



Hi!
Society

By **MONET LU**

New Year, new you: A 2010 hair makeover

traditional shortcut. It works well with fine or slightly wavy hair. Thick curly hair gets really bulky when its too short. Consider your facial features as well. Short hair flatters delicate facial shapes. I will suggest highlighting it with my "Bohemian Rhapsody" shades of colors. It's an array of beautiful tones of browns and reds.

2. Long bob

I like it because it's chic and low maintenance. It's more wearable as a chin length straight cut. It suits all facial shapes. It softens a pointy or square chin and



Jessica Simpson



Marion Cotillard with a stylish pixie to accentuate her delicate face

elongates round faces. Layered cuts, loses its shape as it grows out, this one doesn't! It's for fine to medium hair or a little wavy but a NO NO to those with thick hair! It need to be straighten or a little body depending on a clients lifestyle. A little layering on the side will look more gorgeous and softer. A side part draws attention away from long, angular face.

3. She "bangs"

It's universally flattering. The blunt fringe, gently textured bangs draw attention to eyes while hiding a long and wide forehead. It works best for



Hillary Duff with soft and girlish bangs

those with long and oval faces since the horizontal line visually reduces length. It's a very youthful, modern and girlish look that everybody seems to love.

4. Nice coloring

For Asians, especially for Filipina, rich and sophisticated color, a little bit of brown, a golden hue, darker shades of red tone, burgundy reflects light than any other colors. So these days, deep tones seems to be the choice amongst women because its looks healthy and glossy. If you have olive or dark skin, you will look great in deep mahogany shades. Those

ent complexions: we have Bright Ginger for fair skin. Sandy Blond lightens up your skin and makes it seem warmer

5. Restyle it!

Big hair and lush curls soften features after years or super straight styled hair. Full blown body hair feels fresh again. This updated spiral perm is soft and loose. A texture that is flattering for everyone. Big barrel perm is the best choice for having a big curl with a smooth finish.

-When you mess it up by adding texture and heights, it gives a medium short or long hair a cool "rock a roll" feel. A nice spiky style applied with volumizing product, creates texture and excitement to your new look. Experimental but adaptable to different shapes and faces.

6. Treatment and conditioner: Be kind to your hair!

This is the most important step to take if you want to achieve



Jenny McCarthy with a nice classy long bob

healthy and beautiful hair. As a stylist, I always recommend our amazing Hair Reborn treatment, "Cellophane Gloss," hot oil for weak, brittle, damaged hair depending on the condition of your hair. Chemical treatment such as color, highlight and bleaching can damage your hair. We can give you an updated hairstyle, but most of the time we underestimate the power of this amazing

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Pacman flick knocked...

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in 2007), offered a theory on Pacman's lackluster box-office performance: "Filipinos adore him as a prizefighter... as an athlete, but apparently not as an actor, singer... not even as a politician."

Reyes recalled that Pacquiao lost in his first Congressional bid against Rep. Darlene Antonino-Custodio in South Cotabato in 2007. He is running again in next year's election, for a Congressional post in Sarangani.

Reyes recounted that Pacman's entry in the MMFF two years ago, *Anak ng Kumander*, was also a tail-ender at the tills, earning barely P2 million by the end of the festival.

"People will stop their lives to watch him fight in the ring, but it seems they will not go out of their way to watch him goof around in a movie," Reyes pointed out. "He is a real-life hero; not a superhero."

There is also speculation in the entertainment industry that the rumors of an extra-marital affair linking Pacquiao to *Wapakman* co-star Krista Ranillo didn't help in promoting what was ostensibly a family movie—much in the same way that gossip of an illicit romance with *Kumander* co-star Ara Mina didn't help

that earlier film's performance at the box office either.

"There is a disconnect, publicity-wise. That's possible," said Reyes. "But in *Pinoy* macho society, there's nothing too scandalous, shocking or salacious about the gossip regarding Manny and Krista anyway."

