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## HAIR

(continued from page 147)

usually inherited from the father's side of the family, affects a substantial portion of the population. It often doesn't surface until menopause, when estrogen/progesterone levels drop precipitously. So in a sense, for many women, thinning hair is a natural by-product of aging and should be viewed as such.

"Women accept the fact that their skin ages and that they must also take better care of their teeth, eyes and overall health as they get older," says trichologist Philip Kingsley. "But what they don't realize is that their hair is also aging."

**The solution** Many women affected by female-pattern alopecia have sought help by using minoxidil. Originally developed as an anti-high blood pressure drug, minoxidil was approved by the Food and Drug Administration in 1988 as a prescription treatment for baldness. Marketed under the brand name Rogaine and aimed largely toward the male population, the drug has found an expanding customer base in women.

Dr. Alan Kling has treated hundreds of patients with minoxidil and so far, he says, the main result has been the cessation of loss rather than demonstrable regrowth. "Minoxidil keeps the hair at a plateau," Kling says. "Any increase is a windfall." But for some, he adds, loss prevention is seen as an end in itself.

There's no natural solution for hair thinning and loss. But shampoos like Graham Webb's Ice Cap or Finesse's Extra Body Shampoo and treatments like Christie & Co.'s wheat protein serum help restore strength to, and improve the texture of, fine, limp hair.

To add body to thinning hair: Try a rinse of flat beer to help body and thickness. Let a can stay open for 24 hours, rinse the beer into the hair and leave in; do not rinse out. The beer coats the hair with a film that causes the individual strands to bond together and appear fuller. ☺

Dana Flannery is a New York City-based freelance writer.

## COLETTE

(continued from page 129)

turned 40: "This is what 40 looks like."

But when the time came, Colette examined herself closely in the "dark water" of her mirror and admitted that the "elastic" and "rosy" girl she had once been was gone forever.

"You have to get old!" she told herself then, trying, as she often did, to disarm an unpleasant truth by stating it. "Don't cry, don't clasp your hands in prayer, don't rebel, you have to get old. Repeat the words to yourself."

You may have to get old, but you don't have to look it. Colette was one of the first women of her generation to abandon her corset, cut her hair, use the expression "self-esteem" and know what it takes to earn a living, but she was also one of the first to get a face-lift. The great writer was 56 and in the prime of her career when she fell in love with a younger man who had just gone broke in the diamond business. The Depression had started. His morale and her funds were low—the French are generous to their national treasures with everything except cash—so the lovers decided to embark on a joint "second career." A pasha and a princess and other solvent friends staked them to an *institut de beauté* on the rue Miromesnil, where Colette did makeovers in a white lab coat. They launched a line of beauty products: Colette perfume, Colette make-up brushes, Colette rouge, Colette rice powder. The elegant little boxes bore her signature and her likeness. "I find the women beautiful as they emerge from beneath my writer's fingers, and I enjoy touching the living flesh, heightening its colors, concealing its defects with my impartial fingers inspired by a kind of benevolent, maternal feeling."

But Colette's genius, it must be said, was not maternal and less benevolent than one might suppose. Perhaps that's why the beauty shop was a failure: The famous aging actresses who entrusted their faces to her emerged from their makeovers looking twice as old as they had going in. So Colette hung up her lab coat and went back to literature. Infirmary caught up with her at last, and she gave up, as she says, her "egotism." But she never renounced her coquetry.

Was that her beauty secret, finally? No:

"Go out and give pleasure. Go out and love, go out and suffer and wound, go out and play." ☺

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## NEWMAN

(continued from page 139)

lean on the sodium. The Bandito Salsa has only six calories per serving, but contains 120 milligrams of sodium—and a serving, for Newman, is one tablespoon, an amount that most salsa lovers would describe as mere foreplay. His Bandito Diavolo Spicy Sauce has 530 milligrams of sodium in every four-ounce serving; the Sockarooni Spaghetti Sauce yields 560.

