

beautyspy



the hair diaries

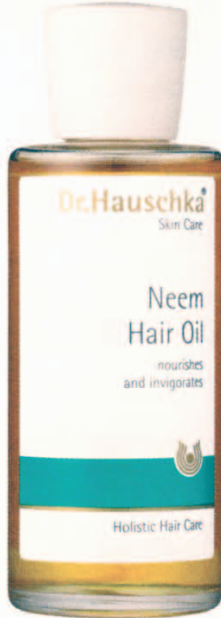
As her fantastically obsessive shoe website, Simplysoles.com, began to take off, Kassie Rempel found herself having to seriously upgrade her look. "The pulled-back ponytail had to go, along with old jeans," she says. For more polish in meetings, she uses a tiny bit of gel mixed with styling cream on her super-thick waves. "The day after I wash my hair, I usually put it up into a chic little bun—this helps make it silky. Then I'll wear it down," she says. Here, her essentials:



▲ **KENRA MOISTURIZING SHAMPOO AND CONDITIONER** "These are gentle and really make my ends better." \$10 AND \$12, KENRA.COM



◀ **PRIVÉ GROOMING CRÈME** "I combine this with the Aveda gel [right] for soft hold." \$21, SALON PRIVÉ, 323-931-5559



▶ **DR. HAUSCHKA NEEM HAIR OIL** "It's a little self-indulgent, but my big beauty splurge is getting a massage every other week. I have the therapist work this oil into my scalp—it's incredibly moisturizing." \$30, COM



▶ **FABRIC HEADBAND** "This is great for me because it's extra wide—and I love the cute toile print." PREPPY POTATO, \$28, SIMPLYSOLES.COM



▶ **AVEDA BRILLIANT FORMING GEL** "A bit of this when my hair is still wet softens my waves perfectly." \$15, AVEDA.COM

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6, POP-IN COLOR, \$5 EACH, MEETMARK.COM