



Blow Products

Go Beyond Ordinary Hair Care to “Blow Dry Care”

Loews Santa Monica Beach Hotel is the first full-service salon in the state of California staffed with Blow Hair Care products to deliver beautiful blow outs to each and every client each and every time. Created by the experts at Blow, the acclaimed New York Blow Dry Bar, this professional collection cures the three most common problems that plague women every time they pick up a dryer: damage, inconsistent results and a style that does not last.

After years of researching the unique needs of blow dry styled hair, Blow developed a proprietary *pure protein blend* for longer-lasting style and protection. These exclusive formulas replenish heat-styled hair with the exact proportion and type of pure proteins needed to optimize hair's health and vitality. Free of sulfates, parabens, detergents and artificial fillers that deplete hair and limit the life of your style, Blow products *protect, perfect* and *prolong* blow dry styled hair every day.



NEW! Faux Dry™

Dry Shampoo

This dry shampoo dramatically transforms limp locks with Blow's exclusive *pure protein blend* of amaranth, lupine and wheat. The perfect solution for the fashionable girl on the go, **Faux Dry** cleanses hair, absorbs excess oil with micronized corn starch and instantly volumizes at the roots without weighing down locks. Unlike other dry shampoos, **Faux Dry** won't leave behind a powdery residue or make a mess, thanks to its exclusive fool-proof application. Whether you overslept or simply need a style freshen-upper, Blow's **Faux Dry** is to the rescue.

2.4 oz - \$20.00



Make My Day™

Daily Replenishing Shampoo

Extra gentle and sulfate-free, this daily nurturing shampoo deep cleans hair without stripping it of essential moisture. Its luxurious lather rinses clean leaving hair fresh, healthy and perfectly balanced. Pure proteins including wheat and amaranth moisturize and condition while lupine adds essential nutrients to hair. Silk amino acids leave a healthy shine and improve manageability.

9 oz - \$16 • 2 oz - \$6



Blow Up™

Daily Volumizing Shampoo

Created for fine, limp or lightweight flyaway hair, **Blow Up** Daily Volumizing Shampoo gently and effectively cleanses while adding body, strength, fullness and shine without compromising its natural, delicate texture. Pure proteins including wheat and amaranth moisturize and condition while lupine increases volume and adds bodybuilding nutrients to hair.

9 oz - \$16 • 2 oz - \$6



NEW! Blow Up™

Daily Volumizing Conditioner

Formulated to add body, replenish moisture and revive hair's health seven days a week, **Blow Up** Daily Volumizing Conditioner is flowing with hair-healthy ingredients which protect from heat styling, the environment and other tresstrauma elements for a salon finished look with an extra boost. Pure proteins including wheat and amaranth moisturize and condition while lupine and grape seed oil add volume and texture. Silk amino acids add a healthy shine.

9 oz - \$16 • 2 oz - \$6



NEW! Tress Relief™

Leave In Conditioning Treatment

Nobody knows better than the experts at Blow that your locks put in a full day's work – beyond your typical 9-5 office job. So treat those tressed-out tresses to a healthful cocktail chock-full of restorative pure proteins and nourishing vitamins and minerals with Blow's new leave-in conditioner, **Tress Relief**. Formulated to relieve any S.O.S. cry from your overworked strands, **Tress Relief** detangles, moisturizes and strengthens hair so you can worry about the other things that life throws at you – while your locks take care of themselves. Pure proteins including wheat and amaranth condition while lupine replenishes essential nutrients.

5 oz - \$22.00



Damage Control™

Restorative Hair Mask

A deep conditioning treatment that smoothes and tames dry, rebellious hair, Blow's **Damage Control** renews hair with softness and shine. Delivering a much-needed dose of moisture to hair that is regularly exposed to thermal styling, the 100% pure organic shea butter formulation provides immediate visible results – hair feels silky, strengthened and full of elasticity. This unique, zero-residue formula protects the cuticle without adding weight for noticeable luster and softness. Pure proteins including amaranth, lupine and wheat deliver additional moisture and resiliency.

4 oz - \$25.00



NEW! Beach Blow™

Texturizing Mist

That ever coveted, sexy “beach” hair can be achieved 365 days a year, 24/7 – no surf or sand required. Simply mist on Blow's **Beach Blow** and style to create natural waves. Formulated with pure proteins including rice, sweet almond and milk to enhance manageability, add softness and moisturize, this lightweight mist nourishes and strengthens hair while still creating a perfect day-at-the-beach style without feeling stiff, sticky or salty.