"The middle-of-the-road intake of sodium is 2,200 to 3,000 milligrams a day, so the Sockarooni is high," says Clarke. "As for the salsa, people tend to have a quarter to a half cup; suddenly, it's eight times 120 milligrams. A cup of salsa and a basket of chips is a lot of salt—and you may not realize that until you have a dynamite headache."

But don't draw the wrong conclusion. Nutritionists who are critical of some Newman foods buy others for their own use. "You need to look past the buzzword of 'all natural,'" explains Warpeha, a devotee of Newman's spaghetti sauces. "All natural" doesn't send me to buy something. I believe fat will get you long before additives do. To his credit, Newman is very responsible; he doesn't say, 'Eat all you want.' Clarke agrees: "If you enjoy his food, make room for it. The key is moderation."

Newman would say the same. That is why, for example, the actor famed for his beer consumption hasn't introduced a brew. Although Newman's Own Lager would make a fortune for his beloved charities, the founder doesn't want the moral stigma of encouraging drinking. He never publicizes the fact that he and his wife, actress Joanne Woodward, have a cabin at the camp, and that he likes to show up there, step into the theater and act with the kids. All of this is why, in the end, people love his products—they seem sensible in the same way as the no-nonsense characters he plays.

The Verdict: Sometimes a Great Notion occurs. When it does, there's a sensation like a Sting. Newman took that Slap Shot to the cranium, and instead of burying the idea in The Drowning Pool, he turned himself into a veritable Hustler. Consumers have a distinct Absence of Malice toward his enterprise; he now wears The Color of Money. And so, on balance, Paul Newman gets The Prize. ☺

## GOING SOLO

(continued from page 134)

Spanish, the familiar words of the Nativity story had the force of revelation. During the Kiss of Peace, when everyone shakes hands or hugs one another—an excruciating moment for someone who, like me, is not only estranged from the Church but in this instance also a stranger—a man nearby went out of his way to extend his hand, breaking the ice so that the women around me, saddled with sleeping children, also shook my hand.

Outside, after mass, women were handing out open-faced sandwiches and little presents wrapped in red and green crepe paper, and pouring cups of some fragrant, steaming, creamy drink. One of the women pressed two sandwiches into my hand, in a very businesslike way, and my friend from the Kiss of

*When I got  
off the plane  
and felt  
the warmth of  
the night, my  
anxiety  
evaporated.*

Peace made sure I got one of the little presents by giving me his own. Then a man in the crowd was called off on an errand, and as he left he handed his hot drink to me. It was the most delicious thing I have ever tasted—like cocoa but made from vanilla, and flavored with cinnamon and orange peel.

I walked back to my hotel in the tranquil night as satisfied as I ever expect to be on Christmas. I was so happy I almost forgot to open my little present (cookies, Chiclets, a candy radish). It had been enough for me just to be with these people, but they had given me more: Each hand extended, each item thrust at me had been a gesture of acceptance. Like the innkeeper who found room for the visitors to Bethlehem, the people of Consolación had taken me in. ☺

Mary Norris has written for The New Yorker, Newsday and The New York Times.



# 3. over-processing

Unfortunately, many of the measures taken to make hair look beautiful—coloring, perming, straightening—can often result in dull, lifeless, brittle locks.

Dual processes, a combination of coloring and perming, are especially damaging and should be avoided. Allow at least a week, preferably two, between each procedure. A good shampoo to use right after chemical processing is Phytothérathrie's Phytocidre, containing coconut oil and pure cider vinegar, which helps to restore the hair cuticle to its preprocessed state.

Styling—particularly blow-drying—can also wreak havoc. New York City salon owner Bob Recine says that taking hair from sopping wet to perfectly coiffed with a blow-dryer is incredibly taxing on the hair. He suggests removing as much moisture as possible with a towel or a quick, diffuse, all-over blow-dry first, and then styling it. This is far more preferable than torturing the hair section by section.

