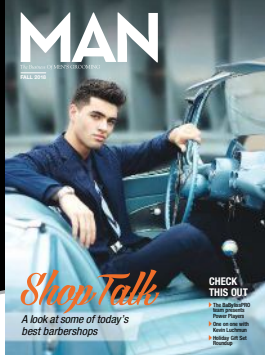


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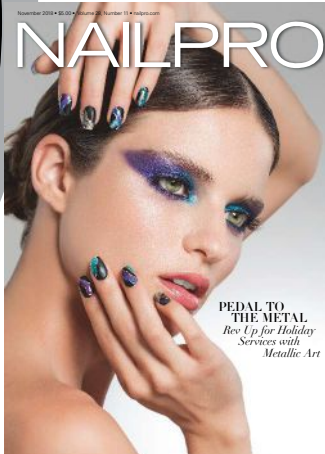
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Photo: Daniele Oberrauch/IMAXTREE.COM
Designer: Etro Spring/Summer 2019

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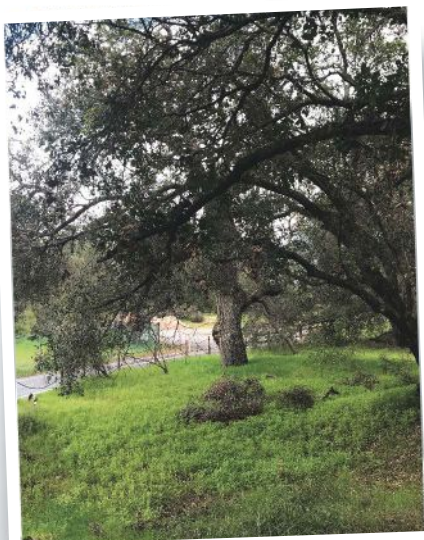
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On My Radar

Cool for the Summer

BEAUTY LAUNCHPAD'S EXECUTIVE EDITOR ALYSON OSTERMAN-KERR SHARES WHAT'S ON HER MIND THIS MONTH.

► **I LOVE THE SUMMER** because, where I live in SoCal, the sunniest season equates to frequent trips to the beach—and I *love* the beach. For me, the beach means family, and brings with it treasured memories (searching for crabs in the wet sand with my father) as well as the excitement of forging new adventures (enjoying this same pursuit with my four-year-old son). Yet I'm also keenly aware—in part because of my extremely fair complexion—of the hazards this increased sun and water exposure brings, which not only includes UV damage for skin, but also color depletion, brassiness, dryness, and buildup on hair. Enter our theme for this issue: endless summer. Turn to page 54 to see winning hair and skin products that work to thwart common summer beauty ailments. Or, if your client desires beach-worthy tresses without dipping a toe in the water, she can tap one of the texturizers mentioned on page 42. I, for one, cannot wait to hit the waves, but there are also people, books and more I'm excited about this month.



NATURE

The hills look beautiful due to a wave of winter rain, which has fortunately helped to heal some of the damage created by the fires that ravaged California last year. While the loss was devastating, I'm so appreciative of nature's resilience—which serves as a reminder that despite obstacles, each of us has the ability to move forward and thrive.



Aly

ALYSON OSTERMAN-KERR,
Executive Editor
akerr@creativeage.com
@alysonosterman



FOLLOW

I've been a fan of actress Jameela Jamil since the first episode of the television show *The Good Place*, and I've become even more devoted to her since the launch of her empowering "I Weigh" movement (@i_weigh), which encourages women to look beyond the surface when examining their self-worth.



READ

I have read countless novels by author Liane Moriarty, and am currently poring over her latest work, *Nine Perfect Strangers*. Her protagonists are always flawed, complicated and indefinable—just like the rest of us.

APPLY

Riawna Capri and Nikki Lee's newly launched In Common Beauty brand includes one product that I can't get enough of: namely, Magic Myst Universal Elixir. When my hair is damp, I apply it for heat protection; on dry hair going on Day Three without washing, I lightly spritz it on for a quick refresh. The formula's fragrance is so divine, I can't get enough of it!

HEADSHOT: COURTESY OF 901 SALON AND BEAUTY COACH; CLOCKWISE FROM TOP: JON KOPALOFF/GETTY IMAGES; LEON BENNETT/GETTY IMAGES FOR AUSTRALIANS IN FILM; COURTESY OF IN COMMON BEAUTY; ALYSON OSTERMAN-KERR



