

"All the News
That's Fit to Print"

The New York Times

Late Edition

New York: Today, partly sunny, a late-day thunderstorm, high 87. Tonight, scattered storms, low 74. Tomorrow, little change, high 89. Yesterday, high 85, low 71. Details, Page D8.

July 27, 2006

For Men: A Lesson in Follicular Chemistry

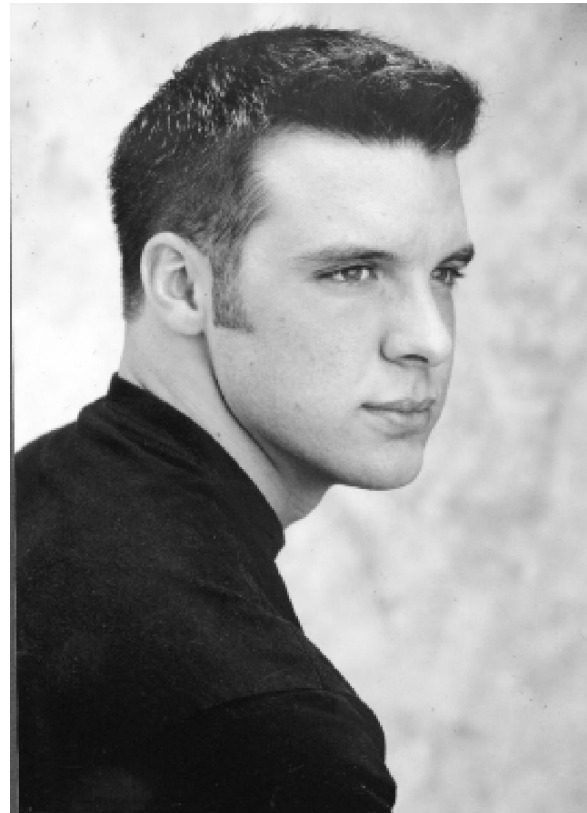
By Peter Jaret

...The biggest mistake men make with gels is using too much, said Julio Rodriguez, the owner of Jules Cooper Color and Design in Montclair, N.J. "The finer your hair, the less gel you need," he said. "I usually tell guys to start with a dime-size amount if they have fine hair, a nickel if they have medium hair and a quarter for thick hair."

Many men also make the mistake of letting gel stiffen in place. "What too many guys end up with is the Ken doll look, hair that stays completely in place even in gale-force winds," said Eric Roos, a founder of Nancy Boy, which manufactures men's styling products.

"That hard, crunchy look is definitely out," said Phil Sacino, the owner of the American Male Salon in Mountain View, Calif. **"I mean, if somebody can cut themselves running their hands through your hair, that's not sexy."**

Gelled hair doesn't have to draw blood. Because gels are made of water-based polymers, applying them to wet hair dilutes them, softening their effect. Brushing gelled hair also breaks the polymer bonds, eliminating the stiffness but leaving enough coating to give hair a "memory" that allows it to be styled...



a full service salon for guys