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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SEXY HAIR CONCEPTS, LLC,            )  
  )  
          Opposer,                        )  
  ) Opposition  
          vs.                             ) No. 91,170,863  
  )  
PERFECT PLUS, INC.,                    )  
  )  
          Applicant.                     )

# 78573653

DEPOSITION OF JIM MORRISON  
Chatsworth, California  
Thursday, August 2, 2007

Reported by:  
KELLY M. BATES  
CSR NO. 12935  
JOB No. 209884B



09-07-2007

U.S. Patent & TMD/TTM Mail Rpt Dt. #34

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2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD  
3

|   |                          |   |                |
|---|--------------------------|---|----------------|
| 4 | SEXY HAIR CONCEPTS, LLC, | ) |                |
|   |                          | ) |                |
| 5 | Opposer,                 | ) |                |
|   |                          | ) | Opposition     |
| 6 | vs.                      | ) | No. 91,170,863 |
|   |                          | ) |                |
| 7 | PERFECT PLUS, INC.,      | ) |                |
|   |                          | ) |                |
| 8 | Applicant.               | ) |                |
|   |                          | ) |                |

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12 DEPOSITION of JIM MORRISON, taken on  
13 behalf of Opposer, at 9232 Eton  
14 Avenue, Chatsworth, California 91311,  
15 beginning at 2:08 p.m., and ending at  
16 2:37 p.m. on Thursday, August 2, 2007,  
17 before KELLY M. BATES, Certified  
18 Shorthand Reporter No. 12935.  
19  
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22  
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1 APPEARANCES:

2  
3 For Opposer:

4  
5 BALLARD, SPAHR, ANDREWS & INGERSOLL, LLP  
6 BY: ROBERTA JACOBS-MEADWAY  
7 Attorney at Law  
8 1735 Market Street  
9 51st Floor  
10 Philadelphia, Pennsylvania 19103-7599  
11 (215) 864-8201

12  
13 (No appearance by Applicant's counsel.)  
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I N D E X

Witness

Examination

JIM MORRISON

BY MS. JACOBS-MEADWAY

5

E X H I B I T S

SEXY TESTIMONY DEPOSITION EXHIBITS:

PAGE

EX 42 - Folder of magazine ads

15

EX 43 - Strong Sexy Hair card

18

EX 44 - Point of purchase piece

19

1 Chatsworth, California, Thursday, August 2, 2007

2 2:08 p.m. - 2:37 p.m.

3  
4 JIM MORRISON,

5 having been administered an oath, was examined and  
6 testified as follows:

7  
8 MS. JACOBS-MEADWAY: Good afternoon, Mr.  
9 Morrison. Before we get started, let me note that this  
10 is a testimony deposition in the matter of Sexy Hair  
11 Concepts LLC versus Perfect Plus, Inc., Opposition  
12 91,170,863, being taken pursuant to notice served  
13 July 12, 2007 on Richard Zaitlen as counsel for Perfect  
14 Plus, Inc. The deposition was noticed for 2:00 p.m.  
15 Mr. Zaitlen has not appeared or called. And it is now 7  
16 minutes after 2:00, so we are going to get started.

17 EXAMINATION

18 BY MS. JACOBS-MEADWAY:

19 Q Mr. Morrison, would you please state your name  
20 and address for the record.

21 A James M. Morrison. The address is 31242,  
22 Bailard, B-a-i-l-a-r-d Road, Malibu, California 90265.

23 Q By whom are you employed, Mr. Morrison?

24 A Sexy Hair Concepts.

25 Q In what capacity?

1 A President and CEO.

2 Q And how long have you been associated with Sexy  
3 Hair Concepts?

4 A Since March of 2006.

5 Q And have you always been president and chief  
6 executive officer of Sexy Hair Concepts?

7 A Yes, I have.

8 Q Prior to becoming president and chief executive  
9 officer of Sexy Hair Concepts, by whom were you  
10 employed?

11 A Was self-employed from the period of  
12 January 1st, 2000 to March of 2006, but acted as a  
13 consultant and functioned as a consultant for several  
14 major companies during that time.

15 Q Can you identify some of the companies for  
16 which you did consulting?

17 A Alberto Culver, Sally's for approximately 18  
18 months. That would have been from mid 2004 until the  
19 end of 2005. Turner Media, division of Time Warner AOL,  
20 from January of 2004 until January of 2005. And there  
21 was some others. I also owned a spa and a salon in  
22 Manhattan during that period as well.

23 Q Prior to the time you became a consultant, by  
24 whom were you employed?

25 A From October of 1992 until December 31st of

1 2000 I was the president of L'Oreal USA.

2 Q And what was the business of L'Oreal?

3 A Personal care products.

4 Q Did that include any hair care products?

5 A Hair care products were a major portion of the  
6 business.

7 Q And you mentioned Sally's. What is the  
8 business of Sally's?

9 A Professional products.

10 Q Does that include hair care products?

11 A A large share is hair care products.

12 Q And you mentioned Alberto Culver. What is the  
13 business of Alberto Culver?

14 A They were at that time the parent company of  
15 Sally's and BSG, which stands for Beauty Systems Group  
16 which were the full service distributors. The  
17 difference being Sally's are stores. BSG employ sales  
18 consultants that go into salons.

19 Q When did you first hear about Sexy Hair  
20 Concepts?

21 A I have known of Sexy Hair since the inception  
22 of the company.

23 Q And in what context did you first learn about  
24 Sexy Hair Concepts?

25 A Was first made aware of the brand Sexy Hair and

1 the, you know, family of brands of Sexy Hair through my  
2 management of a distributorship in Texas called RDA,  
3 which was a division of Redken which was owned by  
4 L'Oreal which was under my supervision at L'Oreal.

5 Q Would it be fair to state that when you became  
6 the president and chief executive officer of Sexy Hair  
7 Concepts you were already well familiar with the company  
8 and its brands?

9 A Very familiar.

10 Q Subsequent to the time you joined Sexy Hair  
11 Concepts as the president and chief executive officer,  
12 has the business of the company changed in any way?

13 A No, it's materially the same. We, thank God,  
14 have grown the business and have experienced  
15 approximately a 25-percent increase in our volume last  
16 year and over a 20-percent increase in our volume this  
17 year, but for all intents and purposes the same company.

18 Probably focusing more on hair care products  
19 than we did prior, but, you know, it's -- we had maybe  
20 less than 5 percent of our business in non hair care  
21 products, and that's even shrunk since then.

22 Q And with respect to the business of Sexy Hair  
23 Concepts at the present time, what are the principal  
24 product lines?

25 A Our largest product line is Big Sexy Hair. Our

1 second largest product line is Short Sexy Hair. Right  
2 after Short Sexy Hair comes Healthy Sexy Hair. And then  
3 between Curly Sexy Hair, Silky Sexy Hair, and Straight  
4 Sexy Hair, they're all within a half a million dollars  
5 of each other but all very good, healthy growing  
6 businesses.

7 Q Has there been any change in the channels of  
8 distribution since you became the president and chief  
9 executive officer of Sexy Hair Concepts?

10 A No, there has not. We are still a professional  
11 products company that sells our products through  
12 distributors. We do experience what we call diversion  
13 from time to time, which is where our products end up in  
14 retail. But really our business is pretty much the same  
15 as it's been since the company started.

16 Q With respect to the promotional media used by  
17 Sexy Hair Concepts, has there been any change in focus  
18 or direction in promotional activities since you became  
19 the president and chief executive officer of the  
20 company?

21 A Between 2005 and 2006 we increased our spending  
22 on marketing and advertising by a million dollars. And  
23 between 2006 and 2007 we increased that number by  
24 another half a million dollars. So between the period  
25 of the end of 2005 and 2007 we have literally increased

1 spending on advertising by almost a million and a half  
2 dollars.

3 Q Has there been any change in how the dollars  
4 are spent in terms of different aspects of advertising  
5 and promotion?

6 A Predominantly in 2006 we devoted our money and  
7 our resources to consumer print advertising that we feel  
8 we're very successful at and have continued that  
9 advertising through this point in 2007.

10 Q I'm going to show you a booklet that has been  
11 prepared. I'm going to ask if you can tell me what this  
12 contains.

13 A Okay. The booklet that you're handing me seems  
14 like it contains tear sheets of our consumer ads. The  
15 first one that I'm looking at is the ad that we are  
16 currently running in the July 2007 edition of Allure  
17 magazine.

18 And in that ad we feature Big Sexy Hair with  
19 Katharine McPhee and our product Spray & Play on one  
20 side. And the other side it actually features 3  
21 different Sexy Hair brands: Curly Sexy Hair, Big Sexy  
22 Hair, and Healthy Sexy Hair.

23 The next page is an ad that we ran in the June  
24 edition of Cosmopolitan magazine. This is an ad for  
25 Healthy Sexy Hair Soy Tri-Wheat Leave-in Conditioner,

1 and on the back we actually, again, promote several of  
2 the Sexy Hair brands: Healthy Sexy Hair, Big Sexy Hair,  
3 and Silky Sexy Hair. Do you want me to continue?

4 Q Please.

5 A Okay. We then come upon another ad which is  
6 running the July edition of Cosmopolitan magazine. This  
7 one features Big Sexy Hair. On the back you will see,  
8 again, the combination of several of the Sexy Hair  
9 brands: Curly Sexy Hair, Healthy Sexy Hair, and Big Sexy  
10 Hair.

11 Now, we move to the April 2007 Cosmo, and this  
12 particular ad shows 5 different products from the Strong  
13 Sexy Hair line. Next page over we're looking at another  
14 ad for Big Sexy Hair. This one features a can of Spray  
15 & Play.

16 On page 2 of that is, again, the combination of  
17 several different Sexy Hair brands: Big Sexy Hair,  
18 Straight Sexy Hair, Silky Sexy Hair, and Healthy Sexy  
19 Hair. And this ran in the February 2007 edition of  
20 Allure. And then we start to see just some beauty edit  
21 that we've received. Here is one little blurb about  
22 Katharine McPhee and her album.

