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talks about Screen T-Slalom*

Beach waves, the perfect waves for the Summer, even in the city

Very natural, they give an easy and chic effect. Perfect for the sea but also in the city, they are easy to maintain and are obtained with a technique to be performed in the salon, completely natural and lasting.



They are called "**beach waves**", but they are perfect all year and not only at the seaside or on vacation, but also in the city, for an urban chic style. The **waves are not too perfect but very natural**, which, as the term suggests, look like the ones you take to the beach, perhaps after having taken a bath and drying your hair naturally, suitable for both long and medium cuts and any situation or style, casual, bon ton or very easy.

Also they are perfect to give new life to your usual look, the beach waves effect represent the ideal compromise and the forced choice to get volume and movement together. In short, wave on wave and the hairstyle takes tone and definition.

Another feature of these beach waves is that **they are easy to do and in fact they give an "unbrushed" but "controlled" style**, a hair trend that is gradually becoming more popular and that promotes a return to simple look, imperfect but spontaneous, hair to be touched and to be disheveled and above all, in need of very few products.



Like the beach waves, irregular, but above all soft, with a messy effect variously regulated and requiring a decidedly minimal styling, but which are also suitable for a more sophisticated styling, while respecting the free style and often with pressed roots to create a certain contrast between volume and softness, perfect allies of this hair look!



Moreover, the technique that was used in the past to make curly hair, today becomes much more natural and less aggressive, perfect not so much to obtain very defined and almost frizzy curls, but very natural and soft wavy hairstyles, with a long-lasting result.

And this summer, there is **T-Slalom by Screen** to try, a **biological waving system to be performed in the salon with a freehand technique**, to make hair naturally moved.

In short, the safest and most comfortable way to say goodbye to irons and curlers. "T-Slalom was born from the end customer's need to have naturally waved hair. It has short processing times, a long lasting effect and has nothing to do with the old systems used to wave the hair, such as long styling with irons etc. In fact, T-Slalom relieves women from the stress of tools and curlers" explains Rocco Blasioli, Artistic Director Screen Professional Hair Care.



What is it? In practice, a biological waving system to be performed in the hairsalon that makes hair soft and silky: "There are two ways of using it: to make a final style with support products (mousse, gel) or to give support to the style, making it last longer. It also serves to maintain and support the curly hair, softening the frizz and contrasting the humidity," explains Blasioli. He also adds **that the result lasts over time, from 3 to 4 months**, depending on the type of hair, therefore perfect for the whole summer period, because it gives natural and lasting movement to medium and long hair, **without having to use a hair dryer, flat or curling irons or rollers**, often uncomfortable to take and use during a vacation and that with the heat you do not want to use at all.

The only product used to give more support to the movement is the **Nutricare nourishing leave-in mousse Screen Hair Repair**, a nourishing mousse, excellent as a maintenance treatment for normal and thick hair and for those who love the soft texture of a leave-in foam. It deeply nourishes, make the hair shiny and gives support to the waves.