

ROLF LOHSE

Spring/Summer 2009

IQ

944 and W Scottsdale
NBA All-Star Weekend
Event Photos

the
magazine for
intelligent
beauty

younger
from the
inside

thriving
in tough
times

**Spring &
Summer**
Trends

Fashion
Shoes
Handbags
Accessories
Hairstyles
Hair Color
Make-up
Nutrition
Wellness
Architecture
Design
Technology
Entertainment
Travel

THE MAGAZINE FOR INTELLIGENT BEAUTY

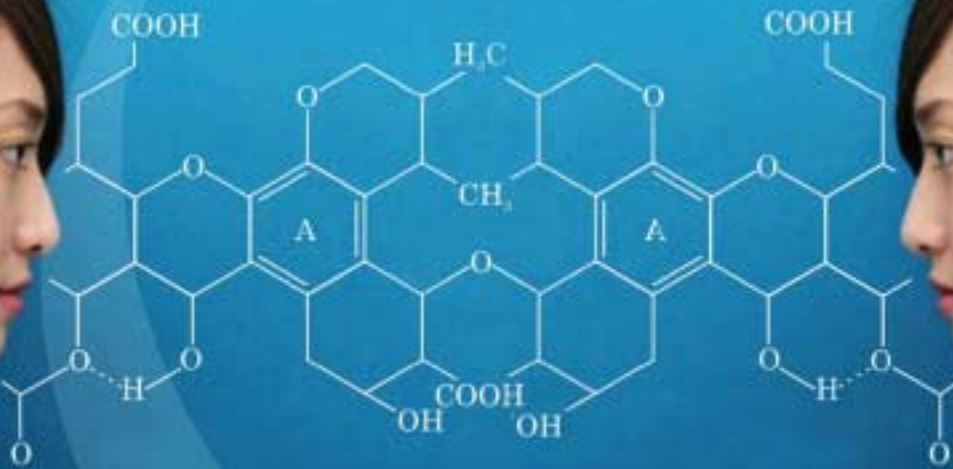
A woman with voluminous blonde hair is being styled on a runway. She is wearing a white, sleeveless, form-fitting dress with a deep V-neckline and a long, multi-strand necklace. A stylist with red hair is using a silver spray bottle on her hair. The background shows a runway with an audience and stage lights.

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intelligent beauty



perfect balance

Enjoy 25% off your Iqonic Purchase
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ROLF LOHSE
IQONIC
intelligent skincare

Rolf's
Welcome

*Rolf's concept of
Intelligent Beauty seems
more important than
ever — encouraging us
to have gratitude and
appreciation for the
beautiful things we have
around us regardless of
our economic times.*

Dear Friends,

Today, we're celebrating Rolf's with the publication of our third online issue of our popular IQ Magazine.

Reflecting on the world's challenging economy—we are dedicating this issue of our IQ Magazine to more local and practical content, coupled with immediate supportive action. In fact, with this corrective downturn, Rolf's concept of Intelligent Beauty seems more important than ever—encouraging us to have gratitude and appreciation for the beautiful and precious things we have around us regardless of our economic times.

Last month we completed a remarkable continuing education workshop on skin care techniques and comfort applications designed for cancer clients. As part of the ongoing development of our IQ Pink skin care product line, the workshop focused on the special needs of real clients struggling with oncology-related skin issues. The positive response we received from our 25+ cancer survivors who volunteered as demonstration models was wonderful.

Rolf's Monday Morning Makeover on Channel 3TV continues to get incredible reviews. You can review fun photo essays of our recent shows on our website. Rolf personally delights in this weekly event, stating that he loves to give back to the community and meet so many wonderful people. Keep an eye on this website because we are always looking for new Monday Morning Makeover ideas and participants.

We have also launched our own community stimulus package—a new program providing five people who have lost their jobs with a complementary makeover each month. To participate register in the Makeover section of our website—or fill out the application for one of your friends as a surprise gift.

Next month we are starting Passport to Beauty—our complimentary social and educational evening series at each salon. Sip champagne and mingle with friends as you learn how to create the perfect blow-dry at home, flawless skin, and the hottest make-up. To register, stop in at a Rolf's Salon or online. Keep a lookout for your salon's date because each salon has a different schedule. It will be both fun and instructive.

Once again, we are grateful to the Rolf's community for the chance to both share and serve. We look forward to seeing you.

Rolf Lohse Global

Spring 2009

ROLF'S LIST



What's Hot

- Fashion
- Shoes
- Handbags
- Accessories
- Hairstyles
- Hair colors
- Make-up
- Skincare
- Nutrition
- Wellness
- Architecture
- Design
- Technology
- Recreation
- Entertainment
- Travel



Prada



Apple Shuffle



Christian Louboutin



Alexis Bittar

Mackage



Marc Jacobs



Roberto Cavalli



Christopher Deane



Bebe



IMAGES COURTESY OF SAKS FIFTH AVENUE / BEBE / CHRISTOPHER DEAN

FASHION

- 1 **80's Flashback**
Just when you thought you could toss out those shoulder pads, strong shoulder jackets are back in a big way this season. **Mackage** Fitted Nylon Jacket. \$285.00 saksfifthavenue.com
- 2 **Sequins**
Add a bit of sparkle to your look with fun sequins adorned to skirts, jackets and shirts. **Marc Jacobs** Jacquard Skirt. \$895.00 saksfifthavenue.com
- 3 **Wave Runner**
Surf-inspired colors are great this spring worn together, on their own or mixed with other spring trends. **Bebe** Sequin Sparkle Racerback Tank. \$69.00 saksfifthavenue.com
- 4 **Globetrotters**
Go international this season with African, Asian, Indian, Mexican, and Native American prints that are sure to infuse your look with a multicultural feel. **Roberto Cavalli** Floral Jersey Top. \$855.00 saksfifthavenue.com
- 5 **Sugar and Spice**
Ultra-feminine is in this season with soft ruffles, mini florals, delicate bows, and oh-so-adorable lace. **Christopher Deane** Maui Dress. \$386.00 saksfifthavenue.com



Salvatore Ferragamo

Dolce Vita



Kors



Christian Louboutin



Maison Martin



Kooba

IMAGE COURTESY OF KOOBA

SHOES

- 1 **Lace and Bows**
Show your flirty side with sassy shoes decorated with precious bows and lovely lace. **Salvatore Ferragamo** Manulea Pumps. \$670.00, saksfifthavenue.com
- 2 **Moto-Booties**
Look biker babe chic in hot boots with studs, zippers and lots of leather. **Dolce Vita** Hamilton Open-Toe Boots. \$250.00, saksfifthavenue.com
- 3 **Golden Ticket**
Whether it's pumps, flats, sandals or boots, add instant glam to any outfit with a surprisingly neutral metallic. **Christian Louboutin** Barcelona Gladiator Platforms. \$495.00, saksfifthavenue.com
- 4 **Wedges**
It doesn't feel like spring without adorable wedges. Wear them to spice up a pool party outfit or even a trip to the mall. **Kors** Michael Kors Beach Espadrille Wedges. \$225.00, saksfifthavenue.com
- 5 **Architectural Details**
Reach great heights with structural shoes that are sure help you tower over the competition. **Yves Saint Laurent** Metallic Cage Booties. \$1,290.00, saksfifthavenue.com