23 Here is another one about, again, Katharine  
24 McPhee and her recommending both Silky Sexy Hair and Big  
25 Sexy Hair as 2 of her favorite products. Here is

1 another shot where they are showing the product Flip It  
2 Over from the brand Big Sexy Hair, and this one is a  
3 testimonial from a hairdresser about how they use this  
4 product.

5 And then we've got a shot from Lucky magazine  
6 showing Katharine McPhee. And in it it says, "She's got  
7 a great vocal range, but that's nothing compared to the  
8 range of hairstyles Katharine McPhee showed off for her  
9 new Sexy Hair ad campaign." Continue?

10 Q Please.

11 A Here we've got another blurb. This one is from  
12 Star magazine. This one shows Katharine McPhee and some  
13 tips on how she does her hair. This one says, "To hold  
14 'do: Strong Sexy Hair Strong Hold Hair Spray." And then  
15 Sleek 'n' Chic. "To smooth bangs: Strong Sexy Hair  
16 Plaster Strong Hold Shaping Balm." And these are just  
17 sort of examples of what Katharine McPhee uses in her  
18 hair.

19 Over here we are looking at Teen Vogue, and  
20 here in Teen Vogue we've got a shot -- well, there's 3  
21 different pictures of Katharine McPhee. In the top  
22 right-hand picture it says, "Celebrity stylist Michael  
23 O'Rourke captures Katharine's final look with Big Sexy  
24 Hair Spray & Play Volumizing Hair Spray." And then on  
25 the bottom it says the shot in the middle is a final

1 shot of Katharine for the Sexy Hair campaign.

2 Q And moving on.

3 A This is going to be a shot from Teen Vogue --  
4 the April edition of Teen Vogue. And in it is a little  
5 montage of 6 different Sexy Hair products from 5 -- no,  
6 it's 5 different -- no. I'm sorry. It's 6 because the  
7 Big Sexy Lip product is in there.

8 So there's 6 Sexy Hair products: Big Sexy Hair  
9 Spray & Play, Straight Sexy Hair Smooth & Seal, Big Sexy  
10 Hair Root Pump, Silky Sexy Hair Frizz Eliminator, Curly  
11 Sexy Hair 24/7 Curls. And there is one example of the  
12 Big Sexy Lips lipstick product.

13 Q Now, this is marked as an advertisement, so is  
14 this something that the company prepared?

15 A In this particular case, this is something that  
16 the actual creative department of Teen Vogue prepared  
17 that we paid for. It's an advertisement that's meant to  
18 look like an editorial. Moving on, we're actually over  
19 to a magazine called Hairstyle Guide.

20 And in this there's a little shot of Katharine  
21 McPhee, and in here it says, "Katharine's locks are so  
22 gorgeous, she was snapped up to be a spokesperson for  
23 Sexy Hair products."

24 Over on the right-hand page it says -- it talks  
25 a little bit about Katharine McPhee on American Idol,

1 and then it says, "We can't help but notice that  
2 Katharine McPhee is also gorgeous. Could that be why  
3 Sexy Hair chose her as their spokesperson?" Do you want  
4 me to continue on --

5 Q Please.

6 A -- over here with Beauty and Health?

7 Q Please.

8 A This is from Teen Vogue in May, and this  
9 particular one it's called "Katharine's Essentials." In  
10 other words, these are the products that she uses -- she  
11 claims that she uses. And obviously one of them is --  
12 it says, "Sexy Hair's Strong Hold Hair Spray from the  
13 Strong Sexy Hair line helps locks stay healthy."

14 Then we've got something from Modern Salon, and  
15 in this is a picture of Katharine McPhee with Michael  
16 O'Rourke and one of the executives of Sexy Hair. The  
17 headline says, "Katharine McPhee visits Sexy Hair,"  
18 obviously referring to Sexy Hair Company.

19 And then we've got another PR piece over from  
20 Launchpad magazine: "During a recent surprise visit from  
21 Sexy Hair spokesperson, Katharine McPhee, Sexy Hair  
22 presented the RCA recording artist with a 10,000-dollar  
23 check on the behalf of Sexy Hair and its press and  
24 distributor partners."

25 There's a quote that says, "It was really fun

1 to have her stop by and interact with everyone here at  
2 Sexy Hair. She's officially a part of the Sexy Hair  
3 family now."

4 Q Are these exhaustive or typical of the ads that  
5 have been run for Sexy Hair Concepts since you became  
6 president and chief executive officer?

7 A Absolutely normal. It illustrates exactly what  
8 we do on a monthly basis.

9 Q Is this all of the ads that have been run?

10 A There are dozens and dozens more pages and  
11 examples of what we've done.

12 MS. JACOBS-MEADWAY: I would ask the reporter  
13 to mark as exemplary of the ads run by Sexy Hair during  
14 Mr. Morrison's tenure as Sexy Deposition Exhibit 42.

15 (Sexy Testimony Deposition Exhibit 42  
16 was marked for identification by the  
17 court reporter.)

18 BY MS. JACOBS-MEADWAY:

19 Q Mr. Morrison, does Sexy Hair have a presence on  
20 television?

21 A Sexy Hair the company and Sexy Hair products do  
22 appear on television regularly.

23 Q In what context?

24 A Almost predominantly in either beauty,  
25 entertainment, or media-related stories or spots where

1 the products -- the Sexy Hair products or the Sexy Hair  
2 company are being featured.

3 Q Can you identify for me any of these television  
4 programs where you have seen the product in the last  
5 year and a half?

6 A In the last year and a half we have been on The  
7 Today Show with Matt Lauer where Matt Lauer was  
8 presented with a can of Big Sexy Hair Spray & Play. It  
9 was in honor of his, I want to say, 10-year anniversary  
10 as host.

11 We have had stories on Access Hollywood about  
12 Katharine McPhee becoming the spokesperson for Sexy  
13 Hair. We have had stories on Access Hollywood about  
14 Katharine McPhee's involvement with Sexy Hair the  
15 company. We have had stories on Entertainment Tonight  
16 about Katharine McPhee's involvement with the creation  
17 of the Strong Sexy Hair product line.

18 We have had stories on The Insider in  
19 connection with Katharine McPhee's becoming spokesperson  
20 for Sexy Hair the company. We have had stories on The  
21 View where Healthy Sexy Hair products were given to each  
22 of the audience members, and Katharine McPhee was  
23 introduced as the new spokesperson for Sexy Hair. And  
24 should I continue?

25 Q Please.

1           A       In terms of just product placement, Sexy Hair  
2 products have been seen on the HBO show Entourage. Sexy  
3 Hair products have been seen on the CBS show How I Met  
4 Your Mother. Big Sexy Hair products were seen on the  
5 show Ugly Betty.

6           Healthy Sexy Hair products were seen on the  
7 show Chicago on CBS. Our products have actually been  
8 seen with Katharine McPhee on the talk show Dr. Keith  
9 Ablow. And every week without fail Sexy Hair products  
10 are mentioned or actually featured or highlighted on  
11 local affiliates of networks like Fox, NBC, ABC, and  
12 CBS.

13          Q       I show you what appears to be a card of some  
14 sort and ask if you can identify this for me.

15          A       Yes.

16          Q       What is that?

17          A       This was a -- it was a card that went in the  
18 original intro for a brand that we launched called  
19 Strong Sexy Hair. It was a very similar photo to the  
20 photo that was used on the CD cover for Katharine  
21 McPhee's first full CD.

22                The interesting story there was that Sexy Hair  
23 hired the photographer. The photo shoot was being done  
24 for the Strong Sexy Hair brand, and RCA Records made the  
25 decision that they wanted to use one of our photos from

1 our Strong Sexy Hair shoot as the CD cover for Katharine  
2 McPhee's CD.

3 And so by actually allowing them to use that  
4 shot we were able to use a very similar shot for all of  
5 the point of purchase packaging, collateral, and  
6 advertising for Strong Sexy Hair. The benefit to us,  
7 that CD sold over 250,000 copies. And so hopefully  
8 there was some subliminal connection between those  
9 250,000 copies of that CD and our brand new Strong Sexy  
10 Hair product line.

11 MS. JACOBS-MEADWAY: I'd ask the reporter to  
12 mark the card with Katharine McPhee as Sexy Testimony  
13 Deposition Exhibit No. 43.

14 (Sexy Testimony Deposition Exhibit 43  
15 was marked for identification by the  
16 court reporter.)

17 BY MS. JACOBS-MEADWAY:

18 Q Mr. Morrison, I show you a box and ask if you  
19 can identify that for me.

20 A Yes. That is -- we call this a shadow box, and  
21 it is a point of purchase piece of collateral that is  
22 either used in a salon in the retail area or in a  
23 distributor's store on a shelf that basically just  
24 highlights in this particular case Big Sexy Hair Spray &  
25 Play by Sexy Hair and features Katharine McPhee spraying

1 a can of Big Sexy Hair Spray & Play.

2 MS. JACOBS-MEADWAY: I'd ask the reporter to  
3 mark the point of purchase piece as Sexy Testimony  
4 Deposition Exhibit 44.

5 (Sexy Testimony Deposition Exhibit 44  
6 was marked for identification by the  
7 court reporter.)

8 BY MS. JACOBS-MEADWAY:

9 Q Now, Mr. Morrison, Mr. Stiller mention a  
10 program Show Off. Are you familiar with that program?

11 A Yes, it was an Internet-based marketing  
12 program.

13 Q Did you have anything to do with that program?

14 A I actually came to the company at the very sort  
15 of tail end of the program, but it was running while I  
16 was functioning in my current role.

17 Q And what was The Show Off program?

18 A The point of The Show Off was to get Internet  
19 subscribers to use certain Sexy Hair products, and they  
20 were to use the certain Sexy Hair products to create  
21 looks. And so if the look that was desired was hair  
22 that's loose and flowing and curly, the viewer would  
23 need to use Curly Sexy Hair products.

