

TY HOLBROOK

John Frieda Salon - New York

Ty Holbrook

The "King of Hair Extensions," New York celebrity hairstylist Ty Holbrook, is a rising cultural divinity. His cutting edge style has made him the "go-to" guy, the tonsorial "must have" everywhere from runway shows to magazine shoots. Even music glitterati like Bon Jovi and Duran Duran call on him for service.

Named New York Magazine's "Best Extensions" (<http://nymag.com/bestofny/beauty/2006/extensions/>) in 2006, Ty's cut, styled, dyed and extended the locks of the world's most glamorous and alluring people: Lindsey Lohan, Faith Hill, Heather Locklear, Cameron Diaz, Michelle Pfeiffer, Julianne Moore and Meg Ryan—to name just a few.

Ty started modestly in Greenwood, Indiana. But an L.A. apprenticeship under iconic hairdresser Sally Hershberger, the creator the first "\$600 haircut" and a judge on Bravo's reality show "Shear Genius," started his rise into the stratosphere.

Three years in L.A. led to Manhattan when Ty joined the renowned Serge Normant at John Frieda salon. For nearly a decade, his unconventional style and masterful skill was the talk of the industry. Said New York Magazine, "His extensions don't have that telltale bump where the false hair meets the real, and once they're on, you can color, style, and perm—for the next five months, anyway." He was also one of the first to bring thermal reconditioning to New York, the new and improved hair-straightening treatment.

Known for his personalized attention and hardwired passion for "getting it right," Ty's increasingly becoming a relevant figure in leading print, television and entertainment programs, including features on NBC's "Today" show (<http://allday.msnbc.msn.com/archive/2007/03/23/99493.aspx>) and ABC's "The View."

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