IMAGES COURTESY OF SAKS FIFTH AVENUE

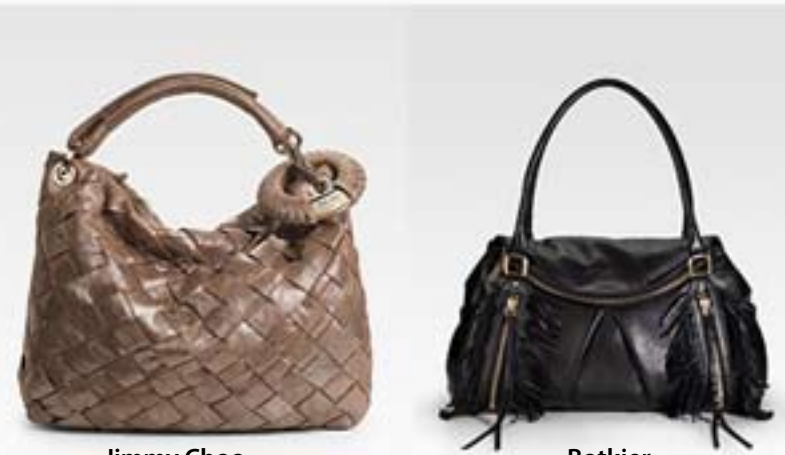


Yves Saint Laurent



Prada

IMAGES COURTESY OF SAKS FIFTH AVENUE



Jimmy Choo

Botkier

HANDBAGS

- 1 **Hobo Bags**
Hobo bags are back again and perfect for the on-the-go woman. Big enough to carry all the necessities plus more, this bag has it all. **Maison Martin** Margiela Oversized Hobo Bag. \$995.00, saksfifthavenue.com
- 2 **Chain Bags**
Chains give an extra dose of edge to any purse. Look for them on small wristlets to large totes. **Kooba** Halle. \$495.00, kooba.com
- 3 **Delicate Details**
Add sophisticated style to any outfit by carrying one of this season's biggest trends, an evening clutch covered in beading, sequins or precious gems. **Prada** Paillettes Clutch. \$1,250.00, saksfifthavenue.com
- 4 **Basket Case**
The workmanship of beautifully woven spring bags in different colors and patterns makes for a very fashionable accessory this season. **Jimmy Choo** Bracelet Woven Hobo. \$1,750.00, saksfifthavenue.com
- 5 **Return to Woodstock**
Celebrate your inner flower child with fun and stylish fringe bags from top designers. **Botkier** Morgan Satchel \$650.00, saksfifthavenue.com



Alexis Bittar



Dolce & Gabbana

IMAGES COURTESY OF SAKS FIFTH AVENUE



Super Straight with Center Parts



Half Up, Half Down



Jennifer Behr

IMAGE COURTESY OF JENNIFER BEHR



12 Yves Saint Laurent



Jimmy Choo

ACCESSORIES

- 1 Collar Necklaces
Show-stopping baubles add flair to a simple t-shirt and jean outfit. **Alexis Bittar** Sand Dollar Necklace. \$395.00, saksfifthavenue.com
- 2 Shady Places
Retro, runway, round and square... classic black sunglasses are back in demand again. **Dolce & Gabbana** Square Wrap Glasses. \$310.00, saksfifthavenue.com
- 3 Headbands with details
Headbands are a foolproof accessory rising to the top of every fashionista's head with delicate details like feathers and bows. **Jennifer Behr** Neon Orchid on Skinny Headband in Acid. \$225.00, www.jenniferbehr.com
- 4 Back to the Future
Look for modern bangles and accessories that are sure to make you feel like it is the year 3000. **Yves Saint Laurent** Cobra Cuff. \$435.00, saksfifthavenue.com
- 5 Neon
These shockingly bright accessories demand notice and are best if worn with subdued colors like khaki, black, and grey. Too many conflicting colors will have people looking at you for all the wrong reasons. **Jimmy Choo** Poppy Strappy Sandal. \$1125.00



Careless Curls



Crimped

Chic Chignons

HAIR STYLES

- 1 Super Straight with Center Parts
Invest in some thermal protector this season as dead straight hair returns with a harsh center part to create the ultimate polished look like Rachel Bilson.
- 2 Half Up, Half Down
The perfect mix between wearing your hair off your face and being party ready. This style looks best with long hair – at least past your shoulders. Too short and it can look childish.
- 3 Careless Curls
Modern waves that work with the hair's natural texture, this look is great for a low-maintenance but fashionable style like Gisele Bundchen. This out-the-door look gets a face lift for spring by adding fun accessories like headbands and embellished pins.
- 4 Crimped
Not the typical fully-crimped coif of the 80's. This look is modernized by simply letting the crimped hair peak through uncrimped hair.
- 5 Chic Chignons
This age-old hairstyle with classical sophistication is a favorite of many A-List ladies in Hollywood. It is a great look for day, think loose and side-swept, or Oscar-night elegance as portrayed by Anne Hathaway.



Champagne Highlights



Auburn



Peroxide Blonde



Beautiful Brunettes



Bold Red

HAIR COLOR

- 1 Champagne Highlights**
Blondes, like Paris Hilton, can rejoice as this color solves the issue of choosing a natural-looking shade that is still flattering and gorgeous on its own.
- 2 Auburn**
Red hair has gathered a large following in the last couple years, but few can pull off the fiery color. Those who dream of Lucille Ball colored hair have opted for a beautiful auburn, like Isla Fisher, with a natural finish that can easily cater to all skin tones.
- 3 Peroxide Blonde**
If you are feeling daring this season, follow fellow trendsetters Kate Moss, Agyness Deyn, and Lady Gaga as they take a bold approach to color with bleach blonde locks.
- 4 Beautiful Brunettes**
Brunettes should keep it simple this season, like Katie Holmes, with natural-looking color without the distraction of black, bright or stripy highlights.
- 5 Bold Red**
Red continues to rock into this season. Keep in mind that even though it's a hot color trend, this intense of a color doesn't work for everyone. Add golden highlights for extra dimension.