24 And then the culmination of this was that they  
25 would submit photos of clients that they had used Sexy

1 Hair products on, whether they were Big Sexy Hair, Curly  
2 Sexy Hair, Straight Sexy Hair, Short Sexy Hair, or Silky  
3 Sexy Hair.

4 And we would actually choose who had done the  
5 best looks almost in a makeover sense from, you know,  
6 before to after in these various categories that were  
7 linked in and parallel to these particular product  
8 brands and categories.

9 Q In connection with The Show Off program, was  
10 there any follow-up, or has there been any other effort  
11 to use the Internet to reach either professionals or  
12 consumers for Sexy Hair products?

13 A Our website [www.sexyhair.com](http://www.sexyhair.com) today is actually  
14 receiving over 85,000 hits per month. Just to kind of  
15 give you something to base the increase on, in the  
16 spring of 2006 that website was getting less than 10,000  
17 hits per month.

18 So the notoriety and the attention being paid  
19 to [sexyhair.com](http://sexyhair.com) has really increased dramatically. In  
20 every ad that we place we put a blurb in there about for  
21 more information about Strong Sexy Hair or Straight Sexy  
22 Hair or Big Sexy Hair log on to [www.sexyhair.com](http://www.sexyhair.com).

23 And obviously through the immense amount of  
24 impressions that are being made through consumer press  
25 and our consumer advertising 85,000 people are logging

1 on every month to take a look at our website.

2 Q Are you familiar with the Nick Chavez Sexy 'N  
3 Sassy product line?

4 A I am.

5 Q Have you ever seen that product line in any  
6 retail store?

7 A I have never.

8 Q Have you ever seen that product in any salon?

9 A No, I have not.

10 Q Have you ever seen any advertising for that  
11 product?

12 A No, I have not.

13 Q Are you familiar with the use of "Sexy" as a  
14 brand by any other company in connection with hair care  
15 products?

16 A Honestly, other than the Sexy Hair company and  
17 the Sexy Hair brands, the product from Mr. Chavez was  
18 the only other one that I personally know of.

19 MS. JACOBS-MEADWAY: Thank you. Off the  
20 record.

21 (Discussion held off the record.)

22 MS. JACOBS-MEADWAY: I have no further  
23 questions, Mr. Morrison. Thank you very much.

24 THE WITNESS: Thank you.

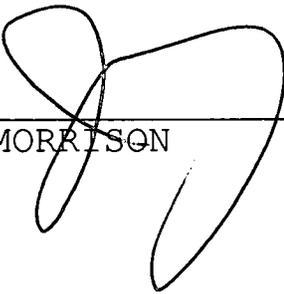
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I, JIM MORRISON, do hereby declare under penalty of perjury that I have read the foregoing transcript; that I have made any corrections as appear noted, in ink, initialed by me; that my testimony as contained herein, as corrected, is true and correct.

EXECUTED this 31 day of AUGUST,  
2007, at CHATSWORTH, CALIFORNIA.  
(City) (State)

  
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JIM MORRISON

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I, the undersigned, a Certified Shorthand Reporter of the State of California, do hereby certify:

That the foregoing proceedings were taken before me at the time and place herein set forth; that any witnesses in the foregoing proceedings, prior to testifying, were placed under oath; that a verbatim record of the proceedings was made by me using machine shorthand which was thereafter transcribed under my direction; further, that the foregoing is an accurate transcription thereof.

I further certify that I am neither financially interested in the action nor a relative or employee of any attorney of any of the parties.

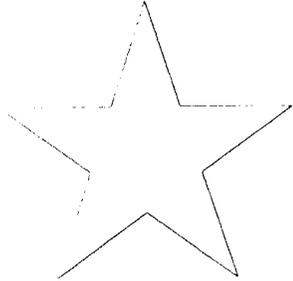
IN WITNESS WHEREOF, I have this date subscribed my name.

           **AUG 29 2007**

Dated: \_\_\_\_\_



Kelly M. Bates  
CSR No. 12935

 sexyhair.®

Sexy Hair  
EXHIBIT NO. 42  
No. 91,170,863  
8-2-07  
K. Bates, CSR# 12935

visit [sexyhair.com](http://sexyhair.com)

Katharine McPhee for

in us sexy hair



Photo by Robert Ascroft/[robertascroft.com](http://robertascroft.com). Sold only in professional salons. ©2007 Sexy Hair Concepts<sup>®</sup> Los Angeles, CA. Berkshire SL3 00T(London).

[hair.com](http://hair.com) or call 1-800-848-3383



# Celebrity Stylist Michael O'Rourke Shows YOU how to get this look:

Massage a generous amount of Big Sexy Hair Root Pump Volumizing Spray through damp hair at the crown. Apply Healthy Sexy Hair Dry Tri-Wheat Leave In Conditioner at the roots to impart protein and moisture. Next blow-dry using a large round brush.



Spray even amounts of Curly Sexy Hair 24/7 Instant Set-Curling Spray over sections of dry hair and curl with a large barrel curling iron. This heat-activated aerosol will provide long-lasting curl, with beautiful shine.



Separate hair with fingers and spray Big Sexy Hair Spray & Play Volumizing Hairspray for a flexible hold. Finish off the look with Big Sexy Hair Big Shine Shine Spray to deliver weightless, non-greasy shine.



Join the official Katharine McPhee Fan Club, at [www.katharinemcphree.com](http://www.katharinemcphree.com)

Photos by Robert Ascroft/robertascroft.com

Sold only in professional salons. ©2007 Sexy Hair Concepts, Los Angeles, CA, Berkshire SL3 001(London).

hair.com or call 1-800-843-3383.

visit

hair.com

hair

# allure

THE BEAUTY EXPERT

JULY 2007

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Goddess Hair,  
Smoldering Eyes,  
Silky Skin

**PLUS:** The New  
Secrets of Desire

**Humidity-  
Proof Hair**  
Defy Frizz, Fight Flatness

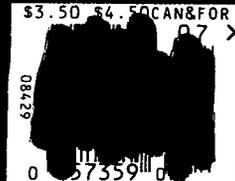
*Makeup Artists'*  
*Secret Weapons*  
Their 5 Favorite Products

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LIV TYLER

"I Was Basically Crying and  
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Katharine McPhee for

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Celebrity Stylist Michael O'Rourke Shows YOU how to get this look:

*Nourish hair with Healthy Sexy Hair Pumpkin Rehydrating Shampoo...*

Healthy Sexy Hair

1 Spray Big Sexy Hair Root Pump Plus into hair at the roots. Next, work a little Big Sexy Hair Blow Dry Volumizing Gel into remaining hair and blow dry for ultimate volume.



3 Finish and set with Big Sexy Hair Spray and Play Volumizing Hairspray.



2 Emulsify a dime-sized amount of Silky Sexy Hair Frizz Eliminator into your hands to lightly shape and polish the hair.



XOXO  
Katharine

Join **Flourish**  
the official Katharine McPhee Fan Club, at  
[www.katharinemcpee.com](http://www.katharinemcpee.com)

Photo by Robert Ascroft/robertascroft.com

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RCA Recording Artist Katharine McPhee for

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healthy sexy hair



BEAUTY THAT PERFORMS

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# Celebrity Stylist Michael O'Rourke Shows YOU how to get this look:

Massage a generous amount of Big Sexy Hair Root Pump Volumizing Spray through damp hair at the crown. Apply Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner at the roots to impart protein and moisture. Next, blow-dry using a large round brush.



Spray even amounts of Curly Sexy Hair 24/7 Instant Set Curling Spray over sections of dry hair and curl with a large barrel curling iron. This heat-activated aerosol will provide long-lasting curls with beautiful shine.



Separate hair with fingers and spray Big Sexy Hair Spray to Play Volumizing Hairspray for a flexible hold. Finish off the look with Big Sexy Hair Big Shine Shine Spray to deliver weightless non-greasy shine.



Join the official Katharine McPhee Fan Club, at [www.katharinemcphree.com](http://www.katharinemcphree.com)

Photos by Robert Ascroft/robertascroft.com

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**STRO**



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Celebrity Stylist Michael O'Rourke Shows YOU how to get these looks:



## For soft and flirty hair...

1. Start at the bottom, wrap hair around a **LARGE** spiral iron, creating large, loose curls all over.



2. Separate curls with fingers and apply a fine mist of Straight Sexy Hair Smooth & Seal Acrated Anti-Frizz Spray throughout the ends to tame fly-aways and seal out humidity.

3. Style hair into desired shape and finish with **Big Sexy Hair Spray & Play Volumizing Hairspray**.



## For fun and touchable curls...



1. Comb **Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner** into damp hair to maintain hydration and moisture prior to applying heat. Blow-dry thoroughly.



3. Spray **Big Sexy Hair Big Shine-Shine Spray** onto fingers and separate curl for an added weightless shine. Finish the look with **Silky Sexy Hair Satin Medium Hold Soft Hair Spray** for soft, touchable curls.



2. Start at the nape of the neck, and using narrow sections, curl hair with a **SMALL** spiral iron.



Visit [www.hair.com](http://www.hair.com)

hair.com

hair

Photo by Robert Ascroft/robertascroft.com

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hair.com or call 1-800-848-3383.



## Idol thoughts

“I love Melinda. She’s our next Gladys Knight. I think LaKisha, Blake and Melinda will be the top three, and it might come down to a battle of the divas”

— Deborah Gibson



Exclusive!

