



Best Tressed

BY ROBERT ELLSWORTH

Customer satisfaction has been paramount in the career of Shorty's salon owner, Christopher Bair. According to Bair, his stylists' fashion-forwardness has kept his salon ahead of the competition, and now his new niche hair-care line helps clients achieve salon-quality looks at home. "In all our products, we have insisted that the integrity is at the forefront; our motto is 'sexy, healthy hair,'" he says. Free from a host of unnecessary chemicals—including hair-damaging sulphates, parabens, dyes and synthetic fragrances—the Shorty's brand of alcohol-free hair products combines a merry mixology of environmentally friendly ingredients. Here are a few of our faves:

Ice Gel

This gravity-defying styling gel helps you achieve that '80s post-punk style without digging up your old shoulder pads. You don't need a Flock of Seagulls fauxhawk to enjoy this one, just a serious desire for your hair to stay put! Great for spiky styles, it's strong and firm for short to medium hair.

Sea Spray

This salt-infused spray creates volume and flexibility, whether for sexy, salty, sun-dried or wind surf-swept styles—whenever, wherever. Work through damp or dry hair for detailing and adding lift at the roots. The less you touch it, the longer it will hold. With a few spritzes (careful not to overdo it) and a few scrunches, you'll look like you just stepped out of the breakers!

Mud

Mud works to invigorate and revitalize the scalp while adding shine and body to hair, providing a great hold with no gummy residue. Inspired by an oasis of fruity botanicals, a shiny burst of Neroli and black currant blend harmoniously with a voluptuous infusion of papaya and pomegranate, bringing out a soft and supple finish.

One-Stop Shampoo

Autumn-parched hair needs extra hydration, and this botanical shampoo, conditioner and body wash delivers just the thing. Infused with the divine scent of ripe apples, the product creates a foamy lather with a purifying blend of botanical extracts that refresh and cleanse hair, scalp and body. It's a perfect product for active lifestyles.

Hair Paste

Use this to mold and sculpt hair into any style. This fiber-like, resinous product helps thicken, texturize and increase fullness to hair, while providing a strong, pliable hold with a matte finish. It's great for that extra oomph that is sometimes needed to retexture after a grueling workout.

Wired

Pulls apart; holds together; separates for threadbare definition. Wired is an awesome microfiber styler that fits hair like a mesh T, allowing your scalp to breathe. This micro-mesh styler unravels in your hand, creating the web you need to separate your hair. It wears well, so show and go.

MORE INFO



shortysbarbershop.com