Nars



Runway Reality



Bobbi Brown



La Prairie

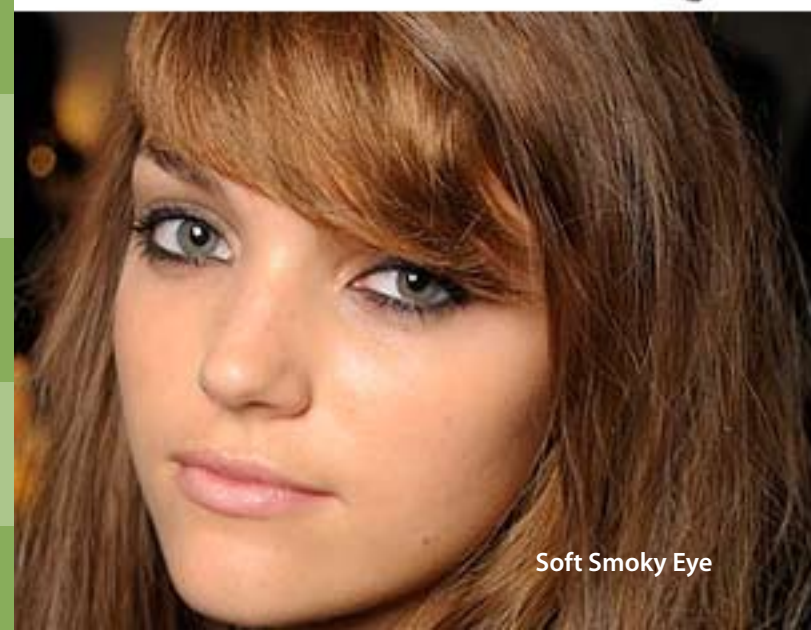
IMAGES COURTESY OF SAKS FIFTH AVENUE



Barely There

MAKEUP

- 1 Flushed Cheeks**
Have fun with blush this season with peachy, neutral pinks. Use your brush to blend the blush thoroughly in an upward motion along the cheekbone. **Nars** Blush in Orgasm. \$25.00, www.saksfifthavenue.com
- 2 Barely There**
Allow your skin to show through your make-up. Soft touches of peach blush, brown mascara, highlighter and a light gloss will only enhance your natural beauty. **Runway Reality Makeup**, available at all Rolf's Salon locations.
- 3 Precious Metals**
Metallic shadows are a fresh look for spring. Mix a powder shadow with water to create a dense metallic pigment which will flash and sparkle in the light. **Bobbi Brown** Copper Diamond Shimmer Brick. \$40.00, www.saksfifthavenue.com
- 4 Major Liner**
Create a smoldering, sexy eye by rimming the inner lids and around the eyes with black or blue liner and blend with a brush. **La Prairie** Luxe Eyeliner Automatique. \$50.00, www.saksfifthavenue.com
- 5 Soft Smoky Eye**
Bring a softer approach to the heavy, smoky eye of previous seasons. Brighten it up with light colors, or keep it light and subtle with greys.



Soft Smoky Eye

Holly Golightly Sleep Mask



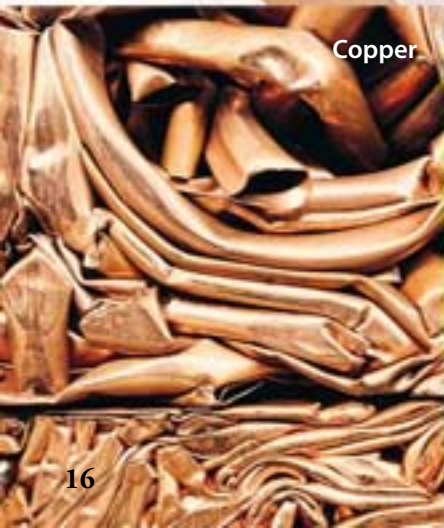
IMAGE COURTESY OF FRED FLARE



Gold Elements



Water



Copper



Green Tea

SKINCARE

- Sweet Dreams**
Not only will this sleep mask have you looking chic while you sleep, that deep shut-eye can help in reliving under-eye puffiness the next morning. **Holly Golightly Sleep Mask** . \$14.00, www.fredflare.com
- Gold Elements**
Gold has been proven to slow down collagen depletion and breakdown elastin to prevent sagging skin. It also assists in cell turnover as well as tissue repair and growth.
- Water**
You can't hear it enough. Real H2O with no added flavor and/or preservatives will make a major difference in not only your diet but your skin.
- Copper**
Known for its ability to increase skin elasticity, thicken and tighten skin, improve appearance and complexion and reducing fine lines and wrinkles, copper is one skincare ingredient you should not be without.
- Green Tea Extract**
This anti-aging ingredient is rich in anti-oxidants which combats free radical damage leaving you with supple, youthful-looking skin.



Asparagus



Broccoli



Chiles



Parmesan



Lemons

NUTRITION

- Face Lift**
To wake up with more defined cheekbones, eat a high-protein, low-sugar dinner (like salmon and asparagus – a natural diuretic). Our facial features tend to take on a soft, doughy appearance when our diet is high in glycemic carbohydrates.
- Broccoli**
To make this superfood even more super, try steaming or nuking your broccoli to 'up' the nutrients. Uncooked broccoli locks in anticancer compounds.
- Hot Tamales**
Chiles are known to improve your metabolism because of a compound called capsaicin which causes the body to burn extra calories up to 20 minutes after you eat the chiles.
- Parmesan**
Studies have shown that women who have one serving of whole milk or cheese daily are less likely to gain weight over time due to an increased conjugated linoleic acid which might help burn body fat.
- Tea w/ Lemon**
Give your cup of tea an extra boost by squeezing in lemon. The citrus in lemon helps antioxidants survive in your intestinal tract and be digested.



Dior



Dallas Cowboys Stadium



Hamburg Science Center



ARCHITECTURE

- 1 **Architectural Elegance**
Louis Vuitton, Japan, proposed by UNStudio: According to UNStudio, the building aims to establish an architectural equivalent of Louis Vuitton in which classical and modern qualities blend together, reinforcing one another.
- 2 **Super Stadium**
New Dallas Cowboys Stadium, Arlington, Texas, designer: Bryan Trubey: The largest NFL stadium in the world and new home of the Dallas Cowboys football team gives new meaning to the phrase "everything is bigger in Texas." This 2.3 million square foot venue has the capacity to accommodate up to 100,000 die-hard fans.
- 3 **Thinking out of Box**
Hamburg Science Center, Hamburg, Germany, architect: Marc Paulin: The Hamburg Science Center's stunning circle design is composed of 10 modular blocks and will include a science theater, aquarium, theater, offices, and laboratories.
- 4 **Bridging the Gap**
Mike O'Callaghan-Pat Tillman Memorial Bridge, Arizona/Nevada border: The I-93 freeway passing by the Hoover Dam gets a makeover as residents rejoice in not only a beautiful structure but a relief of traffic jams at the border.
- 5 **Divine Dior**
Dior, Tokyo, Japan, architects: Kazuyo Sejima and Ryue Nishizawa: The new Dior store is located on one of most fashionable and competitive streets of the world's luxury retailers. Dior is elbowing to the top with their creative translucent skin that allows the building underneath to show through.



Golden Touch



Frequent Flyer

DESIGN

- 1 **Golden Touch:**
Metallic is everywhere! Beautiful copper, bronze, silver and gold will add instant elegance to your home.
- 2 **Frequent Flyer**
If you are a world traveler, you will love the global-inspired patterns from Africa, Asia and the Middle East this season.
- 3 **Tropic Thunder**
Heat things up at home with bright, saturated hues and patterns inspired by the tropics. You'll have everyone coming inside saying Aloha!
- 4 **Back to Basics**
Utopia is all about organic shapes, colors, and eco-friendly materials like cork and bamboo.
- 5 **Blueprint**
Modernize old Delft stylings by adding classic touches of blue and white throughout your home. White-washed woods and natural linens will recreate this timeless style.



Back to Basics



Blueprint

Apple iPod Shuffle



T-73 JetPack



IMAGE COURTESY OF GO FAST SPORTS AND BEVERAGE COMPANY.

