



**GET THE LOOK**

The updo that Sean James created for actress Maria Bello when she appeared at The Paper Bag Princess Vintage Valentino event during Los Angeles Fashion Week looks complicated, but Sean insists that you can do this on yourself! (With professional tools and guidance, of course.) Just follow the steps:

1. Spray roots with Rusk® Thicker™ and blow-dry the hair loosely to smooth out the look.
2. Section the hair from ear to ear and clip forward.
3. Pull the back section into a ponytail and spray lightly with Rusk® Being Sexy™.
4. Taking vertical sections about the width of your one-inch-barrel Rusk® Curling Iron, curl the hair to the right.
5. Twist the hair around into a low bun at the nape, and pin it, continuing to twist until all the ends are tucked and pinned.
6. Release the front section from the clip, take one-inch pieces from left to right until reaching the middle, wrap and pin into a bun. Finish by spraying again with Rusk® Being Sexy™.



Rusk Creative Team Member Naz Kupelian at the London Hair Show

**CREATIVE COMMITMENT: NAZ KUPELIAN**

A long-time disciple of and educator for the Rusk brand is Naz Kupelian, an Armenian native who was originally trained by the pioneering brand's founders. Today, the owner of the eponymous Naz Kupelian Salon in the Boston suburb of Lexington nourishes his artistry and craft as a member of the elite Rusk Creative Team.

Appearing in front of small groups at in-salon classes as well as on platform at national hair shows, Kupelian stays busy. "I love sharing information with new designers and with all of the hairdressers who come to our shows," Naz remarks. "I enjoy showing them how to achieve styles in a very quick manner. I did a well-received show in London in October, I was at the Sundance Film Festival doing celebrity hair in January and from there I left to present at the International Salon and Spa Expo (ISSE) in Long Beach!"

"Styles are versatile now, because everything depends on the client's face. Even when we choose models for our collection, we don't have everything planned ahead of time. We observe each model and design something that will flatter her. What's nice about Rusk techniques is that you can use whichever one will achieve the look you're trying to get. We can do countless different looks using these techniques. Take highlighting, for example. There are so many ways to use triangles or do some slicing or go in from underneath. It's all about a marriage between the cut and the color in order to achieve the most beautiful style." —Naz Kupelian

As part of the Creative Team, Naz has input into the looks and techniques that Rusk stylists learn each season. "Rusk is all about making the hairdresser's life easy, from the products to the engineering of the tools and the techniques," he explains. "I compare it to the person who wants to do a marathon. He'll need the best running shoes, good socks and everything else that will help him to run a successful marathon."

According to Kupelian, Rusk provides all the tools for stylists and their clients to succeed in any style and beauty marathon, and he's proud to be part of a winning team.

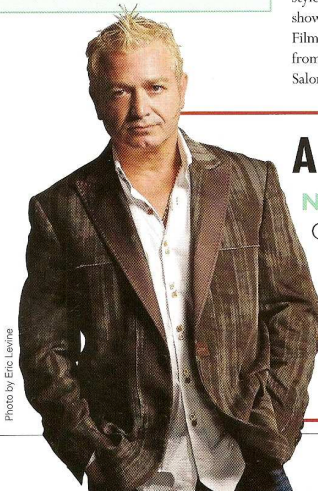


Photo by Eric Levine

**A FEW OF HIS FAVORITE THINGS**

NAZ KUPELIAN raves about the new Rusk® line of Go-Green™ straightening irons. "Clients like to see eco-friendly products in the salon," he notes. "Even the Rusk® chemical capes that we have our clients wear are engineered so that you just wipe them down. It cuts water usage, because you don't launder them. Clients at our salon appreciate these efforts from our industry."