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December 2018

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Editors share  
what's trending  
for 2019

## READERS CHOICE AWARDS!

Your picks for  
top professional  
beauty products

## 30 UNDER 30

The brightest  
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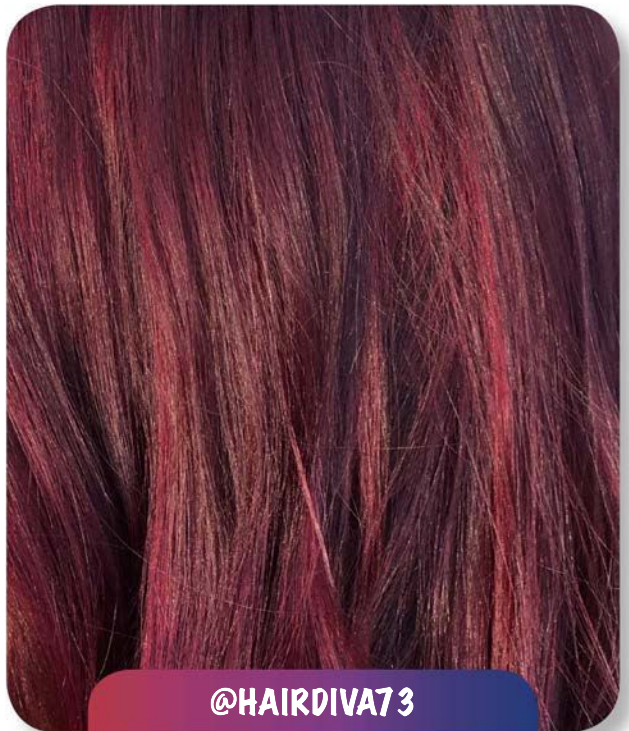
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Matty Conrad

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Photo: Pascal Le Segretain/  
Getty Images

Designer: Balmain fall/winter 2018



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*Editor's Notebook*

# Simply the Best

In our December issue we honor the industry's best young colorists as well as top-performing professional beauty products.

I've said it before, and I'll say it again: Beauty professionals are a passionate group of individuals. From the work you do behind the chair to the photo collections (and Instagram posts!) you take the time to create, you pour your hearts into everything that you do.

You are likewise devoted to the products that you use—so much so that thousands of you voted in our annual Readers Choice Awards for your faves in categories ranging from best styling iron to permanent color. Turn to page 70 to discover which products scored for each category, and see if your picks made the cut.

As we close 2018 with the year's best products, we also look toward the future: On page 94, our editors predict which emerging products will make it big in 2019 (for instance, when I heard that Eufora was releasing an aromatherapy line late this year, I was all in). Another forward-thinking forecast this month is *The Colorist's* "30 Under 30" feature on page 56. Here, we had the opportunity to scroll through your Instagram feeds and discover which young colorists are the ones to watch in the coming year and, believe me:

The future of our industry looks bright. In fact, we couldn't fit all of their amazing insights into the magazine, so we are publishing their full interviews on our website. Simply log on to [beautylaunchpad.com](http://beautylaunchpad.com) to view this talented group and take inspiration from their thrilling work.

P.S.: Our staff is constantly scrolling through Instagram for content, so make a resolution to tag [@beautylaunchpad](https://www.instagram.com/beautylaunchpad) and [#beautylaunchpad](https://www.instagram.com/beautylaunchpad) so we can see your images and potentially feature them in our print and digital platforms.



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Ten voters scored an assortment of the Readers Choice-winning products featured in our pages! Congrats to Sarah Allen, Erika Andreis, Tracy Bellucci, Jordon Canny, Alissa Cimmino, William Alex Lawx, Andrea Pincoski, Madison Remeneski, Carey Sanchez, and Jessica Scott Santo. (Pictured: Me and associate editor Jasmine Brown prep the 256 products for photography.)



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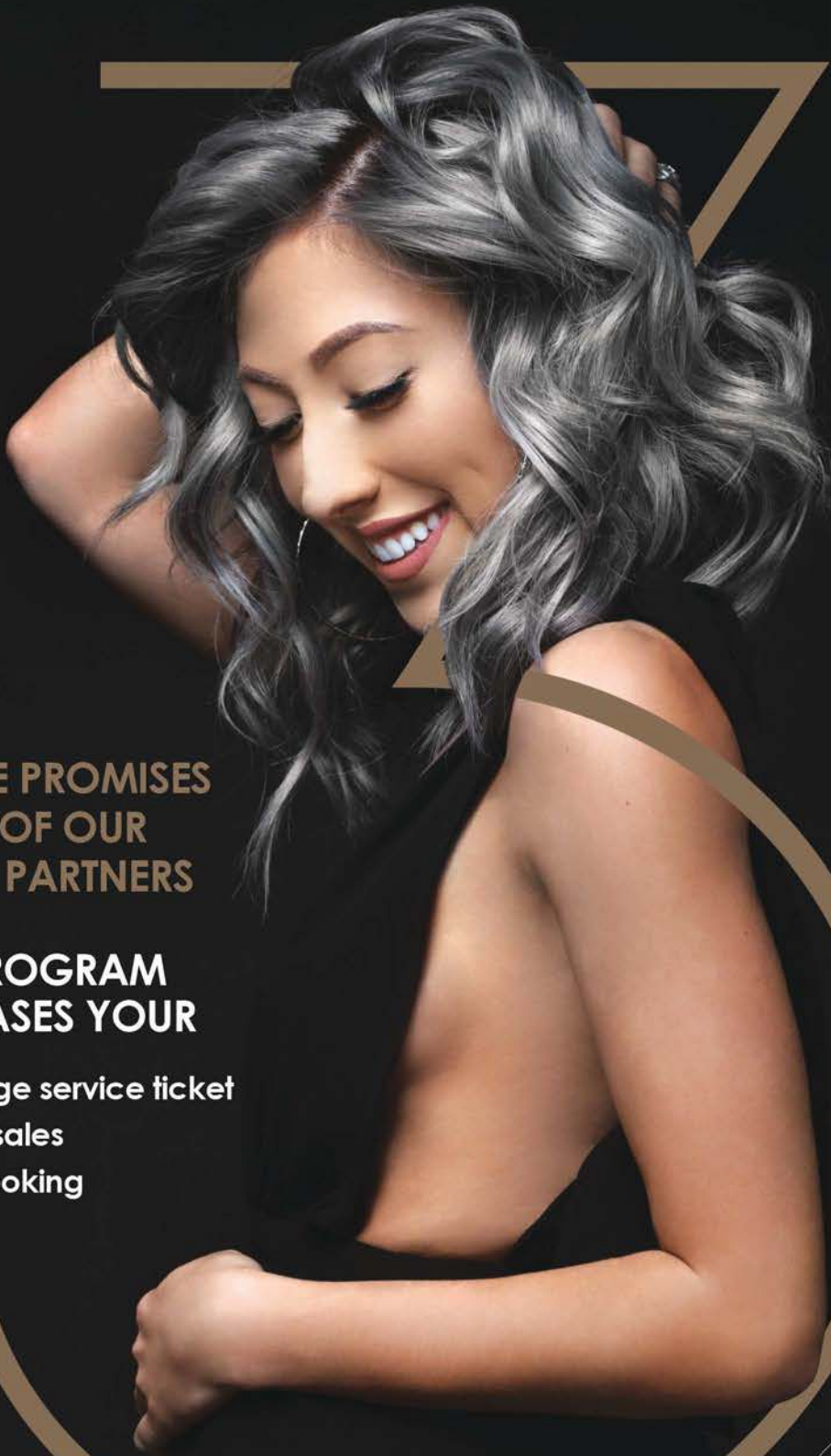
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## An Ombé of Texture

David Cruz pays careful attention to clothing details for a style that's simply chic. —**KARIE L. FROST**

“She creates powerful clothes,” states Kevin.Murphy (@love\_kevin\_murphy) hair lead David Cruz backstage at Adrienne Elmy's first New York Fashion Week presentation. If the name sounds unfamiliar, it won't for long: The emerging designer's wares outfit Katy Perry and Lorde, just to name a few high-profile clients. Such outsize devotees call for equally outsize clothing, but Cruz is of the mind that the accompanying hair needs to be quieter. “We didn't want the hair to compete with the clothing,” he shares, explaining that many of the pieces focus attention on ample shoulder and neck detailing. “We wanted a smaller silhouette in the front, but for the back of the hair to kind of explode into more natural texture. It's almost like an ombé effect, from top to bottom—a bit smaller to a bit more open and loose,” he says.

To aid in the partial shrinking of the style's size, “We're doing a directional blow-dry with Anti.Gravity Oil Free Volumiser around the ear to further tighten the shape; it's like spray starch for hair!” Cruz enthuses. And that ombé of texture? It arises by way of Doo.Over Dry Powder Finishing Spray on the lengths for airy, soft separation and Session.Spray Strong Hold Finishing Spray at the crown to grant the sleek, shiny and tight finish. “Most models are also getting a wave with a 1¼-inch curling iron to increase that fluffy airiness [at the bottom],” he says. It's a style as cool as the clothes—and the wearers—it complements.



## BACKSTAGE 411

**THE INSPIRATION:** To showcase the clothing's both subtle and generous detailing around the neck.

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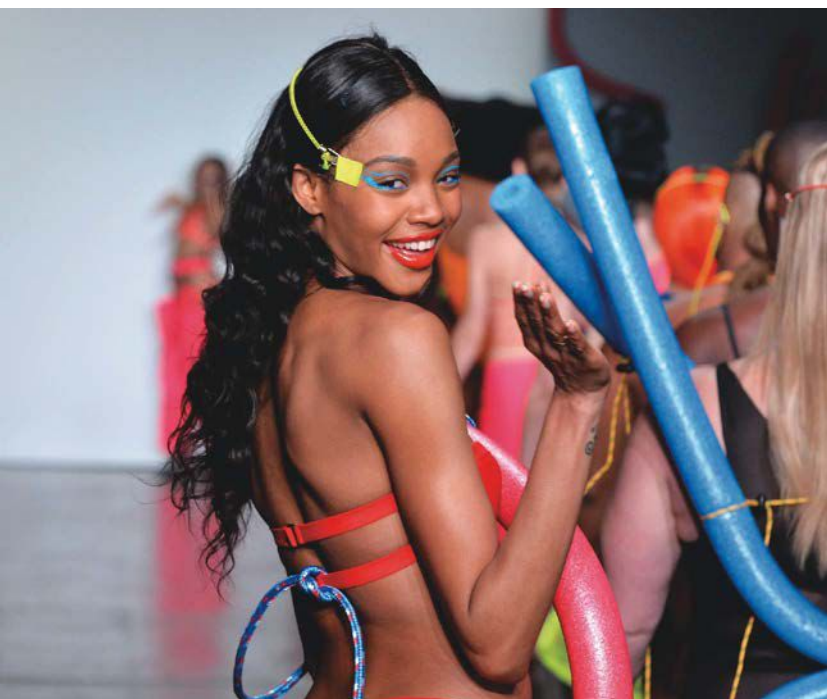
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# Bungees & Bumps

Kien Hoang turns to an unlikely inspiration for divergent Chromat hairstyles. —KLF

Chromat's fashion DNA is all about celebrating bodies—all shapes, all sizes—and this season's runway continued that helix with a parade of swim and sportswear that cinched fleshy hips, muscular busts and rail-thin waists—the gamut of the human form—with flattering bungee chords. For the hair, Oribe (@oribe) director of training and content Kien Hoang zeroes in on these colorful bungees as an element he can manipulate to his styling whims. “The Chromat collection has a lot of straps and bungee chords throughout it, so we wanted hair looks that reflected those elements,” he explains. “Reflected” is the key word here. Though he uses the bungee chords for one look, which he deems “sporty and sexy—a very clean, graphic straight style with a center part,” the second hair design, a high pony with “ball” forms, only alludes to the way that the chords can cinch and squeeze to create bulbous, bodacious shapes.

To bubble-up the ponytail, Hoang furiously backcombs Dry Texturizing Spray-laden lengths into a frenzy of volume and then binds them with elastics to form evenly spaced bulbs. For the lanky style, he coats hair from roots to ends in a cocktail of Superfine Strong Hair Spray and Imperméable Anti-Humidity Spray to banish all signs of flyaways and ready it for optimal sleekness. An additional application of Star Glow Styling Wax around the hairline helps to flatten any errant wisps that might try to escape. Then comes the bungee: Hoang meticulously tapes one end to the model's temple, then circles the chord around the back of her head and joins the other end as symmetrically as he can to the other temple. The tape tugs gently at the model's features, pulling her eyelids up and back for a slight alien appeal. But Hoang doesn't see this; he has a different, two-foot-on-Earth view of the style. “The bungee makes me think of her going down the river, kayaking,” he laughs.



BACKSTAGE 411

**THE INSPIRATION:**  
Bungee chords.

**HERO PRODUCTS:**  
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# Fight For the MULLET

No matter your thoughts on this throwback style, both models and catwalk hairstylists are pushing it back into the spotlight. —KLF

**B**usiness in the front, party in the back: Yep, the mullet certainly lives two very different lives. Perhaps this fact is what divides us—some view the shaggy cut as cool; others would rather it be banished from the hair annals altogether. The style certainly takes chops: Backstage at Haider Ackermann, hair lead Duffy brought more than 40 wigs that he painstakingly trimmed to accentuate the face shape of each girl, citing the punk counterculture as the style's reference and choosing it because the mullet projects a strong attitude. To match the largely gothic tone of Yang Li's mostly black collection, hair lead Anthony Turner outfitted a handful of models in inky sliced wigs that he roughed-up with plenty of gel and texture spray. The ease and nonchalance of the Jill Stuart girl came across not only in her hair, a tousled wave from the talented Odile Gilbert, but also the casting: Model Veronika Vilim (shown here) proved her platinum mullet isn't a relic of years past, but what helps her score work in the here and now. Yes, the mullet takes plenty of aplomb to pull off. But you'd be doing yourself a disservice to ignore its existence because it's apparently here to stay.



YANG LI



JILL STUART

## TODAY'S COOL GIRL MULLET

**WHAT YOU'LL NEED:** Shears, clippers and an eye for finessing the cut's silhouette to flatter her face shape.

CLOCKWISE FROM TOP: ANDREEA ANGELESCU; BEN GABBLE/GETTY IMAGES; IMAXTREE.COM

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# Born This Way

Celebrity stylist Frederic Aspiras dishes on top looks he's created for actress and singer Lady Gaga.

Lady Gaga is the queen of versatility: From bright blonde to rainbow hues to volumized knots to laced fishtail plaits, she isn't afraid to experiment. Since first working with Gaga in 2009 during her Monster Ball tour, Frederic Aspiras (@fredericaspiras) has created some of the chameleon's most memorable 'dos. Here, the celebrity stylist handpicks a few of his favorite looks that he's done for the Grammy- and Emmy-award winner. —JASMINE BROWN



Celebrity stylist Frederic Aspiras and client Lady Gaga



"We were overseas in a church and Lady Gaga saw a statue of the Virgin Mary with a beautiful braid. I was captivated by the statue as well as the turn-of-the-century Victorian design of Gaga's gown. So naturally, I decided to add a corset to the two fishtail braids that I then braided into a larger fishtail plait."



"This chic and sexy Brigitte Bardot-esque updo with side-swept bangs was perfect for her elegant yet fun Marc Jacobs dress. I love this look on Gaga because it shows off her shoulders and frames her face perfectly in the most seductive way."



"We wanted to create a timeless and elegant updo. This hairstyle had a few structural parts: the volume at the crown and the twist and knots at the top. It was starting to rain really hard that night, but luckily I used products that bestow a lot of shine and hold. The result was that of classic old Hollywood glamour with a modern twist. It's one of my all-time favorite looks we've done together."

"This was one of those monumental moments when you realize you've created history! For The Sound of Music tribute, I wanted to create something magical and memorable. I was inspired by the dress and theme of the night. We had done this haircolor years before, but I refreshed the tone and made the roots match the tones of the dress. I loved it because Gaga looked like a shining star!"



"I wanted Gaga's hair to have a lot of movement and to play well with both her dancing and costumes."

TOP: JOE JAMES SALEHI PHOTO; CLOCKWISE FROM LEFT: AXELLE/BAUER-GRIFFIN/FILMMAGIC (2); JAMES DE/VANEY/GC IMAGES; SCOTT KOWALCHUK/GETTY IMAGES; KEVIN MAZUR/GETTY IMAGES FOR LIVE NATION; ANTONIO JONES/GETTY IMAGES; KEVIN WINTER/GETTY IMAGES



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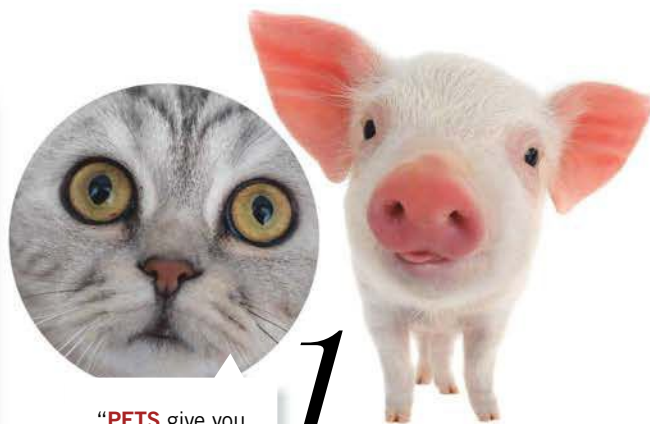
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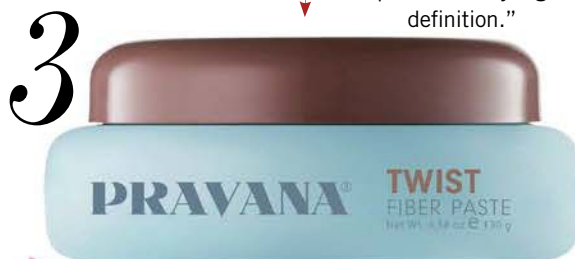






1  
“PETS give you unconditional love and happiness.”

“PRAVANA TWIST FIBER PASTE is perfect for styling definition.”

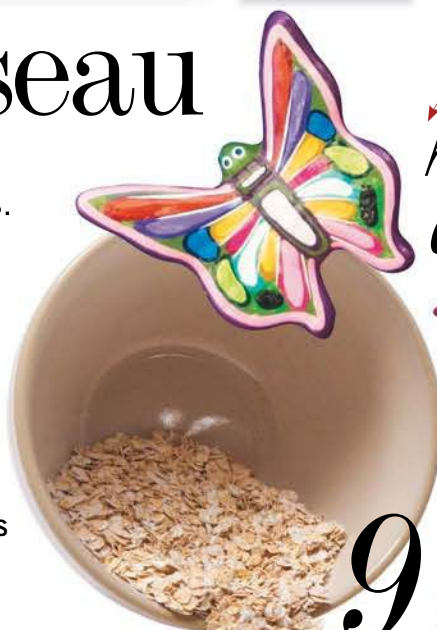


3  
“I have a serious obsession with JOHN FLUEVOG SHOES from the '90s.”

# Chita Beseau

The Pravana color collective member shares her must-haves.

- 1 PETS
- 2 SKINCEUTICALS FACIAL CLEANSER
- 3 PRAVANA TWIST FIBER PASTE
- 4 HAWAIIANAS FLIP-FLOPS
- 5 JOHN FLUEVOG SHOES FROM THE '90S
- 6 ORGANIC DEODORANT
- 7 MEXICO
- 8 ART AND CULTURAL ITEMS FROM MY TRAVELS
- 9 INSTANT OATMEAL
- 10 PACKING LIGHT



7  
“When I vacation in MEXICO I travel only with the basic necessities so that I can fill up my luggage with cute art and cultural items to bring back home.”

“I travel with INSTANT OATMEAL because I’m vegan and my fear of starvation in other cities and countries is real.”



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# Beat the Clock

Enjoy this holiday season by giving yourself the gift of time. —JB

End-of-year holidays: a flurry of days when friends and family gather and celebrate the most joyous time of the year. Between gift shopping and party-hopping, finding the hours to balance work and life can be hard. Knowing how to manage the clock while at work not only saves you time to enjoy the season, but also reduces stress, lowers anxiety and improves the quality of your craft year-round. Here, we share a few ways to get the most out of your time.

## **SET DAILY GOALS.**

When you're booked solid with clients, it's easy to lose track of time. Creating short-term goals with daily to-do lists will allow you to better prioritize your time and help make the day feel less overwhelming. Bonus: Having a visual reminder of the tasks you need to tackle each day can eliminate time-wasters like spending too much of your energy scrolling through social media feeds.

## **COMMUNICATE WITH CLIENTS.**

Before jetting off for the holiday break, make sure your clients are aware of your out-of-town plans. Prep them for your departure by sending out an email four to six weeks in advance with details such as your leave and return dates as well as a reminder to book an appointment before your retreat in order to ensure an appointment upon your return. Reinforce communication with visual cues in the

salon, such as a sign perched at your station that calls out vacation details.

## **BE ORGANIZED.**

Having a messy station can lead to unnecessary time lost. Instead of discarding appliances around your workspace, try storing unused tools in a caddy like the Hot Tools Appliance Caddy (@hottoolspro), which features heat-resistant pouches for thermal tools and four outside slots perfect for brushes, combs, shears, styling products, and more.

