

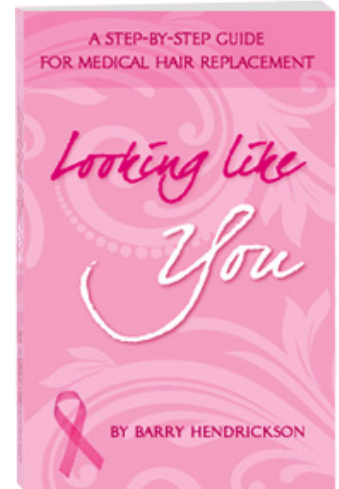


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Looking Like You

By Barry Hendrickson

Internationally renowned wig designer and celebrity-stylist Barry Hendrickson's book *Looking Like You: a step-by-step guide to medical hair replacement* offers inspiration, fashion and beauty tips, and expert advice on how to find the perfect wig for women undergoing chemotherapy.



Hendrickson, whose elaborate theatrical wigs and fantasy hairpieces have attracted a loyal following of celebrities including Cher, Diana Ross, and Mariah Carey, has appeared on *The View*, CNN, *The Today Show*, and other popular talk shows. Now Hendrickson explains in his new book how wigs can help women lift their anxiety and feel more like themselves while dealing with the challenges of wearing a medical hair replacement.

"When you look good, you will feel good," Hendrickson explains. "Finding the delicate balance between facing reality and creating it can work miracles in healing mind, body and soul."

Brimming with positive words and practical advice, *Looking Like You* illustrates some of the latest wig styles that offer lifelike hairlines and today's newest colorings, to assure the most comfortable fit, and versatility for every lifestyle. This comprehensive guide covers the wear and care--including pros and cons--of synthetic, natural, and blends of synthetic and natural hair wigs. It also features a seasonal guide to makeup and accessorizing, answers to the most frequently asked questions, color photos, and numerous tips on how to maintain your style while undergoing chemotherapy treatments.

An expert on the art of beauty and medical hair replacement, Hendrickson owns a full-service wig salon, Bitz-n-Pieces, overlooking Columbus Circle in Manhattan, where he and his staff work daily miracles for their clients. An article written in *The New York Times* states, "Hendrickson and staff are like Guardian Angels."



You need to be comfortable with the idea that

you become an illusionist

during this time. The illusion is you!

About Barry -

Barry Hendrickson has done everything imaginable in wig design. He got worldwide media attention on CNN's "Style With Elsa Klensch" with his wig bar in the ultra-hip Fiorucci store. Cher wore his newly designed spiked wig for her Barbara Walters interview and in hot multi-media fitness ads, giving Barry's new 80's punk look instant recognition.

As wig master for the Joffrey Ballet's "Romeo and Juliet" his elaborate creations captured the imagination of the entertainment world. Designing for T.V. and film, Broadway, touring shows, divas and rock bands, it was his dream- come-true to work with many of his favorite stars. The B-52's huge hit "Love Shack" video featured his favorite 60's flips and bee-hives, starting a worldwide trend.

Setting up his own Upper West Side salon, Barry Hendrickson's Bitz-n-Pieces, in 1991 the focus turned to a more natural but equally exciting ready-to-wear concept.

American Salon Magazine hailed Bitz-n-Pieces as "one of the finest full-service salons in the country."

His stunningly lifelike hairline creations shook the world with Ru Paul's hit video "Supermodel" and in her highly visible campaign for Mac cosmetics, and are featured on his new hit show Ru Paul's Drag Race.

Many appearances on CNN, The Today Show, The View, Regis Philbin, along with frequent visits to network, cable, and cyberspace have kept Barry Hendrickson in the public's eye.

By happenstance, many clients began to recommend him to family members who were going through chemotherapy. From asking about their experience and learning about their concerns and needs, he realized that understanding the process and side effects helps relieve anxiety, placing the focus on finding the perfect hair replacement.

Barry's natural-looking wigs and methods are a welcome solution for clients undergoing chemotherapy treatments. "We need to work on the inside of the head before we work on the outside." This achieves wonderful results not only for their looks, but also more significantly for their outlook.



Interview with Barry -

Barry, we are sitting here in your New York Salon, Bitz-n-Pieces, looking at your beautifully illustrated book, "Looking Like You." It's filled with insight on how to look and feel your best while undergoing chemotherapy.

The New York Times once referred to you and your staff as "guardian angels."

Q. How is it that you went from designing fantasy creations for the Joffrey Ballet and fashion and show business clients to helping the everyday woman facing chemotherapy?



Barry: By happenstance, clients I was designing wigs for knew others who were facing the side effects of hair loss due to chemotherapy and asked, "Could I help them"? Gradually, by asking questions and listening carefully, I came up with so much helpful advice and practical and fun tips. I found that having a basic understanding of this complex chemical process helps alleviate the anxiety and stress surrounding the matter of hair replacement.

Q: "Looking Like You" is so useful because it not only gives sensible guidance, but it seems to be very inspirational about life in general. What made you decide to write the book?

Barry: Originally, the text was written as a tool for my stylists as they encountered chemotherapy clients for the first time. The reaction has been so overwhelmingly positive –in other words, the clients felt an immediate boost to their moral that I wanted to make these techniques available to anyone who needs them.

Q: What is the primary focus to your approach in "Looking Like You?"

Barry: The focus is staying centered on solutions to various problems as they arise. Remaining solutions-oriented allows you to maintain a positive attitude; which I always believe brings positive results. It's a journey that eventually leads back to feeling like yourself again.

Q: As a wig designer you really clarify a lot of issues of looking for that perfect wig. What other concerns and aspects of the situation does the book address?

Barry: "Looking Like You" is called looking like you because we advise using simplistic strategies that will help maintain your unique identity and sense of style. Keeping things simple is always the best answer. The book provides everything you need to know from make-up and accessorizing strategies to basic wardrobe suggestions.



Ready To Wear Wig or Custom Made?

Follow Barry's Advice!



Q. What do you recommend for comfort when you get home and take off the wig?

Barry: I call it Option Wear. Finding your comfort zone at home is one of the most important concerns. I recommend Tami caps, which are made with stretch fabric and come in all colors. These are easy cover-ups you can use so if anyone surprises you at the door, you aren't running to put your wig on in a hurry. Tie scarves work well with the "Halo of Hair," which is designed to wear under hats and scarves without wearing your full wig. This practical hairpiece consists of a fringe of hair around the circumference of the head with bangs, nape and sides only allowing you to stay cool and comfortable.

Q: What is the most commonly asked question from a new client facing chemotherapy?

Barry: Clients always ask me, "How can I make my wig look more natural and true to my own style"? and my response is always the same, "less is more." When you are looking to replace your hair with a wig, I recommend choosing something that is close to your natural style and not overly glamorous. Most wigs overcompensate the amount of hair that the average woman has and this can cause them to look unnatural. I suggest removing the extra volume by styling, thinning or using a flat iron. With synthetic wigs you can simply mist them with water to take out the extra volume and make them look more natural.

