



SPECIAL ADVERTISING SECTION

PRESENTS

# GET **Beauty Shop** GORGEOUS ...WITH VO5 CONDITIONING TREATMENTS

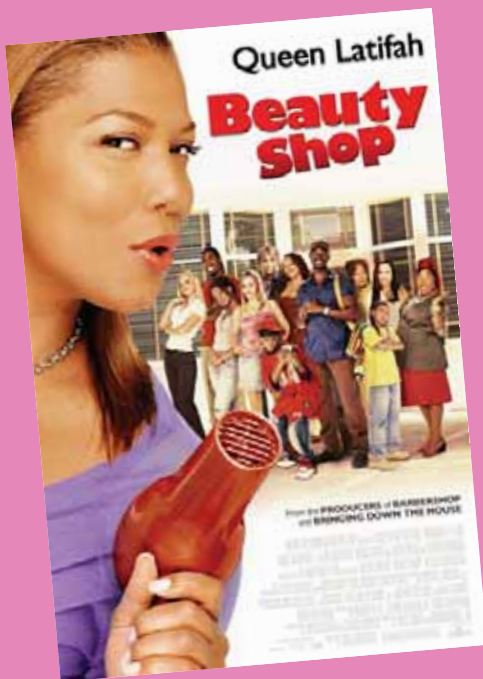


**IN THEATERS MARCH 30<sup>TH</sup>**

Mix laughter, gossip and a plot with hairpin twists and turns, and you have **Beauty Shop**.

Queen Latifah plays Gina, a tough gal with a heart of gold, whose passion is turning the most unruly mop of hair into cutting-edge style. She and the star-studded cast take the salon scene by storm with fabulous hairstyles you'll want to create at home. You can achieve them—and maintain your sleek, shiny look until your next trip to the salon—with Alberto VO5® 5-vitamin-enriched Conditioning Treatments.





U ber-hairstylist Gina (Queen Latifah) gets put down by swishy salon owner Jorge (Kevin Bacon) one time too many, and quits to open her own beauty shop. Taking Lynn, the shampoo girl (Alicia Silverstone) with her, she buys a place that looks more like a demolition site than a salon and turns it into the coolest place in town. The motley crew that comes with the shop—Miss Josephine (Alfre Woodward), Chanel (Golden Brooks) and Darnelle (Keisha Knight Pulliam)—is quickly whipped into shape, sassy mouths intact, and soon woos over Jorge's star clients, Joanne (Mena Suvari) and Terri (Andie MacDowell). When Joe (Djimon Hounsou), the hunky electrician arrives and sets hearts racing with his keyboard skills, sparks fly. Gina's road to success is littered with obstacles of momentous proportions, but in the end as the saying goes, "Never underestimate the power of a woman."

CAST

Gina	Queen Latifah
Jorge	Kevin Bacon
Lynn	Alicia Silverstone
Miss Josephine	Alfre Woodward
Chanel	Golden Brooks
James	Bryce Wilson
Darnelle	Keisha Knight Pulliam
Joanne	Mena Suvari
Terri	Andie MacDowell
Joe	Djimon Hounsou
Iida	Sherrí Shepherd
Willie	L'il JJ
Mrs. Towner	Della Reese



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SPECIAL ADVERTISING SECTION

# CONDITIONING TREATMENTS

BRING THE **Beauty** HOME. **Shop**



**SUPERSTAR SMOOTH**

Sporting two takes on the same 'do, Gina (Queen Latifah) and Joanne (Mena Suvari) look totally different, yet equally beautiful. **GET THE LOOK:** Make sure yours is as shiny and sleek by choosing VO5 Conditioning Treatments as the co-star of your hair care regimen. Once a week, condition with VO5 Total Hair Recovery®—a power-packed weekly intensive treatment—to

strengthen and restore your hair. Then, before using the flat iron, apply lightweight, leave-in VO5 Detangle & Shine. It protects hair from heat styling and prevents split ends and fly-aways.

**THE EVENING NEWS**

Waved, flipped, braided and teased, all the Beauty Shop gals look great for a night on the town. **GET THE LOOK:** Create the red-carpet look you want by starting off with VO5 Hot Oil Treatment. It takes just one minute to warm up and one minute on your hair before shampooing to revitalize locks. Curl, straighten, color or tease your hair and it will still look strong, healthy and vibrant. For extra sleek shine, rub VO5 Sheer Hairdressing leave-in conditioning crème through hair or just on the ends.