Kor One Hydration Vessel



Novara Corsa Bike



CWB Board Co. Onset Wakeskate



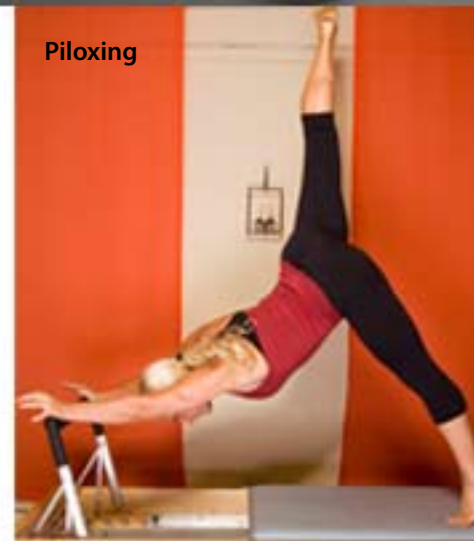
RECREATION

- Waterboy**
Hydrate your body and save the world. The Kor One Hydration Vessel's sleek design is perfect for any outdoor activity, plus their bottles have been BPA free since day one. **Kor One Hydration Vessel** www.korwater.com
- Pedal to the Metal**
Take advantage of our beautiful desert landscape by bike. The Novara Corsa Bike is lightweight and durable enough to handle any treacherous terrain it faces. **Novara Corsa Bike**, \$449.00 www.rei.com
- Hang Loose**
The newest trend in water sports is wakeskating. Instead of following the waves bound to a board, enthusiasts can ollie and kick flip on the water. **CWB Board Co. Onset Wakeskate**, \$249.00
- Real Control**
A favorite of many of the Tour Pros, the TaylorMade TP Red LDP is known for its excellent spin control. **TaylorMade TP Red LDP**
- Shape Up**
Piloxing is the latest exercise taking Hollywood by storm. Celebrities like Hillary Duff and Alexis Bledel swear by Viveca's body shaping routine. Join in the craze at home with V Pilates at home DVDs. **Piloxing DVD**, \$19.95 www.vpilates.com

TaylorMade TP Red LDP



Piloxing



TECHNOLOGY

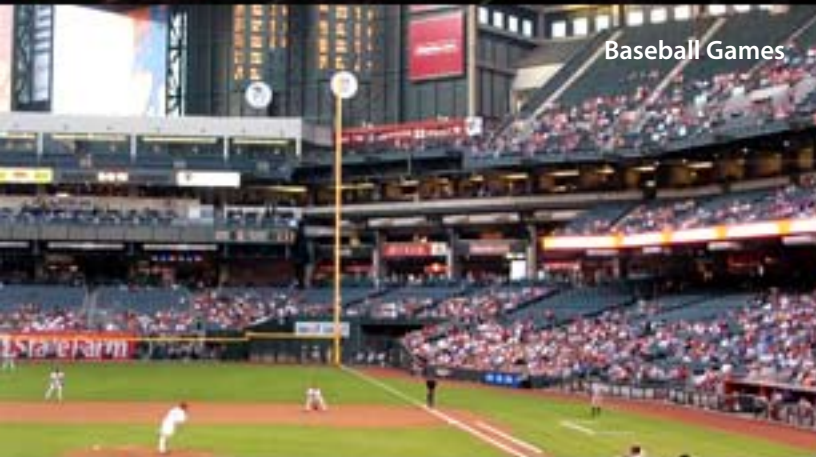
- Tiny and Talkative**
The little music player packs a serious punch carrying 1,000 songs and a new VoiceOver feature that, at the push of a button, lets you know the song title and artist name. **Apple iPod Shuffle**. \$79.00 www.apple.com
- High Flying**
If you've ever dreamed of soaring in the air, your dreams may come true. Available from Jet P.I., the T-73 JetPack will be sold to qualified individuals that go through their extensive training. You could be soaring at speeds up to 83 mph for almost 10 minutes. Find out more at www.jetpackinternational.com.
- Time Travel**
You may soon be able to experience what it is like to live in Egypt from the comfort of your own couch. The first virtual reality headset that stimulates all five senses, the Virtual Cocoon, will be unveiled at a major science event in London allowing people to visit places as "virtual tourists."
- Mrs. Robot**
Japanese students can now say "konnichi wa" to their new robot teacher, Saya. After 15 years of study, Saya is multilingual, can call roll, organize set tasks for students and even gets angry when children misbehave.

Virtual Cocoon



Saya





ENTERTAINMENT

- 1 **Elton John in Vegas:**
See the Rocket Man before he blasts off. Elton John's last show at Sin City's Caesar's Palace takes place in late April.
- 2 **Date Night**
Make it the perfect date night with a traditional dinner and a movie. Grab a quick bite for dinner and dessert (Red Vines and Milkduds) while watching one of the great flicks coming out this season.
- 3 **Baseball Season**
Nothing says spring like sunflower seeds, hot dogs, and a baseball game. Whether it's a spring training game or cheering on the Diamondbacks, you are sure to have fun.
- 4 **New York, New York**
Nothing compares to a Broadway show in New York City, but if you can't get out to the city, catch these traveling shows when they come into town. Rent, Cats, and Stomp are all making their way to ASU Gammage this season, so don't miss it.

TRAVEL

YOU DON'T HAVE TO TRAVEL FAR FROM PHOENIX TO FIND A FUN WEEKEND GETAWAY SPOT

- 1 **Fun in the Sun**
San Diego's sandy beaches may get all the attention – yet from theatres to wild animals, the city has much more to be discovered.
- 2 **Viva Las Vegas**
The lights, the shows, the 24-hour buffets... take a road trip (and all your change for the slot machines) and head up for a weekend for a guaranteed good time.
- 3 **Sedona**
Venture into Red Rock Country this season and experience the ultimate summer getaway for those who want to cool down and relax on the weekend without going too far away.
- 4 **Snow-Capped Sights**
Adventurous spirits needed. Vail is a whole world of outdoor activities and beautiful sights. If you aren't up for mountain sports, this city offers great shopping and dining opportunities as well.





Redken for Men
Maneuver Working Wax



Weber Summit S-670



Sony Bravia LCD



Tivoli Audio® Music System



24 Nike Zoom Kobe IV

JUST FOR MEN

- 1 Perfect Pomade**
Redken created the perfect pomade in their line of products specifically designed for men. From strong-hold gels to light pomades with moldable texture, this line is sure to please. **Redken for Men's Maneuver Working Wax**, \$16.95
- 2 BBQ Dream**
The ultimate in luxury grilling, Weber's Summit S-670 comes in number one with a larger cooking capacity, infrared rotisserie burner, and smoker box. Perfect for any cook-out celebration. **Weber Summit S-670**, \$2,599.00 www.homedepot.com
- 3 Double Take**
Plasma or LCD screens? The arguing may come to a halt once people check out the Sony Bravia 1080p LCD. It's new technology doubles video frame rates and reduces blur. **Sony Bravia KDL-46Z4100 46-inch LCD**, \$2,799 www.bestbuy.com
- 4 Blast From the Past**
This stylin' music box will keep your bachelor pad classy. Hook-up your mp3 device or access your wi-fi network to bring you thousands of stations from all over the world. **Tivoli Audio® Music System** in Dark Walnut/Beige, \$1,199.00 www.tivoliaudio.com
- 5 Nothing But Net**
The new Nike Zoom Kobe IV shoes will have you high flying like Kobe because of their lightweight structure. Even better, customize colors, trim, and laces with Nike iD make them perfect for your game. \$140.00, www.nike.com



HOW TO ACHIEVE THE

Hottest Looks for Spring

SUPER STRAIGHT WITH CENTER PARTS

A fashion week must for designers this season. Follow these steps to achieve model-worthy hair that will make even the most coiffed fashionistas jealous.

STEP 1

Wash hair. When towel drying don't rub— this can lead to the cuticle of the hair not lying flat and you won't get the best shine from your hair. Instead, blot the hair with your towel.

STEP 2

Direct the airflow from your hairdryer so that it flows parallel to the hair shaft. This will stop the hair from burning, seal the ends and help you achieve a smooth, shiny result.

STEP 3

A heat protective serum, like **Redken's Smooth Down Heat Glide**, applied to damp hair before you start blow-drying smooths and tames frizz on even the most rebellious hair and encourages a sleek, smooth finish.

STEP 4

After the hair is dry, prepare your hair for the flat iron by raking **Redken's Iron Silk Ultra Straightening Lotion** into the hair. This product will strengthen and protect as you flat iron pieces and achieve a super straight look with zero frizz.