## **MANAGE EXPECTATIONS.**

During the busy festive season, map out a realistic workload per day. Instead of booking back-to-back clients until close, allow yourself 30 minutes between clients to ensure the quality of your work. Apply this idea to social media as well. Instead of trying to post two to three "OK" images

a day, carve out time to prepare a client or model and perfect the lighting and location to get one quality shot.

## **MONITOR CAFFEINE INTAKE.**

For most, starting the day with a cup of coffee is a must. But is first thing in the morning ideal for a caffeine boost? Research presented by Penn State University suggests the best time to consume caffeine is determined by cortisol, the body's main stress hormone that makes people feel alert. According to the university, the best time to have caffeine is when cortisol levels are low—which may not mean first thing in the morning. When most people are having their first cup of joe at 8 a.m., cortisol is high, meaning your body already feels naturally caffeinated. Penn State's research suggests the best time to hit the Starbucks line is between 10 a.m. to 12 p.m. and 2 p.m. to 5 p.m.

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Thomas Kryzer



Joaly Alcala



The Oribe team advises to naturally entice clients toward retail purchase with an inviting presentation.

# REthinking Retail

Revamp your retail approach with these paradigm-shifting expert tips gleaned from Oribe's Journey to Mastery program. —**TRACY MORIN**

Retail stubbornly remains a struggle for many salons and stylists. But, like many things in life, it's all about perspective—so how do you flip the script on the hair industry's long-ingrained fear of “pushing” product?

In Oribe's (@oribe) Journey to Mastery program, students get a better grip on this oft-intimidating topic by learning new ways to approach retail and reviewing time-tested methods that often fall by the wayside. Here, two masterminds behind the program, Joaly Alcala, director of development and education manager, and Thomas Kryzer, director of sales, learning and development, share key techniques for rethinking your retail strategy.

The Oribe Journey to Mastery class, Engaging Clients in Retail, discusses common challenges stylists face—think: fear of pushing “pricey” products or dealing with clients who consistently resist retail. Yet, how many of us go shopping for “one thing” and walk out with a full shopping cart? The lesson: It's not about need, but want. “We want to shift the paradigm about how we're thinking—what does need vs. want feel like?” Kryzer details. “You have to create a want for the client. Do you really need a \$6 Starbucks coffee? No. It's about creating value—and that happens when stylists educate clients about what a product is, how to use it and why it's so important.”

And, without question, perceived value also increases via memorable experiences. For example,



Oribe team members Viktorija Ivinskas and Colleen Murphy practice consultative selling during Journey to Mastery sales training.

[MORE >](#)

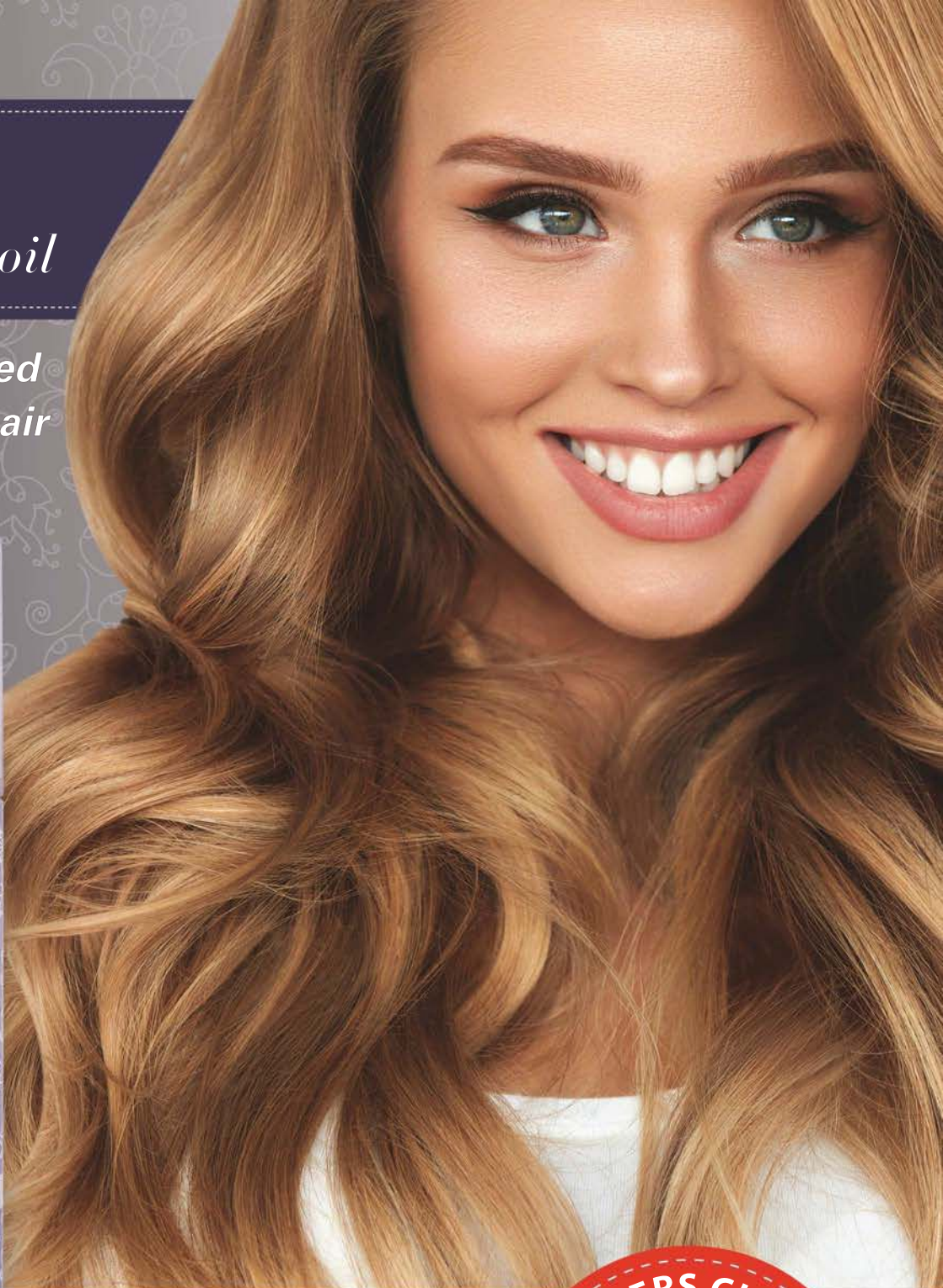
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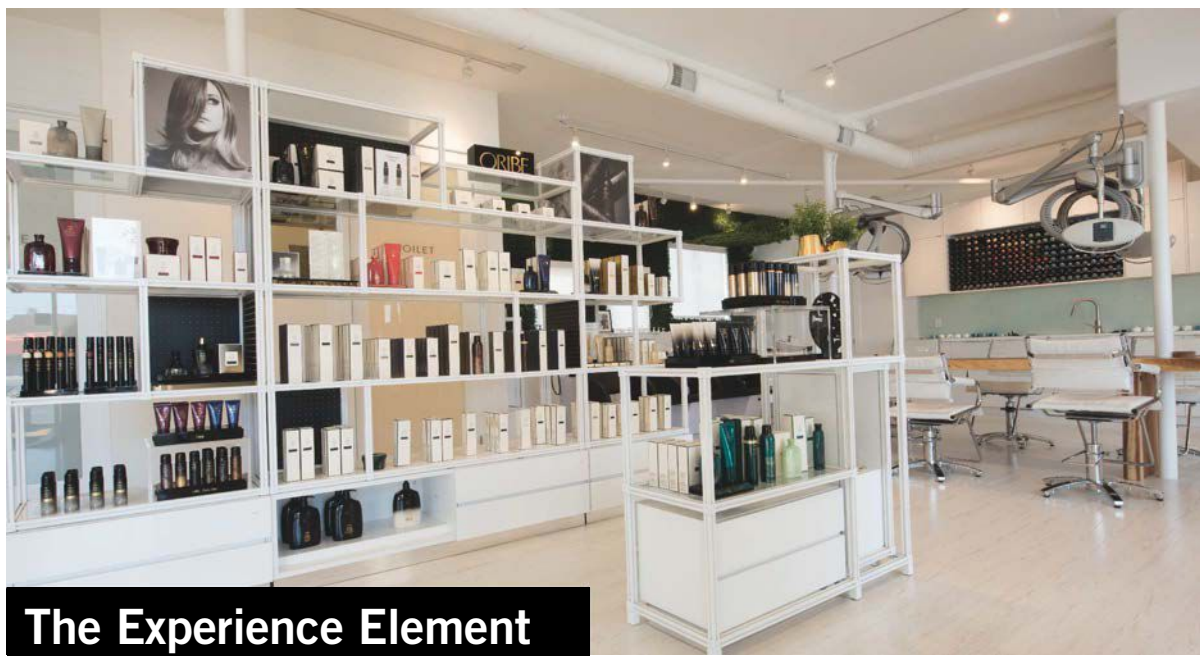
  
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some Oribe salons have leveraged Gold Lust Pre-Shampoo Intensive Treatment, presenting the product to waiting clients on a luxe tray and applying it before the consultation even starts. “Experience is a huge component of what shoppers are looking for, now and in the future,” Alcalá asserts. “Retail is all about elevating that experience—not just giving the client a cut and color, but also expert advice to maintain her look, and multiple looks, between appointments. And luxury products, with amazing scents and packaging, offer an experience in themselves, helping your service become that much better.”



## The Experience Element

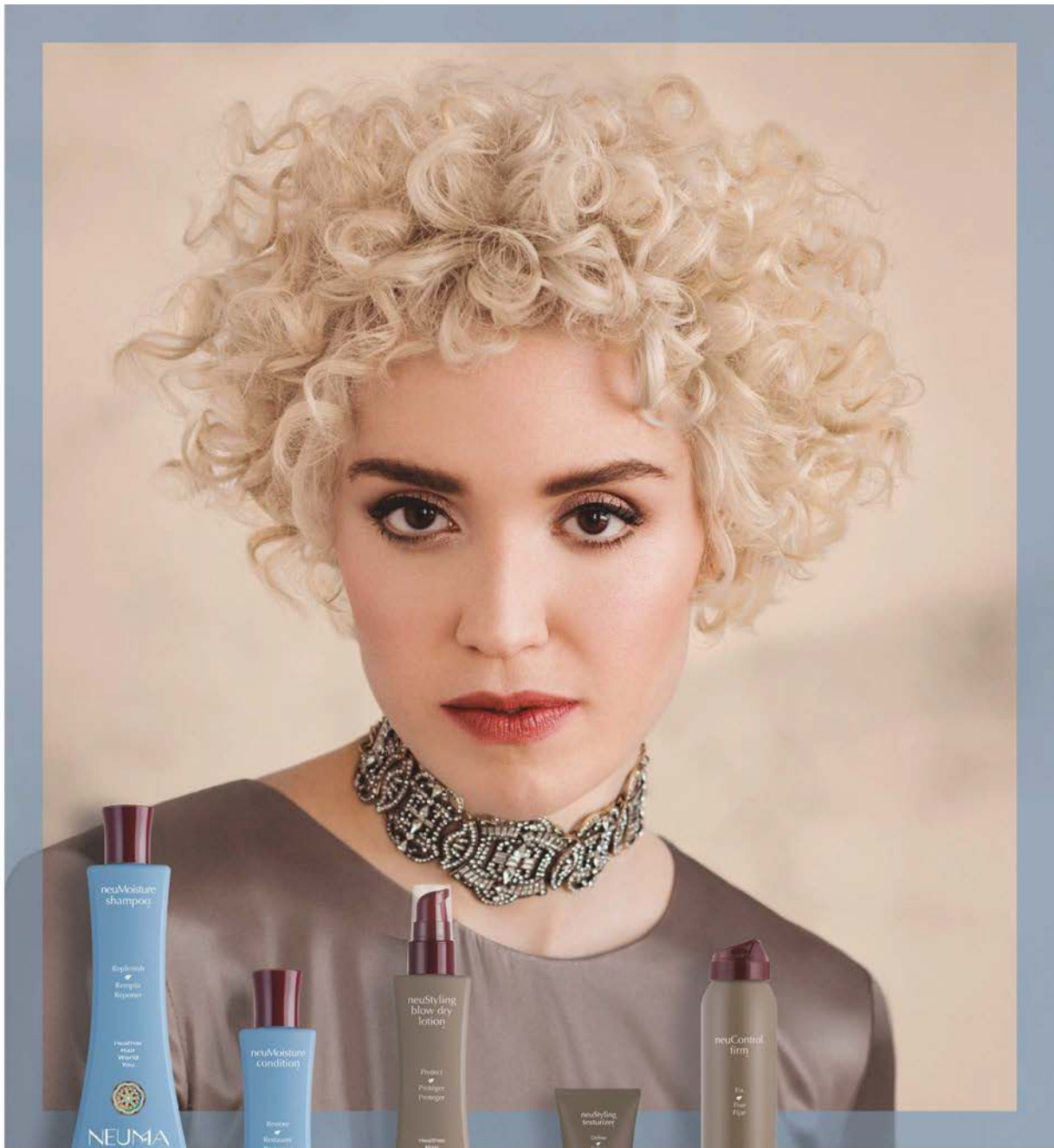
**GET YOUR PH.D. ... HYPOTHETICALLY.** We've all heard the refrain countless times: “I’m not a salesperson.” The good news? You don’t need to be. Instead, stylists should think of themselves as hair doctors—carefully curating a client’s tool and product picks on the day of service and recommending what will best maintain those results between appointments.

**AVOID THE OBVIOUS.** Retail suggestions shouldn’t feel like an afterthought or obligation, tossed in at the end via a single dreaded question: “Do you need any product today?” Instead, subtly weave product suggestions and information into the service itself at appropriate moments. “We recommend looking for key touchpoints—various times when you can educate clients on what you’re using and

what you’re doing—versus a sales-y approach at the end of the service,” Kryzer advises.

**RALLY THE TROOPS.** Retail is everyone’s responsibility, from the front desk team and stylists to owners and managers. Look for every opportunity to educate clients—at check-in and the shampoo area as well as during consultation and service.

**PROVOKE PRODUCT TRIAL.** If your retail area collects more dust than client interest, it’s time for a change-up. Feature new products or highlight staff faves with eye-catching signage. “Beauty is still the behemoth when it comes to trial, and these tactics help encourage trial while adding to the overall experience,” Alcalá relates.



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# Rest Assured

Savvy stylists safeguard their assets with insurance.

—FRANCESCA MOISIN

It's no secret that stylists support their clients in countless ways. But pros need protection, too, which is why the smart ones play it safe by purchasing insurance. "Our average claim last year totaled \$12,000, which is not a chunk of cash most hairdressers have lying around," informs Gianna Michalsen, content marketing specialist at Elite Beauty Insurance. "Conversely, policies cost between \$100 to \$300 per year." She identifies five potential situations that would make individual insurance a necessity worth having.

**Product Liability:** You're shampooing a guest who leaves the salon and later experiences a severe scalp reaction that requires medical care. "Product liability covers litigation around products used during services, assuming the professional followed directions and protocol," Michalsen explains. (Items sold and taken home don't fall under this umbrella.)

**General Liability:** You're cutting tresses that don't get immediately swept up off the floor, resulting in a slip and broken arm. "General liability compensates for any accident that may befall a client while in the stylist's care," says Michalsen.

**Professional Liability:** While shaving a man's beard you nick his neck. "Mistakes or negligence are safeguarded as long as the pro has a current license and was practicing under state guidelines," Michalsen informs.

**Rental Damage:** You step out for lunch and forget to unplug the curling iron, which burns a hole in your new counter. Says Michalsen, "Apart from natural disasters, all damage to premises are compensated."

**Stolen Equipment:** Your expensive new kit goes missing while working off-site at a wedding? File a claim and get reimbursed.

## FINE PRINT

Know the difference between policy types.

**OCCURRENCE FORM:** The industry-preferred standard, any claim filed after a policy expires will still be covered so long as the incident took place while the policy was active. In other words: Your policy expired in November, and you didn't renew. Tomorrow, a client files a claim for scalp pain experienced during her color service in October. You're still covered—even though you've been without insurance for a month.

**CLAIMS-MADE:** This policy must be active when the claim is filed. If the policy expires at the end of December and a customer files a claim in January for scalp pain, you won't be covered—even if her color service happened in October while you still had insurance. "Approximately 30 percent of our 2017 claims wouldn't have been paid if we were a claims-made policy group," shares Michalsen.

**BUSINESS OWNER POLICY (BOP):** An insurance package designed for a small business rather than the individual stylist. Coverage includes larger-scale damage, such as theft, computer fraud, fire, and more.

Salon insurance protects your assets from myriad hazards, such as fire.



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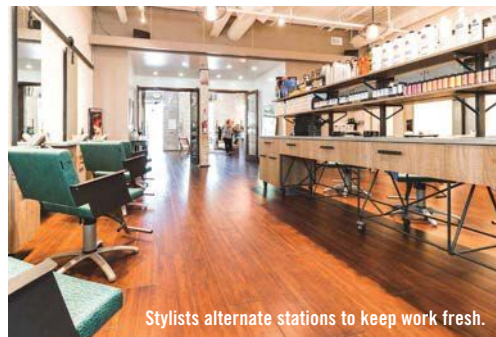


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Hardwood floors, light walls and mobile furniture facilitate easy movement and conversation.



Stylists alternate stations to keep work fresh.



Paul Mitchell products are displayed at the open color bar.

# New Addition

## Framework Salon/Sacramento, California

Sacramento's Framework Salon opens as the sixth affiliate in the Kelly Cardenas network. —FM

### INSIDE STORY:

There's a story behind every location in the Kelly Cardenas salon network. Las Vegas was the birthplace of the first shop and remains dear to the stylist's heart as the first business to bear his family name. "My father was a Mexican immigrant who grew up in Utah," shares Cardenas. "He earned extra money picking fruit each summer, but always dreamed we'd one day be entrepreneurs." Chicago opened next, in part to satisfy his business partner's mania for Mario's Shaved Ice, a famed Windy City treat. Carlsbad, California, soon followed as a first anniversary gift to Cardenas' wife Brooklyn, who had always wanted to live there.

Now comes the new sixth addition: Framework Salon in Sacramento, California. The 2,500-square-foot space was formerly a yoga studio and still retains a sense of Zen. Large bay doors reveal an airy waiting room painted soft shades of silver, oatmeal and ivory. Couches are plush or draped in fur; freestanding bookshelves display Paul Mitchell products. "I didn't build it, so I can brag about how beautiful it looks," laughs Cardenas. He lent his design expertise solely to the color bar, which previously divided the space in a way that felt restrictive. Now it's open and a place for clients to chat, network and be transformed at one of four dye stations.



## WHAT'S UNIQUE

**ROAM AROUND THE WORLD:** All eight cut and color stations are nomadic, so stylists don't get stuck working at a single site and guests are treated to a different view with every visit.

**RIGHT FIT:** Typical clients are fashion-forward and looking for five-star service—sans the ego.



**REFRESHMENTS:**  
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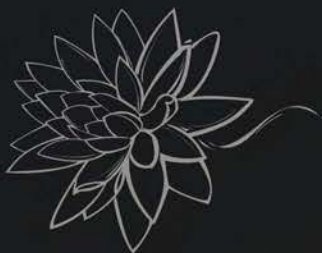
**CURRENT BEST-SELLING PRODUCTS:**  
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Scalp-cooling technology helps to stave off follicular loss for those undergoing chemotherapy.



HairToStay recipients Kristin Haynes (above) and Carla Thomas (left).

# It Takes Two

Amika teams up with HairToStay to spread awareness about hair loss-preventing scalp-cooling technologies—and help make them available to cancer patients in need. —*TM*

From selecting hairpieces to shaping the perfect post-chemo cut, when cancer strikes, stylists often play a significant role in helping clients feel their best. But many in the industry aren't yet aware of a life-altering treatment option for those undergoing chemotherapy: scalp-cooling technology, which can minimize hair loss during an already trying time. "For many women and men, the thought of losing their hair adds to the stress of upcoming chemotherapy treatments," laments Chelsea Riggs, brand president of amika (@love\_amika). "Even the simple idea that you can still look and feel like yourself while managing cancer is a game-changer."