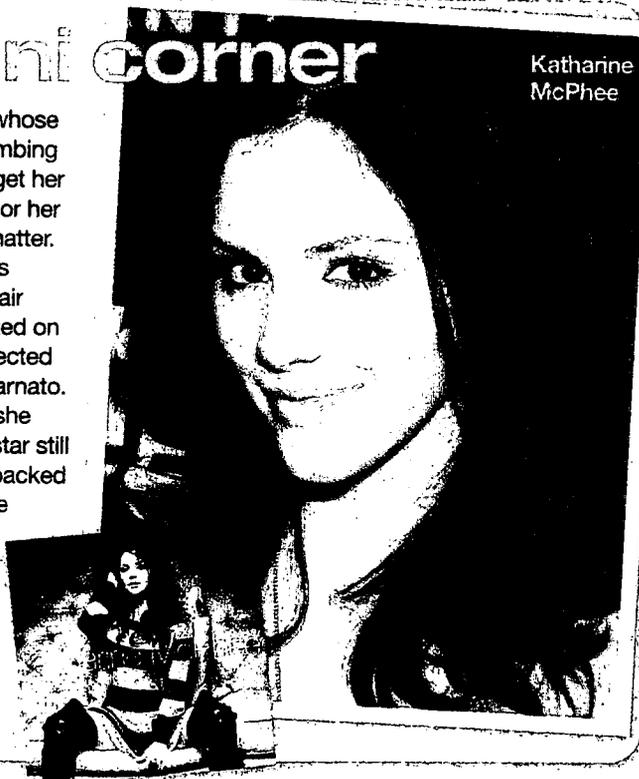
## Paula’s Idol chatter



## Alumni corner

Katharine McPhee

Katharine McPhee, whose single “Over It” is climbing the charts, won’t forget her *American Idol* roots, or her extensions for that matter. She told *OK!* she was flattered to see the hair extensions she sported on the show worn by ejected contestant Haley Scarnato. “It’s a compliment,” she tells *OK!*. The rising star still has time in her jam-packed schedule to catch the show, revealing that it’s an unpredictable season. “I’m interested to see what happens,” she says. “I enjoy watching.”



✿ **Hotness doesn’t help**  
“I knew that Haley was going home. She’s made some huge mistakes with her performances. I feel like she didn’t go the extra mile. But at least she had the advantage of the guys thinking she was hot.”

✿ **Respect to J.Lo**  
“Jennifer Lopez was amazing as a guest mentor and performer. She comes from the Paula old school of performing: She works her ass off, and it shows. It’s good to see somebody up there doing whatever it takes to make their performance stand out. It’s exactly the way I would have done it. The kids weren’t exactly in awe of her — it was more like respect.”

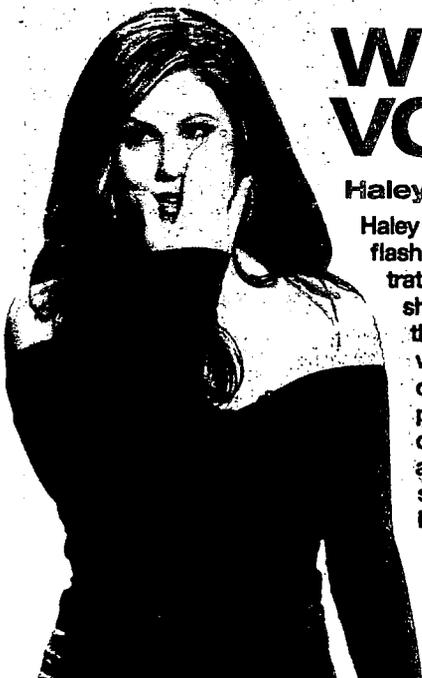
✿ **Battle of the boys**  
“Blake was very good this week and has an edge over Chris, who’s grown to be a great performer. I’d say that Phil is probably next to go home, because we all know that Sanjaya’s time hasn’t come yet.”

Interview by Ryan Smith

## WHO GOT VOTED OFF

Haley Scarnato, 24

Haley says she was hurt by accusations that she flashed her flesh to stay on the show. “It’s frustrating, because I’m going out there to sing,” she says. “They’re just shorts. I didn’t think they were that distracting. If I was here next week, I would wear a choir robe.” There is one advantage to her ouster: She has time to pick out flowers. “I need to go plan my wedding,” smiles Haley. “I pushed wedding plans aside and focused on *American Idol*.” But she says she won’t sing at her wedding to Bobby Krudwig (originally slated for November but now postponed because of the *Idol* tour). Before dealing with her wedding, though, Haley says she has one pressing task: “Eat Mexican food!”



## Idol Camp news flash

Idols of the future will get training from past contestants Bucky Covington (right) and Kimberley Locke at the first *American Idol* performing arts camp in Northfield, Mass., starting July 7.



# OK!

WEEKLY

ISSUE 18  
APRIL 20/2007

EXCLUSIVE  
INTERVIEW  
& PHOTOS



**HARRY & BABY DANNIELYNN**  
Anna Nicole would be so happy for us!

# Together at last!

opens up about being a new dad, his secret  
engagement to Anna & Howard's lonely struggle

**BRITNEY DOESN'T  
WANT HER KIDS**



**WHY PRINCE  
WILLIAM LEFT KATE**



**JEN & ANGE  
SECRET MEETING?**



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# cover look

## American idyll

Katharine McPhee shows her carefree spirit on our set.

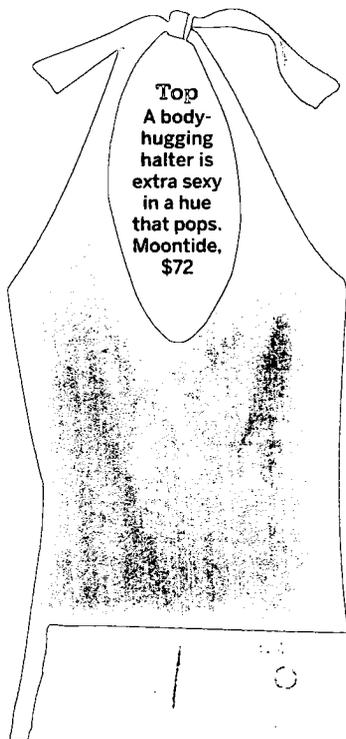
Katharine McPhee arrived at SELF's Cabo San Lucas shoot ready to work *and* play. She may have been the runner-up on *American Idol*, but this infectiously happy star is number one in our book. A few reasons why: She's comfy in her skin. McPhee drove up to her wardrobe fitting on a golf cart, confidently clad in only a bikini. The star noshed on chips and guacamole while trying on clothes for the shoot. (She loved the shorts.) She shares the love. McPhee's boyfriend and a friend joined her in Cabo, where the trio hung with the crew instead of keeping to themselves. Her pup, Nena, made the trek, too, and cuddled with the singer on set. She lets loose. Yes, the girl's got pipes, but wait until you see her dance! Barefoot on the beach, she shook her hips to songs by Rihanna and Shakira. —Amy Gallo

Cover photograph by Stewart Shining. Styling, Heather Pfaff; hair, Oscar Blandi for OscarBlandi.com; makeup, Ana Marie for the Wall Group; prop styling, Sonia Niki



Want exclusive video from our shoot with McPhee? Visit [Self.com](http://Self.com).

## Get Katharine's look!.....



**Top**  
A body-hugging halter is extra sexy in a hue that pops. Moontide, \$72



**Watch**  
Bolder is better on a sporty watch. Pedre, \$68

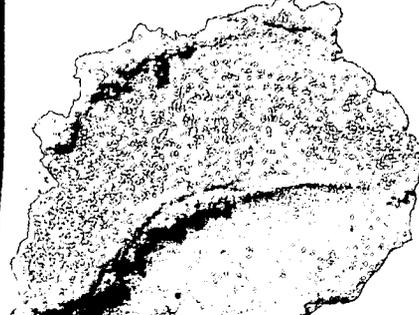
**Shorts**  
Crisp white is so fresh and versatile. You'll live in them all summer. 7 For All Mankind, \$165



Win this makeup! Shine Seduction Lipcolor in Candy Desire, Dream Mousse Blush in Peach, Satin and Volum' Express Turbo Boost Mascara in Very Black, all by Maybelline. Click on Get SELF Stuff at Self.com.



**Hair** △  
Strands stay smooth and shiny with Satin Medium Hold Soft Hairspray, \$14, and Big Shine Shine Spray, \$12, both by Sexy Hair.



STILL LIVES: CNP DIGITAL STUDIO

**LOSE EVERY EXTRA POUND!** p. 194

**WIN!**  
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Spa Trips at  
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**Get the Paycheck  
You Deserve** How, p. 212

