (think of it as a reverse perm). Additional conditioners are often added to help soften and protect locks.

While the thought of cutting daily blow-dry time from an hour plus to a few minutes is appealing, know that straightening is expensive (\$150–\$600 depending on the technique, your hair and the salon). Also keep in mind that while the hair remains permanently straight, new growth will need straightening every three to nine months (about \$100–\$500). Retouches typically cost slightly less and take less time (about one to six hours), depending on the technique, since the solution is applied to the root only. To find a salon near you that offers the treatment, call (888) 755-6834. — Geri Bird

Topics: [beauty tips](#) [beauty treatments](#) [hair tips](#) [hairstyles](#)

You May Like

Sponsored Content by Taboola

[Subscribe](#) [Give a Gift](#) [Renew](#) [Customer Service](#)

SHAPE NOW

March 16, 2014





1 Super Food That Burns Stored Fat Like A Furnace

Living Well



Shocking New Weight Loss Discovery Is Not Just Another Skinny Pill

Real Dose



Surprise! These Hot Actresses Have Gone Topless in a Movie

Rant Lifestyle



How to Come Back to a Friend When You Messed Up



14 Of The Most Airbrushed Celebrity Pics (See The Before And

Styleblazer



Ten Most Shocking and Disturbing Celebrity Couples

Answers



The Latest In Gray Hair Solutions

Hair Color For Women

I Stopped My Hair Loss

naturalwellbeing.com/hair-growth

I spent thousands on hair growth then I found this \$39 solution...

Great Lengths Extensions

Regrow Your Hair

FROM THE WEB

- **Heart Attack: How Your Body Warns You Days Before** (Newsmax)
- **Homeowners Are In For A Rude Awakening...** (Smart Life Weekly)
- **The 'Underboob' Is Having a Serious Moment: See 10 Stars Ro** (StyleCaster)
- **Liam Hemsworth Slams Miley Cyrus With the Painful Truth** (Stirring Daily)
- **20 Athletes that Died Before Their Career Was Over** (Rant Sports)

FROM SHAPE

Promoted Content

- **6 Reasons You're Not Losing Belly Fat**
- **The Fastest Way to Lose 10 Pounds**
- **The Only 5 Exercises You Really Need**
- **15 Breakfast Mistakes that Cause Weight Gain**
- **The Best Breakfast to Rev Your Metabolism All Day**

by Taboola



COMMENTS



comments powered by Disqus

Lose Winter Weight Fast!

If you've been hibernating and not hitting the gym, this is just the plan to help you ditch the pounds and firm up for spring.

604 shared this

total-body workout plan video



Dinner in 15 Minu...



Change the Way You Look at Women



newsmax health

- **Brain Implants Promise Perfection**
- **Chronic Pelvic Pain: A Look at Causes**
- **Contagious Yawning Tied to Age**
- **Experts Doubt Reported Plunge in Preschool Obesity**
- **Mayo Study: Big Waist, Short Life**
- **Seniors Fail to Collect \$25 Billion in Social Security**
- **Know the 2 Main Signs of Sudden Cardiac Death**
- **Bob Irish: The Best Place to Shelter Your Money**

What's This?

SHAPE ON INSTAGRAM



SEE MORE PHOTOS



 

HERE COMES THE SUN!
DAILY DEALS UP TO 70% OFF [shop >](#)

MOST POPULAR



6 Reasons You're Not Losing Belly Fat



The Fastest Way to Lose Belly Fat



Target Photoshops Thigh Gap on Swimsuit Model



20 Celebs Criticized for Their Curves



10 Fittest Females on HBO

PIN OF THE WEEK



YOU CAN HAVE
RESULTS
- OR -
EXCUSES
NOT BOTH.

Pinspiration! 22 Images to Get You Moving

[MORE PINS FROM SHAPE](#)

FEATURED SWEEPSTAKES



BROWSE SHAPE

[Shape Home](#)
[Fitness](#)
[Healthy Eating](#)
[Weight Loss](#)
[Lifestyle](#)
[Celebrities](#)

[Sweeps/Products](#)
[Newsletters](#)
[Videos](#)
[Blogs](#)
[Topics](#)

[Media Kit](#)
[Sitemap](#)
[Contact Us](#)
[Privacy Policy](#)
[Terms of Use](#)

AMERICAN MEDIA, INC.

[Fit Pregnancy](#)
[Natural Health](#)
[Men's Fitness](#)
[Mr. Olympia](#)
[Flex](#)

[OK! Magazine](#)
[Radaronline](#)
[Star Magazine](#)
[Country Weekly](#)
[Globe Magazine](#)

[National Enquirer](#)
[Muscle & Fitness](#)
[Muscle & Fitness](#)
[Hers](#)