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<http://www.vogue.com/vogue-daily/article/test-drive-last-minute-beach-hair-in-a-bottle/#1>

## Test Drive: Last-Minute Beach Hair in a Bottle

by Ana Dragovic



Although summer comes to an end next week, summer hair lives on year-round. Buoyed on, no doubt, by **Gisele's** eternal, perfectly imperfect tangles, beachy, devil-may-care hair has inspired a wave of its own: At Frédéric Fekkai's Fifth Avenue salon, the St. Barth's blowout delivers just-out-of-the-ocean waves with a soupçon of French polish. And the perm is back, albeit with a chill new attitude, in surf-girl-inspired treatments at L.A.'s Privé salon ("Beach Wave Perm"), Manhattan's Arrojo Studio ("American Wave"), and Varin Salon ("La Vague"). For low-cost, low-commitment texture, there is an at-home arsenal of styling products which ensure that even if you haven't spent the weekend in sandy, salty, sun-splashed climes, at least you can look like you did. In our slideshow above, four *Vogue* staffers put them to the test.

*Privé Los Angeles salon, Beach Wave Perm, starts at \$250; [privesalon.com](http://privesalon.com)*

*Frédéric Fekkai Fifth Avenue, St. Barth's blowout, \$50; [fek kai.com](http://fek kai.com)*

*Arrojo Studio, American Wave System treatment, \$400; [arrojostudio.com](http://arrojostudio.com)*

*Varins Salon, La Vague treatment, \$250; [varinsalon.com](http://varinsalon.com)*