



hair cosmetics

Press Release  
April 15, 2008

## **Katie Holmes' and Rihanna's bob most requested celebrity hairstyles in salons this spring, says AG Hair Cosmetics**

*(Burnaby, B.C., Canada):* After taking hairstyles by storm last year, the infamous bob proves that it's here to stay, say hairstylists for haircare manufacturer AG Hair Cosmetics. What started out as a revolutionary new look by style-setter Victoria Beckham, the bob has gone back to its roots this spring, evolving into a traditional variation on the short cut. Soft, feminine and classic, this season the bob can be found in a variety of shapes on the coiffed tops of celebrities like Katie Holmes, Rihanna, and Renée Zellweger.

"Cropping the hair short is truly a trend that we're seeing spring up again this season," says Jami Symons, AG's Artistic Director and owner of Calgary's Jami Symons Salon. "We still have a huge following for Posh's strong, structured cut, but the most requested looks of the moment are musical sensation Rihanna's smooth, asymmetrical bob, Katie Holmes' soft cut and Renée Zellweger's shorn locks."

Unlike its predecessor, this year's bob works well on more than just one face shape. Whether your face is round, oval or heart-shaped, the softness of this bob can be adapted to fit any face with the use of layers, texture or face-framing fringe. When going for this cut, AG stylists recommend asking for a bob that has an even length at the bottom, a lot of layers throughout and even trying out a blunt, brow-skimming fringe.

"The feel of modern nostalgia this spring leaves both stylists and clients with plenty of room to create a custom cut and colour. The styling for this season's bob is a perfect combination of elegant meets messy," explains Leslie Yung, AG Artistic Team Member and a stylist at Studio MZ in Cleveland, Ohio. "Use a volumizer like AG's **foam** weightless volumizer or **plastique** extreme hold volumizer, and blow dry smooth. To add texture, use a flexible pomade like AG's **infrastructure** structurizing paste and finish with a shine serum for a smooth, sleek finish."

As for colour, this spring AG's hairstylists say going back to basics with natural, healthy, shiny colour is in. Hues move from flat and matte, to glossy and glam in shades like rich chestnut, champagne blonde and terracotta red. Stars leading the way in colour include Angelina Jolie, whose lush brunette is always sleek, and Kate Hudson, whose golden blonde is the perfect mix of simplicity and polish. Natural dimension, like that of a child's hair, is another trend we will be seeing in spring hair.

When you make the transition into a classic bob and natural colour this season, AG's stylists always recommend bringing along plenty of pictures of the celebrity look you're trying out for spring. The more reference your stylist has the better, to ensure that your new look is right on the mark.

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AG Hair Cosmetics has been creating style with substance since 1989. Founded by John and Lotte Davis, AG is the largest independent manufacturer of professional haircare products in Canada and is sold in more than 10,000 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 artistic team, comprised of award-winning stylists. Visit [www.aghaircosmetics.com](http://www.aghaircosmetics.com) for additional information.

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