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damage CONTROL

Neutrogena® Triple Repair Hair Care System targets damage and penetrates deep to rebuild hair, leaving it more resilient to the everyday effects of heat, color and styling. Hair is 3x stronger after just one use*, for healthy and beautiful hair at any length.

*With use of shampoo, conditioner and leave-in treatment.

“

“Keep hair looking silky and healthy by using a leave-in treatment before using hot tools, and keep tools between 275°-325°. Anything hotter can overheat hair.”

-Neutrogena® hair stylist Sam Leonardi



MORE HOT TIPS

Sam Leonardi

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 **TODAY** Style



21 drugstore conditioners celebrity hairstylists are obsessed with

 Janell Hickman
TODAY

Aug. 9, 2016 at 1:04 PM

When it comes to achieving red carpet-worthy strands, we often assume it comes with a hefty price tag. But beyond beautiful packaging, is there really any difference between department store and drugstore finds?

TODAY Style reached out to 21 hair mavens to find out their personal favorite — and client favorite — product picks available at your local drugstore. Read on to discover what they use and why they love it.

11. Neutrogena Triple Moisture Deep Recovery Hair Mask

"You can also use it before swimming in the pool or ocean to protect the hair from chlorine and/or salt water dehydration. It creates perfect beach waves as it dries," says **Sam Leonardi**, whose celebrity clients include Olivia Wilde, Sara Bareilles and Allison Williams.

Sam Leonardi

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teenVOGUE

HAIR

How to Get Beachy Waves for Any Hair Type



Lately we've been all about the wonderful concept of "model off-duty hair," which we welcomed with wide-open arms as the lazy girl's alternative to curling or straightening or whatever else it is we do every morning. But now that it's getting warmer, it's high time we embraced the slightly more labor-intensive but equally appealing "beachy wave."

Donned by It girls ranging from [Alexa Chung](#) to [Lucy Hale](#), this is one hair style that stands the test of time. But it can occasionally feel limiting, since it's mostly worn by people who have the same texture hair.

That's why we recruited five different stylists to help us interpret beachy waves for every type, from curly to fine. Click through the slideshow to see how to score the look for yourself.

Don't see your hair in the following slides? Let us know in the comments and we'll get right back to you!

Thin Hair

What It Looks Like: "This is a super-modern, slightly deconstructed look, with fluffy, casual, bouncy curls around the front and top layer, and looser pieces in the back," says hair guru [Sam Leonardi](#). "The volume is around the top and front of the hair, but the ends should move freely."

How to Do It:

"On damp hair, use a volumizing spray at the roots to add texture," he says, "then it's all about creating a twisting motion. Just keep twirling pieces back and away from the face, until it's halfway dry. Then create a braid, let it finish drying, and remove it. You should end up with a nice wave, which you can glam up by running a large curling iron through the front and top layers." For added bounce without crunch, try a light-hold salt spray like [John Masters Organics Sea Mist](#).

Sam Leonardi

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BAZAAR

#BEAUTYSCHOOL

HOW TO TAME FRIZZ IN THE WINTER

Styling tips for smooth hair all season long. Plus, check out all the past [BeautySchool](#) columns.



Question: Scarves, hats and coats make my hair frizzy and staticky in the winter. How can I keep it smooth?

Answer: "Hair is generally more dehydrated this time of year and that encourages frizz and challenges the overall silkiness of your hair," says Neutrogena hairstylist [Sam Leonardi](#), who recommends using a moisturizing hair mask once a week and not overwashing your hair. When it comes to styling, you can get away with pulling back damp hair to prevent frizz in the summer, but winter requires a little more effort. After blowdrying your hair, add moisture back with a dry oil or leave-in conditioner spray, then twist hair under a hat and lightly pin it to the crown. "This will reveal full, bouncy hair once you remove the hat later," says Leonardi. "You can also craft a braid from the mid-length to the ends and loosely twist and pin the braid around the base to hold it in place." It's important to check the labels of your clothes, as certain materials are major frizz-causing culprits. "Polyester, nylon, acrylic or acetate not only create static, but catch on hair. To avoid this, try to wear hats and scarves made with cashmere, angora or silk. These fabrics glide alongside the hair, minimize static and keep your hair silky while hidden underneath a hat or collar." Lastly, try running a dryer sheet over anything that will touch your head before you put it on to minimize friction and keep an extra in your bag to smooth over your hair in case of frizz emergency.

