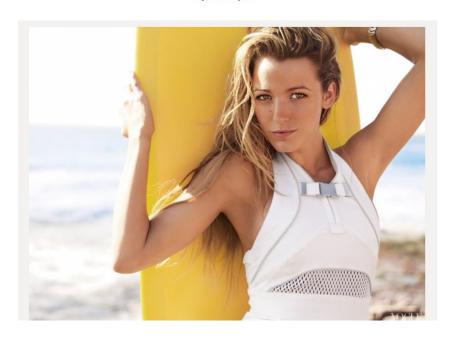


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http://www.vogue.com/vogue-daily/article/test-drive-last-minute-beach-hair-in-a-bottle/#1

Test Drive: Last-Minute Beach Hair in a Bottle

by Ana Dragovic



Although summer comes to an end next week, summer hair lives on year-round. Buoyed on, no doubt, by **Gisele**'s eternal, perfectly imperfect tangles, beachy, devil-may-care hair has inspired a wave of its own: At Frédéric Fekkai's Fifth Avenue salon, the St. Barth's blowout delivers just-out-of-the-ocean waves with a soupçon of French polish. And the perm is back, albeit with a chill new attitude, in surf-girl-inspired treatments at L.A.'s Privé salon ("Beach Wave Perm"), Manhattan's Arrojo Studio ("American Wave"), and Varin Salon ("La Vague"). For low-cost, low-commitment texture, there is an at-home arsenal of styling products which ensure that even if you haven't spent the weekend in sandy, salty, sun-splashed climes, at least you can look like you did. In our slideshow above, four *Vogue* staffers put them to the test.

Privé Los Angeles salon, Beach Wave Perm, starts at \$250; privesalon.com
Frédéric Fekkai Fifth Avenue, St. Barth's blowout, \$50; fekkai.com
Arrojo Studio, American Wave System treatment, \$400; arrojostudio.com
Varins Salon, La Vague treatment, \$250; varinsalon.com