In an earlier interview Pacquiao said: "*Sana panoorin ng mga intrigero ang pelikula namin. Sayang naman 'yong intriga pag hindi kumita ang pelikula?* (I hope the intrigue-mongers watch our movie. What's the use of the intrigues if our movie doesn't make money?)"

From all indications, the controversy didn't contribute positively to the film's box-office standing.

"He is an icon. A legend. He has to know his limits, his parameters," said Reyes. "As a media personality, his biggest achievement is that he gave the world his mother, Dionisia, who is such a colorful character."

Rounding out the box-office results of the first day of the MMFF, now in its 35th year, are the romance drama *I Love You, Goodbye*, with P11.7 million; the comedy-drama *Nobody, Nobody But... Juan*, with P8 million; the Chinese family saga *Mano Po 6: A*

Mother's Love, with P6.9; and *Wapakman*, with P750,000.

Reyes pointed out that the "early trend in the film fest is that drama films like *I Love You, Nobody* and *Mano Po* are clobbered at the tills by fantasy/special effects flicks like *Panday, Darling* and *Shake*."

Although *Mano Po* was graded A for its polish and competence by the Cinema Evaluation Board, it struggled on its first day.

"That's only the first round, so to speak," said Reyes. "That's just the first wave of movie attendance. I am praying that moviegoers would have enough money for the second wave of movie-watching... for the good of the drama films. But then again, retail was in pretty bad shape this Christmas season."

Another interesting facet in the box-office race is that while GMA Films' landed in first place with *Panday*, rival ABS-CBN's entry, Star Cinema's *I Love You*, was in fourth spot.

"That's quite a bitter pill to swallow... in the context of the network war," said Reyes.

Awards night is on Monday and the most commercially successful film often ends up winning Best Picture, according to the fest's criteria, said Camaligan.

Revilla, the star of *Panday*, is happy but hardly surprised by his film's strong showing.

"Movie watching at Christmas time is always for the entire family," he said. "I heard that our film made P250,000 on its first screening hour in SM North Edsa. That's just with one cinema, with one screening. It's a record-breaker."

This was confirmed by Camaligan, executive committee member of the MMFF: "*Panday* earned over P1 million in one day in SM North Edsa. It beat last year's record."

Reyes said that a filmfest entry's box-office performance could also be affected by other factors like the number and accessibility of cinemas each entry would get. "Producers draw lots in dividing the cinema. A producer would just have to hope that he or she gets good cinemas... moviehouses that are both accessible and first-rate. But the most important factor is still content. Fantasy has consistently proven to be commercial, while serious films simply don't work."

Camaligan asserted that the division of cinema is done fairly.

"Each entry gets 110 cinemas. The 800 cinemas nationwide are divided into seven groups and that's what the producers divide among themselves, by drawing lots," he said. ■

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THE BATANGAS CITY SANTO NIÑO DEVOTEES, USA
invites you and your family to the 17th Annual Santo Niño Fiesta
on Saturday, January 16, 2010, at 1:00 P.M., at Saint
Christopher Catholic Church located at 629 S. Glendora Avenue
in West Covina, CA 91790.

The Fiesta starts with the Holy mass at 1:00 P.M., followed by the
Procession of the Santo Niño images to the Parish Hall where the
Coronation of the Little Princesses and the Proclamation of the
Little Princes will be held after snacks are served.

There'll be Games for children and adults, Drawing of raffle prizes
and Dancing until 11:00 P.M. Food and refreshments will be served.
Raffle tickets are available from the following candidates.

Little Princess
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Denise Gatdula

Little Prince
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Jonathan LaJoy
Randel leandre Macaraig
Elijah Marcelo
Cris Jason Ramos
Romwel Matthew Uvas

Music will be provided by Dr. Buddy Reyes & Singer.

FOR MORE INFORMATION ABOUT THE FIESTA PLEASE CALL:

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