**The solution** Deep conditioning treatments, like Matrix Système Biolage Hydro-Active Hair Masque, Redken Climatress Deep Moisturizing Treatment or Infusium 23 Pro-Vitamin Power Pac, can gradually help to restore luster by repairing the hair cuticle (or outer shaft) and sealing in moisture. But if you're looking for a quick fix, you might want to try a pomade or an antifrizz product like Rave Shine Spray.

To add shine to overprocessed hair: La Plus Belle Salon's Robert Gooding suggests brewing rosemary tea with a large sprig of fresh rosemary and a tablespoon of dry comfrey leaves in a cup of boiling water. Let it steep until it cools. Use as a leave-in rinse. Or try Agree Deep Moisturizing Conditioner; L'Oréal Colorvive Technicare and Permavive Technicare shampoos and conditioners; and Matrix Système Biolage Hydrating Shampoo, all of which contain rosemary.

**Counter offers** A cream shampoo, like Phytothérathrie's Phytocidre (shown below) is helpful. Also good: **1.** Neutrogena's Shampoo and Conditioner for Permed or Color Treated Hair; **2.** Natural Collection by Boots Marshmallow Shampoo and Conditioner; **3.** Natura Ecoly Tri-Wheat Reconstructor; **4.** Smooth 'N Shine Innersilk Pre-Relaxer Formula; **5.** Clairol's Colorhold ColorSealing Conditioner.

# 2. lack of volume

Because we are restricted to a finite number of hair follicles, technically there is nothing that can be done to increase hair volume. Because it's still a big concern of many women, cosmetics companies have worked overtime to develop products and perms that give the appearance of thicker hair.

**The solution** Setting lotions, mousses, gels and the newer "volumizers" and "bodifiers" all have one thing in common: polymers that coat the hair and, in the process, increase the diameter of each strand and create the illusion of fullness. Rusk Radical Hair Creme and L'Oréal Studio Line Invisi-Gel Mega Body are applied to the strands of the hair, while others, like J. F. Lazartigue's new Root Volumizer, are used on the roots and scalp.

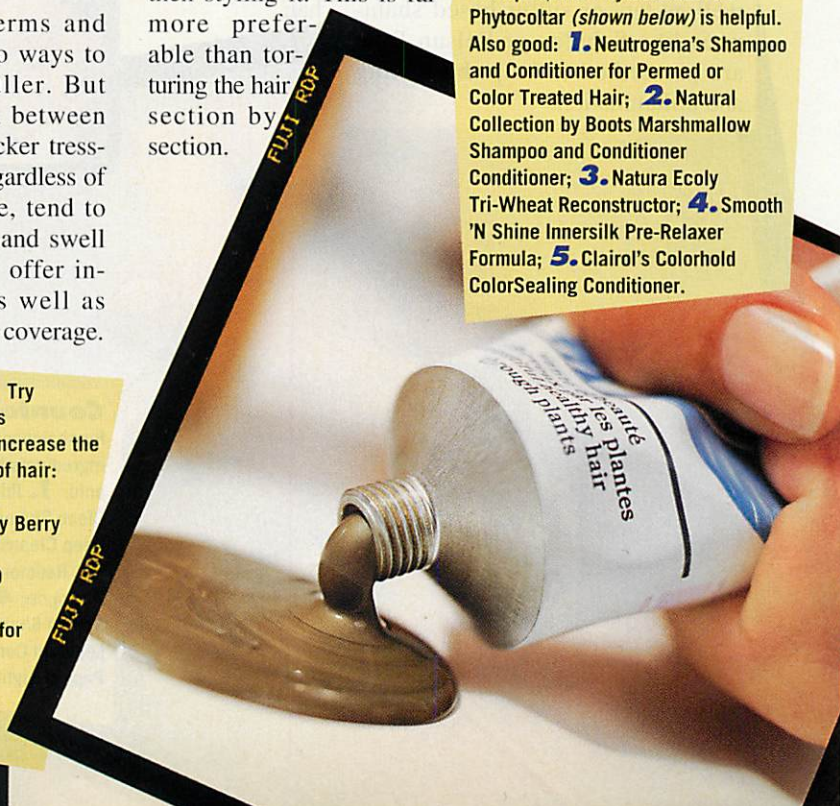
To add volume naturally: Mix up 12 medium-size strawberries and 2 ounces of chamomile shampoo (Kiehl's, for example) in a blender to form a thick paste to rub on the scalp and hair, suggests Le Salon Bruno's Richard

Cordoba. Leave on for 15 minutes so the fruit oils can penetrate the hair shaft, then rinse thoroughly.

