

COSMOPOLITAN



July 1990 • \$2.50

**Whatever
Happened to
Richard
Gere? He's
Back. Big!**

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You? How
to Stay
Interested**

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YOURSELF
OVER!**

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to Find
a Man**

**50 Ideas
to Put Snap
Into Your
Work Life**

**How to
Look Like
a Fashion
Model**

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Somethings
for Summer
Evenings.
Staying Cool
While
Looking Hot**

**Gloria
Steinem.
We've
Still Got a
Long Way
to Go. Baby**

WOMEN & HAIR

By Alice Love

"Without question, a lot of ego is wrapped up in how our hair looks," says hairdresser Paul Neinast. "It's as important an accessory as clothes, jewelry . . . but it's the only accessory we can't take off. Hair is the finishing touch to the sculpture, so it's natural that we're going to be vain about it."

Over the years, Paul Neinast has watched women change both color and hairstyles to coincide with the media-promoted image of the ideal woman. "They look to the power hitters," says Neinast, whose clients include politicians, CEOs, socialites, and actresses. "In the early sixties, women wanted to look like Jacqueline Kennedy; now we get some wanting to look like Ivana Trump or Georgette Mosbacher—that shoulder-length, controlled, elegant look. Others want to look like Kathleen Turner or, if they prefer shorter hair, Jamie Lee Curtis. And Madonna, too, is a very powerful influence."