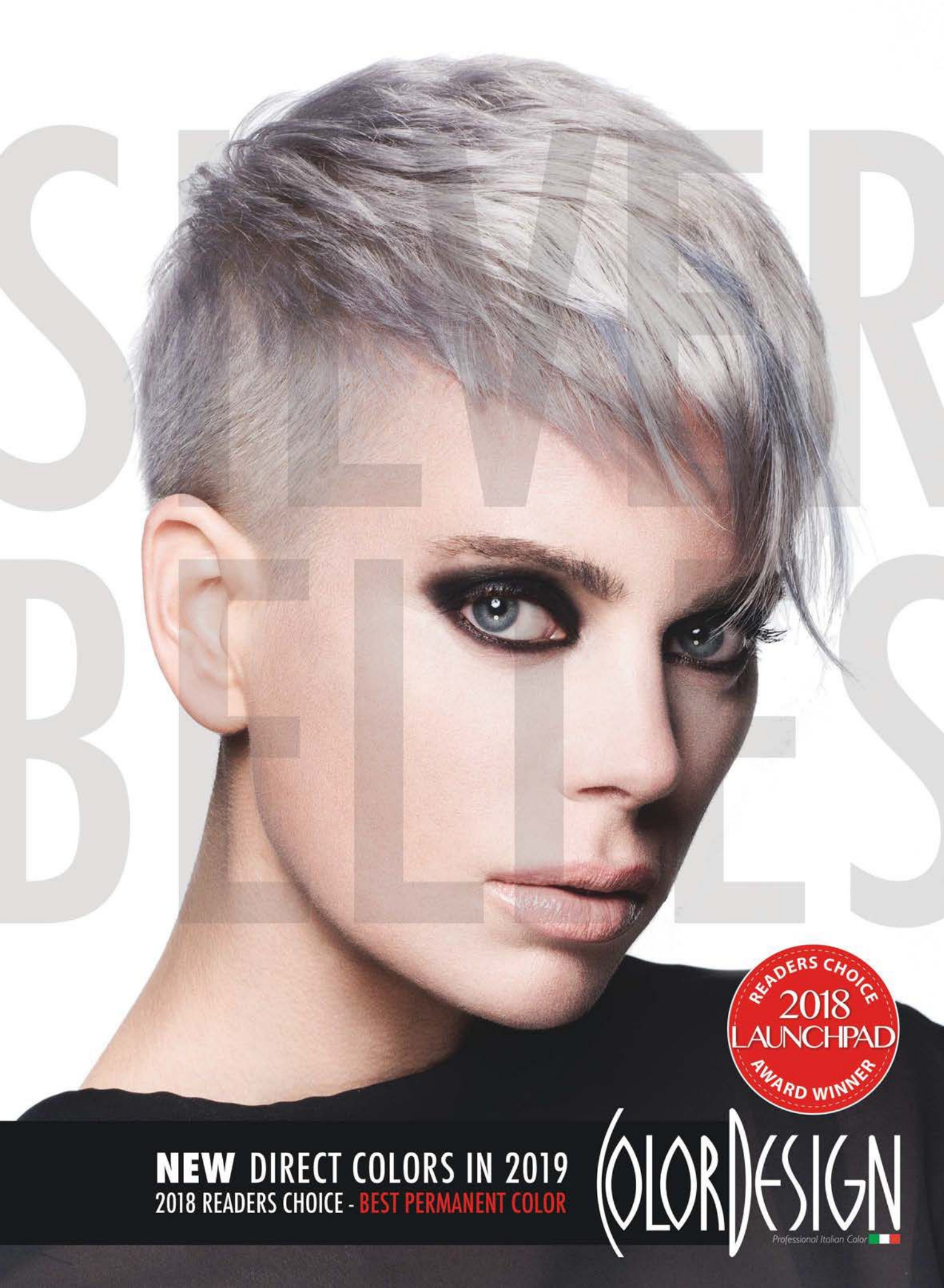
To help spread awareness about scalp-cooling technology—and raise money to provide these treatments free of charge to those in need—amika recently partnered with HairToStay. The nonprofit, founded in 2016, has built a nationwide subsidy program for scalp-cooling treatments (not covered by most insurance providers); since inception, HairToStay has raised \$1.5 million-plus, awarding subsidies to more than 900 patients. Last October, amika pitched in by launching a fundraising initiative, donating one percent of its website's sales and \$1 from every Detox Collection product sold in salon and retail partners to HairToStay, as well as promoting additional donations during online checkout. "When we learned about scalp cooling through HairToStay, it was shocking that, as a manufacturer in the hair industry, we didn't know this was an option," Riggs relates. "Many patients can't imagine paying for their medical treatments, let alone the additional cost of scalp cooling. That's where HairToStay steps in."

## ► HOW DOES IT WORK?

Scalp-cooling technology constricts the blood vessels in the follicles, exposing them to less hair loss-inducing chemotherapy medication. Chemotherapy's effects on follicles are further reduced thanks to slower cellular metabolism. These processes help prevent lock loss—and help patients maintain a sense of normalcy during treatment.

## ► GET INVOLVED

Amika encourages salons and stylists to partner with HairToStay to raise awareness among clients about this treatment option as well as host events to donate services or tips to the foundation and facilitate client participation. "We hope that by driving awareness to this organization, more salons, stylists and companies will become involved, and our collective influence will increase the number of hospitals that make scalp cooling available," Riggs explains. "We believe this treatment option should be easily accessible nationwide to all eligible cancer patients, free of charge." For more info on how to help, visit [hairtostay.org](http://hairtostay.org).



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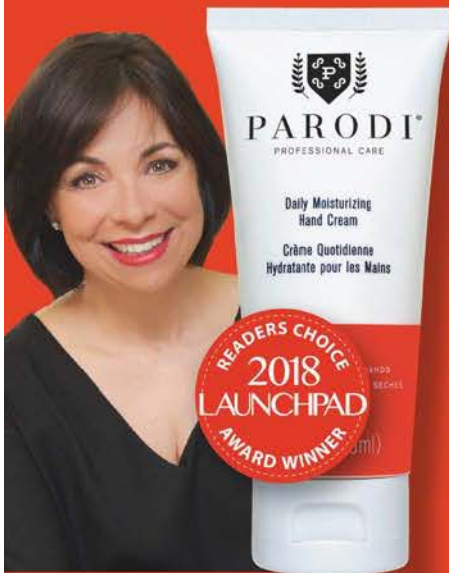




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*Live & Learn/Rising Star*

# Full Plaits

Each month we're highlighting a social media savvy stylist who's doing it right, using the platform to further both her career and her brand. Check out December's Insta-sensation!



## WHY WE LOVE HER:

Saretta Bowerman crafts bohemian 'dos perfect for any occasion. From combo braids to Dutch-style twists, the Moroccanoil ambassador weaves a picture of enviable hair inspiration. Her tip for on-point plaits? "Use the 'pancake method,'" she says. "Pull apart the braid as you go for a cleaner look." [MORE >](#)

### WHO:

Saretta Bowerman @hairbysaretta

### # OF FOLLOWERS:

10.9k (at time of print)

### LOCATION:

Blue Water Salon in Naples, Florida

COURTESY OF SARETTA BOWERMAN/INSTAGRAM

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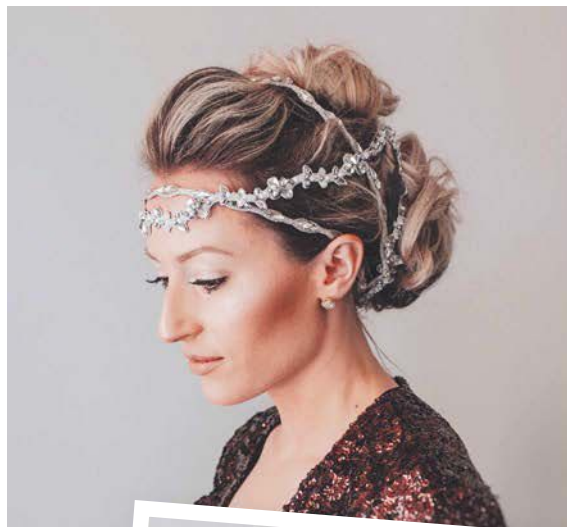


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## Technique

Bowerman shares how to create her “knotty updo.”



1. Curl hair with a 1.25-inch curling iron.
2. Tease the front fringe area and create a small bump, securing with bobby pins.
3. Take two sections from either side of the head, meet in the middle behind the bump, and create a knot.
4. Continue these knots, adding previous hair to the next until you reach the nape.
5. Pin the last knots up into a small bun.
6. Wrap updo in a Pink Pewter headband.





@garettkenroach

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# the Colorist

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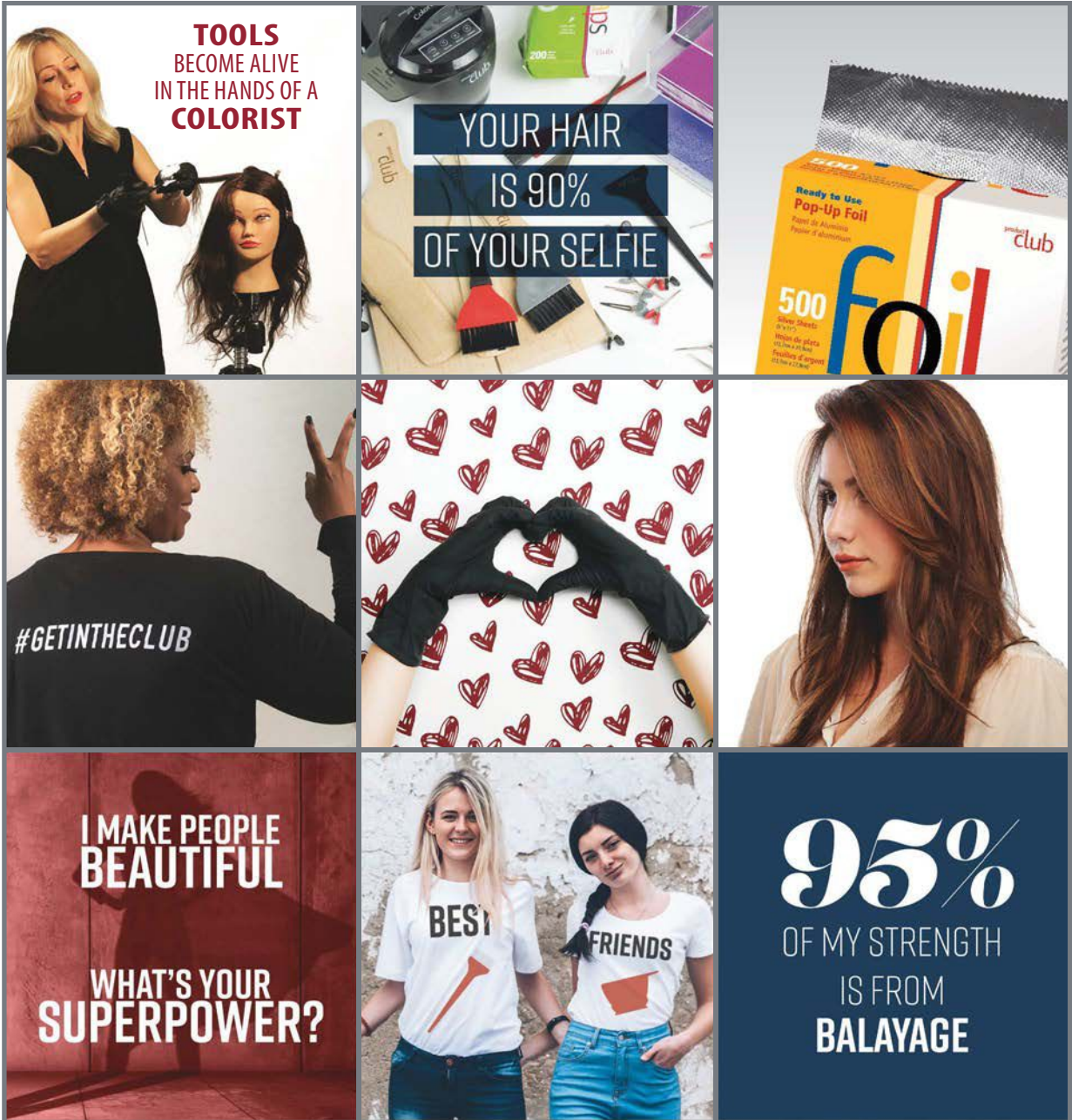
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# Astral Beauty

WHEN PILED HIGH, A MAJESTIC MELDING OF MAUVE-TO-VIOLET PROJECTS AN ALLURE THAT'S OUT OF THIS WORLD. —KLF

When Farouk Systems global board artist and educator Anna Cantu dreamt up this intersection of purple, where delicate mauve melts into vivid lavender and amethyst, she let the haircolor speak to her—and one swath of color, a brilliant violet, transported her to another galaxy. “This look wasn’t at all planned, but this particular violet shade inspired kind of an astral feel that we wanted to just have some fun with,” she shares of the towering ball of color she styled, which she calls an homage to space-age science fiction. Depending on how Cantu fashions her color creation, the model ably shape-shifts between intergalactic beauty and romantic daydreamer—a stunning fluidity made possible by smart color placement.

CHI | KEY PRODUCTS

  @chihaircare



Then repeat Step 6B throughout the crown and apex area.

**8B** Create a thin horizontal section and apply the Shadow Root Formula to the fringe using techniques from steps 8A and 8B.

**9** In the back, take long reverse diagonal parts from the occipital bone to the crown. Then use the weaving and slicing technique as you alternate between Steps 6A and 6B.

## SHAMPOOING TECHNIQUE

- 1** Rinse thoroughly until water runs clear and remove any excess water from the hair.
- 2A** Apply 1 oz. of CHI ChromaShine Viva Violet into a color bowl with equal parts water and mix thoroughly with your fingers.
- 2B** Apply the formula to the hair, gently run your hands through and rinse immediately.
- 3** Shampoo with CHI Infra Shampoo and rinse thoroughly. Apply CHI Color Lock Treatment to the hair for five minutes, then rinse again.
- 4** Blow-dry and style as desired.

## GET THE LOOK

**PRE-LIGHTENING FORMULA:** Equal parts CHI Infra High Lift BB + CB and 20-vol. Color Generator (tone with CHI Color Illuminate Platinum if needed)

**SHADOW ROOT FORMULA:** 1 oz. CHI Shine Shades Clear + ½ oz. 4V + equal parts CHI 10-vol. Color Generator

**FORMULA 3:** 1 oz. CHI Shine Shades 10S + 1 cap Violet Additive + equal parts CHI 10-vol. Color Generator

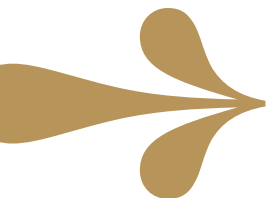
**FORMULA 4:** ½ oz. CHI Shine Shades 8V + ½ oz. Clear + ½ oz. Blue Additive + equal parts CHI 10-vol. Color Generator

- 1** Prep pre-lightened hair with CHI Keratin Mist.
- 2** Create an arc parting from the fringe to the nape; clip away and repeat on the opposite side.
- 3** Apply the Shadow Root Formula to the root area, starting below the arc. Take vertical sections and feather the color into the subsection working toward the mid-shafts.
- 4** Continue with Step 3 up toward the front perimeter and around the hairline. **Tip!** By using a few sheets of cellophane wrap to cover the first color, you can lock in moisture and avoid color transferring to other strands.
- 5** Apply Shadow Root Formula around the perimeter of the middle section.
- 6A** Create arc subsections using the feathering technique. Saturate the strands on both sides. Repeat this technique, from the back of the fringe to the crown area.
- 6B** Using a color board and brush, pull the hair color through to the ends, alternating between the Shadow Root Formula, Formula 3 and Formula 4.
- 7** Continue with the same two formulas and repeat the techniques from Step 6B throughout the parietal ridge.
- 8A** Once you reach the apex, gently feather the Shadow Root Formula further down the hair strand to the mid-shaft.



# tip sheet

WHAT'S NEW.  
WHAT'S HOT.  
WHAT WORKS.  
—KLF



## BUST THAT BRASS

Delivering a swift neutralization of unwanted warmth, this duo nourishes strands with provitamin B5 as deep violet pigments brighten and cool blonde, silver, gray and white manes. **Keune Care Silver Savior Shampoo and Conditioner** @keunenamerica



## SPEED LIGHTENING

The bigger, the better for processing balayage, foilyage and highlights! Purporting to cut processing time by 25 to 30 percent (the equivalent of 15 to 25 minutes per processing hour), this larger-than-life tool encourages heat and steam to circulate evenly around the entire head, allowing hair to lift uniformly. **Le Balayage Bag** @le\_balayagebag



## GOODBYE, YELLOW

This illuminating duo delivers a one-two punch for naturally gray and silver hair: The color-depositing shampoo neutralizes yellow and orange undertones due to oxidative damage while the conditioner reinforces even, seamless brightening with custom direct dyes. **Redken Color Extend Graydiant Anti-Yellow Shampoo and Silver Conditioner** @redken



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## FEEL THE FUNK

Nixing frustrating excessive color bleed, these 13 semipermanent shades celebrate funky color (think: beyond-vivid Azure and Green) that lasts up to 12 shampoos with little to no fading and staining. **Oligo Professionnel FunkHue** @oligopro



## THANKS FOR THE LIFT

Especially effective for previously color-treated hair, this dust-free lightening powder lifts up to seven levels and contains HydroProtect Technology to decrease moisture loss. **Kadus Professional True Blondes Dust-Free Lightening Powder** @kadusprousa



## HUE, ETERNAL

Promising to provide the same intensity as direct dye, this permanent cream formula can be used alone or intermixed to neutralize, enhance or balance colors for limitless creations, and contains antioxidants and sea buckthorn oil to thwart fading and spotlight shine. Available in four shades. (Shown on model: Mystic Magenta) **Pravana Vivids Everlasting** @pravana



## WASTE NOT

Guesswork with haircolor formulations: It can be draining on your bottom line and your inventory. With a cloud-based app for on-demand oversight wherever you are, this color management software administers real-time reports and analytics to help you reduce color waste, optimize color inventory management, replicate exact color formulas, and much more. **SureTint LaRu** @larucolor



## BOLD REVIVAL

Adding more punch to already vibrant colors via new Chroma Intense Dye Technology, the relaunched line of nine bold direct dyes lasts longer, includes a lower pH level for shinier results and comes in Primary, Secondary and Neutral shades for endless customization. **CHI ChromaShine Intense Bold Semi-Permanent Color Line** @chihaircare

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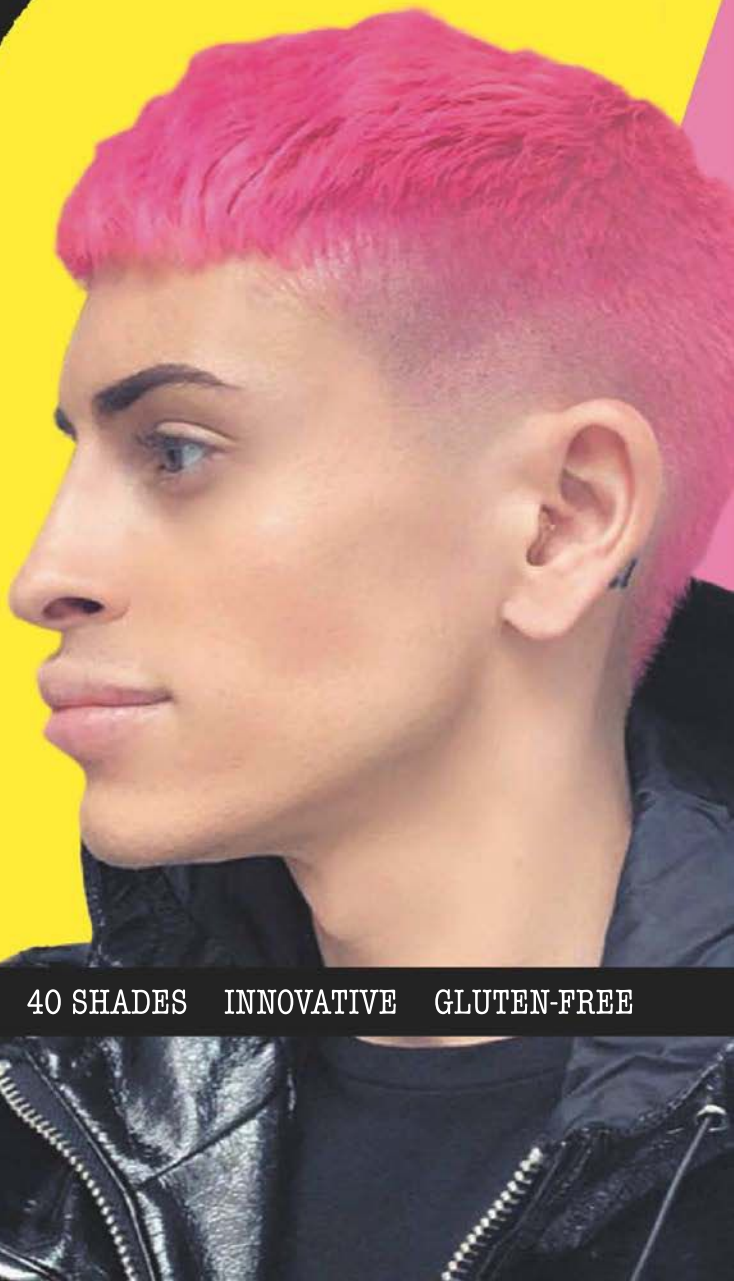
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THE NEWEST  
CROP OF  
BURGEONING  
COLOR WIZARDS  
IN OUR 6TH  
ANNUAL  
“30 UNDER 30.”**

# 30 UNDER thirty

**They're young. They're bright.** They're moved and motivated by formulations and transformations. And, with color skills that have positioned them to be the industry's next trend leaders, these 30 colorists are the ones to watch.

by **Karie L. Frost**



## sierra mead 24

- ★ **Salon:** Parlour E.lev.en; Huntington Beach, California
- ★ **Beauty school:** Golden West College; Huntington Beach, California
- ★ **Color line:** Pulp Riot

**Haircolor specialties:** Vivids and transformations. I love turning caterpillars into beautiful butterflies.

**I became a colorist because:** I used to be into cosplay, painting, FX makeup, and prop building—creativity and working with my hands has been with me my whole life.

**My goals:** To build the confidence to become an educator. I love learning new concepts and passing them on to others.

**My best color tip:** Use certain colors to cancel out others; you don't always have to dive right in with the lightener.

