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American Wave – New Hair Trend

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Contributed by Editor: *Laurel*

(New York) Last month I had the lucky opportunity to attend the official launch party for the Arrojo American Wave System at the Arrojo Studio down on Varick Street in NYC. American Wave is a new professional hair treatment using ionic technology to amplify the natural texture of hair and achieve a variety of curly looks, from “beachy waves” to “full blown curls.”

Textured, wavy hair dominated the runways at NY Fashion Week this year and according to Nick Arrojo, “Straight hair is out. Disheveled elegance is in.” I met Nick Arrojo, founder of the Arrojo Studio and his team who presented the American Wave system to a room full of bloggers and reporters. Nick explained his background, the history of perms, and his excitement for a boost in trend and customer demand for soft and natural wavy or curly hair that reduces the stress on hair. Next we saw a demonstration of the range of texture and length that can be achieved with the new system and soft tool wraps including:

- The Beach Wave (marrying straight and wavy to create sexy, tousled beach waves)
- Style Support (adding volume and texture to create resilient consistent waves)
- Expanded Curls (creating buoyant and resilient waves and curls)

American Wave is launching May 1st at Arrojo Studio and Arrojo Ambassador Salons throughout the US (salon locator will be available on May 1st). The service cost ranges from \$200-400 and takes about 1.5-2 hours total service time. Clients with all hair types are eligible and the formula lasts for about 3 months. It even works with many permanent and semi-permanent hair colors!



As someone with very fine, straight hair, I would love to try out American Wave sometime this year. How fun would it be to have beachy waves for the summer months?!

Before I left, I checked out Arrojo's professional hair product line. For me, the standout product is the new ReFINISH Dry Shampoo. Like most dry shampoos, this product soaks up excess oil and cleanses hair without water. But two things make it stand out above the rest. First, it has an amazing fresh smell that's a mix of aloe vera and ginger. It really makes your hair feel refreshed and clean. Second, the shampoo spray comes out clear. It's not white and powdery like most dry shampoos that are hard to hide once you spray them on. I really recommend this product. So far I love using it, and really enjoy having the chance to wash my hair fewer times a week.



Disclaimer: At the American Wave event, Arrojo gave us some styling products to sample and review, including the dry shampoo mentioned above.

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