

THE ART OF THE

# blowout

The secret to **Amanda Seyfried's** stunning hair is a simple salon service anyone can try.

By Jennifer Laing

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MANDA SEYFRIED HAS SOME OF THE MOST ENVIABLE TRESSES IN HOLLYWOOD. Just ask the professionals who have worked with her. "Her hair is amazing. It's naturally thick and long," says New York stylist Ammon Carver.

"It's super healthy and shiny," adds Harry Josh, also based in New York.

It also has just the right amount of wave to lend it great body. What's more, these pros say, Seyfried, 26, doesn't color her hair; that pretty blond is all hers. If locks like these seem unattainable, they are. Well, almost.



“Amanda is a real bohemian. The less I do to her hair, the cooler it looks.”

—JENNY CHO

**S**eyfried does have one not-so-secret styling weapon. The actress, who this year will star in the movies *The Wedding*, *Les Misérables* and *Lovelace*, often wears her hair long and loose for awards shows and other events. But her perfectly bouncy and smooth style doesn't just happen on its own. Seyfried has her hair professionally blow dried: she gets a *blowout*, in the language of the beauty world.

“A simple blowout brings out this sensuality and sexiness in her hair,” says Jenny Cho, a Los Angeles stylist who works often with Seyfried. “The look isn't over-the-top; it's easy and youthful.”

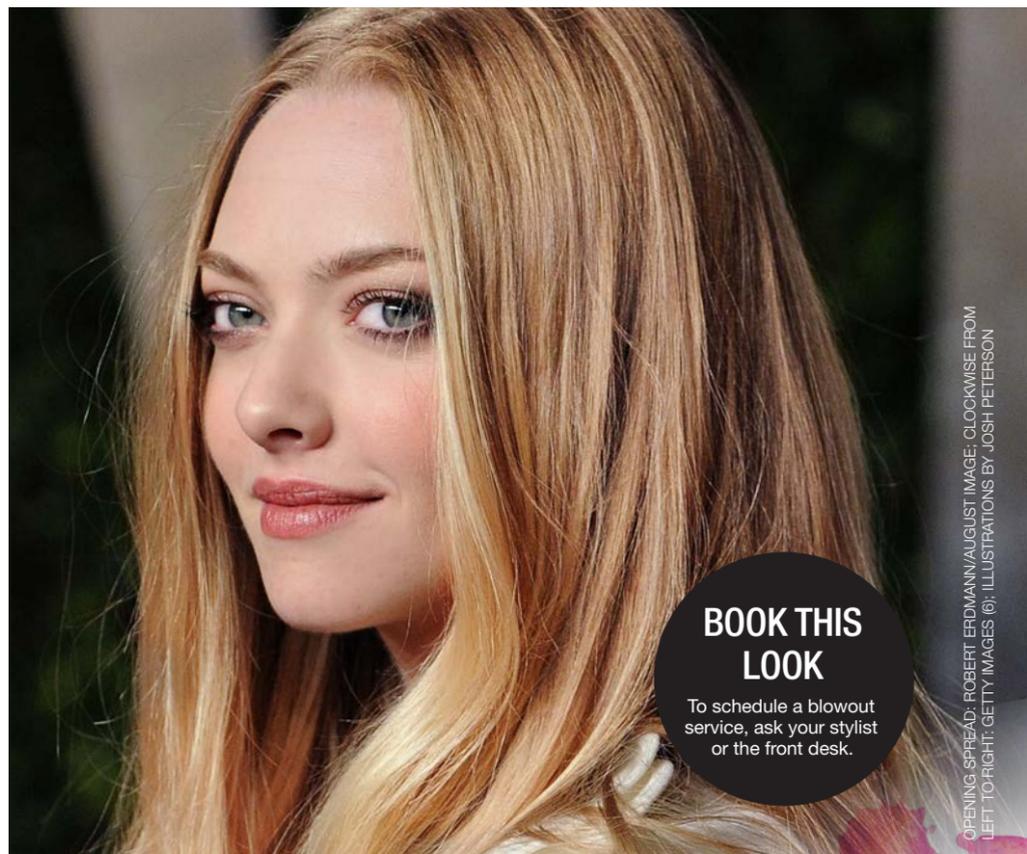
If you've never had a blowout, few salon moments can make a girl happier. Who doesn't love a service that begins with a shampoo and conditioning treatment, segues into a scalp massage and ends with red-carpet-worthy hair—all in less than an hour?

