

Leading Colorist Joseph Mullen Gives It to Us "Straight"
*On Japanese and Lasio® Brazilian Hair Straightening
Treatments!*

If you've ever thought about hair straightening but shied away because of the permanent damage you've heard it can cause to your hair, think again! **Joseph Mullen**, leading colorist at Blackstones Salon in NYC, shares some helpful insight on two of his specialties, **Japanese** and **Lasio® Brazilian Hair Straightening Treatments**.

There are two options to consider when deciding on hair straightening treatments, Joseph explains. The Lasio® Brazilian hair straightening treatment is a semi-permanent innovative process that transforms the hair *without* chemically altering the hair strands, but by sealing the hair in keratin. Alternatively, Japanese Hair Straightening is the chemical *permanent* treatment that actually re-structures the bonds in the hair leaving strands sleek, straight and glossy. When both are applied properly by a professional specializing in these treatments, the end result leaves hair silky, smooth and beautifully straight.

Since Japanese Hair Straightening chemically restructures the hair bonds, the hair is left perfectly straight with a glossy finish. "The key to having the desired results minus the damage is the stylist. Many people go in for a treatment without fully understanding the process and without the knowledge of a well trained professional to guide them," explains Joseph. "I always recommend having a consultation first. Everyone's hair texture and density varies so the results will vary. It's important to have an understanding of expectations, and although the price for the treatment may be high, visits to the salon for touch ups are minimal depending on hair growth." If you're constantly visiting a salon for blowouts, Joseph comments, this

treatment may be a great alternative – especially in this economy. Joseph also adds that while strong chemicals are used on hair during the Japanese treatment, it's perfectly safe and will not damage hair if done correctly.

The other treatment option is the Lasio® Brazilian hair straightening. "This semi-permanent treatment is often the better option for "first timers," and is more commonly known as a relaxer rather than a straightener, Joseph explains. The application process can last 3-4 hours depending on hair density and texture and will last anywhere from 3-5 months, and it is about half the price of the Japanese hair straightening treatment.

The difference between Lasio® and a traditional hair relaxer is that Lasio® Brazilian hair straightening offers a gentle, commitment free alternative. Lasio® Brazilian hair treatment will never break the hair bonds; instead it forms a protective coating over the hair that will impart a brilliant shine. As the treatment gradually wears out over time, the hair strands return to their original texture.

Why suffer from unruly, frizzy hair when you can have low-maintenance and hassle free straight hair! Take it from the pros; opt for a safe, professional hair straightening treatment.

For more information, advice or tips from Joseph Mullen or on Japanese and Brazilian Hair Straightening, please contact Alexis Dale at alexis@tier2pr.com or 914-523-2465

***Joseph Mullen is available by appointment at Blackstones Salon, 19 East 7th Street, NYC. Call (212) 353-2680 for bookings.