**STOP CANCER  
BEFORE IT STARTS**

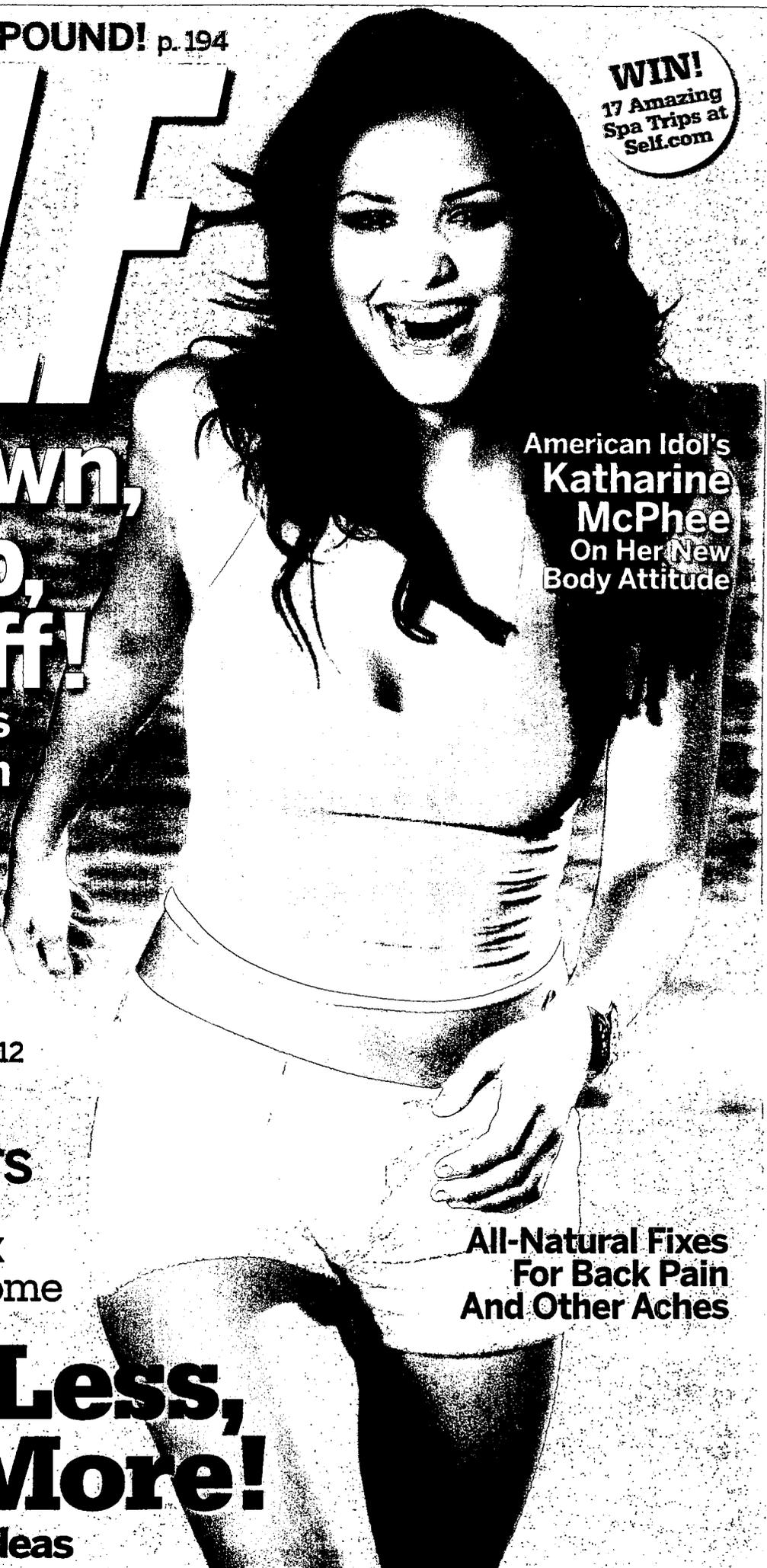
**Have Vacation Sex  
Without Leaving Home**

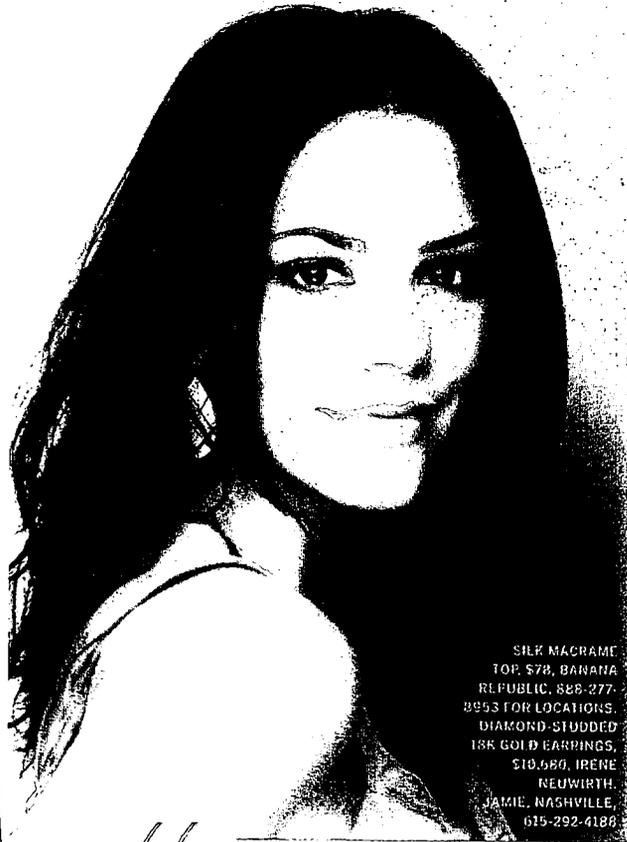
**Stress Less,  
Relax More!**

**24 Ahhh-Inspiring Ideas**

American Idol's  
**Katharine  
McPhee**  
On Her New  
Body Attitude

**All-Natural Fixes  
For Back Pain  
And Other Aches**





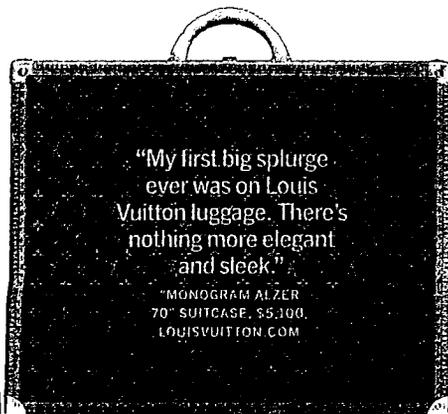
SILK MACRAME TOP, \$78, BANANA REPUBLIC, 888-277-3953 FOR LOCATIONS. DIAMOND-STUDDED 18K GOLD EARRINGS, \$10,980, IRENE NEUWIRTH, JAMIE, NASHVILLE, 615-292-4188

“With makeup, I tend to focus on my eyes. I like to fill in my brows with a pencil, then use lots of mascara and pretty, neutral-toned shadows—Chanel’s are just gorgeous.”



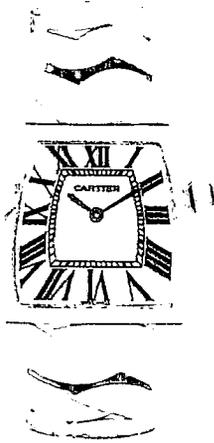
CHANEL QUADRA EYESHADOW IN SHIMMERING DUNES, \$55, CHANEL.COM

L'ORÉAL PARIS BROW STYLIST CUSTOM SHAPING PENCIL, \$7 FOR TWO, DRUGSTORES



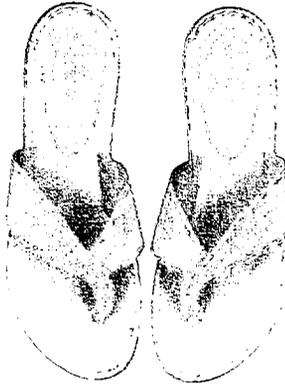
“My first big splurge ever was on Louis Vuitton luggage. There’s nothing more elegant and sleek.”

MONOGRAM ALZER 70" SUITCASE, \$5,100, LOUISVUITTON.COM



“Right now, I’m loving all things rose gold, especially this Cartier watch. It’s both classic and luxe.”

18K ROSE GOLD “LA DOÑA” WATCH, \$22,600, CARTIER, 800-227-8437 FOR LOCATIONS



“One of my fans sent me the most amazing pair of leather flip-flops. They’re so comfortable—I’ve been wearing them with everything.”

LEATHER “ALEXANDRA” THONG FLATS, \$294, MELANIE DIZON, LULU’S, MANHATTAN BEACH, CA, 310-798-4577



“I’m obsessed with the Big Sexy Hair product Flip It Over. It’s hairspray, but with a putty consistency, and it gives my hair a cool, messy-curly look.”

BIG SEXY HAIR FLIP IT OVER FULL & WILD SPRAY, \$17, SEXYHAIR.COM FOR LOCATIONS

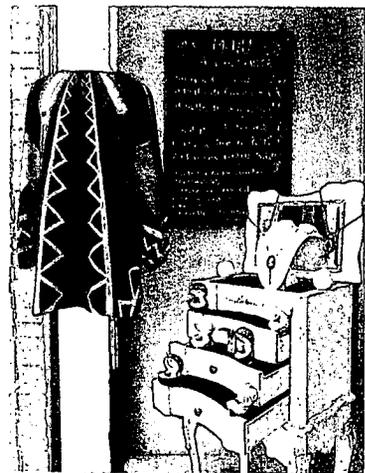


COTTON TOP, \$18, FOREVER21.COM

“Forever 21 has a great selection of really cute, of-the-moment tops at the most incredible prices.”

“The L.A. boutique Tryst sells the best variety of unique items, from imported jeans to beautiful shoes.”

TRYST, 12244 VENTURA BLVD., L.A., 818-285-7978

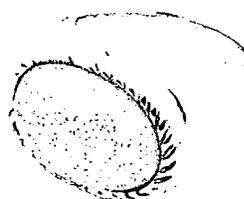


“David Yurman makes these chunky rings that I adore. I like how they add a little edge to girly outfits.”

AQUAMARINE AND 18K GOLD RING, \$2,500, DAVID YURMAN, 888-398-7626 FOR LOCATIONS

“Wearing a bright string bikini to the beach always makes me feel sexy and good about my body.”

BIKINI TOP, \$15, BOTTOM, \$14, VICTORIASECRET.COM



STEWART SHINING, TRYST; AMANDA FRIEDMAN, STEEL LIFES; LUCKY DIGITAL STUDIO

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legs:**

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get what  
everyone  
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**736**  
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TO INSTANT  
GLAMOUR**

*American Idol's*  
**Katharine  
McPhee**  
Get her easy,  
gorgeous look

**The  
summer  
style  
hot list**

The season's  
essential items—  
they're all here!



Beauty

**Star  
EXCLUSIVE!**

Sure, she's got a great vocal range, but that's nothing compared to the range of hairstyles Katharine McPhee showed off for her new Sexy Hair ad campaign!