Sam Leonardi

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Olivia Wilde



Hair

Celebrity hairstylist [Sam Leonardi](#) speaks highly of Wilde: "She has great taste. Some people don't have great taste and ask you to do their hair one way, you do it, and it doesn't look great—never a problem with Olivia!" Leonardi prepped her hair with Redken's [All Soft Argan-6 Oil](#) (\$29) and says his hair dryer, the BaByliss PRO Nano [Titanium Ferrari Professional Luxury Dryer](#) (\$213), is the key to major shine. "She does not want prom hair," he said, so he used a soft hand to sculpt the bun. But a clean neckline is essential to making the look feel "fresh and modern," so he divided it into two sections and pulled the bottom tight against the head, securing it with pins, before loosely securing the top section against the crown. He finished with Redken's [Quick Dry 18 Hairspray](#) (\$17) and [Quick Tease 15](#) (\$8) on the ends "for a little bit of texture." We hope Olivia partied the night away post-premiere!

Sam Leonardi

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redbook

15 Long Hairstyles *You Can Wear*

Who says you have to cut off your long layers when you have kids? These celebs show that thick, healthy hair that swings below the shoulders can be totally age-appropriate.

By Jennifer Conrad



Getty Images

Sofia Vergara

"For long hair, I suggest a strengthening shampoo and conditioner like the new [Neutrogena Triple Repair Hair Care](#) [\$6.99] system and deep-conditioning with a hair mask once a week," says hairstylist and Neutrogena brand ambassador [Sam Leonardi](#). He also recommends that those with longer hair avoid over-washing and using products with alcohol, both of which can dry out strands and lead to damage.

Sam Leonardi

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Beauty Crush: Anna Kendrick's Side-Swept Updo

CELEBRITY BEAUTY SEPTEMBER 27, 2011 AT 11:04AM BY ANDREA LAVINTHAL



Credit: Theo Wargo/Getty Images (2)

Updos with intricate twists and complicated braids look chic on a celeb walking the red carpet, but those types of hairstyles are nearly impossible to recreate at home.

That's why we love the look **Anna Kendrick** wore to the premiere of *50/50* in New York City on Monday night. The actress, 26, rocked a simple, off-center chignon that's not only pretty, but easy to do.

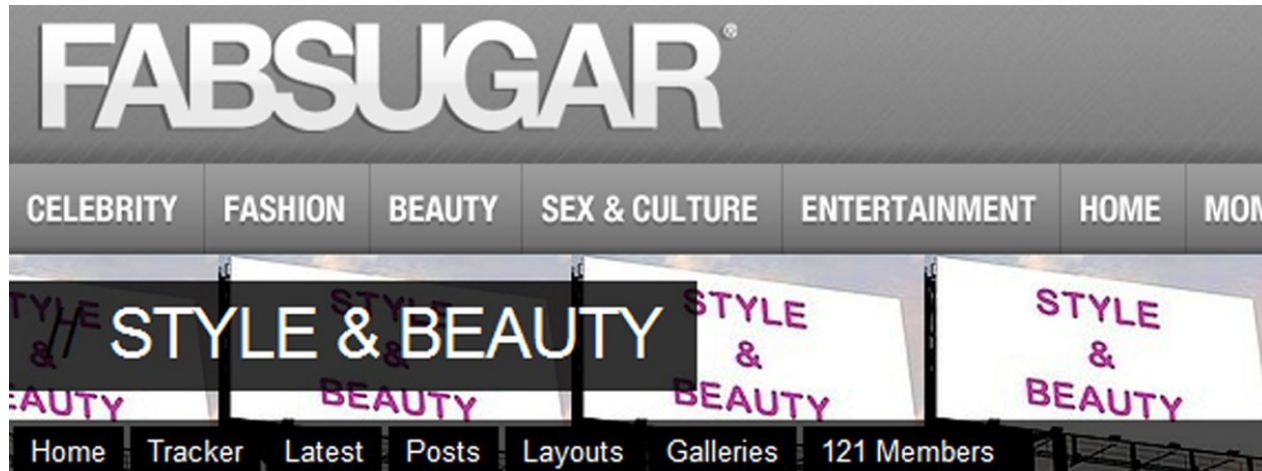
Start by spraying hair with dry shampoo to give it lots of volume and texture to help the updo stay in place. Try Got2b Fat-tastic Fresh & Full Dry Shampoo (\$6, drugstore.com).