**My favorite color trend/technique right now:** Shadow roots; I love the dimension they give to any canvas. They're great for low-maintenance clients, too!

**I'm inspired by:** Character designs in video games (especially World of Warcraft and League of Legends)—I try to incorporate similar color palettes into all of my vivid creations. [@hairforbreakfast](#)



## bianca siani 26

- ★ **Salon:** Hair Dimension Salon; Bronxville, New York
- ★ **Beauty school:** Aveda Institute New York; New York, New York
- ★ **Color line:** Color Design

**Haircolor specialties:** Balayage, “teasy” foils, ombré, and color melts.

**My goals:** In the salon, my main goal is to always keep everyone's hair in healthy condition; it's important to build trust with my customers so that we have a relationship that will last for years to come.

**My proudest accomplishment:** For two years in a row I've had the opportunity to work backstage at Macy's “Fashion's Front Row” show, which is televised on the E! channel.

**I love being a colorist because:** Being a colorist is being an artist—that's my favorite part of the job, the creativity that goes into it.

**My favorite color trend/technique right now:** The “Khloé Kardashian” golden honey blonde. To achieve it I create babylights mixed with some balayage. [@bscissorhands](#)

# 2



3

### cassie siskovic 26

- ★ **Company:** Kenra Professional; Los Angeles
- ★ **Beauty school:** Cuyahoga Valley Career Center; Brecksville, Ohio
- ★ **Color line:** Kenra Color

**Haircolor specialties:** Rose golds and truly customized color to complement skin tone and eyes.

**I became a colorist because:** My mom has been a salon owner and stylist my entire life. Her passion for the industry and her brilliance in formulation has made her so successful.

**My proudest accomplishments:** This year I helped develop the 2019 artistic collection for Kenra Professional, which will be taught across the country through next year at salons and shows. I also participated in and was artistic lead at eight shows this year.

**I love being a colorist because:** We have to balance science and art. I'm so passionate about understanding and explaining the "why" behind haircolor and marrying that with the artistry of technique. It's a perfect balance of both sides of the brain.

**My best color tip:** Pre-toning has changed my life! After prelightening the hair, I'll pre-tone with Kenra Color SV or VP Rapid Toner to neutralize underlying pigment from my canvas before I deposit my desired color/tone. [@cassiskovic](#)



### genna pumo 23

- ★ **Company:** Paul Mitchell; Sarasota, Florida
- ★ **Beauty school:** Paul Mitchell The School; Orlando, Florida
- ★ **Color line:** Paul Mitchell

**Haircolor specialties:** Color corrections. I love the grand reveal.

**I became a colorist because:** I like a challenge. I believe there's something new to be learned in every color experience.

**My proudest accomplishments:** Working with MTV on a photo shoot, being a Beacon winner, completing Paul Mitchell's Dean's List program, and working on stage with my mentors at hair shows.

**I love being a colorist because:** I just love the creative process and the "why" behind formulations. Coloring hair is therapeutic and relaxing.

**I look up to:** Linda Yodice—she speaks with such purpose and passion. Watching her color hair makes it look so elegant and so graceful.

**My favorite color trend/technique right now:** Dip-dyed ends and shine lines.

**I'm inspired by:** Traveling and nature—seeing new places and the feelings they give you. I love to recreate those feelings through haircolor. [@gennapumo](#)

4



### allie whyte 25

- ★ **Salon:** Fringe Salon and Color Bar; Houston
- ★ **Beauty school:** San Jacinto Community College; Pasadena, Texas
- ★ **Color line:** Eufora International

**Haircolor specialties:** Textured hair coloring and reds.

**I became a colorist because:** I wasn't talented in terms of painting or drawing, but I really loved what happened when the right tones and techniques came together on a head of hair.

**My goals:** I hope to one day educate stylists on their business behind the chair. This industry is full of powerful people who can have any life they dream of.

**My proudest accomplishment:** Becoming an educator—I'm one at our salon as well as a color educator in training for Eufora International.

**My favorite color trend/technique right now:** Blended, golden blondes.

**I'm inspired by:** Every guest inspires my work. [@allieatfringe](#)

5







# 6

## amanda warren 29

★ **Salon:** Beleza Salon; Tulare, California

★ **Beauty school:** Milan Institute of Cosmetology; Visalia, California

★ **Color line:** Matrix

**Haircolor specialties:** Blondes and balayage.

**My goals:** To excel at being a new Matrix educator and tending to my blog, [amandawarrenhair.com](http://amandawarrenhair.com), which I launched this year to help women worldwide know what products they're using and how to achieve the best results with their hair and other elements of beauty.

**My best color tip:** When applying toner after a lightening service, don't use conditioner in between. It closes the cuticle and makes it harder for the toner or vivid color to really live in the hair (and will ultimately rinse out faster).

**My favorite color trend/technique right now:** I'm loving "micro" highlights and shadowed roots! They always blend so well and look amazing in all levels, plus my clients love the low-maintenance upkeep.  [@amandawarrenhair](https://www.instagram.com/amandawarrenhair)



## kaylee smiley 26

★ **Salon:** Salon 318; Marlow, Oklahoma

★ **Beauty school:** Elite Academy of Cosmetology; Duncan, Oklahoma

★ **Color lines:** Keracolor, Redken

**Haircolor specialties:** Blonding, including highlighting and hair painting.

**My proudest accomplishment:** Being signed on as a Keracolor platform artist prior to finishing cosmetology school. It was something I had dreamed about attempting during my career, so to be officially signed on with a company was a major accomplishment.

**I look up to:** Garrett Roach (@garrettkenroach). We met as platform artists for Keracolor and instantly became great friends. Plus, he's an incredible artist and is always willing to share career as well as life advice.

**My best color tip:** Try enzyme-based developers for blonding instead of peroxide developers. You'll get a lot of lift with a lot of protection.

**My favorite color trend/technique right now:** I've just recently become obsessed with "teasy-lites."

 [@kayleesmileyhair](https://www.instagram.com/kayleesmileyhair)



## joshua boynton 22

★ **Salon:** Wingate Hair Salon; Smyrna, Tennessee

★ **Color line:** #Mydentity  
[@Guy\\_Tang](https://www.instagram.com/Guy_Tang)


**Haircolor specialties:** Balayage, vivids, metallics, pastels, and color corrections—color-correcting is my jam.

**My goals:** I'm looking to open my own salon and buy a house within the next couple of years. A big goal of mine is to just make people happy. As hairstylists that's kind of our job, right?

**My proudest accomplishment:** Since day one I've always thought it would be so cool to go on stage and share with people my love for this industry—and at Austin's World Fair Hair Show I did it!

**I love being a colorist because:** When you turn clients around in the chair, show them their new hair and see their face glow—it's enough for me.

**My favorite color trend/technique right now:** Coral/peach hair is everything. I actually did a look where I used #Mydentity Arctic Blue and Cosmic Coral to create this really cool contrast. I like the idea of putting together colors that we don't normally see in hair to create something new.

 [@josh.does.hair](https://www.instagram.com/josh.does.hair)

# 8





## lily lopez 23

- ★Salon: Rad & Company; Campbell, California
- ★Beauty school: Paul Mitchell The School San Jose; San Jose, California
- ★Color line: Redken

**Hair specialties:** Balayage, vivids and color melts.

**My goals:** Long-term, I'd like to open my own salon and provide a well-rounded assistant program. I've learned from my own personal experience that it's difficult to find a salon with great education for those straight out of school.

**I love being a colorist because:** There's creative freedom. You can take a client's request and give it your own flavor. I'm blessed with clients who trust me and let me try new things.

**I look up to:** Naeemah LaFond, the global artistic director for amika. Her styles and work ethic inspire me to be a better stylist. She is the definition of a boss!

**My best color tip:** I always apply my vivids (Pulp Riot) on towel-dried hair. This saves product, results in easier saturation, and you don't have to worry about drying the hair after lightening. [@glambylily](#)



# 9

FOLLOW @BEAUTYLAUNCHPAD ON INSTAGRAM TO SEE MORE STUNNING COLOR CREATIONS.



# 10

## kaitlin irish 20

- ★Salon: KirishStyle, Phenix Salon Suites; Glendale, California
- ★Beauty school: Paul Mitchell The School; Pasadena, California
- ★Color line: Aloxxi

**Haircolor specialties:** Balayage and mermaid.

**A little bit about me:** Growing up, my aunt Lisa owned her own salon, Generations—and that's where I fell in love with hair. She actually let me give her the ugliest poodle perm when I was 13 years old!

**I became a colorist because:** I can remember as a kid watching the movie *Grease* and falling in love with the big pink hair. Also, observing my aunt and the relationships she formed with her clients made me realize she's more than a hairdresser, she's also a friend—and a psychologist. That's when I realized coloring hair doesn't simply look good; it also makes people happy.

**My goals:** To make someone smile every day because of my work. I would love to open a salon for "mermaid" hair and special needs services.

**My favorite color trend/technique right now:** I'm obsessed but haven't quite mastered pixilated haircolor. It's so tedious and time-consuming, but the art behind it is extraordinary. [@kirishstyle](#)



# 11

## eric vaughn 29

- ★Salon: REV; Houston
- ★Beauty school: Aveda Institute Houston; Houston
- ★Color lines: Wella Professionals, Matrix

**Haircolor specialties:** Blending, dimensional brunettes and color correction.

**I became a colorist because:** When I was a receptionist at a salon I saw the relationships you can form with people. Aside from that, I come from a ballet background so it was important for me to find an artistic career. Like dancing, hair is so movement-based, and it really spoke to me.

**My goals:** To grow my salon and be the best mentor to young aspiring artists that I can be. I'd also like to be a creative director for a color line.

**I love being a colorist because:** I give my clients the haircolor they never thought they could have.

**I look up to:** The generation of hairdressers before social media because they paved the way for us. Their knowledge, skill and stage presence is something I aspire to.

**I'm inspired by:** @romeufelipe. He has his own aesthetic and stays true to it at all times. His work has shown me I should always trust myself and stay true to who I am as an artist. [@realericvaughn](#)





## gina atkinson 28

★Salon: Salon Republic; West Hollywood, California

★Beauty school: The System A Paul Mitchell Partner School; Springfield, Missouri

★Color line: #Myidentity @Guy\_Tang

**Haircolor specialties:** Mostly Asian hair, pastels, blondes and silvers.

**I became a colorist because:** The salon I went to through high school and college, Hairy's, did it for me. It was always less about the hair and more about the feeling it gave me; I never felt better than when I left that salon. I wanted to make others feel that way, too.

**My proudest accomplishments:** Being a part of the #Myidentity team and traveling and educating about a line I truly love.

**I love being a colorist because:** I really enjoy the meticulousness of the whole process. Taking what appears like a thousand tiny little sections in a never-ending color transformation is like running a marathon because it can be quite daunting during the process but, when I reach the finish, it's an amazing feeling.

**I look up to:** Guy Tang. Not for just his undeniable talent and incredible attention to detail or the amazing color line he created, but for his openness.

**My best color tip:** Tone on dry hair; you get to really see the full pigment of the color and your clients will have much more longevity. It's an extra step and makes the process a bit longer, but it's so worth it! [@ginaatkinson](#)

# 12}

## tristan elan sutrisno 28

★Company: John Paul Mitchell Systems and Paul Mitchell the School; San Diego

★Beauty school: Paul Mitchell the School; Atlanta

★Color line: Paul Mitchell

**Haircolor specialties:** Balayage, block color, color corrections, fashion tones ... Nothing is off limits.

**I became a colorist because:**

Growing up in the punk/hardcore scene I always found myself experimenting with bleach and loud colors. I spent most of those years coloring everyone's hair in kitchens and bathrooms, trying to see how we can push the envelope. There was such an art form to balancing out all the chaos—and I loved it.

**My goals:** To inspire stylists to step out of the box—to keep raising the bar, blurring the lines and finding new and exciting ways to color hair.

**My proudest accomplishment:** After years of entering, I won Best National Entry for Paul Mitchell's Color Outside the Lines contest this year.

**I love being a colorist because:**

Not only do you have to be skilled in formulation and application, you also have to have an eye for balance within the haircut and different color combinations.

**My best color tip:** Saturation is everything. It controls your overall technique, lift, coverage, and blend.

**My favorite color trend/technique right now:** The new wave of soft fashion tones.

**I'm inspired by:** Unexpected sources, like rust and worn vintage fabrics. Lately I've been really into muted tones and putting together colors that form an imperfect balance.

[@colorbytristanelan](#)



# 13



# 14

## savannah milner 26

★Salon: Bliss Salon; DeRidder, Louisiana

★Beauty school: Demmons School of Beauty; Lake Charles, Louisiana

★Color line: Rusk

**Haircolor specialties:** Balayage and blonding.

**I became a colorist because:** I'm an artist at heart. When I was choosing my career, one thing that was non-negotiable for me was a job that wouldn't let me be creative. Without a creative outlet, I don't feel like myself.

**My goals:** Right now, my top two are opening up my own salon and getting my American Board Certification.

**My proudest accomplishments:** Joining the 2018 Malibu C artistic team, having two publications and photo shoots under my belt and being part of the "30 Under 30!"

**I look up to:** Missy Peterson, because she pushes me to be the best stylist and educator I can be. Even when I think I can't do something, she pushes me harder and I always end up learning something valuable about myself.

**My best color tip:** Mineral and medication removal from hair prior to lifting is essential to keep the integrity of your canvas.

[@savannahmilner](#)

## brittney winkler 29

★Salon: Envogue Salon & Spa; Las Vegas

★Beauty school: VoTech; Henderson, Nevada

★Color line: Affinage

**Haircolor specialties:** Reds, vivids, gray coverage, and balayage.

**I became a colorist because:** My mom was a hairstylist when I was younger. While I was growing up she was always doing everyone's hair in my family. To this day my mom is the only person who cuts my hair!

**My proudest accomplishment:** Two years ago I became an Affinage educator, and it has been an incredible experience—I can't wait to see where it takes me!

**I love being a colorist because:** Being able to give someone instant gratification and confidence after a hair service is absolutely incredible.

**My best color tip:** Consultations are so important prior to a color service. Make sure you and your client are on the same page and have a complete understanding of the end goal expectations, and the reality of what their hair can handle ... Under-promise and over-deliver is my motto. [@brittneywinklerhair](#)

# 15



## lupayy trujillo 24

★Salon: The Hair Studio; San Jacinto, California

★Color line: #MyIdentity @Guy\_Tang

**Haircolor specialties:** Blonding, color melting and fashion color. I love big transformations from dark to light.

**I love being a colorist because:** You can give someone confidence and change. I feel like people are glowing and feel so good after they take some time for themselves.

**I look up to:** Guy Tang ... he's one of the most selfless people I know. He truly cares about hairstylists and this industry; he offers weekly education and travels the world to educate. It's truly an honor to work alongside him and represent a brand that is all about empowering and accepting yourself.

**My best color tip:** Educate your client on home care and maintenance—especially with trending colors like silvers, rose golds and lavenders.

**I'm inspired by:** Other stylists! Their amazing work inspires me to try new things and to learn more techniques to be the best stylist I can be. [@lupayyy](#)



## marissa pusateri 20

★Location: Pittsburgh, Pennsylvania

★Beauty school: Bella Capelli Academy; Monroeville, Pennsylvania

★Color line: Framesi

**Haircolor specialties:** Blondes, ombrés and shadow roots with freehand balayage.

**A little about me:** When I started beauty school, I surprisingly didn't want to do hair at all. I was focused on makeup. That all changed when I picked up my first tube of color.

**My proudest accomplishments:** Coming out of beauty school with a solid clientele that continues to follow me anywhere I go. I'm also the youngest educator with Framesi; I was certified last year at 19.

**I love being a colorist because:** I enjoy seeing clients transform before my eyes both physically and mentally; it's what I live for.

**My favorite color trend/technique right now:** Babylite hi-lites. I think popping a couple throughout a shadow root really pulls that look together.

**I'm inspired by:** My clients—they push me to grow and develop as a colorist. Without them I wouldn't have anything.

[@marissapusateri](#)

READ MORE ABOUT OUR 2018 "30 UNDER 30" COLORISTS ON [BEAUTYLAUNCHPAD.COM/THECOLORISTMAG](http://BEAUTYLAUNCHPAD.COM/THECOLORISTMAG).





# 18

**bri bird** 26

- ★ **Salon:** Oracle Salon; Denver
- ★ **Beauty school:** Xenon International Academy; Denver
- ★ **Color line:** Eufora International

**Haircolor specialties:** Balayage, foil work, corrective color, transformations, and vivids.

**I became a colorist because:** My grandmother was a hairdresser for more than 40 years and owned multiple salons; the relationships she built with her clients, their families, her staff, and her community were awe-inspiring. I became a hairdresser to carry on her legacy.

**My goal:** Continuing to grow Oracle—what started as a one-chair salon has grown into four chairs in a short three years. We're education-based and I would love to start teaching/hosting classes regularly in collaboration with other artists and businesses.

**I love being a colorist because:** My guests trust me with their self-image. Through hair we have the power to heal the hearts and minds of the people who sit in our chair; it's a huge responsibility.

**I look up to:** Sophia Hilton, Sally Brooks, Ruth Roche, Antoinette Beenders, Vivienne Mackinder, Ginger Boyle, Sharon Blain, Tabatha Coffey, Sally Hershberger, Olive Benson, Jeanne Braa-Foster, Jen Atkin ... and more! I'm a huge supporter of strong female artists in our industry. #girlpower

📱 @bribirdhair



# 19

**melissa rose** 29

- ★ **Location:** South Chicago suburb
- ★ **Beauty school:** Trend Setters Paul Mitchell partner school; Bradley, Illinois
- ★ **Color line:** Iroiro

**Haircolor specialties:** Vivids and color melts.

**I became a colorist because:** I'm so inspired by the industry and it's empowerment. The opportunities to build relationships and confidence are endless.

**My proudest accomplishments:** That I'm the first ambassador for Iroiro as well as the fact that I've built a great rapport with my clientele.

**I love being a colorist because:** The challenge of color is appealing to me—working with people's lifestyles, DNA and a "chemical" to have it all cohesively process into something beautiful.

**My best color tip:** Know and understand color-shifting; it's a saving grace when working with vivids.

**My favorite color trend/technique right now:** Dimensional color melts with accent shine lines of opposing tones. Unconventional color is so intriguing!

**I'm inspired by:** Fellow stylists; if I feel uninspired I humbly will look to them for inspiration or new techniques. I'm so proud to be in a field where it's a compliment to recreate your own version of someone else's work.

📱 @melissa.rose.hair



# 20

**sage kinney** 26

- ★ **Salon:** Beauty Bee Salon; Denver
- ★ **Beauty school:** Gloucester County Institute of Technology; Sewell, New Jersey
- ★ **Color line:** Goldwell

**Haircolor specialties:** Blondes, balayage and fashion/fantasy hair.

**I became a colorist because:** Since I was a little girl I was always influenced by art and highly influenced by our family hairstylist. I loved the idea of "painting hair" and used to dabble with Sharpie markers on my friends' hair, giving them "highlights," until I realized I could do this for real.

**I look up to:** My childhood hairstylist, Annette, because she made me fall in love with the craft at age six.

**My best color tip:** If you want to achieve a perfect palette, you must properly prep your canvas by cleansing the hair of any products and minerals. It seems pretty simple, but it's a step a lot of stylists skip to save time.