STEP 5

To keep you looking sleek, finish with a mist of hairspray. We recommend **Redken Workforce**. This is a great way to protect against humidity and stop frizzing.



As seen in:
Miu Miu,
Givenchy
(shown)



As seen in: Christian Dior, Christian Lacroix (shown)

CRIMPED

Don't break out your box full of scrunchies, AquaNet, and banana clips just yet. Although crimped hair is coming back, it is meant to be used in moderation.

STEP 1

Wash hair and towel dry. Apply a heat protector like **Redken's Fabricate Heat-Active Texturizer** and dry thoroughly using a paddle brush.

STEP 2

Brush your hair until it is smooth and free of tangles.

STEP 3

Section off hair. Take inch-thick sections of hair at the crown and pin them back.

STEP 4

Crimp the hair underneath in a crisscross pattern placing a medium section of hair between the plates of the crimping iron and pressing down gently for 2-3 seconds.

STEP 5

Repeat these steps with other sections of hair until all of the hair is lightly crimped. By lightly crimping the hair, you not only are saving your hair from serious damage but ensuring you don't look like Madonna in '86.

STEP 6

After crimping, let the top, uncrimped hair drape down and work in a shine spray (**Kerastase Nutrisculpt Vernis** is great) to add a light hold and blend the whole look.



As seen in: Peter Som (shown) and Alexander Wang

HALF UP, HALF DOWN

An adult version of everyone's favorite elementary school style. This up-do is as quick and easy as it is adorable and will work with any texture of hair.

STEP 1

Wash hair and dry thoroughly. You may work with your natural texture and let your hair air-dry or blow-dry depending on the look you are going for.

STEP 2

Use a volumizing spray through the crown area to create lift. We like **Redken's Wool Shake**. It helps to unleash volume with unrefined texture. For ladies on the fine side, use sparingly.

STEP 3

Back-comb for added volume just at the crown.

STEP 4

Take hair from the temples and sides and secure them in the back with crisscrossed bobby pins.

STEP 5

Finish with a shine enhancing hairspray like **Alfaparf's Illuminating Hairspray**.



As seen in: Anna Sui (shown), Chloe

CARELESS HAIR

Bed head has continued to be all the rage on the runways because of its rebellious attitude towards the perfectly coiffed styles from the past.

STEP 1

To create this "just rolled out of bed" look, add volumizer (**Redken's Guts** is one of our favorite products) to the roots of wet hair and blow-dry with a medium-size round brush.

STEP 2

When dry, use a one-and-a-half-inch curling iron to vertically curl sections of hair around the entire head creating loose curls.

STEP 3

Rake fingers and shine serum (like **Kerastase Nacre**) through the hair to break up the curls.

STEP 4

Back-comb hair at the crown to achieve height in the crown area.

STEP 5

Finish with a flexible hairspray like **Kerastase Double Force**.

Want to extend this look to the next day? Take second day bed head, back-comb a little around the crown to add controlled volume and pull the hair back by twisting and pinning pieces up to form a chic bohemian up-do.



As seen in: Oscar de la Renta, Lanvin (shown)

SIDESWEPT CHIGNONS

This modern ballerina bun is extremely easy to do and adds a soft touch to any outfit. The elegant look works best with dramatic clothes and make-up.

STEP 1

Start with freshly washed hair and towel dry. Spray in a good texturizer like **Redken's Fabricate Head-Activated Texturizer** and blow-dry the hair in all different directions for multi-dimensional texture.

STEP 2

Smooth down sides and reduce frizz using a shine serum such as **Redken's Outshine Anti-Frizz Polishing Milk** and pull hair back into a low, side ponytail to create a sleek, yet relaxed look in the front.

STEP 3

Taking the hair from the ponytail, twist and coil the hair tightly around and pin it in place.

STEP 4

Finish with a spritz of a light hairspray like **Alfaparf's Illuminating Finish**.

Thriving during TOUGH TIMES

It's relatively easy to be a nice person when times are good. Anyone can be happy in a beautiful garden. Tough times, however, require a deeper level of insight, strength, and authenticity. With the right attitude and some practice, tough times can realign you back the values that really matter.

1. MONEY

You are not what you buy. While money has many benefits, research shows that wealth makes up less than 20% of the happiness equation. Although 40% is genetic the final 40% is perception, attitude, and habit. This means that no matter what happens — providing you work at it — you have a huge opportunity to enjoy many aspects of your day. As an old Native American man said as he walked bone-ribbed and barefoot across the desert, “Everyday above the ground is a miracle.”

2. SIMPLIFY

No matter what the problem (money, relationships, illness) the first principle is to immediately simplify. Bring everything down to a basic level. Stop all complication. Minimize activity, thinking, and commitment. As the Zen master said, “Only the simplest things really matter — the things you no longer see.” And don't make impulsive decisions or do anything rash. Almost all good decisions will still be available in a day or two so give them a chance to mature.

3. FOCUS ON WHAT REALLY MATTERS

When things get rough only a few things really count. Sometimes it's hard to figure this out. Most of the time we don't understand this until something terrible happens. See it now and you're already ahead.

4. GRATITUDE & APPRECIATION

Most of us take everything for granted. Ask someone who's bedridden about the value of taking care of your body. Or talk with someone who's lost a loved one about the value of showing appreciation. Just to be alive on this earth for a short time is pretty special. Get in the habit of being appreciative for what you have.

5. NEGATIVE THOUGHTS

There are a lot of terrible things in this world. Unless you can specifically do something about them, your worry, fear, or insomnia is an unnecessary waste of time and hurtful drain of energy. Most of your fears never happen and, if they do, it's almost always different. Neuroscientists point out that most of our fear, anger, and worry is more about the noise of conflict in our own head than about the outside world. Our brain can be our own worst enemy. Most of our thoughts and assumptions are illusory (just brain chemistry).

6. PRACTICE CALMNESS, COMPOSURE, HARMONY

Get plenty of rest. Learn deep meditation. Take advantage of the 'relaxation response'—the ability of your brain and body to recover through a meditative type of rest. Realize that you always have a choice about how you react to any situation. Practice reacting in a more progressive manner. Reacting with anger or impulse will often hurt your cause—keep you from obtaining your goals. Staying calm saves time and promotes recovery.

7. CONNECTION, SUPPORT, AND HELPING OTHERS

Tough times are a chance to appreciate your connections with others. Strengthen your network and help someone less fortunate. Be grateful for every relative and friend you have, even if you don't like them. Help out at the local shelter.

8. CAREER

When something bad happens, your job can be your most stabilizing platform. Quitting your job because you're emotionally upset can accelerate the situation even further. Routine, income, friends at work, and activity can help you rebound. If you've lost your job, reframe your approach into a new opportunity of some kind. If you keep your focus, values, integrity, and persistence you might just come out ahead.

9. FAMILY

Realize and avoid the tendency to lash out at those closest to you. Whether good or uncomfortable, your family is ultimately your best long-term support. If you don't handle your situation well, even the best relationship can be destroyed. Oddly, although money is only a small part of the 'happiness equation,' money stress is said to be the biggest cause of breakups. Don't let this illusion happen to you.

10. FAITH

Being true to your faith, values, and integrity are relatively easy when everything is peachy. Put a person in a bad situation and see how authentic they actually are. Stormy weather is a good time to practice 'walking your talk.'

*Just to be alive
on this earth for a short time
is pretty special.*



Barbie

Everyone's favorite astronaut, doctor, stay-at-home mom, sister, do-all woman celebrates her 50th birthday!

celebrates FIFTY YEARS!