Next, make a low side pony at the nape of your neck and wrap the loose hair in a messy bun, securing it with a few bobby pins. Once the chignon is set, pull out a few pieces around your face and mist with hairspray for hold.

Sam Leonardi

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10 Beauty Resolutions You Can Keep

Bellaressa / JANUARY 13, 2008 5:29 AM / Read More: 10 Beauty Resolutions

9. Get out your hot rollers.

This year's glam retro styles are easy to create with a classic styling tool: hot rollers. "Roll hair away from your face, saving the bigger rollers for longer hair and sections in the back of your head, and the smaller ones for shorter pieces," says N.Y.C. stylist **Sam Leonardi**. Wait 20 minutes for rollers to cool, then unravel hair. Finish by gently running a brush through curls so they mellow into soft, screen-siren waves.

Sam Leonardi

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Men's Health GROOMING

What's the Best Medium-Length Hairstyle for My Face Shape?

Whether you have a round, square, or oval face, there's a cut that's right for you

BY THE MEN'S HEALTH STYLE TEAM, AUGUST 05, 2014

PHOTOGRAPH BY DAN FORBES



Just because you've been sporting the same hairstyle since high school doesn't necessarily mean that it's working for you. There are a few factors to consider, including your hair density, texture, and face shape—all of which can change over the years. We asked **Sam Leonardi**, a Neutrogena stylist who has worked on the locks of Coldplay, Jude Law, and Ian Somerhalder, among many other celebs, to offer his advice on finding the right cut. Here's what he said.

ROUND FACE

Ask for side bangs or a side part can help any length create the illusion of a less round face. Closely-cut sides are also a good option—keep lines clean and the volume low.

Avoid sharp bangs, as this can make the face look even more round.

SQUARE FACE

Ask for a style that is a little less structured. It can suit a square face shape well, so go for a cut that is loose and has movement. Keeping it a bit longer on top and short on the sides also enhances the strong features that typically accompany a square face. Sideburns are also a good option, so feel free to keep them long.

Avoid flattops at all costs. The square-looking cut will only make your head look like one big block.

OVAL FACE

Ask for, well, almost anything. Oval face shapes can pull off most any style, so feel free to experiment a little—especially if you have the benefit of a having a full mane. Typically, asymmetrical cuts work well if you're looking for something a little daring. I recommend keeping it a bit "ruffled" with the aid of a cream, to keep it contained without weighing it down and looking glossy.

Avoid sideburns—especially if your face is a long oval. Keep them cut to the top of the ear, so proportions are in check. Also, if you want bangs, keep them light.

Of course, if your hairline is receding, medium-length cuts are not your friend. Keeping your hair shorter will always help it appear fuller.

Sam Leonardi

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BEST 2008
Shampoo and
Conditioner for Color-
Treated Hair

Redken Color
Extend
Shampoo and
Conditioner

This duo "smells like a Hawaiian beach in springtime," says N.Y.C. stylist [Sam Leonardi](#). He also loves its more high-tech components: ceramides to strengthen color-treated hair, UV filters to defend against fading from the sun, plus shine-enhancing silicone. "Your color stays richer longer," he adds.

\$40

Time Inc. Digital Studio

Sam Leonardi

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50 Best Hair Tips From Around the World

Australia: *Real Surfer Style*

Call it the original surf spray: "Rather than racing to wash their hair after a swim in the ocean, Aussie girls use the piecey texture that salt water provides to create tousled waves," says New York-based stylist **Sam Leonardi**. "What do you expect from such a beach-loving nation?"

Sam Leonardi

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