

Queen Latifah
**Beauty
Shop**

Alberta
V05

SPECIAL ADVERTISING SECTION

CONDITIONING TREATMENTS

BRING THE **Beauty Shop** HOME.

Uber-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 (Aitra 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	Aitra Woodward
Chanel	Golden Brooks
James	Bryce Wilson
Darnelle	Keisha Knight Pulliam
Joanne	Mena Suvari
Terri	Andie MacDowell
Joe	Djimon Hounsou
Ida	Sherri Shepherd
Willie	L'li JJ
Mrs. Towner	Della Reese



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 V05 Conditioning Treatments as the co-star of your hair care regimen. Once a week, condition with V05 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 V05 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 gets look great for a night on the town. **GET THE LOOK:** Create the red-carpet look you want by starting off with V05 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 V05 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:** V05 makes it so easy. Follow every shampoo with V05 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 V05 Detangle & Shine, a leave-in conditioning spray.

IN THEATERS MARCH 30TH



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