**My favorite color trend/technique right now:** I'm on the balayage bandwagon. I absolutely love freehand painting to give clients color that moves with them. 📱 @sagekinney





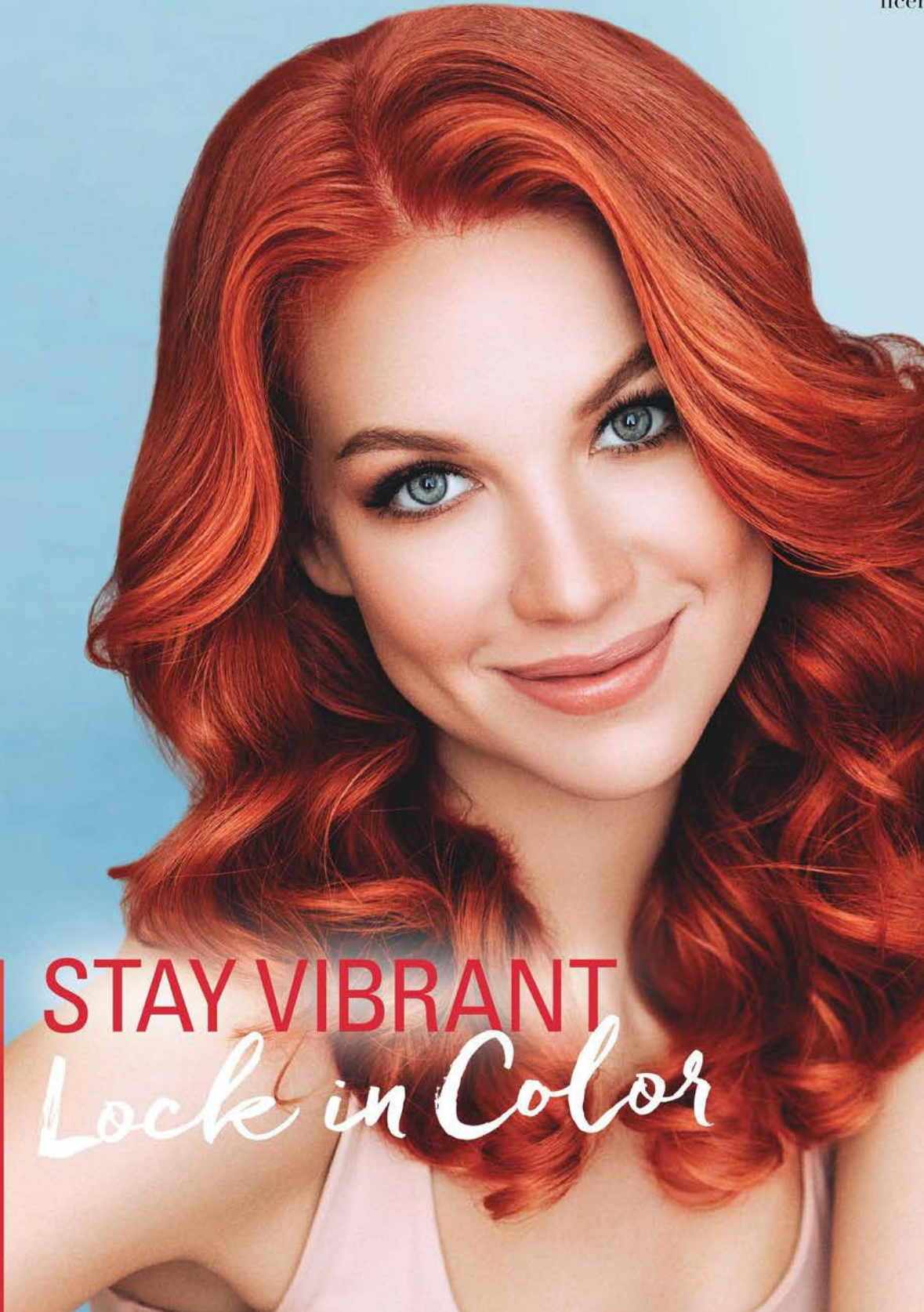
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# 21

## zach mesquit 28

- ★ **Salon:** Zach Mesquit Salon; Newport Beach, California
- ★ **Beauty school:** Saddleback College; Mission Viejo, California
- ★ **Color line:** Schwarzkopf Professional

**Haircolor specialties:** Extreme blonding.

**I became a colorist because:** I always had fun experimenting with my own hair, which evolved into messing with my friends' and family's hair. When my wife and I started talking about getting married I was working in a bar and didn't have much direction as far as my career. I thought, "Why not try beauty school?" ... and never looked back.

**My goal:** To continue to build my brand.

**My proudest accomplishments:** The reputation I've built for myself in the industry; plus, the fact that I've gotten to where I am today after only being licensed for six years.

**I love being a colorist because:** I love how drastically you can change someone's look with color—I like big changes.

**I look up to:** Kim Vo, because not only is he a great colorist, but he's also a great businessman.

**My best color tip:** Add a little gold to your ashy toner formulas so you don't lose brightness. [@zachmesquit](#)



# 22

## mikey ferrer 26

- ★ **Salon:** Tribeca Color Salon; Tampa, Florida
- ★ **Beauty school:** Paul Mitchell The School; Tampa, Florida
- ★ **Color line:** Crazy Color

**Haircolor specialties:** Color melts and color blocking with vivid colors. I also love my blondes; I live for a good rooted blonde!

**A little bit about me:** Besides hair, I love Halloween and circus arts.

**I became a colorist because:** Growing up I was always on the creative side. I never cared for sports and I was fascinated by hair and makeup. Knowing that I could be the reason someone gains confidence means a lot to me.

**My goals:** My style is more alternative plus I love rock music, so I would love to color hair for bands across the world or have my own color class and travel everywhere to teach it.

**My proudest accomplishment:** I recently became an educator for a UK color line, Crazy Color, and my first job with them was teaching at the Premiere show in Philadelphia.

**My favorite color trend/technique right now:** Shadow roots make everything look so lived-in, plus they keep the maintenance low. Color melting is my favorite because I can never pick just one color. [@mikeyferrerjr](#)



# 23

## kayla distasio 27

- ★ **Salon:** Kayla the Hair Wizard, Sola Salons; Lancaster, Pennsylvania
- ★ **Beauty school:** Empire Beauty School; Reading, Pennsylvania
- ★ **Color lines:** Joico, Matrix

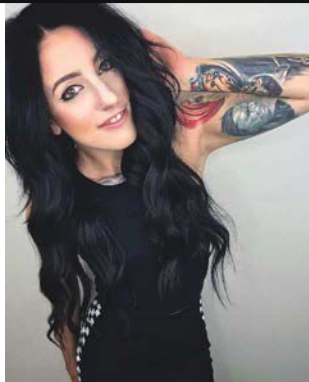
**Hair specialties:** Primarily vivid haircolor—particularly bright and bold color melts—plus balayage and blonding.

**I became a colorist because:** I'm an artist and I love creating, but what drives me is how challenging and complex color can be. I like to think. I like to be challenged. I get bored if I'm doing the same thing all the time.

**I look up to:** My mother. She's a hairstylist, too, and we still go to hair shows together and do each other's hair. I also find a lot of inspiration from @kayla\_boyer, @larisadoll, @alix\_maya, and @presleypoe. They're all killing it!

**My best color tip:** When in doubt always, always, *always* refer back to the color wheel. The color wheel has never let me down. Color is science. It always works the same.

**My favorite color trend/technique right now:** Negative-space shine-lines. They're so dreamy. [@kayla\\_thehairwizard](#)



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# 24

## elizabeth faye <sup>26</sup>

- ★ **Salon:** Elizabeth Faye Salon; St. George, Utah
- ★ **Beauty school:** Paul Mitchell The School St. George; Washington, Utah
- ★ **Color line:** Redken

**Haircolor specialties:** Natural color methods and painting hair with a paintbrush.

**I love being a colorist because:** I love enhancing what Mother Nature already blessed my guest or model with.

**I look up to:** Sam Villa. His leadership skills, attention to detail, self-improvement and kindness—the man has no ego, he truly just dedicates his life, hands and soul to the betterment of our industry.

**My favorite color trend/technique right now:** I'm loving that being natural is being embraced, and that a little bit of "silver sparkles" or a natural base color is being enhanced and not hidden.

**I'm inspired by:** Traveling and seeing a different side of the world. It refreshes all my creative juices.

📷 @heyelizabethfaye



# 25

## maggie hancock <sup>25</sup>

- ★ **Salon:** Moxie Est. 2019; Scottsdale, Arizona
- ★ **Beauty school:** Penrose Academy; Scottsdale, Arizona
- ★ **Color line:** Schwarzkopf Professional

**Haircolor specialties:** Blonding.

**I became a colorist because:** My love for painting and drawing made me fall in love with freehand painting balayage and it just progressed from there.

**I look up to:** My boyfriend @bescene. He's so inspiring in so many ways. In my opinion, he's one of the best colorists in the world.

**My best color tip:** When toning a full bleach-out, condition the hair first to even out the porosity. This way the toner won't grab harder in the dry areas of the hair.

**My favorite color trend/technique right now:** Warmth and darker dimensional bases. 📷 @maggiehmh



# 26

## mckenzie lehmann <sup>28</sup>

- ★ **Salon:** Salon Inspire; Kansas City, Missouri
- ★ **Beauty school:** Southern Illinois School of Cosmetology; Centralia, Illinois
- ★ **Color line:** CHI Ionic Permanent Shine Hair Color and CHI ChromaShine

**Haircolor specialties:** If you want *color*—something bright and bold or takes some serious color correction—I'm your girl!

**A little bit about me:** I love creating my own path in this industry and seeing how excited and proud my kids are of what I do. Nothing makes me smile more than my son telling his friends that his mom is "famous" because she makes people happy when she does their hair.

**I love being a colorist because:** I love seeing a client with a true challenge that others have turned away and being able to neutralize it and create exactly what she wants.

**I look up to:** Farouk Systems' Rocky Vitelli and Bradley Tuggle; they've given me in-depth experience and hands-on training.

**My best color tip:** Emulsify, emulsify! Let that water run clear! So many times I see haircolor being rinsed and shampooed too quickly—it cheats our clients of longer-lasting and shinier color. 📷 @mckenzielehmann



## paige voz <sup>22</sup>

- ★ **Salon:** Visions Salon & Spa; Saskatoon, Saskatchewan, Canada
- ★ **Beauty school:** MC College, Saskatoon, Saskatchewan, Canada
- ★ **Color line:** Surface Hair

**Haircolor specialties:** Blonding, balayage and babylites.

**I became a colorist because:** My Aunt Faye was a hairstylist for 30 years and began her career working under Wayne Grund, so it's pretty cool that I started my career at Wayne's salon as well.

**My goals:** To continue creating beautiful hair and building a strong connection with my guests. My continued education with Surface Hair keeps me setting goals and staying on top of my game.

**My proudest accomplishment:** Working alongside Jackie Yochim to help develop many of the Surface Pure Colors.

**I look up to:** My mom and dad have always encouraged me to do what I love. They've showed me that hard work always pays off.

**My favorite color trend/technique right now:** "Rooty" natural blondes with a "money piece" (a face-framing effect that enhances dimension). 📷 @paigevozhair



# 27



Marilyn Monroe™

# FOREVER FABULOUS

Tap into your inner starlet with the **Forever Fabulous Marilyn Monroe™** 2018 collection. With classic shades and exciting, vibrant tones, this color range is sure to leave a lasting impression just like Marilyn herself.

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28

### melody larissa 28

★Salon: Melody Larissa at Salon Lofts; Westerville, Ohio

★Beauty school: Delaware Area Career Center

★Color line: Pravana

**Haircolor specialties:** Color corrections, vivid transformations and bleaching.

**My goals:** My plan is to never stop learning and to always be a student. I would also like to give back more to my community.

**I love being a colorist because:** There are endless possibilities of colors and looks you can create. How cool is it that, as a stylist, we can have a client come in looking one way and within hours leave looking like a whole new person?

**My best color tip:** The consultation is key! I took a page out of Ms. Presley Poe's book and started scheduling consultations before clients book their actual appointments. This way I can see the hair and give a price estimate so it's not a surprise to the client the day of the appointment.

**My favorite color trend/technique right now:** Rose-brown and blush tones. I love how you can tone them cool or warm, making the color great for all skin tones.

📷 @melodylarissa\_hairlife



30

### karla valenzuela 27

★Salon: Madison Avenue Salon and Day Spa; Chandler, Arizona

★Beauty school: East Valley Institute of Technology; Mesa, Arizona

★Color line: Redken

**Haircolor specialties:** Balayage and vivids.

**My goals:** To teach from the heart so that I can inspire other stylists to look at hair as a craft they can make a career out of. Sometimes people think that doing hair is just a "getting-by job," but there are so many more possibilities within the industry.

**My proudest accomplishment:** Graduating as a Redken artist in 2017. I finally auditioned in 2016 and was one of the 35 artists who got selected for 2017 out of more than 200 auditions in the country. I love the brand so much that I had to pinch myself because I couldn't believe it.

**My favorite color trend/technique right now:** Weaving different vibrant colors very finely onto blonde hair. I blend them with an edging brush and leave some blonde hair unsaturated. The end result looks very dimensional with a metallic finish.

**I'm inspired by:** One of my favorite painters is Amanda Sage and I've found a lot of color inspiration through her art.

📷 @kolor.me.karlaa



29

### princess mccloud 27

★Salon: Hush Salon; Philadelphia

★Beauty school: Jean Madeline Aveda Institute; Philadelphia

★Color line: Redken

**Haircolor specialties:** Balayage and hand painting.

**I became a colorist because:** When I was four, my mother was a manager at a high-end salon in the Rittenhouse area of Philly and she invited my preschool class for a tour of the salon. The moment I walked through the doors I knew what I was destined to be.

**I love being a colorist because:** Seeing the transformation—the "before" and "after" that I've done—makes me proud to say, "That's my work." I love the art, design and technique of doing color that only a colorist would understand.

**My best color tip:** Create harmonious streams of color in your balayage. You should be precise and light with your application and apply heavier on the ends.

**My goals:** To become a hairstylist/colorist for celebrities, to continue teaching haircolor techniques (I'm a Product Club educator), and, of course, what stylist wouldn't want to open her own salon? I want my salon to embrace every ethnicity.

**I look up to:** Kim Kimble. I admire her work ethic, her skill and her story of how she made it in the hair industry. 📷 @princessmccloudhair

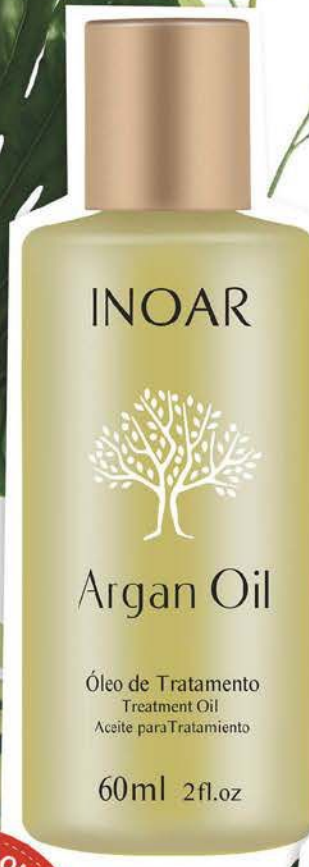


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# READERS CHOICE AWARDS

You cast thousands of votes to determine your top pro-beauty picks—a whopping 256 of them—for *Launchpad's* 15th-annual Readers Choice Awards. Read on to discover if your faves made the cut!

\*Products shown in random order

# New Launch



## HAIRCARE

Surface Char Line @surfacehairhealth  
 MoroccanOil ChromaTech Prime and ChromaTech Post @moroccanoilpro  
 Design.Me Hold.Me Hairspray @designmehair



## HAIRCOLOR

OYA Wild @oyabeauty  
 Celeb Luxury Gem Lites Colorconditioner @celebluxury  
 Schwarzkopf Professional Igora Vibrance @schwarzkoftusa



## STYLING

Oribe Mystify Restyling Spray @oribe  
 ABBA Volume Foam @pureabbaproducts  
 Sexy Hair Healthy Sexy Hair Line @sexyhair



## HAIR EXT

Hotheads The Band @hotheadshairextensions  
 HALOCOUTURE Balayage Halo Extensions @halocoutureextensions  
 Babe Hair Extensions Crown @babe\_hair



## MEN'S

Gibs Grooming Tree Hugger Beard Balm-Aid @gibsgrooming  
 Nirvel Professional Xpress Mask @nirvelprofessional\_official  
 Eufora Hero For Men Power Pomade @euforainternational



## TOOL

Hot Tools Professional Black Gold @hottoolspro  
 BaBylissPRO Nano Titanium MiraCurl @babylissprousa  
 Dyson Supersonic @dysonhair



## SKINCARE

Cuccio Yogaahh! Detox Bath @cucciosomatology  
 Surface Char Skin Relief Cream @surfacehairhealth  
 Repêchage Sheet Masks @repechage



## MAKEUP

Grande Cosmetics GrandeLips HydraPlump Lip Primer @grandecosmetics  
 Glo Skin Beauty Tinted Primer SPF 30 @gloskinbeauty  
 Sormé Treatment Cosmetics Metallics Lip and Eye Enhancer @sormecosmetics



## NAILCARE

CND Shellac Luxe @cndworld  
 Gelish Polygel @gelish\_official  
 OPI Holographic Powder @opi



## SALON MANAGEMENT PROGRAM

Booker by Mindbody @getbooker  
 Meevo 2 by Millennium Systems International @speakmillennium  
 Phorest Salon Software @phorestsalonsoftware



# Haircare



## SHAMPOO AND CONDITIONER

Paul Mitchell Tea Tree Special Shampoo and Conditioner @teatreehaircare  
 Sexy Hair Vibrant Sexy Hair Shampoo and Conditioner @sexyhair  
 Pureology Hydrate Shampoo and Conditioner @pureology



## CLEANSING CONDITIONER

Matrix Biolage Cleansing Conditioner @matrix  
 Joico Curl Co-Wash @joico  
 R+Co ANALOG Cleansing Foam Conditioner @randco



## MASK

MoroccanOil Hydrating Mask @moroccanoilpro  
 Kavella Recovery Mask @kavellahaircare  
 Keratherapy Deep Conditioning Masque @keratherapy



## HAIR OIL (COARSE HAIR)

MoroccanOil Treatment Original @moroccanoilpro  
 Inoar Professional Argan Oil @inoar\_usa  
 Agadir Argan Oil Hair Treatment @agadirint



## HAIR OIL (FINE HAIR)

MoroccanOil Treatment Light @moroccanoilpro  
 Trissola Chia Hair Smoothing Oil @trissola  
 Marrakesh Oil Light @marrakeshaircare



## DRY SHAMPOO

ABBA Always Fresh Dry Shampoo @pureabbaproducts  
 Matrix Mineral Style Link PlayBack Dry Shampoo @matrix  
 Paul Mitchell Invisiblewear Dry Shampoo @paulmitchellus



## IN-SALON SMOOTHING TREATMENT

Rejuvenol 24 Hours Keratin Treatment @rejuvenol  
 Brazilian Blowout Açai Professional Smoothing Solution @brazilianblowout  
 Keratin Complex Natural Keratin Smoothing Treatment @keratincomplex



## DETANGLER

Malibu C Leave-In Conditioner Mist @malibucpro  
 ABBA Complete All-In-One Leave-In Spray @pureabbaproducts  
 Redken 25 One United All-In-One Multi-Benefit Treatment @redken



## WOMEN'S THINNING REGIMEN

Bosley Professional Strength Bos•Revive @bosleypro  
 Revitalash Cosmetics @revitalashcosmetics  
 Nioxin Systems Kit @nioxin



## COLOR CARE

Lakmé Teknia Color Stay Treatment @lakmeusa  
 Malibu C Color-Lock @malibucpro  
 ColorProof Color Care Authority SuperRich Moisture Shampoo @colorproofhair



## ECO FRIENDLY

Neuma @neumabeauty  
 Eufora @euforainternational  
 Surface @surfacehairhealth



## COLOR REFRESHER

Celeb Luxury Gem Lites Colorwash @celebluxury  
 Lakmé Teknia Color Stay Shampoo @lakmeusa  
 Joico Color Butter @joico

# Styling



## VOLUMIZER

Aqueage Uplifting Foam @aquagehaircare  
Design.Me Puff.Me  
@designmehair

Sexy Hair Big Sexy Hair Powder Play @sexyhair



## CURL ENHANCER

ECRU New York Curl Perfect Defining  
Styling Potion @ecrunewyork

Ouidad Curl Quencher Hydradefusion Intense  
Curl Cream @ouidad

DevaCurl Super Stretch Coconut Curl Elongator  
@devacurl



## TEXTURIZER

Alterna Caviar Anti-Aging Restructuring Bond  
Repair Leave-In Protein Cream @alternahaircare

Oribe Dry Texturizing Spray @oribe

UNITE Texturiza Spray Dry Finishing @unite\_hair



## THERMAL PROTECTOR

Seven Hair RINZU Heat Defense Spray  
@sevenhaircare

CHI 44 Iron Guard Thermal Protection Spray  
@chihaircare

Sexy Hair Hot Sexy Hair Protect Me @sexyhair



## HAIRSPRAY

Sexy Hair Big Sexy Hair Spray & Play @sexyhair  
Kenra Professional Volume Spray 25  
@kenraprofessional

Rusk w8less Plus Hairspray @ruskhaircare



## SHINE ENHANCER

BioSilk Silk Therapy Shine On @biosilkhaircare  
Awapuhi Wild Ginger Shine Spray  
@paulmitchellus

Aqueage Beyond Shine @aquagehaircare



## ANTI-FRIZZ

Matrix Biolage R.A.W. Frizz Control Styling  
Spray @matrix

Brazilian Blowout Açai Protective Thermal  
Straightening Balm  
@brazilianblowout

CHI Luxury Black Seed Oil Curl Defining  
Cream-Gel @chihaircare



## FINISHING SERUM

Paul Mitchell Super Skinny Serum @paulmitchellus

Redken Diamond Oil Glow Dry @redken

Rejuvenol Argania Serum Lite @rejuvenol

# Extensions and Hair Pieces



## CLIP-IN EXTENSIONS

Top Secret Haircressory @topsecrethaircressory  
Donna Bella @donnabellahair  
Hotheads @hotheadshairextensions



## TAPED EXTENSIONS

Great Lengths @greatlengthsusa  
Hairtalk @hairtalkusa  
Easihair Pro @easihairpro



## BONDED EXTENSIONS

Hairdreams @hairdreamsusa  
Great Lengths @greatlengthsusa  
SO.CAP.USA @socapusaextensions



## BANDED EXTENSIONS

HALOCOUTURE @halocoutureextensions  
Hairtalk @hairtalkusa  
UltraTress ultratress.com



# Color



## PERMANENT

Color Design Permanent Color @colordesignhair  
 Aloxxi Andiamo @aloxxihair  
 Lakmé Collage Clair @lakmeusa  
 Affinage Infiniti @affinageprofessional



## DEMIPERMANENT

Aloxxi Tones @aloxxihair  
 Framesi Framcolor Eclectic @framesiusa  
 Scruples True Integrity Opalescent Colour Creme  
 Colour System @scrupleshair