8.5 oz - \$21.00



NEW! Blow Up™

Thickening Mist

Full, luscious locks are just a spritz away thanks to **Blow Up** Thickening Mist. A weightless, fine mist, **Blow Up** adds lift, body and shine to fine, flat hair with its special body-boosting copolymers which adjust to individual hair types to provide just the right amount of hold. Used all over damp hair, **Blow Up** protects hair from thermal styling, improves gloss and texture and moisturizes with a healthy *pure protein blend* of sweet almond, milk and rice while creating head-turning volume and body every time. A touch of honey adds beautiful shine.

8.5 oz - \$21 • 2 oz - \$8



NEW! Blow Up™

Root Lift Concentrate

Now you don't have to hit the weight room to add beautiful bodybuilding definition... to your locks! **Blow Up** Root Lift Concentrate allows your strands to achieve new heights without breaking a sweat. Fortified with Blow's vitamin packed *pure protein blend* of rice, sweet almond and milk, **Blow Up** adds a healthy boost to your hair care regimen. Plumping your tresses from roots to tips with a targeted spray nozzle applicator, your mane will be undeniably fuller, thicker and temptingly manageable. Now you can get the head-turning body of your dreams... without stepping foot in the gym!

5 oz - \$21.00



Heat Is On™

Blow Dry Styling Mist

Protect hair from blow-dryer heat with this zero-weight conditioning mist. Infused with Blow's *pure protein blend* of sweet almond, milk and rice, **Heat Is On** protects and strengthens hair during blow dry styling. Weightless conditioners and strengthening aloe creates a formula that detangles wet hair and prevents breakage, split-ends and flyaways. The **Heat Is On**'s shine-promoting mist can also be used on dry hair for quick styling touch-ups.

8.5 oz - \$18 • 2 oz - \$8



Straight to the Point™

Straightening Emulsion

Humidity, heat, blow-drying and chemical treatments all contribute to the biggest beauty downers ever: *frizz* and *unmanageability*. The secret to Blow's **Straight to the Point** lies in its lightweight formula that tames and conditions flyaways for luster and shine. The silky emulsion helps "relax" hair for a smoother, straighter blow-out style, while the lightweight, greaseless formula extends the life of a blowout or flat-iron style. It also protects hair from thermal styling and environmental damage with protective sweet almond and milk proteins. Body-building rice proteins also enhance manageability and improve gloss and texture.

5 oz - \$21.00



NEW! Mane Tame™

Soft Pomade

The solution to every blow-dry-gone-bad has arrived. Blow's **Mane Tame** is the first lightweight, heavy-duty pomade that defines and controls without being overbearing, and polishes without leaving a grease slick. The effect is a well-behaved blow-out style that lasts until the next wash. Formulated with silk proteins to enhance flexibility and feel for a touchable hold and soy proteins to improve the condition of damaged hair.

2 oz - \$22.00



NEW! Weather Girl™

Climate Neutralizing Complex

Say goodbye to bad hair days with **Weather Girl** Climate Neutralizing Complex. From heat and humidity, wind and pollution and even the dry air of home, hair commonly appears stressed by the drastic changes in climate and environment. This concentrated, weightless serum cures all hair woes and prevents frizz, split ends, flyaways and helps maintain perfectly styled hair – no matter what Mother Nature throws at it. This non-greasy formula nurtures and fortifies hair and can be used before or after styling as a finisher or refresher. Pure proteins silk and soy enhance flexibility and repair damage from heat styling.

2 oz - \$22.00



Blow To Go™

Mini Travel Kit

Make your salon style last for days with the essential Blow kit that includes a mini version of **Blow Up** Shampoo and Conditioner, **Heat Is On** Blow Dry Styling Mist and **Blow Up** Thickening Mist. Each individual product is formulated with Blow's proprietary *pure protein blend*, and the complete kit is 100% air travel compliant so you are always ready to get glam, on the go!

2 oz each - \$28 Kit



NEW! The Perfect Shower Cap™

Blow's innovative new shower cap is designed to protect and prolong blow dry styled hair with its 100% terry liner that soaks up shower steam and moisture before it tackles the tresses to leave them safe and dry. The hair helmet is also oversized to provide 360 degree protection by fitting over the entire hairline and a moisture-blocking seal along the edges thanks to a snug, yet comfy fit.

One size - \$18.00

Availability: Ocean Spa at Loews Santa Monica Beach Hotel, 1700 Ocean Avenue, Santa Monica, California, 310-899-4040. Open daily from 9 a.m. to 6 p.m.

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For more information about Loews Santa Monica Beach Hotel, please contact Anne Stephany at 619-424-4416 or astephany@loewshotels.com.