

Hair Wars

It's a curly versus straight battle royale. Which side will your hair land on? BY BETSEY MCLAIN • PHOTOGRAPH BY DAVID LEWIS TAYLOR



Renaissance Man

Beauty industry veteran Eric Sakas talks to Tony Sosnik, founder of Anthony Logistics for Men, about his new line of skincare products made for a man (but strong enough for a woman).



ERIC SAKAS: How did you go from real estate development to product development?

TONY SOSNIK: Anthony Logistics was started in 1998 out of my frustration from an endless search for skincare products that addressed my needs as a man.

ES: You have three other lines under the Anthony brand and most recently launched a fourth, Action, exclusively at Barneys New York.

TS: The Action line was a response to our consumers becoming more sophisticated and wanting more efficacy and certain key ingredients in their products.

ES: What are the standout products?

TS: Our 2 in 1 Moisturizing Shave cream is both a shaving cream and a moisturizer. The High Definition Shave Cream has Aqua Cacteen,

shea butter, squaline, various peptides, and fruit acids that act as AHAs [alpha hydroxy acids].

ES: The ingredients sound like those found in prestigious skincare products for women.

TS: They are. Except the price points are lower for comparable products.

ES: Why is it that a comparable product for a woman is higher-priced?

TS: Women are willing to pay more than men for these types of products.

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ES: I'm jealous of your incredible glow. What's the Anthony secret?

TS: I use my products consistently. That's the real secret.

ES: What do you love about LA?

TS: I love the way of life in LA. If I could live anywhere else in the world it would be in Pacific Palisades or Malibu. Except I'd have to sell a lot more shave cream!

WHERE TO GET IT

FIRST BEAUTY PAGE, LEFT SIDE, FROM TOP:

Drop Dead Straight (\$24) by **Philip B.** Available at *Barneys New York*, 9570 Wilshire Boulevard, Beverly Hills, 310-276-4400. The Heat is On blow-dry styling mist (\$18) by **Blow**. Available at *Studio Fred Segal*, 500 Broadway, Santa Monica, 310-394-8509. Heat-Seeking Iron Booster (\$38) by **T3 + Orlando Pita**. Available at *Sephora*, Beverly Center, 8500 Beverly Boulevard, Los Angeles, 310-657-9670. Depsea Smoothing Foundation (\$30) by **Shu Uemura Art of Hair**. Available at *Cush*, 171 South Robertson Boulevard, Beverly Hills, 310-360-7963. Root Booster (\$22) by **Kim Vo**. *Kim Vo Salon*, 9975 South Santa Monica Boulevard, Beverly Hills, 310-201-0044. Be Healed Styling Masque (\$38) by **John Barrett Elementage**.

Available at *Studio Fred Segal*, SEE ABOVE. Heat-Protective Silk Straightening Cream (\$15.50) by **Kiehl's**. *Kiehl's*, The Grove, 189 The Grove Drive, Los Angeles, 323-965-0569. Smoothing Balm by **GHD** (\$24). Available at *Sephora*, SEE ABOVE. Smooth Infusion Style-Prep Smoother (\$24) by **Aveda**. Available at *Planet Salon*, 323 South Robertson Boulevard, Beverly Hills, 310-659-8789.

RIGHT SIDE, FROM TOP: Love shampoo (\$19.50) by **Davines**. Available at *Chris McMillan Salon*, 8944 Burton Way, Beverly Hills, 310-285-0088. Curl Quencher moisturizing gel (\$22) by **Ouidad**. Visit ouidad.com. Curl Conscious Crème (\$26) by **Bumble and bumble**. Available at *Chop Chop Salon*, 830 North La Brea Avenue, Los Angeles, 323-464-8100. Coiff Océanique Tousled Wave Spray (\$23) by **Fekkai**. *Fekkai*, 440 North Rodeo Drive, Beverly Hills, 310-777-8700. Crème Oleo-Curl (\$34) by **Kérastase**. Available at *Juan Juan Salon*, 9667 Wilshire Boulevard, Beverly Hills, 310-278-5826. Structura lotion (\$20) by **Curlisto**. Visit curlisto.com. Wreck & Roll texturing gel (\$12.50) by **Sally Hershberger**. *Supreme Head*. Available at *Walgreens*, 5467 Wilshire Boulevard, Los Angeles, 323-525-0646. Curly Pudding (\$38) by **Miss Jessie's**. Available at *Louis Licari Salon*, 343 North Camden Drive, Beverly Hills, 310-247-0855.