## BLEACH

Schwarzkopf Professional BlondMe @schwarzkopfusa  
 Keratin Complex It's a Blonde Thing Keratin Lightening  
 System @keratincomplex  
 Wella Professionals Blondor @wellahairusa



## FASHION COLOR

Pravana ChromaSilk Vivids @pravana  
 Matrix SoColor Cult @matrix  
 Joico Color Intensity @joico



## FULL GRAY COVERAGE

Zotos Professional AGEbeautiful Anti-Aging Haircolor  
 @zotosprofessional  
 Schwarzkopf Professional Igora Royal Absolutes  
 @schwarzkopfusa  
 Goldwell Topchic @goldwellus



## AMMONIA-FREE

CHI Ionic Shine Shades @chihaircare  
 Matrix ColorInsider @matrix  
 Surface Pure Color @surfacehaircare



## COLOR TOUCH-UP

Eufora Conceal @euforainternational  
 Style Edit Root Concealer @styleeditthair



## STRENGTHENER

Olaplex @olaplex  
 Brazilian Blowout Bond Builder b<sup>3</sup> @brazilianbondbuilder  
 Matrix Bond Ultim8 @matrix



## COLOR RINSE (SEMPERMANENT)

Celeb Luxury Viral Colorwash @celebluxury  
 Tressa Professional Watercolors @watercolorshair  
 Keracolor Color + Clenditioner @keracolorhair

# Lashes/Brows



## EYELASH GROWTH SERUM

RevitaLash Advanced Eyelash Conditioner  
 @revitalashcosmetics  
 NovaLash Lash+Doctor @novalashusa  
 Grande Cosmetics GrandeLash-MD Lash  
 Enhancing Serum @grandecosmetics



## EYELASH EXTENSIONS

NovaLash American Volume @novalashusa  
 Glad Lash Salon Professional Mink Lashes  
 @gladlash  
 Lash Stuff Perfect Volume  
 Mink Lashes @lashstuff



## BROW GROWTH SERUM

Grande Cosmetics GrandeBrow Brow  
 Enhancing Serum @grandecosmetics  
 RevitaLash RevitaBrow Advanced  
 Eyebrow Conditioner  
 @revitalashcosmetics  
 neuBrow Brow Enhancing Serum  
 @skinresearchlab



## TEMPORARY LASHES

i-Envy Professional by Kiss  
 @ienvybykiss  
 Ardell @ardellbeauty  
 Lilly Lashes @lillylashes

## Tools



### SHEARS

Olivia Garden @oliviagardenint  
 Fromm @frommbeauty  
 Washi @washiscissor



### RAZOR

Jatai Feather @jataifeather  
 Donald Scott Carving Comb @donaldscottnyc  
 Surface Titanium Razor @surfacehairhealth



### CLIPPER/TRIMMER

BaBylissPRO FlashFX @babylissprousa  
 Andis T-Outliner @andisclippers  
 Wahl Peanut @wahlpro



### TWEEZERS

Cricket Pointed Slant Tweezers @crickettools  
 NovaLash Diamond Dusted Forceps @novalashusa  
 Tweezerman Slant Tweezer @tweezerman



### BLOWDRYER

Dyson Supersonic in iron/fuchsia @dysonhair  
 BaBylissPRO SteelFX @babylissprousa  
 Bio Ionic 10x Ultralight Speed Dryer @bioionic



### BRUSH/COMB

WetBrush Flex Dry @thewetbrush  
 Denman Natural Bristle Grooming Brush @denmanbrush  
 Olivia Garden Copper Infused Brush @oliviagardenint



### STYLING IRON

ghd Platinum @ghd\_northamerica  
 CHI LAVA @chihairecare  
 Hot Tools 1 1/4 Salon Marcel Curling Iron @hottoolspro  
 Paul Mitchell Neuro @neurohair

## Nails



### POLISH

Essie @essie  
 Morgan Taylor @mtmorganaylor  
 OPI @opi



### GEL

Gelish Soak Off Gel Polish @gelish\_official  
 CND Shellac @cndworld  
 Cuccio Colour Veneer @cucciocolour



### BASE COAT

Morgan Taylor Stick With It @mtmorganaylor  
 OPI Natural Nail Base Coat @opi  
 Seche Vite Clear @sechenails



### TOP COAT

CND Shellac Power Polish Top Coat @cndworld  
 Dazzle Dry Top Coat @dazzledry  
 Morgan Taylor React No-Light Extended Wear Top Coat @mtmorganaylor



### REMOVER

OPI Expert Touch Lacquer Remover @opi  
 Zoya Remove+ @zoyanailpolish  
 SpaRitual Fluent Extra Strength Conditioning Lacquer Remover @sparitualist



### NAIL TOOLS

Mehaz Professional Nail Clipper @mehazpro  
 Tweezerman Ultra Precision Cuticle Nipper @tweezerman  
 Cuccio Naturalé 100% Sanitizable Stainless Steel Nail File Kit @cucciocolour



# Skincare



## CLEANSER

Malibu C Purifi Perfection Facial Cleanser @malibucpro  
 Dermalogica Special Cleansing Gel @dermalogica  
 Refineé Exfoliating Fruit Cleanser @sormecosmetics



## FACIAL MOISTURIZER

Orbe Radiant Drops Golden Face Oil @oribe  
 Repêchage Hydro-Complex PFS Moisturizing Cream for Normal to Dry Skin @repechage  
 Dermalogica Active Moist @dermalogica



## ACNE

Repêchage Hydra Medic Line @repechage  
 Glo Skin Beauty Clear Complexion Pads @gloskinbeauty  
 Bioelements Skin Editor @bioelements



## ANTIAGING

Refineé Firming Mineral Moisture Cream @sormecosmetics  
 Timeless by Pevonia Collagen Serum @timelessbypevonia  
 Naturopathica Argan & Retinol Wrinkle Repair Night Cream @naturopathica



## SUN PROTECTION

COOLA Classic Sunscreen Sport SPF 50 @coola  
 Image Skincare Prevention+ Daily Matte Moisturizer SPF 32+ @imageskincare  
 Hempz Body Yuzu & Starfruit Daily Herbal Body Moisturizer @hempzofficial



## TONER

PCA Skin Hydrating Toner @pcaskin  
 Refineé Soothing Floral Toner @sormecosmetics  
 SST Skin CoQ10 Spray Toner @sstcosmeticsinc



## FACE SERUM

Aveda Tulasara Firm Concentrate @aveda  
 Timeless by Pevonia Collagen Serum @timelessbypevonia  
 Yon-Ka Paris Boosters Nutri+ Serum @yonkausa



## HAND CREAM

Parodi Daily Moisturizing Hand Cream @parodicare  
 Hempz Milk & Honey Hand Cream @hempzofficial  
 Aveda Hand Relief Moisturizing Creme @aveda



## BODY LOTION

Cuccio Naturalé Milk & Honey Body Butter @cucciosomatology  
 Surface Acai & Blueberry Body Lotion @surfacehairhealth  
 Malibu C Ultra Body Lotion @malibucpro

# Men's



## HAIR CARE

Agadir Men @agadirint  
 American Crew @americancrew  
 MITCH @mitchtheman



## STYLING AID

MOP Basil Mint Firm Hold Clay @mop\_hair\_products  
 18.21 Man Made Pomade @1821manmade  
 Blackwood for Men Hair Hydrator @blackwoodformen



## SKIN CARE

American Crew All-in-One Face Balm SPF 15 @americancrew  
 Aveda Botanical Kinetics Oil Control Lotion @aveda  
 Gibbs Grooming Puck It @gibsgrooming

# Makeup



## FOUNDATION

Bodyography Professional Cosmetics Silk Cream Compact Foundation @bodyography  
 Repêchage Perfect Skin Liquid Foundation @repechage  
 Jane Iredale Liquid Minerals Foundation @janeiredale



## CONCEALER

Repêchage Perfect Skin Perfecting Concealer @repechage  
 Youngblood Mineral Cosmetics Ultimate Concealer @youngblood\_cosmetics  
 Sormé Treatment Cosmetics Perfect Touch Concealer @sormecosmetics



## BLUSH

Glo Skin Beauty Blush @gloskinbeauty  
 Jane Iredale PurePressed Blush @janeiredale  
 Orbe Illuminating Face Palette @orbe



## EYELINER

Grande Cosmetics GrandeLiner Lash Boosting Liner @grandecosmetics  
 Sormé Treatment Cosmetics Truline Mechanical Eyeliner @sormecosmetics  
 Xtreme Lashes by Jo Mousselli GlidEliner Long Lasting Eye Pencil @xtremelashes



## EYE SHADOW

NovaLash 24-Hour Cream Shadow @novalashusa  
 Aveda Petal Essence Eye Color @aveda  
 Morphe 35M Boss Mood Palette @morphebrushes



## PRIMER

Sormé Treatment Cosmetics Fresh Start Anti-Aging Under Foundation Makeup Enhancer @sormecosmetics  
 Bodyography Professional Cosmetics Foundation Primer @bodyography  
 Glo Skin Beauty Tinted Primer SPF 30 @gloskinbeauty



## MASCARA

RevitaLash Volumizing Mascara @revitalashcosmetics  
 NovaLash Mascara @novalashusa  
 Grande Cosmetics GrandeMascara @grandecosmetics



## LIPSTICK/GLOSS

Ardell Beauty Matte Whipped Lipstick @ardellbeauty  
 Grande Cosmetics GrandeLips Hydrating Lip Plumper @grandecosmetics  
 Orbe Lip Lust Crème Lipstick @orbe



## REMOVER

Dermalogica PreCleanse Balm @dermalogica  
 Mirabella Simply Remove @mirabellabeauty  
 Repêchage Opti-Cleanse Extra Gentle Non-Oily Eye Makeup Remover @repechage



## HAIRCOLOR

Paul Mitchell FlashBack @paulmitchellus  
 Goldwell Men ReShade @goldwellus  
 Redken Brews Color Camo @redken



## THINNING TREATMENT

Bosley Professional Strength Follicle Energizer @bosleypro  
 Eufora Hero For Men Scalp Rescue @euforainternational  
 Nioxin Scalp & Hair Treatment @nioxin



## BEARD GROOMING

Woody's For Men 2-in-1 Beard Conditioner @woodysformen  
 Jatai Beard and Moustache Softener @jataifeather  
 Reuzel Beard Foam @reuzel



## SHAVE

Surface Men Shave Cream @surfacehairhealth  
 Eufora Hero For Men Classic Shave @euforainternational  
 Gibbs Grooming Sharp Dressed Mane @gibsgrooming



PORTFOLIO







# cherry blossoms

---

SOFT STYLES TAKE THEIR CUES FROM NATURE IN THIS NEW ZEALAND-BORNE COMPILATION.

—Alyson Osterman-Kerr

Beauty blossoms in the newest collection from Richard Kavanagh for New Zealand's Rodney Wayne salons. In *Cherry Blossoms*, Kavanagh aptly sources the blooming beauty of the delicate flowers for the models' soft, feminine hairstyles. The looks exude an effortless lived-in feel with a freshly shampooed, air-dried aesthetic that requires subtle sleight of hand and styling prowess.

## *beyond the pale*

---

Waved with a bend rather than a curl, the wispieness of the texture is enhanced with a sea salt spray and dry shampoo for a light, romantic feel. Anchored with iridescent lowlights, the rich icy-blonde presents slightly darker and more buttery underneath.

HAIR: RICHARD KAVANAGH FOR RODNEY WAYNE; SALON: RODNEY WAYNE, NEW ZEALAND; PHOTOGRAPHER: STEVEN CHEE; CREATIVE DIRECTOR: LACHLAN MCPHERSON; INSTAGRAM: @RODNEYWAYNEOFFICIAL; FACEBOOK: @RODNEYWAYNE NZ



# PORTFOLIO

## *curly ones*

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Curls cut into a short shag hug the face and frame the corners of the model's eyes. Diffused dry with a lightweight texture spray and ruffled into shape, the brunette gloss with subtle golden copper highlights enhances the hair's natural spirals.









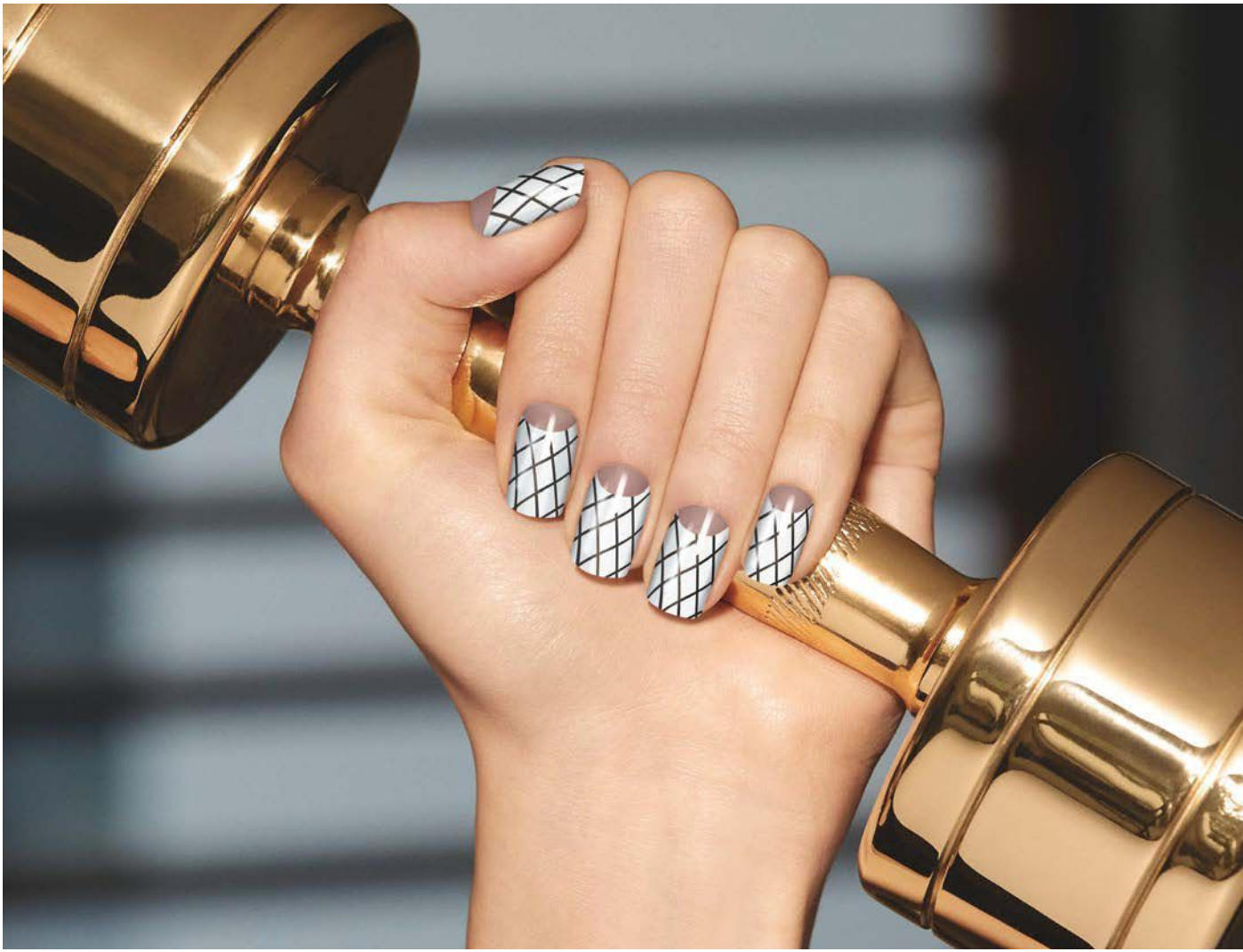
# PORTFOLIO

## *soft touch*

This geometric bob sits short and blunt at the nape with disconnection that creates an A-line shape. When flipped to one side, the tousled texture evokes an effortless-looking feel. But when worn in a center part to accentuate the graphic lines, the style reads strong and chic yet remains soft.



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# CND®

## HEALTHY NAILS

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CND® SHELLAC® removes 2x faster than other leading gel polish brands, leaving nails healthier after removal. Get the manicure that can keep up with your fabulous life.

**CND® SHELLAC®. UNSTOPPABLE.**



**CND®**  
**SHELLAC®**  
Brand

**14+ DAY WEAR**  
**5 MINUTE REMOVAL\***  
**NO NAIL DAMAGE\*\***  
**100+ COLORS**

\*when used with Xpress5 \*\*when used as directed.



Field Fox

CND SHELLAC  
BASE COAT  
COLORS BY BASE  
0.25 FL. OZ. / 7.3 ML. (1)

CND SHELLAC  
GEL POLISH  
FIELD FOX  
0.25 FL. OZ. / 7.3 ML. (1)

CND SHELLAC  
XPRESS5  
TOP COAT  
0.25 FL. OZ. / 7.3 ML. (1)



# TOP MARKS

BRAND EDUCATORS TALK ABOUT WHAT MAKES THEM TICK. *by Francesca Moisin*

All stylists remember that moment: when the brain said “a-ha,” and every classroom lesson suddenly clicked into place. Behind each luminous occasion is an educator responsible for making it happen. We asked teachers from top beauty brands to share their thoughts on mentorship, inspiration and the importance of ongoing education.



**MARILYN GARCIA**  
CUCCIO  
@mgnaillgirl

**Best Part of Teaching:** Traveling to different countries and giving women with few resources or opportunities the tools to change their lives and forge careers by doing nails.

**Most Challenging Work Aspect:** Grasping the specific circumstances of other techs so I can provide the correct direction to help each grow a business.

**Importance of Ongoing Education:** The more you understand the chemistry of products, the faster you can work and the more lucrative you'll be.



**BRETT ATKINSON**  
CELEB LUXURY  
@caffeinatedcolorist

**Why I Became an Educator:** Growing up, I wasn't the best student—I think many artists can relate. I believe every person learns in a unique way, and I love finding that key.

**Recipe for Success:** Success comes from chasing fear. If I'm scared of doing something, that means it's important. One day I literally woke up and said, “Any opportunity that knocks, I'm saying yes to.”

**Importance of Ongoing Education:** Stay on-trend in this industry, or run the risk of growing stagnant.



**LUIS ALCOCER**  
MOP  
@hairbyluisalcocer

**Why I Became an Educator:** Becoming an educator was my dream since age 17, when I first entered the beauty industry. I'm self-taught, so I wanted to help those who struggled the same way I did early on.

**My Favorite Class:** The Basics of Balayage, which helps simplify techniques that can feel overwhelming, without compromising end results.

**Importance of Ongoing Education:** Hair is like medicine—a new discovery seems to happen almost every day!



**KEVIN KIRK**  
BABYLISPRO  
@kevinkirk1

**How I Became an Educator:** I got serious after winning the Bronner Brothers “Hair Battle.” I wanted to share my experience and knowledge.

**Best Part of Teaching:** The testimonials. I love hearing that I've impacted lives in a positive way.

**My Favorite Class:** Visual Arrest, which unites the artistry of color, cutting and styling. I call it the “triple threat.”



**MARIA AMODEO**  
TRISSOLA  
@mariablades

**Recipe for Success:** My secret sauce has been communication with clients and students, plus consistency in my techniques and brand.

**Most Challenging Work Aspect:** Not being able to clone myself. I teach eight salons or stylists per month, and would love to double that number!

**Best Advice for Grads:** Stay humble, keep an open mind and follow your passion.



**AMANDA JENKINS**  
ECRU NEW YORK  
@jenkzzzz

**Most Challenging Work Aspect:** I care a lot about what my students get from the experience so I won't stop until I know everyone has left the class with expectations met.

**My Favorite Class:** The Razor'd Edge. As a tool, razors are often mishandled. My students master their use with integrity and precision.

**Best Advice for Grads:** Set both short- and long-term goals: one year, five years, 10 years, and beyond. Write them down so they become tangible, and revisit them often to keep focused and on track.

To view more top educators, log on to [beautylaunchpad.com/top-marks](http://beautylaunchpad.com/top-marks).



**ROSHAN TAYEFEMOHAJER**  
SEVEN HAIRCARE  
*@roshanpdxstyle*

**Recipe for Success:** Have a team mentality: Share and collaborate with other stylists, which I do while holding myself to high technical and professional standards.

**Most Challenging Work Aspect:** Setting boundaries. I love what I do, so saying no is hard.

**My Favorite Class:** Technical courses offer very clear markers of improvement. Step by step, I can watch participants grow.



**DOMINICA SZWAJNOS**  
GRANDE COSMETICS  
*@beautybydominica*

**Recipe for Success:** Don't give up, even when it feels like life or the people in it are against you. Perseverance and determination can help move you past the negative.

**Most Challenging Work Aspect:** Trying to stay creative when working with repeat products or returning students. You must find new ways to make the same information stick.

**Importance of Ongoing Education:** There's info all over the Internet and not all of it is correct. Continued courses provide students with legitimate learning.



**NOGODAR MARTINEZ**  
AQUAGE  
*@nogodar*

**Most Challenging Work Aspect:** Early call times and flight delays. But once I'm at a show, all those challenges become irrelevant as I get to work with "A-Team" creatives.

**My Favorite Class:** The Art of Aquage, which is the blueprint for our products. Students learn to treat hair like a fabric, increasing its pliant strength or transforming texture.

**Importance of Ongoing Education:** It's not important—it's a must. You wouldn't go to an accountant who's unfamiliar with new tax laws, and the same idea applies for our industry. We must constantly keep pace with emerging trends, technology, products, and tools.