Everyone's favorite astronaut, doctor, stay-at-home mom, sister, do-all woman celebrates her 50th birthday in true Barbie fashion – with a runway show celebrating her favorite styles. The Barbie show was one of the most talked about shows during New York Fashion Week. Top designers from all over the world came together to pay tribute to a woman with the world's best closet by designing runway looks based on Barbie's signature style. We celebrate her legacy with a timeline of her favorite looks, careers and fun facts*.

1959

Ruth Handler took the world by storm by creating a doll that inspires young girls to think about what they wanted to be when they grow up. Although many were skeptical of a three-dimensional, teenage doll, they were won over by her beauty, charm, and long-lasting charisma.



She debuted in the now famous black-and-white striped swimsuit and signature ponytail at New York's Toy Fair.



Talk about charm! A year after her official introduction, Barbie is the hottest selling fashion doll. Keeping with the latest looks, the new Bubble Cut hairstyle is popular thanks to another trendsetter, Jacqueline Kennedy. Ken is introduced and Barbie, as well as every other young girl, falls in love.



1965



1969

California is the hottest place (literally) to be in the '70s. Malibu Barbie joins the sunny state and hits the beach with her long, blonde hair and glowing tan.



1973

Quick Curl Barbie lets girls style her long, beautiful hair with the included curling wand. She comes dressed in a fashionable pink and white maxi dress.

Big hair was everywhere and so was Barbie. With her big, curly hair, Barbie could have easily taken Molly Ringwald's spot in the Brat Pack.

1982



Barbie turns the clock back with a leaener face sculpt and fuller lips.

1999

Over the years, Barbie has accumulated over forty pets including cats and dogs, horses, a panda, a lion cub, and a zebra. She has also owned a wide range of vehicles, including the infamous pink Corvette convertible, trailers and jeeps.

2007



2009

1961



Barbie inspires young girls to think big as she appears as Miss Astronaut ready for take-off.

Barbie follows the current looks and updates her 'do with a longer style that is flipped up at the ends.

1971



1975

Barbie takes on several new careers in the next couple years when she becomes a doctor, surgical nurse, ballerina, flight attendant and Olympics Gold Medalist skier, gymnast and skater, among others.

1986



Barbie adds rockstar to her resume, channeling Madonna in her wardrobe and attitude.

1990

Barbie adds some famous stylists to her staff as she receives original looks created by top designers Christian Dior, Bob Mackie, Vera Wang, and many more.

2005

Ken and Barbie decide to go their separate ways citing irreconcilable differences but are said to have remained friends.

Although Barbie turns 50 this year, she doesn't look a day over 21. She continues to encourage young girls to dream big and use their imaginations as she moves into the 21st century.



All-Star Action!

Rolf rocks NBA All-Star Weekend at W Scottsdale

As always, Rolf's was in the center of the celebrity-filled action at one of the largest celebrations of the year, All-Star Weekend at W Scottsdale. The star-studded weekend spanned from February 12-15 offering four days and three nights of nightly poolside concerts and indoor performances. This exclusive event featured A-list entertainment, athlete and celebrity meet-and-greets, and an around-the-clock schedule of special events.

Rolf's stylists stayed busy throughout Thursday and Friday consulting with guests and recommending products to achieve the hottest looks of the season. Guests waited in line as Rolf's professional make-up artists performed make-up touch-ups and applied fake eyelashes.

Saturday was a night to remember with a VIP-only, encore presentation of Rolf's "Beauty Evolution." Seen at Scottsdale Fashion Week 2008, Rolf's presented the largest and most ambitious collection of razor-sharp, ultra-modern couture hair and captivating make-up inspired by the intelligent beauty of 20th century American glamour icons.

Guests were blown away by the high-energy show and even celebrities such as Jermaine Dupri snapped pictures to capture the makeovers on the runway. Rolf's was also the official hair sponsor of the Moody Blues and Jacqie Swimwear fashion shows.

ROLF'S
HAIR • MAKEUP • NAIL • FACE • BODY









Swimwear

FOR EVERY SHAPE

It's that time of year again and we are gearing up to shop for the most dreadful item since bras, swimwear. To ease the pain of long trips to department stores and Scottsdale boutiques trying on countless numbers of suits only to go home empty-handed and disappointed, we have put together a foolproof guide to shopping for your body's shape (not fruit style) this season.



Cosabella Sienna Skirted Swimsuit \$215.00 www.saksfifthavenue.com

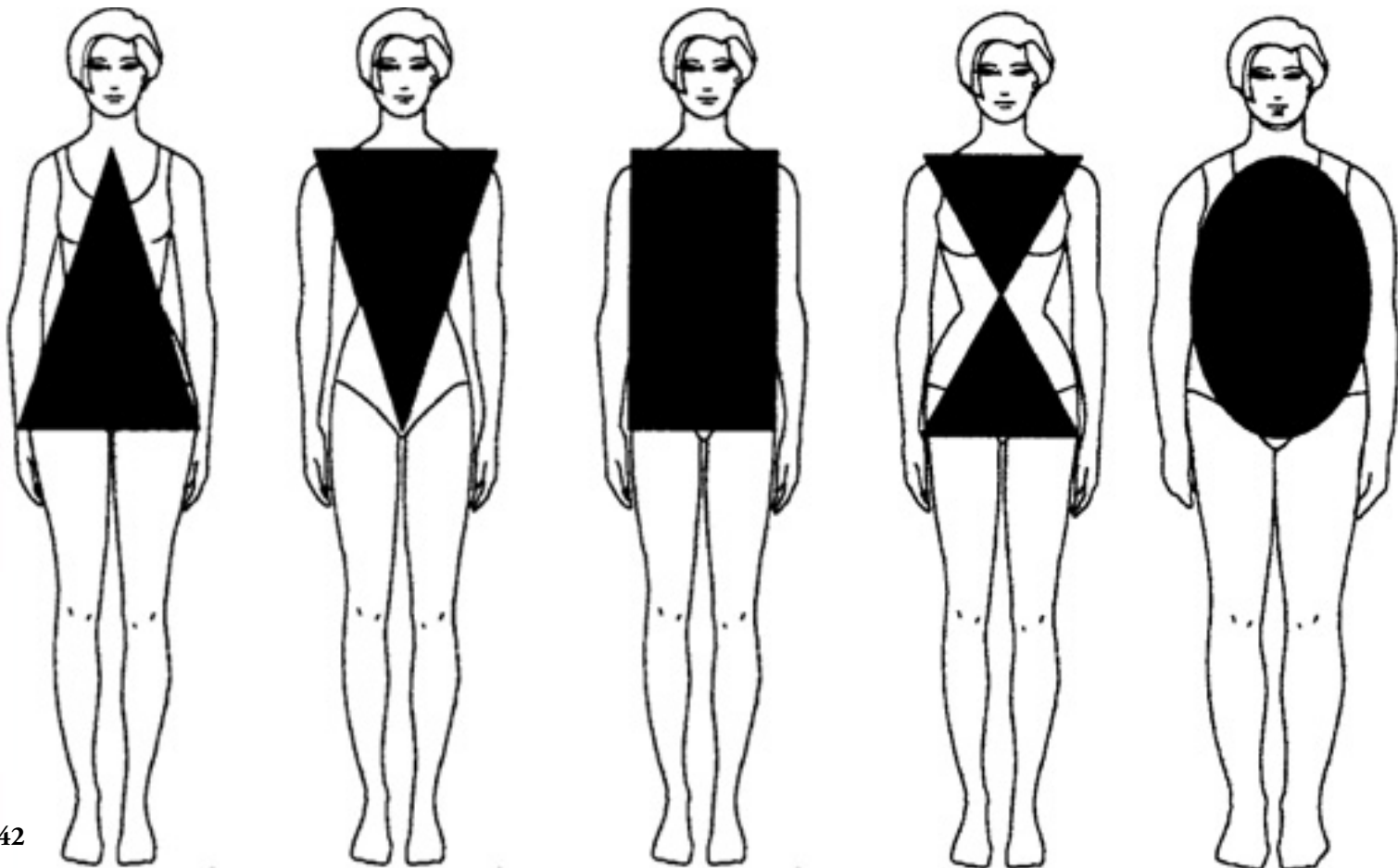
Gold Ring Bikini Top \$92.00 and Bikini Bottom \$96.00 www.saksfifthavenue.com

