



FANFAIR



Is Your Betty Ready?

Brazilian waxes used to be all the rage. People were fascinated by their waxing options—landing strips, tiny triangles, special shapes like hearts and shamrocks in honor of the requisite holidays, and so forth. Men even began to speak up and admit that they trimmed and waxed. Today, the latest grooming obsession for the “hair down there” is Betty Beauty, a line of semi-permanent hair dyes that come in five shades (brown, auburn, black, blond, and pink), are applied with a mascara-type wand, and retail for \$20. Surprisingly, “pink is the top seller,” claims founder Nancy Jarecki, though the four natural shades are impressively popular with those who want “the drapes to match the carpet.” Never one to alienate the opposite sex, Jarecki is developing a men’s Betty Beauty line because, during research, many men confided, “I need all the help I can get.”

—EVE EPSTEIN