**IVAN ZOOT**  
JATAI  
*@ivanzoot*

**Best Part of Teaching:** Having a student say she raised her haircut price because of me.

**Recipe for Success:** The secret is there are no secrets. I will work harder than the other guy.

**Importance of Ongoing Education:** The game changes. Grow, or be yesterday's news.



**COLIN CARUSO**  
JOHN PAUL MITCHELL SYSTEMS  
*@colincaruso*

**Why I Became an Educator:** I saw Robert Cromeans and Stephanie Kocielski present at IBS New York in the early 2000s, and they were so inspiring. My goal became to partner with a company that loved me back, and pay it forward to the next generation of stylists.

**Best Part of Teaching:** Figuring out how to be a communications expert. We learn a lot from our interactions with students and guests, and that translates to better relationships with friends and family.

**Best Advice for Grads:** Always be recruiting. If you see a woman with amazing style, offer her a complimentary blow-dry. Be humble but aggressive.



**SHUNTA CROMARTIE**  
ZOTOS PROFESSIONAL  
*@salonprecise*

**Why I Became an Educator:** After 20 years behind the chair, I wanted to step outside the salon and share the information I've acquired.

**Best Part of Teaching:** Having others trust me to impart valuable knowledge and wisdom.

**Most Challenging Work Aspect:** Watching people choose to not take advantage of information that could be beneficial.



**MIRZA BATANOVIC**  
EUFORA  
*@mirza.batanovic*

**Importance of Ongoing Education:** My mentor, Don Bewley, always said, "Never be a master, always be a student." That's been my motto.

**Recipe for Success:** Get a mentor—or five. Whether for professional or personal growth, mentorship is a beautiful thing. Learn from someone who has had the experience and can help guide you in the right direction.

**Most Challenging Work Aspect:** This year, I'll have 39 weekends of travel under my belt. Airports and airplanes are so chaotic.



**GARRETT ROACH**  
KERACOLOR  
*@garrettkenroach*

**Most Challenging Work Aspect:** Getting through my fear of public speaking. I'm nervous before any class or speaking event, but that turns to confidence with practice and time.

**Best Advice for Grads:** Focus on real, tangible goals: clients, finances, career milestones. Follower counts are less important.

**Importance of Ongoing Education:** Now that everything is digital, our industry is evolving faster than ever.





**LYDIA SARFATI**  
REPÊCHAGE  
*@repechage*

**Why I Became an**

**Educator:** I recognized a gap in post-license education and proper method instruction, so I launched Repêchage in 1980 and opened a skincare academy for continued hands-on training in advanced aesthetics with business-building techniques.

**Best Part of Teaching:** Being an instructor for more than 40 years has allowed me to meet aestheticians from around the world and connect with people who share my passion.

**Most Challenging Work**

**Aspect:** Debunking misinformation. Here's a big pet peeve: aestheticians offering peels without educating about negative post-sun exposure effects.



**MELISSA FIORENTINO**  
HOTHEADS  
*@hairbymelissafiorentino*

**Best Part of Teaching:**

Sharing with others something that comes naturally. None of it feels like work to me.

**Most Challenging Work**

**Aspect:** Staying true to my own style while still trying to keep others happy.

**Best Advice for Grads:**

Be true to yourself. Remain fresh and current.



**DANIEL KEANE**  
HOT TOOLS  
PROFESSIONAL  
*@djkeane32*

**Why I Became an**

**Educator:** Early in my career I started going to shows and seeing educators on stage, and initially I thought, "I want to be that star!" As I grew, I learned that real fulfillment comes from the simple act of sharing experience.

**Recipe for Success:** It's 90 percent about showing up every day. Even more important, come with a plan and purpose. It's amazing the disguises opportunity will wear. Keep eyes open and be present.

**Importance of Ongoing**

**Education:** I still learn every chance I get, even when teaching, because when we stop learning, we stop growing. When we don't grow, we wilt.



**SALVATORE LEONETTI**  
ALTERNA  
*@sal\_leonetti*

**Best Part of Teaching:**

Witnessing the spark that information ignites in students' brains. Walls come down. The connection between creative forces is an amazing thing to experience.

**Most Challenging Work**

**Aspect:** Wearing various hats. I'm a stylist, teacher, mentor, friend, husband, dad, financial advisor...the list goes on.

**Recipe for Success:** Hard work is always the secret. I'm also thankful when my wife pushes me outside my comfort zone.



**WENDY BOND**  
LAKMÉ  
*@wendybondhair*

**How I Became an**

**Educator:** My husband, Oscar Bond, was already an educator when we met. Traveling and working with him inspired me to do the same.

**Most Challenging Work**

**Aspect:** Understanding why a student feels frustrated, or not being able to meet expectations.

**Best Advice for Grads:**

Examine the culture of a salon: Does it value teamwork, education, the client experience? If owners don't care enough to maintain their salon in all aspects, they likely won't bother with you.



**WESLEY BOYCE**  
KENRA PROFESSIONAL  
*@webostyle*

**Recipe for Success:** I'm a firm believer in the cliché that everything happens for a reason. I applied more than once for the position I currently hold, and whenever I failed, I knew it just wasn't my season. The path you're on may take an unexpected turn, but you can still arrive at your desired destination.

**My Favorite Class:**

Mastering Kenra Color. It's an in-depth look at the science, schematics and chemistry behind hair color, with segments on the power of a thorough client consultation, plus advanced tips and formulations for gray coverage and blonding.

**Best Advice for Grads:** Enjoy the ride!



**SHELBY CONNELL**  
MOROCCANOIL  
*@shelby\_connell*

**Most Challenging Work**

**Aspect:** Paperwork and planning. I'm 100-percent creative-minded. Give me a head of hair and I can go for hours. Give me a spreadsheet and I'll need a glass of wine.

**My Favorite Class:** The series of braiding classes I teach because that's a skill I struggle with, yet the styling doors open once you master braiding.

**Best Advice for Grads:**

Set constant goals so as to never grow complacent. That's when you lose passion.

TOP MARKS

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Model Kai is wearing AGEbeautiful Pearl Blonde Topcoat Toner over pre-lightened hair.





**NANCI LEE**

GREAT LENGTHS USA  
@nancileehair

**Best Part of Teaching:** Traveling, exploring new cities and meeting fellow stylists from around the world. It really is a small, tightknit community.

**My Favorite Class:** Our three-day Certification Class with a focus on the Cold Fusion 5000 machine. It gives stylists experience with our most creative tool so they can address clients' hair challenges and gain financial benefits.

**Importance of Ongoing Education:** An old employer used to say, "When you're green, you grow. When you're ripe, you rot." I try to always remain green.



**KIEN HOANG**

ORIBE  
@kienhoang

**How I Became an Educator:** It started when I hired my first in-salon apprentice. That led me to reflect on my first mentor, and how important having expert insight is when starting out.

**Most Challenging Work Aspect:** Speaking publicly while presenting live demos and trying to keep the audience engaged.

**My Favorite Class:** Journey to Mastery Essentials. The techniques are building blocks of style that enable students to excel in any situation.



**SHARON MEDINA**

INOAR PROFESSIONAL  
@poshair101

**Recipe for Success:** Hard work, hard work, hard work! I said yes to unpaid volunteer gigs for years.

**My Favorite Class:** Those on smoothing treatments, because they effectively show how to alter texture.

And cutting, because with one hour and one amazing cut, you can change someone's life.

**Best Advice for Grads:** Get involved with a salon that offers continued education and assistant programs to consistently nurture growth.



**MIKE SHARKEY**

AMERICAN CREW  
@mike\_sharkey

**Why I Became an Educator:** I knew education would make me a well-rounded stylist, and I wanted to share what I learned about men's grooming with anyone who'd listen.

**My Favorite Class:** International All-Star Educator Update Training. I get to be in a room with instructors from around the world, talking about new collections.

**Importance of Ongoing Education:** It stimulates imagination. You can't put a price on creative energy.



**TAKASHI KITAMURA**

RUSK  
@takashikitamura\_

**Why I Became an Educator:** From the start, I wanted to do more than just work behind the chair.

**Best Part of Teaching:** I love learning something new each time I teach.

**My Favorite Class:** Hands-on cutting classes let me be side-by-side with attendees so that I can share their excitement as they take their skills to the next level.



**VALÉRIE LACHANCE,**

KERATHERAPY  
@hardycoiffureinc

**Best Part of Teaching:** I'm new to teaching, having joined the Keratherapy team in spring of 2018, but I love working with people—talking to them, taking care of them, learning about their lives. Everyone is different—just like their hair.

**Most Challenging Work Aspect:** Trying to change mind-sets. Keratin products aren't just for straightening curls or frizz—a common misconception.

**Importance of Ongoing Education:** It keeps you motivated. There's excitement in knowing how to handle situations and consistently get top results.



**JOEL CALFEE**

WETBRUSH  
@joelcalfee

**How I Became an Educator:** The salon I worked for in 2008 nominated me to host client evening events to promote a new brand. That opportunity opened a path to education.

**Best Part of Teaching:** It's like I know this amazing secret, and I want to share it with everyone I meet! I find myself doing it everywhere I go, and most of the time I'm not aware—it's innate.

**Best Advice for Grads:** Early in my career, another stylist and I liked to play a game called "Ten Minute Challenge." We'd find an upstyle in a lookbook and try to quickly recreate it. Use free time and a mannequin to test Instagram styles, which you may not be able to try on clients.



**MELISSA JOHNSON**

PRODUCT CLUB  
@mjaspirehair

**How I Became an Educator:** I started in 1998 because I wanted to help raise beauty industry standards by providing access to a higher level of learning.

**My Favorite Class:** Beyond Basic Foiling—so much more fun than basic foiling!

**Best Advice for Grads:** It's not always about the cut or color. Forge connections to make every guest feel special.

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**DANIELLE KEASLING**

MATRIX  
*@danielle.keasling*

**Most Challenging Work Aspect:**

Constantly multitasking. I like to focus on one thing at a time, yet often I'm pulled in many directions. Being on the road globally while staying present with what's happening in the States is tough. In fact, I'm writing this as I sit on a plane to Uganda!

**My Favorite Class:** Hair Mapping, because it provides simple "hair maps" for executing the majority of upstyles, from basic to complicated.

**Importance of Ongoing Education:** You're only as good as the people with whom you surround yourself.



**ANTHONY BARNHILL**

MALIBU C  
*@anthony.barnhill*

**Recipe for Success:**

Make a lot of mistakes, learn from them and understand how to fix or prevent them in the future. In that way, mistakes aren't a bad thing.

**Most Challenging Work Aspect:** I'm always striving for perfection, even though I know there's no such thing. But it does make me work harder—and then work even harder still.

**My Favorite Class:** Perfecting Placement, which revolves around the core Malibu C education tenets of color theory and hair lightening.



**RAFE HARDY**

SEXY HAIR  
*@rafehardy*

**How I Became an Educator:**

While still in beauty school, I discovered I had a knack for sharing information with other students. My instructors encouraged me to seek teaching opportunities with manufacturers.

**My Favorite Class:** Structure in Motion, the proprietary haircutting system I co-created 20 years ago. It changes how stylists approach both hair design and business.

**Best Advice for Grads:** Associate with successful, talented people. You can be good, or you can be great; it's a choice.



**ALICIA IANNONE**

HAIRTALK  
*@liciebaby*

**Best Part of Teaching:** Changing perspectives. Stylists are often intimidated by extensions, believing they don't have the correct type of clientele for this service.

**Recipe for Success:** This industry is a hustle! I've never turned down a client.

**Importance of Ongoing Education:** You literally have free education at your fingertips via social media. From immediate access to tutorials and influencers' insight, there's no excuse not to engage.



**MARLO STEENMAN**

REVLON PROFESSIONAL  
*@marlosteenmanhair*

**My Favorite Class:** Curls Gone Wild. It's my life in a class! As a little girl, I felt uncomfortable with my own hair. This course gives voice to every woman who didn't feel her curls were beautiful.

**Best Advice for Grads:** Dress the part. You're in the beauty industry so represent yourself in the best way possible.

**Importance of Ongoing Education:** Imagine going to a doctor who got his education 50 years ago and then never learned anything new. It really is that scary.



**WAYNE GRUND**

SURFACE HAIR  
*@waynegrund*

**Recipe for Success:** Caring about others and developing artistic, business and personal trainings for success, then presenting them in ways that are easy to understand and implement.

**My Favorite Class:** Tied between Core Cutting System and Five Keys to Success. Both offer building blocks for how to be a thriving stylist and salon owner.

**Importance of Ongoing Education:** It's said that "Knowledge is power"—please know that isn't true. Knowledge without action brings nothing. Education provides the fuel.



**SHARON TRANTER**

SCHWARZKOPF PROFESSIONAL  
*@sharontrantereducation*

**Recipe for Success:** I don't allow my inner fear to stop me from bettering myself each day. Carving out daily time to learn is critical.

**Most Challenging Work Aspect:** Understanding that not everyone is open to learning even though they're in my class.

**Best Advice for Grads:** Fifty percent of what you do is technical, and 50 percent is how you make people feel. Human connection is as important as learning to cut or color hair.



**CHERRY PETENBRINK**

OLIVIA GARDEN  
*@hairbycherry*

**How I Became an Educator:**

A consultant approached me 19 years ago after noticing my high retail salon sales. She said, "You should be teaching others how to use and sell products."

**Recipe for Success:** Accountability. I deliver on my promises, stay loyal and give more than I take.

**Most Challenging Work Aspect:** Maintaining balance. All work and no play is unhealthy. Sometimes you must say no in order to prioritize family or friends over work obligations.

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**VICTORIA THURMAN HALL**

WELLA PROFESSIONALS  
*@vth\_mastercolorist*

**Why I Became an**

**Educator:** I am someone who has learning disabilities, so throughout my schooling I felt at a disadvantage. I had to work harder and do things differently, until I met that one teacher who hooked me and changed my life.

**Recipe for Success:** Practice. I own my craft, but I don't experiment on clients. I never go into a seminar without first thinking through each step.

**My Favorite Class:** Color Craft Essentials. Teaching the foundation doesn't sound glamorous, but without a solid base, the rest is guesswork.



**KATHY SIMON**  
NEUMA

*@kathysimonmekka*

**How I Became an**

**Educator:** I was 19 when I got called to the Sassoon Academy to substitute for a teacher who was sick. The first thing I taught was the academy's Contemporary program.

**Best Part of Teaching:** My weeks are never the same. I'm in classrooms, developing programs, and then traveling to educate at a show or event.

**Best Advice for Grads:** Don't scatter yourself in too many directions. Rather than gain experience, it just makes things confusing.



**ROBERTINA MARTINEZ**

ALOXI INTERNATIONAL  
*@hairbyrobertina*

**Recipe for Success:**

Confidence, which you gain by attending classes throughout the years. And energy, which I get from coffee.

**My Favorite Class:**

Design on the Edge. We play with technique to create current looks in a fraction of the time.

**Best Advice for Grads:** Be at the salon even when you don't have clients booked. Watch a hair tutorial, test new styles and products, or post work on social media. You must completely immerse yourself in the world of hair.



**KATIE NIELSEN**  
SCRUPLES

*@knielsenhair*

**Why I Became an**

**Educator:** I was originally going to be a high-school music teacher, so teaching has always been a part of my life. Fifteen years ago, I gave a presentation at Haircolor USA and got the beauty bug.

**Recipe for Success:** You can't fake it. Genuine interest in helping others is essential.

**Best Advice for Grads:** Tracking—I know it sounds boring! But track your income and inventory. It's hard to plan for the future if you don't know where you are today.



**STAR RUMMELT**  
NATULIQUE

*@star.with.the.mermaid.hair*

**Recipe for Success:**

Patience, passion and love for expression.

**Most Challenging Work**

**Aspect:** Balancing the various learning needs of every student.

**My Favorite Class:** Color

Correction. It forces stylists to bend and flex the imagination. Showing how well the color line performs is consistently eye-opening for pros from different brand backgrounds.



**NATALIA FERRARA**  
REVITALASH

*@nataliaofficialbeauty*

**Why I Became an**

**Educator:** As a native Brit, I was anxious about being well-received by American audiences during my first Premiere Orlando stage appearance. But I sold \$60,000 worth of color cosmetics in 10 minutes, and found my calling as an international educator.

**Recipe for Success:** I'm grateful for my early days as a struggling performer and beauty therapist because they taught me discipline, spirituality and determination.

**Most Challenging Work Aspect:** Maintaining my own well-being. In order to give my best to others, I must find ways to manage travel stress and sleep deprivation.



**SARA CAROLINE GAULT**

BOSLEY PROFESSIONAL STRENGTH

*@saracarolinehairstylist*

**Recipe for Success:** I didn't take a true vacation for three years. While my peers partied, I went to every class I could find, came in early, stayed late—and loved every second of that hard work.

**Most Challenging Work Aspect:**

Understanding that we live in an era when most communication is done via a screen. Students are less outwardly expressive in small classroom settings, which can make it tough to read a room.

**My Favorite Class:** FineOmetry by Bosley Pro, our cutting system designed specifically for fine-haired clients.

TOP MARKS

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**Beauty Launchpad** editors are given the lucky task of previewing the newest product innovations, and predict which will earn a spot in your salon for the year ahead.

\*All products sampled have a release date between August 2018 and March 2019.

# ALYSON OSTERMAN-KERR

## Executive Editor

Alyson has been with *Beauty Launchpad* for 11 years, and though there has been some tress experimentation during her tenure, she inevitably returns to her tried-and-true look: long locks with lots of volume.



### MY PERSONAL STYLE

There's very little I like more on this earth than a perfect blowout with tons of body and a sleek, polished finish. And because I love my blowouts, I also want them to last—so give me a product that truly helps to extend my hairstyle, and I'm all in.

#### 1 Aquatec by BaBylissPRO Advanced Dryer

A solid blowout can last up to a week on my hair. This dryer, which features titanium technology, two speed settings and 1,900 watts of power, allows me to create a smooth foundation with ease on my oftentimes unwieldy mane. [@aquatec](#)

#### 2 Alterna Caviar Anti-Aging Replenishing Moisture CC Cream

This cream really works to inject my frizzy hair with major moisture and smoothness. Plus, the entire Caviar line recently received a facelift, and this new ombré white and purple tube makes for a beautiful addition. [@alternahaircare](#)

#### 3 ColorProof Color Care Authority BioRepair-8 Thickening Blow Dry Spray

A solid way to extend my blowout in addition to lending my locks more density? Yes, please: The formula works to grip individual hair fibers and enhance the appearance of waning tresses as it prolongs the longevity of a blowout. Not only that, but it's a completely clean product (read: free of any ingredients that are potentially bad for you and the environment). [@colorproofhair](#)

#### 4 Little Green Super Detangling Duo

My four-year-old son's scalp is sensitive, so I'm always seeking the gentlest products for him—and this duo delivers. Consisting of Detangling Shampoo and Conditioning Rinse, it cleanses, conditions and detangles his hair with a light touch. [@littlegreencares](#)

#### 5 Eufora Essential Oil Candle in Be Chill

I need as much "chill" as I can get in my life, which is why I'm constantly lighting this candle; its hints of vanilla and clove are warm and comforting on even the most stressful days. [@euforainternational](#)

#### 6 Sexy Hair 4Some 4-1 Wash

My husband likes to keep his prep routine simple: Enter this four-in-one hair, body, face and beard wash, which is set to become his shower staple. Also noteworthy: The tonic's top notes of lemon zest and bergamot smell incredibly fresh. [@sexyhair](#)





# KARIE L. FROST

Managing Editor

After briefly stepping away from hair to immerse herself in all things nails and makeup, Karie is back—and never stopped fiddling with her mane during her hiatus. From silver to magenta to pink to balayage blonde, she takes a devil-may-care attitude to the salon chair.



## MY PERSONAL STYLE

I'm pretty frenetic in terms of haircolor, but when styling, I stick to a few staples: super straight or beachy waves. Other constants: Any kind of shampoo, conditioner, additive or styler that won't strip my strands of my chosen color.



**1 Agadir Hemp & Red Wine Moisturizing Shampoo and Conditioner** Beyond the fact that this duo merges resveratrol—a proven anti-ager—with hemp seed oil's hair-smoothing omega-6 and omega-3, its the new FiberHance technology that intrigues me: The "bond multiplier" creates new hydrogen and ionic bonds deep within the cortex to strengthen weakened hair, which I have plenty of. [@agadirint](#)

**2 Revlon Professional Revlonissimo Colorsmetique** Color that acts as a hair treatment mask? Sign this dye addict up! Harnessing both hyaluronic acid and soy protein, this permanent color delivers serious shine, not to mention it's ammonia-free with three soothing sensorial fragrances from which to choose. [@revlonprofessional](#)

**3 Oribe Power Drops Color Preservation Booster** I'm drawn to hyaluronic acid; it just works so dang well. These drops contain 2 percent of the good stuff, which creates a seal around the cuticle, effectively locking in moisture while stopping haircolor foes—think: pollution and UV rays—from penetrating. [@oribe](#)

**4 Wella Professionals Koleston Perfect with ME+** This update to the Koleston Perfect permanent color line minimizes free-radical formation during processing, ensuring more even, true color results. Plus, for sensitive clients like me, you can tout the formula's ME+ dye molecules (a replacement to PPD and PTD), which reduce the risk of developing a new allergy to haircolor dye. [@wellahair](#)

**5 #MyIdentity by @Guy\_Tang #MyHairLube** As someone who dabbles in pastels and vivids, the fact that the *king* of those haircolor movements is debuting a wet line is beyond thrilling. The five-product collection pays special attention to color care, but I'm drawn to this jelly-like oil, which protects and highlights brilliant color creations. [@guytang\\_myidentity](#)

**6 CLiCS** Just as Keurig changed the face of coffee brewing (for this editor especially!), this computer-controlled color dispensing system is poised to revolutionize haircolor formulation. With the push of a button, any combo of the 28 color and additive dye canisters is measured, mixed and dispensed with little effort and zero waste. Bonus: You can replicate clients' formulas minus mistakes. [@clicscolors](#)

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# JASMINE BROWN

Associate Editor

Working in the beauty industry for two years has given Jasmine a crash course in learning the ins and outs to embracing her naturally curly locks. From gels and defining creams to learning how to properly diffuse her strands, this new year is all about letting her ringlets run wild.



