



hair cosmetics

Press Release
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Charlize Theron and Scarlett Johansson among celebrities named by AG Hair Cosmetics as having the best hairstyle at this year's Oscars®

(Burnaby, B.C., Canada): While Charlize Theron and Scarlett Johansson may not have won an Oscar® at this year's awards, they did win the attention of hairstylists from Canada's leading hair products manufacturer, AG Hair Cosmetics, for their unforgettable tresses. Because no outfit would be complete without the right hairstyle, AG's Dept. of Style, comprised of sought after hairstylists from across North America, gave their picks on who earned a thumbs up for their hairdo at the awards.

"About as important as who won for best actress and actor at this year's Oscars®, is who looked the best walking down the red carpet," says Jami Symons, artistic director, AG Hair Cosmetics. "Hair is a major accessory and can make or break an outfit. Our celebrity picks for best hairstyles at this year's awards embody the qualities that are hot for hair this year: sexy glamour with texture, curls and waves."

The picks for best hairstyles at this year's Oscars®, as voted on by AG Hair Cosmetics' stylists, were worn by:

- **Charlize Theron** – "With her hair loosely pulled up with tons of curls, Charlize looked elegant and put together," says AG's Dept. of Style. "To recreate her look, use a mousse gel in wet hair to encourage brilliant curls."
- **Scarlett Johansson** and **Natalie Portman** - "Scarlett and Natalie's hairstyles were reminiscent of the Greek Goddess days with the waves and added 'bling bling' in their coifs. To get these looks, apply a matte, texturizing paste to mold hair into unforgettable styles," explains AG's Dept. of Style.
- **Hilary Swank** – "Hilary's subtle chignon proved that less is definitely more and it really suited her humble personality. To finish off a well-kept look like Hilary's, use a gloss pomade to shine, polish and control updos," says AG's Dept. of Style.
- **Leonardo DiCaprio** – "Leonardo brought Howard Hughes to life on and off screen with this look," says AG's Dept. of Style. "His hairstyle is exactly what's in for men this year – smoldering, slick and masculine. Use a hard-holding paste to recreate Leo's look."

AG has been creating style with substance since 1989. Founded by John and Lotte Davis, AG is the largest manufacturer of professional hair care products in Canada and is sold in more than 6,000 salons across North America. The company boasts a unique range of more than 40 products made with only the finest ingredients and a highly sought after Dept. of Style team, comprised of award-winning stylists. Visit www.aghaircosmetics.com.

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