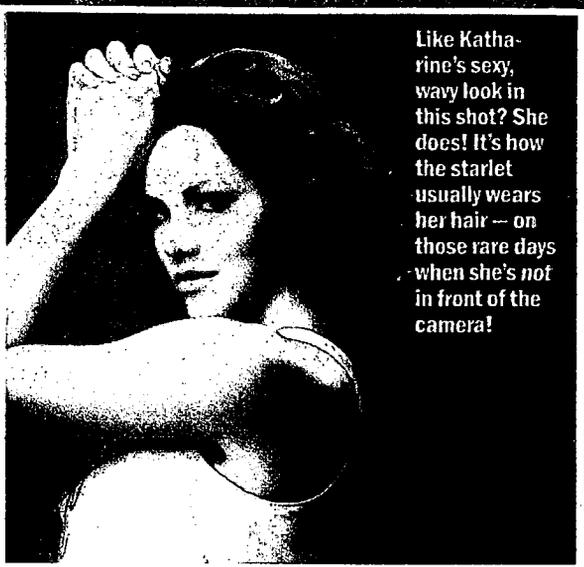
# Katharine's Big Sexy Shoot!



“I had a blast at the shoot! The best part? All the different looks! I feel like I got to be different people!”

—Katharine McPhee

Katharine's chihuahua, Nina, kept her company during the 12-hour shoot! Why so long? Hair stylist and Sexy Hair founder Michael O'Rourke (right) tried out nine different styles!



Like Katharine's sexy, wavy look in this shot? She does! It's how the starlet usually wears her hair — on those rare days when she's not in front of the camera!

### Tempting Tousles

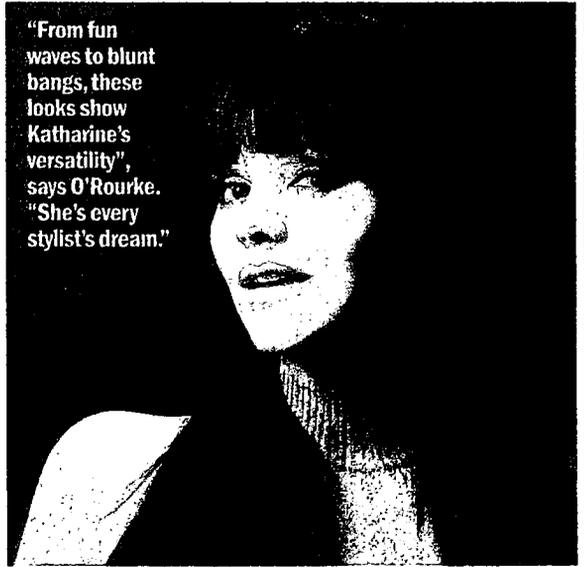
Apply mousse to damp hair then blow-dry with a large, round brush.

Curl two-inch sections of hair using a large curling iron. Once curls cool, tip head upside down and spritz with a strong-hold hairspray.

To hold 'do: Strong Sexy Hair Strong Hold Hairspray, \$16.95, [sexyhair.com](http://sexyhair.com) for retailers



"From fun waves to blunt bangs, these looks show Katharine's versatility", says O'Rourke. "She's every stylist's dream."



### Sleek 'n' Chic



Smooth a straightening serum through dry hair, then flat-iron by section.

Once all hair is straight, mist with shine-enhancing spray to help ban frizz. To finish, apply a dab of styling balm along part and bangs to hold it in place.

To smooth bangs: Strong Sexy Hair Plaster Strong Hold Shaping Balm, \$17.95, [sexyhair.com](http://sexyhair.com) for retailers

Just rather Boyle.

# Star

Who gets the kid ★ Who gets the cash

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Larry Birkhead



Howard K. Stern

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# mane attraction

Katharine McPhee hits all the right notes as spokeswoman for **Sexy Hair**. Get the inside scoop on how her stylist created the looks seen here.



Celebrity Stylist, Michael O'Rourke captures Katharine's final look with **Big Sexy Hair Spray & Play Volumizing Hairspray** for movable, touchable curls.



Check out Katharine's self-titled debut album in stores now.

Above: A final shot of Katharine for the Sexy Hair campaign.

Left: Katharine and her chihuahua, Nina, are ready for their close up.

# teenVogue

APRIL

SUPER  
PRETTY  
PARTY  
HAIR AND  
MAKEUP

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die"  
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deadly  
toll

Willa  
holland

THE O.G.

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SPENDERS  
are you a  
shopaholic?

prom  
look

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ROMANTIC  
DRESSES

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**Sexy Hair** Below Left: Separate hair into small sections. Spray with **Curly Sexy Hair 24/7 Instant-Set Curling Spray**. Curl hair using a 3/4" curling iron. Below Right: Use a dime-sized amount of **Silky Sexy Hair Frizz Eliminator** to pull apart curls. This loosens and detangles curls while adding shine. Pin up hair at the nape of the neck, letting loose hair on sides and front fall forward. Bottom: Go casual: Apply **Big Sexy Hair Root Pump Volumizing Spray Mousse** into damp hair at the crown, prior to blow-drying. Lightly spray with **Straight Sexy Hair Smooth & Seal Anti-Frizz Spray** before setting hot rollers for long-lasting shine. Loosen curls with fingers, then spray with **Big Sexy Hair Spray & Play Volumizing Hairspray**.



Right: Kat applies her favorite shade of **Big Sexy Lips** in *Love Letter*.

sexy style



- 1. Big Sexy Hair Spray & Play, \$14.95.
- 2. Straight Sexy Hair Smooth & Seal Anti-Frizz Spray, \$17.50.
- 3. Big Sexy Lips, \$17.50.
- 4. Big Sexy Hair Root Pump Volumizing Spray Mousse, \$14.95.
- 5. Silky Sexy Hair Frizz Eliminator, \$18.95.
- 6. Curly Sexy Hair 24/7 Instant-Set Curling Spray, \$18.75.

straight sexy hair  
SMOOTH & SEAL  
AERATED ANTI-FRIZZ SPRAY

big sexy lips

# TeenVogue

APRIL

SUPER  
PRETTY  
PARTY  
HAIR AND  
MAKEUP

my "die"  
drunk  
driving's  
deadly  
toll

Willa  
holland

BIG  
SPENDERS  
are you a  
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teenvogue.com

"There was never any doubt about what I wanted to do with my life. I always knew I wanted first and foremost to be a singer."



American Idol's

# Katharine McPhee

talks beauty with *sophisticate's!*

With her debut album hitting the airwaves, *American Idol* runner-up Katharine McPhee is well on her way to the career she's always dreamed of. "I always knew I wanted first and foremost to be a singer." We can't help but notice that Katharine is also gorgeous—could be why *Sexy Hair* chose her as their spokesperson.

*Sophisticate's* got the inside beauty scoop from the star herself...

**Tell us how you're currently wearing your hair?**

For the *American Idol* tour, it was long and full, with soft curls; really soft and natural. For the album, we wanted something hip and contemporary.

**Do you consider yourself a long-hair girl?**

I love short hair and long hair. I'll definitely go short at some point, but for right now I like the long hair.

**How do you keep your hair in shape with all the styling you must do?**

I'm really into *Sexy Hair* Pumpkin Leave-In Conditioner. It smells so good! With the tour, my hair had a lot of blow-drying and styling, and this conditioner really kept it moisturized and prevented it from breaking off.

**What styling secret have you learned?**

I learned how to use clip-in extensions. I like the fullness and length they give my hair and they're easy and fast to use. They're just great.

**Do you have a favorite styling product?**

I love *Curly Sexy Hair*. I don't have time to do my hair every day, so I spray that in and it seriously does the work for me.

**When do you feel your best as far as your hair?**

I definitely get excited when my hair looks good for some particular reason. I think when you get your hair done, you always feel more confident and more beautiful about the way you look. I wish I had a live-in hairstylist with me!

**How do you handle a bad-hair day?**

A bad-hair day? You can't blame the hair—



it's always your fault. Usually my bad-hair days are when I don't feel like taking a shower. My hair is greasy and ugly. I put it up in a bun and I look gross!

**\*making-up must-haves**

Katharine puts forth a gorgeous face, so we had to get her beauty secrets...

□ "I always need to have blush and mascara; I think those are really important," shares the singer about two items in her beauty bag.

□ Think a big star relies on fancy products? Not Katharine! "I love just *ChapStick*," she confesses. "I like to keep my lips moisturized."

□ Katharine has very expressive eyes, which look gorgeous with eyeliner and her favorite mascara. Her other must-have? "An eyelash curler."



PHOTO: MICHAEL TRANFLMAGIC.COM



**IDOL SECRET** "I had no idea what I was going to sing," says Katharine about her first try-out with *American Idol*. "Five minutes before I was supposed to sing, my friend asked me which song I was going to perform and I said, 'I don't know.' Two minutes to go and he asked me again and I still didn't know!" She decided on Whitney Houston's "Run To You," and the rest is *Idol* history...

**her big sexy hair look**

Katharine's locks are so gorgeous, she was snapped up to be a spokesperson for *Sexy Hair* products. Founder and stylist Michael O'Rourke reveals the backstage styling info...

□ "Katharine has great hair. It has a slight, natural bounce and it has a great texture. I can make it curly and it flat-irons beautifully."

□ For this curly look, O'Rourke reveals the styling steps... "I put *Curl Power* curl enhancer on her hair, then blow-dried. I added *24/7* curling spray and set it on hot rollers. I detailed the curls with a curling iron, then used a bit of *Spray & Play* hairspray."