## MY PERSONAL STYLE

I love playing with my curly texture and experimenting with new looks. I channel actress Zendaya's versatile style as my go-to inspiration for all things curly, straight and beyond!



### 1 CHI Curls Defined Curl Reactivating Spray

This spray helps push the refresh button on second-day locks. A lightweight blend of aloe vera, agave nectar, silk and other essential nutrients is the secret to this curl-reviving bestie. [@chihaircare](#)

### 2 Malibu C Acné Face & Body Wellness Collection

I swear by the brand's Purifi Acné facial cleanser for helping to keep my spots at bay, and this new acne collection is no different! The three-step system features vitamin C, provitamin B5, zinc gluconate and salicylic acid for a picture-perfect complexion. [@malibucpro](#)

**3 Emera Detangler** Because I use thermal tools on a weekly basis, it's important to defend my hair against heat damage. This multipurpose styler not only combats potential harm, but also works to detangle, reduce breakage, protect against environmental stressors and add shine thanks to CBD, hemp seed and avocado oils. [@emerahaircare](#)

**4 Hot Tools Professional Black Gold 1" Ionic Salon Flat Iron** For days when I want to swap my curls for a straight 'do, this 24K-black-gold-plated iron does the trick. The multidirectional floating plates and rotating temperature dial are key innovations sure to please stylists and their clients. [@hottoolspro](#)

**5 WetBrush Pro Detangler** I've learned that using the right brush makes a world of difference with curly hair! Instead of a painful tug-of-war, the brand's world-beloved IntelliFlex bristles are now housed in a newly designed ergonomic brush to help detangle and reduce breakage by up to 45 percent. [@thewetbrush](#)



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*News*

—Emilie Branch

**LASHES**  
**CHANGE LIVES**

Congratulations to the winners of the 2018 Beauty Changes Lives Amazing Lash scholarship competition! **Amazing Lash Studio**—a rapidly growing eyelash extension franchise—and the **Beauty Changes Lives Foundation** announced their five scholarship recipients at the lash studio's The Power of You conference, which recently took place in Scottsdale, Arizona. In recognition of their talent and efforts, the winning ladies each received a \$2,250 tuition credit toward an accredited aesthetic institution. Heather Elrod, CEO of Amazing Lash Studio, spoke on the importance of awarding scholarships and empowering the next generation during the event. "The demand for esthetic professionals continues to grow and we are excited to help equip and empower future estheticians to take advantage of this rewarding career path," she says.

**Amazing Lash Studio CEO Heather Elrod**



"According to data from the International Spa Association, there are more than 30,000 jobs in the professional spa industry," adds Beauty Changes Lives Foundation president Lynelle Lynch. "By funding this scholarship, Amazing Lash is shining the spotlight on a very fulfilling career path and helping employers attract talent with the skills and knowledge necessary for long-term success."

Congratulations again to all the scholarship recipients: Daniela Beckett from Aveda Institute-Columbus, Sierra Childs and Cassandra Schulz from Aveda Institute-Austin, Marceyanna Marshall from David Pressley School of Cosmetology, and Imani Simon from Summit Salon Academy. For more intel, including how you can be a future winner, log on to [beautychangeslives.org](http://beautychangeslives.org).



The shears subscription service **Rock Paper Shears** offers sharpening and round-trip shipping!

**Subscribe and Shear**

Just 150 days after launching, **Rock Paper Shears**, a subscription mailing service for styling shears, celebrated a major milestone—it now has customers in all 50 states. This is more than a business benchmark; it proves that stylists are always in need of top-quality tools. Subscribers to Rock Paper Shears opt into a four- or six-month program, mailing back their dull tools before starting a new cycle. The service starts at \$11 per month, which includes sharpening and round-trip shipping. It's a total game-changer, considering that shears typically average from \$300 to \$800. "We're humbled and overwhelmed by the response and support from our subscribers, as well as from salon operators who have embraced our program as a low-cost quality control," says founder Pat Lazure. "Stylists can finally stop accumulating shears that they don't use. Instead, stylists need only pay for shears that they actually use, while the bothersome task of having their shears sharpened is forever checked off their to-do lists." For more information, visit [rockpapershears.com](http://rockpapershears.com).

COURTESY OF BRANDS

# Platinum+ Hit

The latest addition to ghd's collection of thermal tools makes styling hair faster and easier with less damage.

Every client wants to achieve the same goal each time she sits in your chair: a good hair day. Founded in 2001 by three entrepreneurs, ghd (aka "good hair day," @ghd\_northamerica) has since created a full range of styling tools and products that allow its users to achieve just that. The brand's latest innovation, the Platinum+ styler, delivers a consistent, effective and safe temperature of 365 degrees across both ceramic-coated plates. Made with predictive technology (dubbed "ultra-zone"), the styler monitors its heat production 250 times per second, ensuring there is never any divergence from this setting. "This is the latest breakthrough in heat styling that guarantees homogeneous heat across the entire plate so there isn't any thermal lag. Thermal lag is what robs us of time behind the chair," explains Christina McCarver, senior manager of prestige education.

Suitable for all textures, the Platinum+ responds to hair's thickness, the size of the section and the speed of styling, ensuring heat does not get lost. Now that's what we call tech-savvy!



Christina McCarver, senior manager of prestige education, ghd



## CREATING CURLS

To craft curls with the Platinum+ styler, it's all about how you spin it.



**STEP 1** Prep hair with a heat protectant spray.



**STEP 2** Divide hair into sections.



**STEP 3** Wrap sections around the Platinum+ in the direction the curls will face.



**STEP 4** Pull the Platinum+ taut, holding for about 10 seconds to set the style before releasing.

Tip!  
Switch up directions for more natural-looking waves.



**STEP 5** Repeat throughout the head; remember that the size of your sections determines the style of curls, ranging from loose waves to tight ringlets.

## Our Readers' Choice

Beauty Launchpad's audience selected ghd as a "Best Styling Iron" winner in our Readers Choice Awards. Congrats! Now available at [Cosmoprof](#).







Matrix color masters Leah Sterk, Chrystofer Benson, Sean Hayes, and Lenny Strand

## education first

Education is ever evolving: There's always something new to learn in the salon, especially when it comes to the changing field of color. To keep colorists on their A-game, **Matrix** celebrated the relaunch of its Color Mastery course. Current, past and future attendees of the Matrix masters program sipped champagne and

enjoyed a DIY cupcake bar at The Village powered by SalonCentric in New York City's West Village. Matrix color masters and course instructors Chrystofer Benson, Sean Hayes, Leah Sterk, and Lenny Strand mingled with the crowd throughout the night, explaining how the revamped 2019 sessions are a professional must.

Attendees of the Color Mastery sessions can expect an inside look at new techniques and technology in the field, as well as a focus on what's trending—all guaranteed to help keep colorists ahead of their clients. "We have to evolve, just as the industry evolves," explains Hayes. "Whether it's color placement or using high-fashion tones, there are numerous ways we've modernized education with the relaunch." Matrix Color Mastery classes are taking place in March, July and November 2019. For intel on the sessions, including how to register, log on to [matrix.com](http://matrix.com).



A model showcases her full mane made possible thanks to Ziploxx hair extensions.

## LOCK IT DOWN

In celebration of its brand launch, **Ziploxx** hair extensions hosted an intimate event at the Ion Studio in New York's Soho district to demonstrate its new wefts that feature an interlocking strip for easy reuse. Ziploxx extensions nix metal clasps, glue, bonding, sewing, tape, or weaving and instead use an interlocking plastic strip that won't add stress to the hair or scalp. This no-mess way of applying extensions eliminates having to toss expensive remy hair, and leaves the wearer's own natural tresses in optimum condition.

Having worked in a salon for 33 years, Ziploxx inventor, brand cofounder and artistic director Priel Maman knows the importance of expediency in clients' hectic day-to-day lives and claims Ziploxx allows pros to apply wefts to an entire head in just 15 minutes sans pulling. All Ziploxx extensions are hand-sewn and currently come in 36 colors, with 10 additional shades launching next year. For more info, visit [ziploxx.com](http://ziploxx.com).

MATRIX: EMILIE BRANCH; COURTESY OF ZIPLLOXX



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#MyCreativeTreat

President of Coty Professional Beauty Sylvie Moreau and stylist Patrick Cameron present the 2018 Wella International TrendVision award winners.



Contestants show off their finished looks at the model parade.

## Creative Retreat

**Wella Professionals'** 16th annual International TrendVision Awards (ITVA) has crowned its winners in Lisbon, Portugal! The newly designed format gave all 76 national finalists from 43 countries a one-of-a-kind professional experience across three days. The difference between this year and those past? Contestants participated in the ITVA Creative Retreat Experience, which provided each group a mentor in the form of some of the industry's most notable stylists; training workshops designed to elevate the stylists' skill set with inspirational speeches by salon experts; networking dinners; social media tips and tricks from IG pros like Sarah Potempa; and daily challenges that aimed to help elevate their work. "It was incredibly inspiring to watch the teams and their mentors during these three days," says Sylvie Moreau, president of Coty Professional Beauty. "The quality of the work that we witnessed here was simply outstanding."

Teams were broken up into eight groups competing to be crowned the winner in one of the seven categories (five of which are new this year): Color Vision, Creative Vision, Couture Collection, Couture Color, #SpeakEIMI, ghd Queen Maker and the Social Media award. The creative retreat came to a close with a model parade designed to show off each team's individual looks as well as a gala to announce the winners and dance the night away. —*JB*

### Winners of the 2018 International TrendVision Awards:

**International TrendVision Award 2018 Color Vision:** Tanya Grant, Australia, from Joey Scandizzo salon, @hair\_by\_tanyagrants

**International TrendVision Award 2018 Creative Vision:** Sergei Chernyshev, Russia, from Pavel Okhapkin studio salon, @sergeycher03

**International TrendVision Award Creative Retreat 2018 Social Media:** Anastasia Petrova, @nesteapetrova

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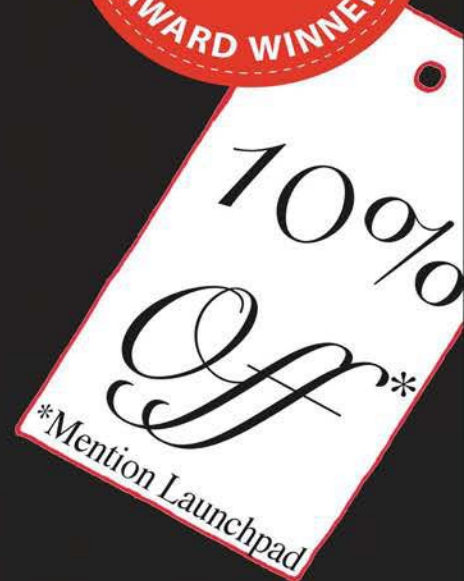
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## News

### International TrendVision Award Creative Retreat 2018 ghd Queen Maker:

#### TEAM 1

- Marcio Carvalho, Brazil, @studiomarcioarvalho
- Christian Vazquez López, Mexico, @chriscutyourhair
- Sanya Keränen, Norway, @sanyaminette
- Roxana Elena Rotaru, Romania, @roxanaelenarotaru
- Lucian Ilie, Romania, @luciennlucian
- Mustafa Sav, Turkey, @mustafasav\_
- Nikki Clifford, UK, @nikkiclifford1
- Izzet Tabak, Turkey, @izzettabak
- Krista Ward, UK, @krista\_ward86



Puerto Rico's Rafael Ortiz and Team 8 bring home two awards for the night!

### International TrendVision Award Creative Retreat 2018 #SpeakEIMI:

#### TEAM 4

- Viktoria Arapina, Estonia, @viktorialdie
- Evelina Varatinske, Lithuania, @evelnkaj
- Damian Witkowski, Poland, @justhairdamianwitkowski
- Anna Fabianczyk, Poland, @fabianczyk
- Sergei Chernyshev, Russia, @sergeycher03
- Tristan Hawkins, South Africa, @beautifulchaosblonde\_joberg
- Olga Geevaskaia, Russia, @ollageevskaya
- Guy Klienhans, South Africa, @guydoeshair
- Jessica Délèze Venetz, Switzerland, @jess\_deleze
- Marius Bettenmann, Switzerland, @merloo



USA's Emma Hancock works on her model.

### International TrendVision Award Creative Retreat 2018 Couture Color and International TrendVision Award Creative Retreat 2018 Couture Collection:

#### TEAM 8

- Nikos Kouros, Greece, @lemon\_poppy\_seed
- Yuliya Almetova Da Luz, Netherlands, @yuliyadelight
- Amber Saft, Netherlands, @ambersaftcolour
- Jaileen Velez, Puerto Rico, @jaileen\_vezel
- Rafael Ortiz, Puerto Rico, @rafaelortizhairacademy
- Eden Hsu, Taiwan, @eden781102
- Andy Huang, Taiwan, @andyhuang8262
- Taisiia Romanenko, Ukraine, @taisiiyaafinskaya
- Iryna Radko, Ukraine, @ivantsova4.07



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## News

Sola Salon Studios continues its ascent with rapid growth and new investors.



### SOLA SUCCEEDS

**Sola Salon Studios** is definitely on to something. The beloved make-your-own-hours salon franchise has caught the attention of some high-power investors: MPK Equity Partners, AHR Growth Partners and PNC Riverarch Capital have all provided significant financial backing to Sola after witnessing the tremendous growth in the ever-expanding hairstyling sector. Since its founding in 2004, Sola Salon Studios has grown to 11,000 beauty professionals in more than 400 locations across North America. “We’re very excited as this investment and ongoing capital commitment from our new partners will provide us with significant financial resources and the ability to successfully and quickly deliver on key strategies and goals,” shares Randall Clark, CEO of Sola Salon Studios. “This is an incredible milestone for our business and a validation not only of the Sola business model and concept, but also a milestone as the first in the beauty industry in this category. We’re looking forward to accelerated growth in many areas, including increased innovations; enhanced technology and resources; increase of company-owned locations; and accelerated international expansion. Most importantly, these investments will allow us to provide even more tools, support, education, and business and marketing programs to our ever-growing community of independent salon owners.”

### Perfect Partners

What was a custom **CHI** Ford Mustang doing in Las Vegas? Being raffled off, of course! The 2018 cherry-red ride was gifted as a way to mark the new partnership between CHI and Fantastic Sams, with CHI acting as the thermal tool supplier for all Fantastic Sams salons nationwide. “We will now be offering the Fantastic Sams network our world-famous CHI tool technology for a brand exclusively made for their stylists,” explains Farouk Systems founder and president Dr. Farouk Shami. The partnership announcement was made during Fantastic Sams’ annual convention, which recently took place at Sin City’s Red Rock Casino Resort & Spa. Congrats to Yolly and Wayne Gillespie, franchise owners from the Raytron region, who rode off into the desert in their new ‘Stang.



The raffle-ready custom CHI Ford Mustang at Fantastic Sams’ annual convention helped mark the partnership between the two companies.

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**Sarfati Speaks** Famed asset management organization BNY Mellon Wealth Management tapped **Repêchage** founder and CEO Lydia Sarfati as the featured speaker for the company's seminar. Held at a private luncheon at the Morris County Golf Club in New Jersey and hosted by senior wealth director Clare McCoy, the event invited more than 35 select guests to hear Sarfati speak on aging, lifestyle, health, and her personal journey as an immigrant esthetician to the owner of an internationally recognized brand available in 45 countries. Says Sarfati, "It was an honor to be chosen to present my story and share lifestyle and skin advice to such a distinguished group of elite guests."



From left: Lisa Dominguez, founder and CEO of Spa O on the Go; Dawn Cecco, Repêchage director of distributor sales; Barbara Collins, senior director wealth manager of BNY Mellon Wealth Management; Lydia Sarfati, Repêchage founder and CEO; Clare McCoy, senior wealth director of BNY Mellon Wealth Management; and Vickie Pellagrino, Repêchage educator

## A WINDY CITY WELCOME

**CIDESCO** is coming to America! The 67th CIDESCO World Congress & Exhibition will be hosted by CIDESCO USA, the American branch of the international organization, September 18 to 23 2019 in Chicago. "Each year, the CIDESCO World Congress sets the bar higher. Engaging meetings with leading professionals and insights delivered by successful business leaders make this a can't-miss event for us all," says Anna-Cari Gund, president of CIDESCO International. Over five days, attendees can look forward to meetings, lectures, educational offerings, the renowned CIDESCO Makeup and Body Art Competition, and the World Congress Gala Dinner. Gund will be the event's special guest, along with the diplomats, delegates and associate members from the organization.



Taking place in Chicago, next year's CIDESCO World Congress's theme will be "The Architecture of Beauty."

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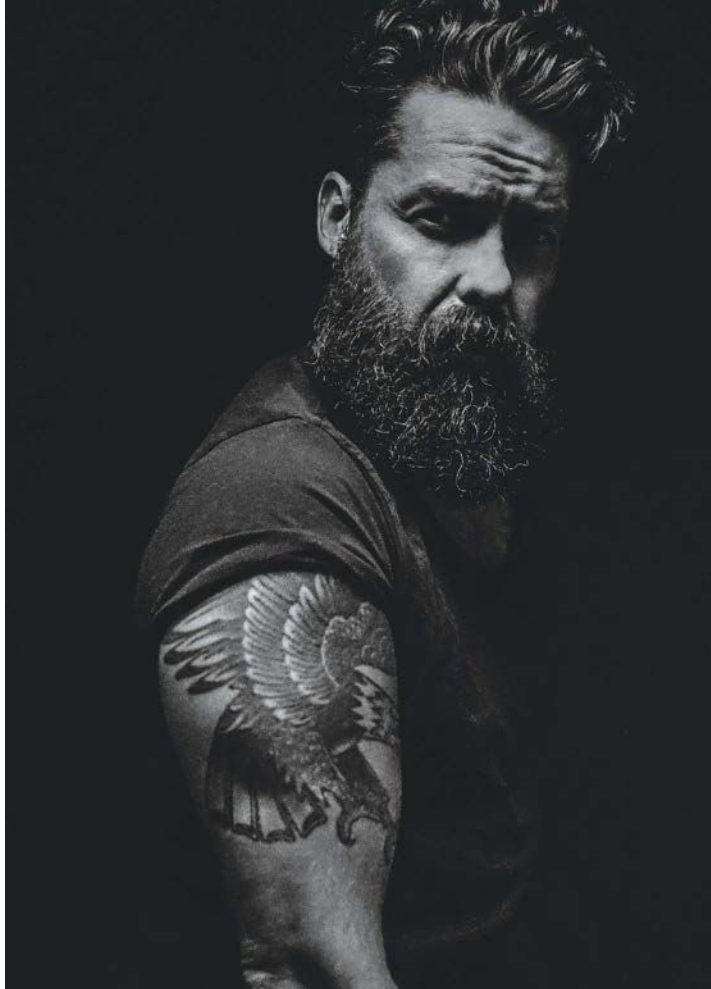


# Shared Meanings

MATTY CONRAD, 2018 CANADIAN BARBER OF THE YEAR, RECOUNTS THE PERSONAL STORIES BEHIND A SWATH OF HIS TATTOOS.

I've always believed that tattoos tell your story like a visual history. We mark our bodies with them to remind us of pivotal points in our lives or what truly matters to us. My style has always been traditional, so all of my ink has an American Traditional "Flash" feel. The swallows on my forearms are a tribute to my grandfathers Frank and Charlie, and were my first tattoos. Sailors used to tattoo swallows once they'd successfully sailed a certain distance from home. As someone who travels extensively for work, swallows seemed appropriate. The eagle on my shoulder is a reminder of home. I'm from the West Coast of Canada; my eagle is American Traditional at the front and transitions to a Coast Salish look at the tips of its feathers. My razor tattoo is one that my whole staff got for Christmas one year as a gift from the shop—it's kind of our "secret club" tattoo. I got the dagger with the "Stay True" banner with my friend, Bertus (aka The Bloody Butcher), when he came to visit. We were having a conversation about the importance of staying grounded when everything about your life becomes so crazy and so public, and this tattoo speaks to that.

One of the most meaningful tattoos I have—and the one I get asked about the most—is the name "Belle" on my forearm. Belle was my bulldog and she was without a doubt the best friend I ever had. She was by my side during some of my toughest times, and losing her was one of the hardest days of my life. The very next day I got her name written on my forearm. I'm in no rush to get more ink, but I'm definitely not finished.



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