

# THE WAVE

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### Big Hair

A new hair styling product gives new hope to those who suffer from the devastating effects of PSFHS (Post Styling Flat Hair Syndrome): Its victims primp, curl and style to their hair's content, and then an hour later it has fallen flat. Giovanni Organic Hair Care's More Body styling product is perfect for those who like to blow-dry their hair into voluminous styles – it not only helps thicken the hair and create body, but conditions as it thickens (the product should be applied prior to styling to protect from the potentially damaging effects of flatirons and other thermal styling tools). Giovanni Organic Hair Care's More Body is \$8.95 at Whole Foods locations nationwide.

