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\$1.75

# TIME

## MAKING BABIES

The New Science of Conception



RELIGION AND POLITICS  
Campaign '84's  
Unholy Issue

I. Thou shalt  
NOT use the  
Lord thy God  
like unto a  
Political football.



## Mousse Is on the Loose

*A quick, slick hair groomer is the wave of the future*



For "a tousled and layered look," Neinast gives Dallas' Howard a mousse make-over

Customers at the Stardust Beauty Salon in Dubuque, Iowa, used to laugh at it, and Owner Carolyn Fandman called it "mousse." Now, she says, "they're coming in with no appointment at all just to buy it retail." What has Dubuque, along with millions of people from Boston to Beverly Hills, so lathered up? Mousse, of course.

Not a rich dessert, but a hair-styling foam, mousse is the headiest new performer in the \$3 billion American hair-care market. Since French cosmetics giant L'Oréal introduced Free Hold to U.S. stores only last December, several brands have been rushed into what could be a \$100 million first-year market. Some Los Angeles distributors are having trouble meeting the demand. Says Dallas Stylist Paul Neinast: "Everybody from high school kids to women in their 60s and 70s is using it. Tons of men are using it."

The reason: mousse works as easy as pie. With a pleasant fizz, the shaving-cream-like stuff is squirted from a can and combed through wet or towel-dried hair. After curling, blow-drying or hand-styling, moussers say, their hairdos are fuller, sleeker and easier to change than with sprays, setting gels or lotions. "Mousse helps your hair do what you want it to, with ease," notes Vidal Sassoon Art Director Steven Docherty. "You can get several styles, from a slicked-back Valentino look to a full, loose, curly look."

Mousse came along in time for the shorter, sculpted styles of the 1980s, which require more control than did the

straight cuts or frizzy perms of the past decade. Cropped shapes are the rage at New York City's Kenneth salon, where some 500 customers are moussed each week. Says Owner Kenneth Battelle: "It adds structure to that particular look." Mousse also spruces up older styles. Neinast did two mousse make-overs of Actress Susan (Dallas) Howard's long, fly-away tresses. The result: "a tousled and layered look that's fuller."

Chemistry is the key to mousse's effectiveness. In the late 1970s L'Oréal scientists were searching for a combination to hold hair firmly without the stiffness of sprays. They discovered a foam (*mousse* in French) that could deliver two substances—one for body, one for manageability—which textbooks described as incompatible in a mixture. Some doubters claim the breakthrough is just a lot of air to puff up the cosmetics market. A few users complain that mousse leaves a residue and makes hair pack down. Millions of fans, however, swear by it. Carol Alt, a top Elite model who poses for mousse ads, is a convert. The best part, she says, is that her husband likes its pleasant almond fragrance.

Most moussers have been won over by practicality. Commuters like it because they can foam, comb and catch the 8:09 without fuss. Everyone saves time: a moussing can take as little as three minutes. Says *Good Housekeeping* Beauty Editor Nancy Abrams: "Your hair does itself while you do other things." There are more than 30 brands on the market,



Ready performers

and giants like Elizabeth Arden plan to introduce new ones within a few months. Prices range from \$1.99 for 2½ oz. of Free Hold, up to \$13.95 for 15 oz. of Helene Curtis' brand. There are foams for normal and fine hair and ones that contain jojoba, vitamin E and even mink oil. Alberto-Culver has a mousse for black hair styles; Conair's Jheri Redding line offers "flavors," such as chocolate for brunets and strawberry for auburn heads.

In an industry noted for fast fads, mousse is holding on. Some projections say it may be a half-billion-dollar market in a few years and could sell as well as conditioners. Mousse is already heavy stuff among the salon set, and, says Conair Advertising Director Alan Cohen, "if the young people get hold of it, it's going to go through the roof." —By J.D. Reed.

Reported by Rick Bowers/New York, with other bureaus

## Hot Flashes

*Do you beep here often?*

Computer-dating services have scored well over the past few years, but it is difficult to take an electronic matchmaker into the street or to clubs to check out chance encounters. No longer. A Paris specialty-electronics firm called Promotions et Qualité has developed a device known as "le Flashing." The cigarette pack-size gadget fits inside a shirt pocket or purse and beeps insistently when it comes within ten feet of someone carrying another Flashing that has been tuned to the same frequency.

Not only does the signal promise to do away with opening lines and rejections, it may prevent gender gaffes. Four available wave lengths identify a bearer as being heterosexual, male or female homosexual, or interested in swapping partners with another couple. What if the Flashingee is only a 2 on a scale of 10? Easy, says Carmela Brunet, the 1959 Miss Germany who is the owner of Promotions et Qualité. "Just turn off your machine until he is out of range."

Since they first became available last spring in Paris variety stores and through newspaper ads, about 1,000 beepers have been sold. The purchasers range from *boulevardiers* to business executives. "You get the most sophisticated people," says Brunet, "and the most timid little men." Americans can soon tune in. Within a few months Flashings will be offered in Los Angeles singles clubs and through ads. Price: \$110. As in Paris, buyers will also receive a hot-line number that they can call to learn where their Flashings are most likely to beep. Brunet is undaunted by Los Angeles' reputation as a sexual smorgasbord. The number of Flashing frequencies, she says, can be expanded almost indefinitely. ■