



BELOW AND LEFT: Boychuck Platinum Collection's chrome-finish packaging mirrors the sleek space at Michael Boychuck's Color Salon at Caesars Palace. BELOW: Paris Hilton, one of the Boychuck Blondes.



## EMPIRE OF THE SUNNY

HE DEFINED THE “VEGAS BLONDE,” AND NOW **MICHAEL BOYCHUCK** EXPANDS HIS TRESS DOMINANCE WITH A NEW PRODUCT LINE. **BY LAURA JANELLE DOWNEY**

Just ask any A-lister who sits in colorist Michael Boychuck's chair at Color Salon at Caesars Palace if blondes have more fun. He might say that the so-called “Vegas blonde,” has the most.

“The Boychuck Blonde is the Vegas Blonde,” he says. “That became my trademark after doing Paris Hilton, Josie Bissett, *Baywatch* beauties, and Kirsten Dunst.” His work has also been featured on four *Playboy* covers, but Boychuck is the go-to colorist for mere mortals as well. “If done correctly,” he swears, “blondes will always be the center of attention.”

In August, he'll turn more heads with the debut of his product line. “We are using plant stem cells and

cutting-edge elements to create a line that is totally original,” Boychuck says.

He and partners Alfredo Andreani and Brad Sugars began developing sulfate-free shampoos, conditioners, and serums two years ago. “All three of us have been involved in every aspect of the process,” he says. “We're following up with a full organic line, including a vitamin spray and mask, a leave-in spray, and cream to protect and repair locks. We're super excited.”

He's counting on a devoted clientele for the lines' citrusy and floral fragrance. After an exclusive stint at Caesars, they'll do a worldwide launch. Never underestimate blonde ambition! [michaelboychuck.com](http://michaelboychuck.com) ■



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