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WARM WEATHER HAIR TRENDS TAKE WOMEN BACK TO THE 1950'S
Softer, Feminine Designs Inspired by Screen Goddesses of the Era

Boston, Mass... In the midst of a New England winter, Leon de Magistris, the internationally acclaimed owner of Leon & Co. in Belmont, Massachusetts, has announced his spring/summer 2004 hair forecast. In contrast to last year's trend of tousled styles reminiscent of the 60 & 80s, de Magistris says the hottest new looks will be more sculpted and controlled, taking inspiration from the leading ladies of the 50's such as Marilyn Monroe and Audrey Hepburn.

Always taking cues from the fashion industry's runway shows, de Magistris says the latest hair trends are a natural contrast from the bigger, bolder hair of last fall. "Spring and summer designer collections reflect the more tailored, yet feminine styles of the 1950's," states de Magistris. "Hair follows suit with a modern take on the soft, well-shaped styles popularized by icons such as Ava Gardner. Bed head looks from the 60's and 80's are not totally gone, but we'll see more grooming and elegance this summer," he continued.

In addition to seeing more defined waves and curls, blonde will be the color of the moment. Think Barbie Doll blonde with the soft waves to match. "Fortunately, taking hair a few shades lighter is much easier when there is color in the face because there is more contrast," according to de Magistris. "We're not suggesting that everyone go blonde - it could be an exciting change for many or a cause to simply lighten up a few shades," he noted.

If going blonde is not an option, de Magistris suggests California Highlighting; a new form of highlighting that does not utilize foils or caps and produces a more natural sun-touched look with longer-lasting results. Leon & Co. was the first salon in New England to introduce this distinctive technique with two colorists on staff who specialize in the procedure.

A 30-year industry veteran and native of Candida, Italy, de Magistris is one of the region's most prolific hair stylists. He was recently awarded the prestigious *Chevalerie Knight Award* from Intercoiffure Mondial, one of only a handful of stylists worldwide. Leon & Co. is a four-time recipient of "Best of Boston" awards from *Boston Magazine*, most recently receiving a 2003 *Best of the West / Hair Color* award. de Magistris and the salon have also been recognized by publications such as *Allure*, *Glamour* and *Marie Claire*.

Located at 84 Leonard Street in Belmont Center, Leon & Co. has been a leader in Boston's beauty/fashion community for more than 25 years. de Magistris has also developed "E," a complete line of hair care products including a Citrus Purifying Shampoo with Lemon, a Citrus Hydrating Serum and a Citrus Shampoo and Body Wash with Grapefruit. Products range from \$12.50 to \$18 and are only available at the salon.

For more information, please call Lisa O'Neill at 617-734-1317; or find out more about Leon, the salon and view previous hair collections at <http://www.leonandco.com>.

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(Photos available upon request)