**"KATHARINE COULDN'T WAIT TO SEE THE LOOKS WE CREATED FOR HER AT OUR PHOTO SHOOT."**

—MICHAEL O'ROURKE, *SEXY HAIR*





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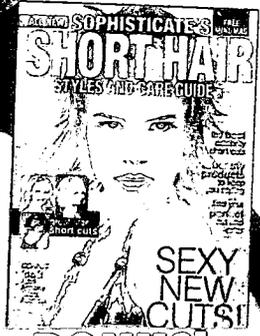


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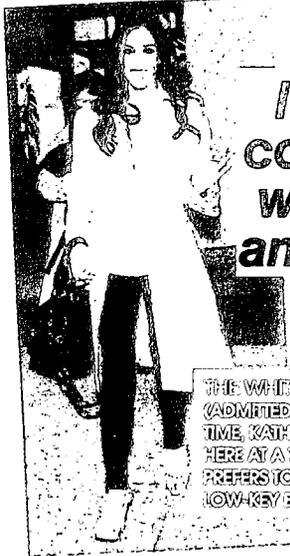
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# BEAUTY & HEALTH



66  
I'm finally comfortable with myself and my body

99

THE WHITE STUFF IN HER (ADMITTEDLY RARE) FREE TIME, KATHARINE, SEEN HERE AT A TALKING OF JEL, PREFERENCES TO WEAR CHIC BUT LOW-KEY BASICS.

premieres ("I met Tom and Katie a few nights ago. They were so nice!") and other functions requisite for any up-and-coming starlet.

Of course, any of *American Idol*'s more than 30 million fans know that things haven't always been this easy for Katharine. Her seven-year struggle with bulimia culminated in a three-month rehabilitation program. "It just was something I needed to do. I was sick, but I was in denial," she recalls. "I'm finally comfortable with myself. Don't get me wrong—I'm still not always happy with what I see in the mirror. But I have a better awareness." Her diet, she says, is that of a typical girl: "I eat whatever I crave—I'm just really careful about portions. I eat until I'm full. But I can't resist a good caramel apple!"

Another indulgence for Katharine? Plenty of beauty products. "Good hair is a must," declares the singer, who fittingly serves as a spokesperson for mega-brand Sexy Hair. "Brows can seriously make or break your face. It's good to be a little obsessed with your skin. I'm really diligent about washing my face." Don't let her routine fool you, though—she's still a minimalist at heart: "Honestly, there are times when I wish I was back in high school," she says. "That may seem kind of weird, but what I really miss is the library. It was so quiet and peaceful there." —E.C.

## katharine's essentials

- 1 SEXY HAIR STRONG HOLD HAIRSPRAY "HELPS LOCKS STAY HEALTHY" \$17. TRADE SECRET.
- 2 "I'M OBSESSED WITH MY SKIN. I LOVE YON-KA PRODUCTS." YON-KA PARIS CREME 93, \$42. (800) 391-5333.
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- 5 GIORGIO ARMANI BEAUTY HYDRA GLOW FOUNDATION SPF 15 "IS PERFECT FOR GOING OUT." \$57. GIORGIOARMANIBEAUTY.COM.
- 6 MAYBELLINE NEW YORK LASH STYLIST IN VERY BLACK "IS BASIC BUT WORKS." \$8. TARGET.
- 7 ANASTASIA BEVERLY HILLS BROW FIX DOUBLES AS A LIP LINER. \$19. SEPHORA.
- 8 LOOK PHOTO-PERFECT WITH BERRY-STAINED LIPS. VICTORIA'S SECRET BEAUTY RUSH LIP GLOSS IN MY CHERRY AMOUR, \$7. VICTORIA'S SECRET.

Clockwise from left: HENRY LAMB/Photowire/BEImages; LUCAS WISSER (8).

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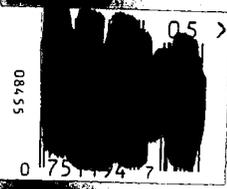
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## KATHARINE MCPHEE VISITS SEXY HAIR

Katharine McPhee, RCA recording artist, former "American Idol" finalist and celebrity spokesperson for Sexy Hair Concepts, visited company headquarters to address the entire Sexy Hair team. She described her McPhee Outreach program, a non-profit effort to bring music to hospitalized children.

After socializing and signing autographs, McPhee left with a \$10,000 check to Outreach presented to her on behalf of Sexy Hair Concepts and its press and distributor partners.



Sexy Hair Concepts' Donna Federici and CEO and Founder Michael O'Rourke with the company's celebrity spokesperson Katharine McPhee.

## MODEL ENJOYS NIOXIN STYLE

Former supermodel and host of her own Oxygen Network reality show, Janice Dickinson was among the guests receiving a soothing hair and scalp treatment



from Nioxin at the pre-Golden Globes gifting suite at a Beverly Hills Estate.

Teaming up with Silver Spoons Entertainment, Nioxin provided services and products to celebs, including Hayden Panettiere, Tori Spelling and Lindsay Lohan.

Janice Dickinson, star of "The Janice Dickinson Modeling Agency" on the Oxygen Network, receives star treatment at the Nioxin lounge.

## BAREX MINIS LAUNCHED AT OLOFF STUDIO

More than 60 members of the press and salon professionals met at the Oloff Studio in New York City for a breakfast celebrating the launch of Oloff Beauty's "Mini" Barex hair care products: six product essentials in travel sizes that meet the new FAA carry-on regulations.

"The introduction of our adorable Barex Minis was an excellent occasion for us to invite our friends in the media and local salon VIPs to our exciting new showroom to see the necessary components for beautiful hair—Barex products and professional stylists," said Guita Dovas, CEO of Oloff /Barex Italiana.



Valery Joseph, owner of Valery Joseph Salon, (left) and Juan Carlos Maciques, stylist at New York City's Rita Hazen Salon, congratulate Guita Dovas, CEO of Oloff Beauty, on the launch of the new mini collection of Barex products.

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GREY'S ANATOMY STAR

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Sexy Hair's Michael O'Rourke does his magic.

katharine's sexy hair  
behind-the-scenes secrets!

Love the stunning looks Katharine is sporting on these pages and in her beyond-glamorous Sexy Hair ads? So does everyone at *Sophisticate's!* To get the inside info, we turned to Sexy Hair founder and stylist extraordinaire Michael

O'Rourke (that's him working on Katharine's glam locks), who gave us an exclusive backstage glimpse at the makings of a star...

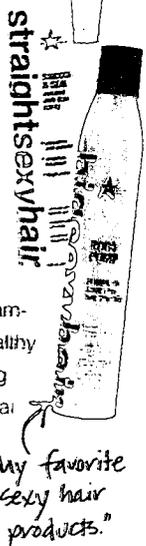
□ For Kat's voluminous spirals, O'Rourke blow-dried the singer's mane before applying Curly Sexy Hair Curl Power, then set lengths on hot rollers, later defining each

ringlet with a curling iron. To maintain volume, the hair pro misted with Big Sexy Hair Spray & Play.

□ Creating a silver-screen Veronica Lake-esque coil of face-framing waves for Katharine's Sexy Hair debut, O'Rourke used Healthy Sexy Hair Soy Tri Wheat Leave-In Conditioner, then applied Big Sexy Hair Root Pump for body and volume. A large-barrel spiral iron and a flat iron create the feminine curves, and Spray & Play holds the effect. Kat's take? "She couldn't wait! Every time we did her hair, she'd go to the monitor to see what she looked like."

□ O'Rourke's tips for sexy hair?

"Make sure it's healthy. Choose a complementary color. Get a great haircut. Don't be scared of change—change to something that might be beautiful!"



"my 5 top beauty essentials"

- 1 Blush
- 2 Mascara
- 3 Sexy Hair Pumpkin Leave-In Conditioner
- 4 Chapstick
- 5 Eyelash curler—the best one in the world!

the idol experience and looking ahead

While she's weathered rather splashy rumors, Kat emerges on top with an album (and who knows what else!) to her credit. Who could forget her rendition of "Somewhere Over The Rainbow"? Kat shares her *Idol* thoughts.

□ "I didn't really keep my mind on how far I would make it on *American Idol*. You have to have confidence to make it anywhere, but I didn't ever think I would make it where I did!"

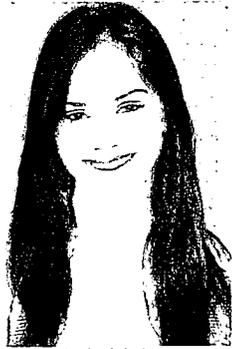
- "American Idol in one word. Stressful!"
- "There's a downside to everything. When you're in the spotlight, people have the right to say anything about you."
- "I'm absolutely still pursuing acting. I'm constantly looking at scripts and keeping my mind open to different parts."



getting intimate with American Idol's

# Katharine McPhee

## beauty confessions of one hot star



Kat's original Idol pic

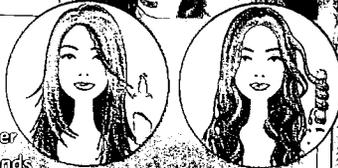
Katharine McPhee has a new album in the works, just finished the *American Idol Live!* tour and is Sexy Hair's first celebrity spokesperson. *Sophisticate's* turned to Katharine for her personal style and dreams...



Sexy Hair celeb spokesperson



The American Idol class of 2006!



To create Katharine's glam look (below), Sexy Hair founder Michael O'Rourke teased strands into a "beehive"-like shape. Flat bangs are separated from the updo with a sleek headband—hair is smoothed with Straight Sexy Hair Smooth & Seal.

straight sexy hair



"Hair creates a mood. When you get your hair done, you feel more confident about the way you look."

### looking fabulous

Although low-key, Katharine's breezy beauty routine keeps her looking fresh and fabulous for the spotlight...

- "When I'm on the *American Idol* tour bus for seven hours, I don't really have time to work out! I eat a lot of quick and easy foods."
- "I kept all the clothes on *American Idol*. I really liked the yellow dress."
- "My hair is full with soft curls. It's really soft and natural. I'll definitely go short at one point, but for right now, I like the long hair."
- "Bad hair days? Usually when I don't feel like taking a shower. It's greasy and up in a bun. I look gross!"