Prada Ruffle Two-Piece Bikini \$435.00 www.saksfifthavenue.com

Prada Jersey Halter Two-Piece Bikini \$250.00 www.saksfifthavenue.com

Juicy Couture Shirred Bandeau Swimsuit \$160.00 www.saksfifthavenue.com

TRIANGLE INVERTED TRIANGLE RECTANGULAR HOURGLASS OVAL



TRIANGLE:

There are many ways to compliment this body shape as proven by curvy ladies like Beyonce. A triangle shape is best defined by a smaller bust and waist in proportion to the hips and thighs.

The best bikini for you: Bikinis or one-pieces with eye-catching tops and darker bottoms that draw attention away from the hips and rear.

Avoid: Side-stringed bottoms and printed bottoms will focus too much attention on areas you most want to conceal.

Your bikini body doubles: Jennifer Lopez, Beyonce

TIP: If you are a triangle and want to hide your hips and thighs, go for skirted suits, strapless styles and swimdresses that cover up your lower half but still keep you looking sexy and slim.

INVERTED TRIANGLE:

Inverted triangle body shapes tend to have broad shoulders, wide torsos and large busts with narrow hips and slim legs. Don't be afraid to show off your bust – many women pay big bucks for a look like yours!

Avoid: Strapless bandeaus and triangle bikini tops that offer little or no support.

The best bikini for you: Halter styles and suits with structure in the bust area provide the lift and support this body type needs.

Your bikini body doubles: Jessica Simpson, Demi Moore

TIP: Tankinis and halters with higher necklines are ideal for large busts. Stay away from unsupportive bathing suits like triangle bikinis which can cause your bust to look saggy.

RECTANGLE

Pounds don't tend to stick to this shape. Best known for their athletic and slender frame, rectangular bodies tend to be lanky with small busts and minimal curves.

The best bikini for you: One-piece cutout suits and padded string bikinis create curves.

Avoid: Bandeau-style tops (think of the shocking pictures of Nicole Richie a few years ago) and dark-colored styles, as they destroy curves.

RECTANGLE (continued)

Your bikini body doubles: Cameron Diaz, Kate Bosworth

TIP: Vertical stripes will only make your figure look straighter. Also, if you have a small bust, buy a bathing suit that creates cleavage with underwire and padding.

HOURGLASS

Ah... the lucky ones. Regarded as the "ideal feminine form," this body type can work with just about any classic-styled bathing suit. Women with this body type have very narrow waists and their hips and busts are in proportion to one another.

The best bikini for you: The standard bikini will help to enhance your great figure.

Avoid: Swimwear that is too small. With your curves, too tiny swimwear can look vulgar.

Your bikini body doubles: Salma Hayek, Kate Winslet

TIP: If you have a larger bust, we recommend looking for halter tops, fitted tankinis, or full bikini tops to keep you from looking too Pam Anderson. For those with small busts, try a padded bikini or underwire top to enhance your hourglass figure.

OVAL

If you have an oval body shape, embrace swimwear shopping for your body because there are many bathing suits that will flatter your look. Women with this body type are full-figured with relatively undefined waistlines, wide hips and full thighs.

The best bikini for you: One-pieces with side shirring, ruching or built-in control panels will give a slimming shape to your body.

Avoid: Swim styles that cut across the body horizontally and two pieces with bottoms that dig into the stomach area.

Your bikini body doubles: Jennifer Hudson, Adele

TIP: When shopping, keep in mind that florals, prints, and stripes can camouflage a tummy.

Rolf gives back...

>>> monthly makeovers

As companies continue to lay off employees due to the current economic crisis, Rolf's Salon is giving away complimentary makeovers to build confidence in women looking for new jobs.

"I feel like we are in a unique position to contribute and be a resource for people," says Rolf, "During times of great crisis, many people feel compelled to help but don't know how."

On February 26, Rolf gave makeovers to two special women. Both have been actively searching for a new job after being laid off over six months ago. On Monday March 23, Rolf's Monday Morning Makeover program on Channel 3 gave makeovers to more women that have been laid off. Rolf will continue giving complimentary makeovers throughout 2009 to anyone who has lost their job. For more information, please visit www.rolfssalon.com/makeovers/submit



Jo-Ann Before

Pamela Before



Jo-Ann After



Pamela After





FRONT ROW READY

Normal rules do not apply at Fashion Week. In fact, it seems like for the entire week, rules do not apply. These insider tips will not only keep you in the know, they will help you look like a true VIP at any fashion show.

Always show up late

Keep in mind that a show, or party, never starts on time. So arriving on time, or early, will make you look too eager and show how new you are to the game. There is a fine line between fashionably late and locked doors – so monitor your time wisely.

Expect advertising

These shows are not going to pay for themselves, so when you walk in, expect to see Vitamin Water vixens and pyramids made out of dental floss. Don't panic when you think you have been transported into an episode of "The Sopranos." Remember, one of the best parts of lots of advertising is lots of free products.

No Shade Zone

Unless you are an Olson twin or other A-List celebrity, you don't need to hide behind those big shades. When you find your seat, show respect by putting away your glasses.

Keep your cell phone at arms reach

No one is going to hassle you about texting on your phone as you update your Twitter with what Mary-Kate is wearing in the front row. You hold the most important position as resident newscaster to all your friends. Therefore texting is not rude – it's your duty.

Zip Your Lips

Runway shows are like very short movies. You wouldn't talk to a stranger sitting next to you at the theatre so why would you at a show? Just keep in mind that your neighbor most likely wants to concentrate on the show and not your play-by-play analysis of the show.

Keep your emotions in check

Of course the pieces coming down the runway of Chloe are incredible and you'd like to grab the fuchsia purse from the hand of the skinny brunette on the runway, but hold yourself back. Instead, put on your best Victoria Beckham smirk and show your appreciation with a small golf clap at the end of the show.

Try to ignore the famous people

You may be Fergie's biggest fan, but she isn't there to mingle with admirers. Stay away or you may look like a stalker.

Keep swag excitement to a minimum

We are all truly thrilled when we see a rainbow of MAC lipglosses, XL t-shirts from the designer, and travel-sized bottles of fancy liquors but try and remain calm. The ultimate rule in being a fashion show pro is pretending the circus around you isn't there – well until you go home and tell all your friends.

“Keep in mind that your neighbor most likely wants to concentrate on the show, and not your play-by-play analysis...”



Making THE CUT



Defensive End Calais Campbell and Wide Receiver Steve Breaston



Cardinals fans were still celebrating their NFC West division win on Monday, December 8th at the Rolf's and Arizona Cardinals' annual Making the Cut event at Rolf's Gainey Village location in Scottsdale.