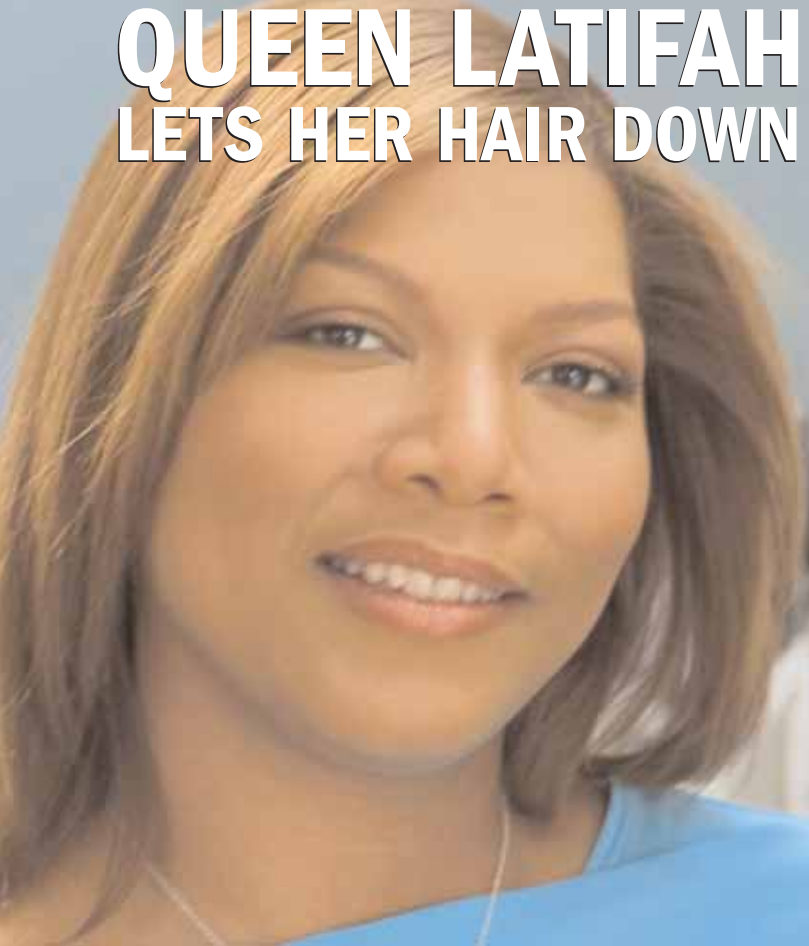
**GLISTEN UP**

Like Chanel (Golden Brooks), your hairstylist will be amazed when you come in for your appointment with perfectly conditioned hair. **GET THE LOOK:** VO5 makes it so easy. Follow every shampoo with VO5 Daily Hair Recovery for hair that's 80% stronger and twice as shiny as hair that's shampooed alone; it's lightweight enough to use every day. Finish up with VO5 Detangle & Shine, a leave-in conditioning spray.

IN THEATERS MARCH 30<sup>TH</sup>



# QUEEN LATIFAH LETS HER HAIR DOWN



**B**eauty Shop's heroine, Gina, is played by the beautiful, multitalented Queen Latifah, who started making a name for herself singing jazz, reggae and soul when she was only 18. Today, the "First Lady of Hip Hop" and Oscar®-nominated actress has added movie producer to her repertoire with this film, opening March 30. "I loved playing the part and working with the amazing cast," she says. She also loved the film's hairstyles—in fact, some of the hairdos in the movie are among Queen Latifah's personal favorites. "I let Gina borrow them," she laughs.

A self-proclaimed "low maintenance" kind of gal, Queen Latifah learned early on about hair care. "My mom taught me that I should get my ends trimmed regularly. Although my hair is naturally very shiny—thanks to my parents—I think it's important to use conditioner to keep it that way." During down time, Queen Latifah just applies leave-in conditioner and a little oil to her freshly-washed hair and slicks it back in a ponytail. "Conditioner is like the body's muscles," she adds. "Without it, my hair would be limp, dull and brittle." Some of the secrets she learned from her personal hairstylist, Julie Baker, are to use carrot oil and to sleep with a scarf so that when she wakes up, her edges are "laying down."

"The thing I like best about my hair is that it's pressed and strong," says Queen Latifah. "It can withstand the abuse of making a movie, prepping for a music video and enduring press appearances." What she likes least? "My hairdresser can't do it for me everyday," she laughs.

## ENTER THE **Beauty Shop** SCREENING SWEEPSTAKES!

**N**ow that you've had a taste of MGM's new comedy *Beauty Shop*, in theatres March 30, you're going to want to experience all of the fun! Better yet—how about taking 40 of your best friends with you to a Private Screening?

Enter the *Beauty Shop* Screening Sweepstakes for a chance to win a Private Screening at the theatre nearest you with 40 of your best friends, plus a fabulous gift bag filled with V05® 5-vitamin-enriched Conditioning Treatments for everyone!

To enter and to view Official Rules, go to [www.essence.com](http://www.essence.com) and click on "Special Offers".



NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IMPROVE THE CHANCES OF WINNING. Sweepstakes ends 4/30/05. Open to all U.S. citizens and legal residents of the United States age eighteen (18) and older residing in the U.S. at the time of entry into this sweepstakes. Void in Florida, US territories and possessions, and where prohibited by law. One entry per person. Approximate retail value of Grand Prize is \$1,000. Odds of winning are one in 1,050,000. Sponsored by Alberto V05 and ESSENCE

To find out more about MGM's new comedy, *Beauty Shop*, log onto [www.mgm.com/beautysshop](http://www.mgm.com/beautysshop).