One caveat: Everyday use of styling aids can lead to product buildup. To cut residue, rinse your hair with lemon or vinegar before you shampoo, or use a pre-shampoo treatment, like Aveda Hair Detoxifier.

In the salon, perms and body waves are two ways to make your hair fuller. But there is also a link between haircoloring and thicker tresses. Because dyes, regardless of how gentle they are, tend to roughen the cuticle and swell the hair shaft, they offer increased volume as well as brightening and gray coverage.

**Counter offers** Try shampoos or conditioners with polymers that help increase the diameter of each strand of hair: **1.** Sebastian's Potion 9; **2.** L.A. Looks' Extra Body Berry Shampoo; **3.** Fermodyl Interactives Double 0820 Volumizing Shampoo; **4.** Pert Plus Extra Body for Fine Hair; **5.** Vidal Sassoon's Stylist Choice Conditioner 1.





# 4. oiliness

A few hair specialists, like Philip Kingsley of The Philip Kingsley Trichological Centre, feel that oiliness is a minor hair problem because it is easily treated with frequent shampooing. Others believe that oiliness is not to be taken lightly—especially as it can lead to scalp conditions like dandruff and seborrheic dermatitis.

Dandruff affects a surprising number of people. "Everybody has it to a certain extent," says Alan Kling, M.D., a dermatologist affiliated with New York's Mount Sinai Hospital. "The outer layer of the skin is constantly replenishing itself." It is only when the cells clump together, instead of being shed individually, that dandruff becomes bothersome. Dr. Kling recommends a dermatologist-prescribed, tar-based shampoo. (Of course, there are several over-the-counter versions, including Neutrogena T/Gel and Denorex.)

Seborrheic dermatitis, which should be treated by a dermatologist, is characterized by redness, itching, inflammation and flaking; it is usually confined to the scalp, but can also crop up in other areas, like the eyebrows or chest. Cortisone as well as tar- or sulfur-based shampoos like Sebulex or Selsun Blue are prescribed to help the itching and inflammation.

**The solution** For oily hair, look for shampoos with ingredients like citric or malic acid—key "degreasers"—waxes, oils and proteins are not helpful. Alpha-hydroxy acids such as the glycolic acid in Herald Pharmacal's Aqua Glycolic Shampoo & Body Cleanser are now being added to exfoliate dead scalp cells.

Both L.A. Looks' Papaya Shampoo and St. Ives' Swiss Formula Papaya Plus shampoo/conditioner blend the natural exfoliating properties of the fruit with sage, rosemary and chamomile to cleanse and soften hair. If you have a papaya in the fridge, try this natural solution suggested by New York City hair pro Richard Cordoba: Mash a papaya in the blender, and massage the paste into scalp to dissolve dead tissue. Let sit for five minutes. Shampoo thoroughly.

Conditioners should be applied only where needed—usually just the ends. Hair spray, a magnet for dirt and oil, should be avoided. Mousse, with its high alcohol content, is an excellent styling tool. The alcohols used in hair-care products are "fatty alcohols," says Kingsley. "The fatty alcohols are emollient, and highly beneficial to the hair."



**Counter offers** Look for shampoos with astringent ingredients like citric or malic acid: **1.** Jhirmack's Fabulously Clean Shampoo; **2.** Nexxus' Exxoil Deep Cleansing Shampoo; **3.** Redmond's Aussie Citrifier Shampoo; **4.** Naturistics' Sea Splash Shampoo; **5.** H<sub>2</sub>O Plus' Leave-in Conditioner; **6.** Freeman's Papaya Light Conditioner.