An event ticket included a haircut, style, and revitalizing Kerastase hair treatment by one of Rolf's nationally and internationally trained stylists with assistance from Arizona Cardinals players. Guests received the royal treatment with other luxurious spa services such as paraffin hand dips, Rolf's most advanced skin analysis, brow waxing and make-up applications.

Many fans were surprised to see the gentle touch of defensive end Bertrand Berry as he assisted Rolf's expert aestheticians with Iqonic petite facials and hand massages. Other Cardinals players including defensive tackle Alan Branch, defensive end Calais Campbell, linebacker Karlos Dansby, defensive tackle Keilen Dykes, defensive end Kenny Iwebema, center Enoka Lucas, center Scott Peters, cornerback Dominique

Rodgers-Cromartie and tackle Elliot Vallejo treated guests to mini-manicures, shampoos, and paraffin hand dips.

Cardinals cheerleaders kept the spirit alive at the silent auction table where guests walked away with items like an autographed Kurt Warner Football and Rolf's pamper-perfect Iqonic product set. Each guest indulged in delectable cuisine courtesy of ROKA AKOR. Every guest took home a swag bag filled with Cardinals apparel, Kerastase products, Chippers from Paradise Bakery and gift certificates from ROKA AKOR and Rolf's. All the proceeds from the event went to benefit Cardinals Charities.

To all our guests who joined us last year, we thank you for your continued support of Making the Cut. For those of you who weren't able to make it, we hope you can join us in 2009. We know this year will be great not only for the Cardinals but for this event as well!



Spring SCENTS



ELIZABETH ARDEN >>>> PRETTY

WHO: Perfect for the fantasist who takes time to admire a beautiful rainbow after a rainstorm or watch a blooming flower in spring.

WHAT: A fragrance surrounded by a blend of fruits and wrapped in a background of serene woods. This light fragrance opens fresh and fruity but dries down to warm notes.

WHEN: Long walks on the beach or losing yourself in a garden of tulips.

WHERE: www.elizabetharden.com

PRICE: \$62.00 / 3.3 fl oz



VERA WANG >>>> ROCK PRINCESS

WHO: Perfect for the tough as nails chick in the middle of the mosh pit who secretly loves the color pink and pop music.

WHAT: This dark, fruity, floral fragrance has base notes of red raspberry and white peach intertwined with layers of ultra-girly florals, spicy accents and a pinch of creamy coconut.

WHEN: Jamming out on your guitar or getting manicures with your mom.

WHERE: Look for it in April at select department stores.

PRICE: \$72.00 / 3.4 fl oz



DIOR >>>> MISS DIOR CHERIE

WHO: Perfect for the woman with everything including the hottest boots, bags, and look of the season.

WHAT: A modern, couture fragrance that includes playful notes of green tangerine, violette and pink jasmine which blends satisfyingly with soft patchouli, musk and irresistible strawberry. It a classic scent that will never go out of style.

WHEN: Wear it shopping for the latest insert trend here.

WHERE: www.saksfifthavenue.com

PRICE: \$92.00 / 3.4 fl oz



DIESEL >>>> FUEL FOR LIFE UNLIMITED

WHO: Perfect for the woman who lives on the edge and always pushes herself to live life to the fullest.

WHAT: This sexy and sophisticated fragrance delivers a juicy freshness with a chic arrangement of white flowers wrapped around a licorice core.

WHEN: Skydiving in New Zealand or moving cross country for a new experience.

WHERE: www.diesel-fragrances.com

PRICE: \$78.00 / 2.5 fl oz



MICHAEL KORS >>>> BERMUDA

WHO: Perfect for the woman who spends Friday nights at the office instead of taking in a new movie or having dinner with friends.

WHAT: A self-proclaimed destination in a bottle. One spritz and you will experience an exotic combination of tropical passion flower, vivacious hibiscus and smooth cedar wood.

WHEN: When a vacation seems too far away or you need a break away from the hustle and bustle of the workweek.

WHERE: www.saksfifthavenue.com

PRICE: \$62.00 / 1.7 fl oz



RALPH LAUREN ROMANCE >> ALWAYS YOURS

WHO: Perfect for the hopeless romantic who cherishes butterflies in her stomach when she sees the person she loves.

WHAT: Celebrate love with this floral scent touched with notes of sun goddess rose, day lily, and sensual musk.

WHEN: Nights with your significant other, laying in bed and watching a movie.

WHERE: www.ralphlauren.com

PRICE: \$72.00 / 2.5 fl oz



GUCCI >>>> GUCCI EDP II SPRAY

WHO: Perfect for the woman who always exudes confidence and remains calm regardless of the situation.

WHAT: A radiant and sensual scent that sparkles with notes of mandarin, black currant, violet, and blackberry paired with smooth jasmine, heliotrope and cedar wood.

WHEN: In an intense boardroom meeting or at your child's soccer game.

WHERE: www.saksfifthavenue.com

PRICE: \$90.00 / 2.5 fl oz



Marc Jacobs >>>> DAISY

WHO: Perfect for the free-spirited and carefree personality who takes life one day at a time.

WHAT: A floral fragrance that is playful and flirtatious with a touch of whimsy, violet, jasmine and gardenia that screams femininity and youth. This fresh and spirited bouquet is wrapped in comfort and warmth.

WHEN: Your first dance class or watching your favorite designer's runway show.

WHERE: www.saksfifthavenue.com

PRICE: \$72.00 / 3.4 fl oz

Younger

FROM THE INSIDE

The biggest value of looking better in the eyes of others is the shift you first need to make from inside yourself.



1. RANDOM SMILING

Lighten up. Research shows that actions often inspire feelings. By acting happier you feel happier. Sometimes your joy is the source of your smile... but sometimes your smile can be the source of your joy.

2. LOVING HEART

They say that when you die, the only thing you're allowed to take is all of the love that you felt when you were alive. Get in the habit of looking deeply until you see some small aspect of good in every situation, in every person, and in every stormy day.

3. DROP BLAME AND SHAME

Avoid being defensive. Smile, think, learn, and be gracious. Look at criticism or mistakes as a learning opportunity. Your job is to get on with your mission — to create a 'valued-presence' regardless of what happens around you.

4. ACCEPT WHAT IS

Resentment and anger tends to hurt you more than anyone. Accept yourself — the good and the bad — but always look at past events as an atmosphere of growth.

5. GRATITUDE AND APPRECIATION

Stop focusing on what you don't have. Reevaluate and appreciate what you have. Anxiety, disappointment, and resentment can squeeze your heart so much that you miss the beauty that's right in front of you.

6. PRACTICE CONFIDENCE

Fake it until you make it. If you can't do something for some reason, if you are nervous or upset about something, then immediately practice 'full disclosure' but without excuse, blame, or confrontation. People love you more when you are open about your weakness.

7. LOOKING GOOD IS FEELING GOOD

Dress a little neater than you want to. Take a little more time fixing things than is normally your habit. Keep it simple but always take it up a notch.

8. TREAT YOUR BODY AS A TEMPLE

Treat your body with extreme respect. Lack of nutrition and over-eating accelerates aging. Learn to see and eat food in a sacred way. Think deeply about what you want your food to accomplish.

9. GET PHYSICAL

Get your body moving. Dance, walk, stretch, swim. Exercise floods the brain with nutrients and oxygen. It loosens your spirit and puts shine in your eyes. Exercise is not about losing weight — it's a celebration of an amazing system, about living better.

10. PASS IT ON

Helping others feel better about themselves, or helping them squeeze through a tight spot, somehow lightens your own load and enriches your existence.



ROLF'S

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