“The experience is great,” Cho says.

The term *blowout* doesn't describe a single style. A blowout can be “uptown” (voluminous and bouncy with ends that curve inward slightly), “downtown” (straighter and sleeker), “sexy” (full and tousled, with ends that turn inward and outward), “beachy” (full and piece-y) or any variation on those themes.

But a great blowout is almost impossible to achieve on your own, Cho warns. “You need hands in the back of your head,” she says. “It's just easier to walk into a salon.”

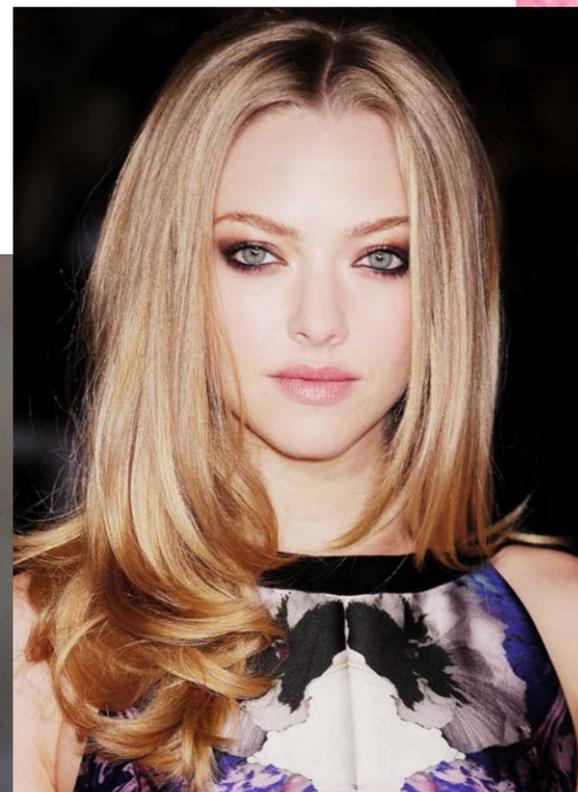
A powerful professional dryer with several heat settings is important, as is the right round brush—in metal for fine hair and boar bristled for thick hair—to deliver the all-important volume.



**BOOK THIS LOOK**

To schedule a blowout service, ask your stylist or the front desk.

OPENING SPREAD: ROBERT ERDMANN/AUGUST IMAGE; CLOCKWISE FROM LEFT TO RIGHT: GETTY IMAGES (6); ILLUSTRATIONS BY JOSH PETERSON



Opposite and top left: Seyfried's signature bouncy blowout. This page, from above left: Daringly different styles—slicked and sleek, Old Hollywood curls, a chic braid and California waves.

Good products are also crucial. Carver, a Matrix Artistic Director whose client roster also includes Kate Beckinsale and Molly Sims, likes products that add shine without adding weight. Cho, who has created looks for Carey Mulligan and Jessica Chastain, swears by root-boosting spray for volume. For Josh, whose clients include Jennifer Garner and Ashley Olsen, it's mousse—volumizing for fine hair and strong-hold for medium-to-thick textures—and hair spray.

A salon blowout can last as long as a week, these stylists say, if you're careful not



to get it wet. If your roots become greasy, Cho and Josh recommend dry shampoo to absorb extra oil and boost body.

Not surprisingly, Seyfried's hair blows out beautifully—“super shiny with great hold and movement,” Josh says.

But the actress also helps things along. “She takes good care of her hair by using the best products and getting it trimmed regularly,” Carver says. “Nicely shaped haircuts like Amanda's help make the blowouts red-carpet worthy.”

That's a little bit of perfection anybody can achieve. □