

CurlReading / News / Celebrity Stylist Michael Boychuck Predicts the Hottest Trends for Winter

October 5th, 2009



Michael Boychuck, hair aficionado, celebrity stylist and owner of three of the nation's most stylish salons, offers his expert opinion on the fiercest trends for hair during the fall and winter seasons. Boychuck's team of expert stylists at AMP at the Palms, COLOR at Caesars Palace and PRIMP at Palms Place in Las Vegas are beautifying their clients with full-bodied hair and brown hues in preparation for the cooler temperatures.

“The key to gorgeous hair during the winter is to make it appear full, lush and shiny,” said Boychuck. “Colder weather will zap the moisture out of the hair cuticle, leaving it dry and lifeless.”

A savior for hair in need of TLC this winter is the keratin straightening treatment, according to Boychuck. Keratin treatments — also known as Brazilian straightening — revive and replenish hair, leaving it soft, smooth and camera-ready. Keratin straightening eliminates 99% of unruly frizz and will not damage hair, unlike other straightening products and services.

Boychuck states this season dark, rich shades of chocolate and mahogany will take center stage as a main trend in hair color, adding that the darker hues will make hair look shinier, longer and healthier. Loose, flowing waves will continue to dominate as the preferred hairstyle of women across the country this winter.

Boychuck is best known for his work on the golden locks of longtime client, and biggest fan, Paris Hilton, who recently wrote on her Twitter page, "At my house with Michael Boychuck getting my highlights done. He is the best colorist in the world! I love how he makes my hair look."

George Maloof partnered with Boychuck to open AMP Salon at the Palms in 2001. AMP is known for its laid-back style and is popular among the city's most stylish locals. COLOR opened late last year at Caesars Palace and is Boychuck's biggest salon. Its luxurious design provides guests with style, in style. His newest salon, PRIMP, opened in May 2008. Visit www.MichaelBoychuck.com for more information on Boychuck and his salons.