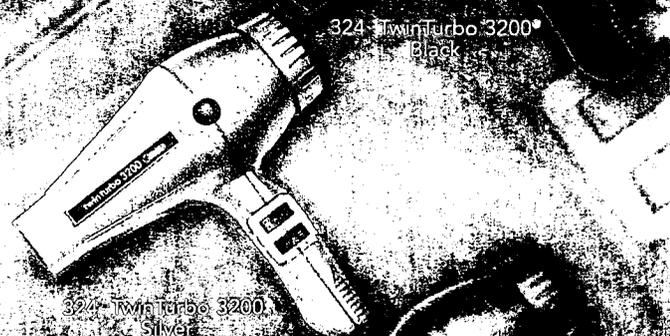
"I'd love to sing a duet with John Legend."

more>>



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## Where It's Kat

During a recent surprise visit from Sexy Hair spokesperson Katharine McPhee, Sexy Hair presented the RCA recording artist with a \$10,000 check on behalf of Sexy Hair and its press and distributor partners. The check will go to McPhee Outreach and Katharine's non-profit music program, which works in conjunction with Lollipop Theater to bring the healing power of music to hospitalized children nationwide.

Says marketing manager Andrea Espinoza of meeting McPhee, "It was really fun to have her stop by and interact with everyone here at Sexy Hair. She's officially a part of the Sexy family now! Everyone was beaming after she left!"



Singing sensation and Sexy Hair Spokesperson Katharine McPhee (center) with Senior Vice President of Marketing Donna Federici and Founder Michael O'Rourke

## Embracing the Music

The Bay Area seriously rocked recently—and not from an earthquake. Rather, diPietro Todd Salon hosted its third annual fashion show of hair and artistic vision, Copyright. Over 500 guests attended the affair at San Francisco's Mezzanine, which was sponsored by L'Oréal Professionnel and Westcoast Beauty Systems. The show raised money for Hunter's Point, a community-based organization that provides holistic educational, social and enrichment programs to youth and their families living in the Bayview Hunter's Point community of San Francisco.

Inspired by pop culture icons as well as musical genres, which ran the gamut from Motown to Country to Goth, Copyright saw the hottest cutting, coloring and styling techniques. "Copyright allowed us to bring together our eclectic staff and pull inspiration from their pasts with a futuristic approach," says diPietro Todd Salon owner, Andrew Todd.



The Mod look on the runway at the diPietro Todd Salon

...SUDZZ FX names David Hulhollen Jr. new VP of sales...

What's Taking Off in the World of Beauty

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# salon

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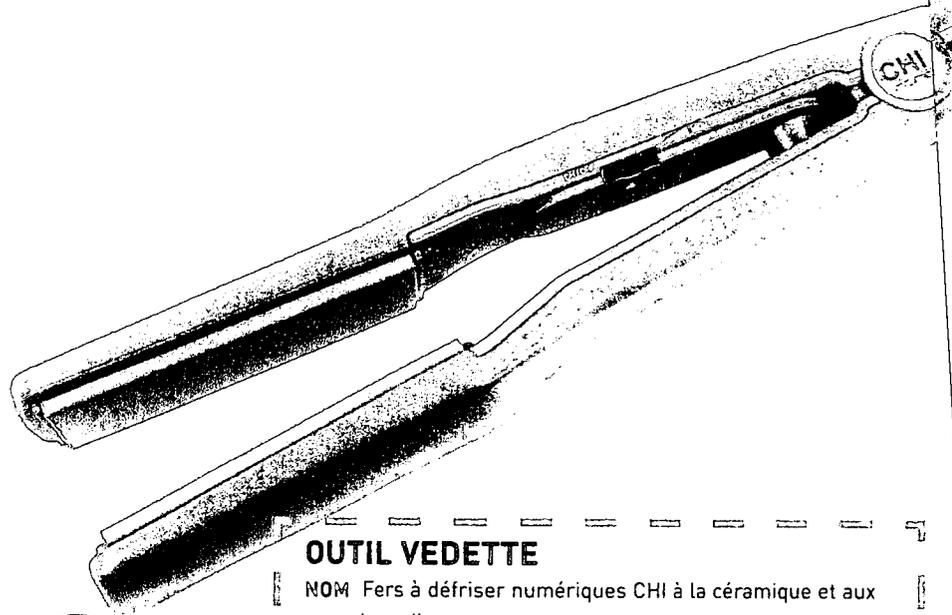
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## Un partenariat... attrayant



La première vedette porte-parole de Sexy Hair, Katharine McPhee, finaliste de l'émission *American Idol*, a lancé son album éponyme en février, déclenchant une avalanche d'articles et de séances de photo. Absolument ravissante, Mme McPhee arborait, lors des entrevues et de la séance de photo pour la couverture de l'album, une magnifique chevelure brune qu'elle a confiée à Michael O'Rourke, coiffeur et fondateur de Sexy Hair.

Selon son contrat de deux ans de Mme McPhee avec l'entreprise, elle figure dans toutes les annonces et tout le matériel promotionnel. « Mme McPhee est jeune, sûre d'elle et superbe, affirme M. O'Rourke. Elle incarne l'image Sexy Hair et sera bien plus qu'un mannequin. Nous collaborerons étroitement avec elle pour créer des produits pour la gamme; entre autres, nous obtiendrons son opinion sur les parfums, l'emballage et la conception. » —TC



*Dans cette photo publiée dans le magazine Allure, la chevelure de Mme McPhee a été traitée avec le revitalisant sans rinçage Healthy Sexy Hair Soy Tri-Wheat pour rester hydratée. M. O'Rourke a vaporisé du fixatif Big Sexy Hair Big Shine sur ses doigts avant de séparer les boucles, les définir et ajouter un lustre. Il a mis la touche finale avec le fixatif léger à tenue moyenne Silky Sexy Hair Satin.*

★ sexyhair.

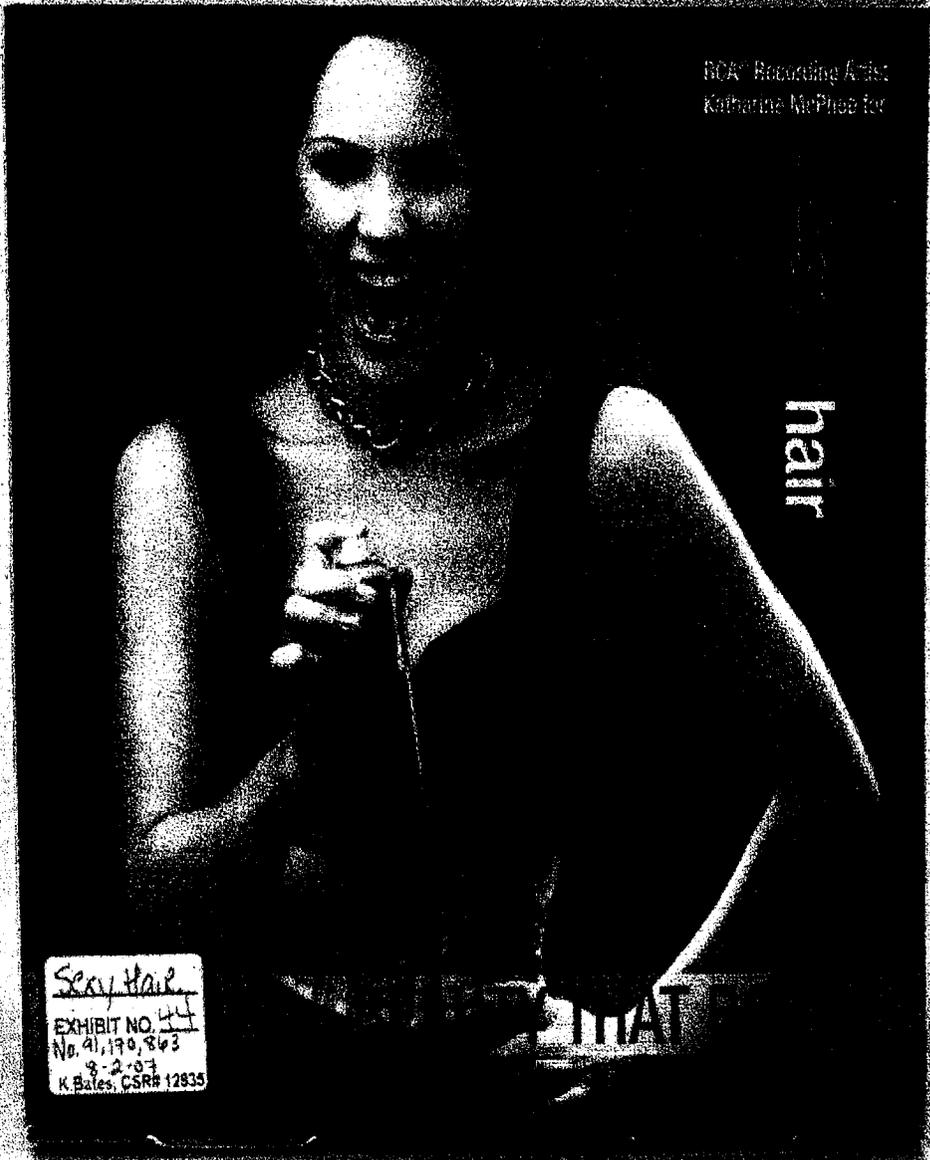
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*Handwritten signature: Kelly Rowland*

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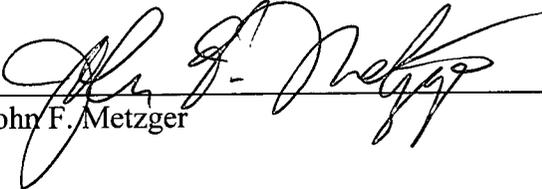
hair

Sexy Hair  
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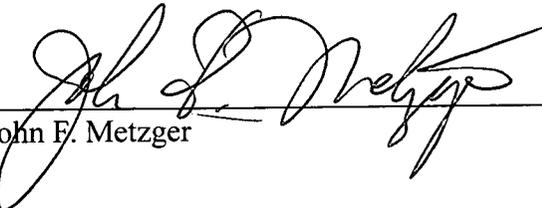
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