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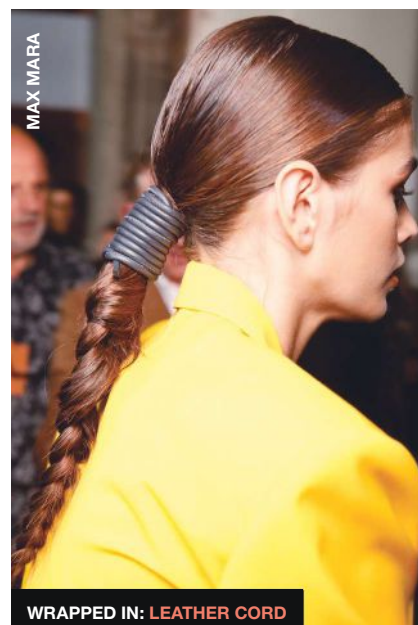
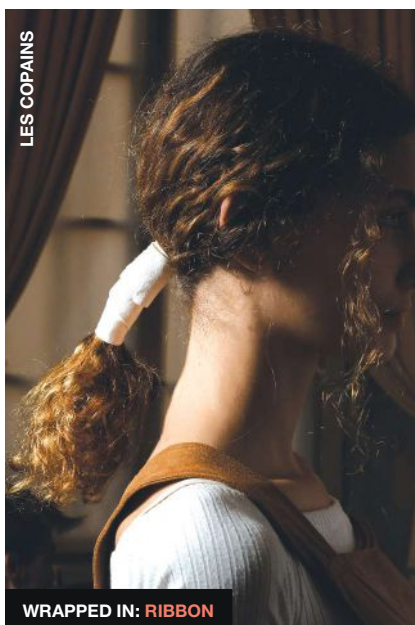
Trendsetters

RUNWAY
CELEBRITY
SALON STYLE
INSPIRATION

Lead stylist Sam McKnight tightly coiled leather chord around a waste-grazing plait for the Max Mara show.

► EVEN THE SIMPLEST HAIRSTYLES

deserve to be dressed up—so say the runways, where ponytails and three-strand plaits found themselves wrapped in a variety of interesting mediums. The good news: All you need is embroidery thread, leather chord or one of the other wrap stars on the following page to get the job done. Don't have time for binding your hair creations? Take some edgy beach-wave cues from our newest Rising Star, Tim Dueñas. And if you're jonesing for more complexity in your style offerings, look no further than the bushel braid. We chat with Shayla Robertson (@samirasjewelry) about this labyrinthine plait's origins. Read on for #hairinspo.



Wrap-It Fire

BOUND OR TIED UP: THE SIMPLEST BACKSTYLE FINDS ITSELF SWADDLED IN CHICNESS THIS SEASON. —KARIE L. FROST

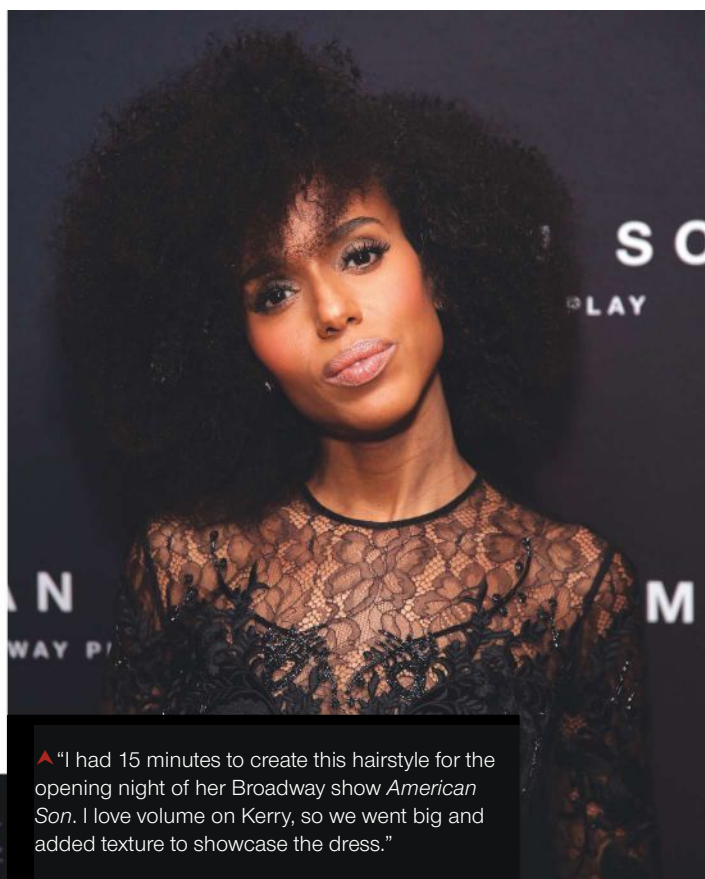
➤ **THE UNTOUCHED PONYTAIL?** Too boring, too basic, too *déclassé* for the savvy client. She wants more than a simple swinging pony—and, just her luck, the art of containment flourished on the runways, where lead hairstylists wrapped and wove tails with a range of mediums, from bandage-like fabric (at Les Copains) to curlicue telephone chords (at Staud). Perhaps the most alluring hair lasso, accessories designer Lorette Colé Duprat-forged lucite tubes that bent around strands to awesome effect at the Esteban Cortázar show, proved that a little something extra—even if see-through—elevates a modest style from *blasé* to *incredibly*.

Tressed to Impress

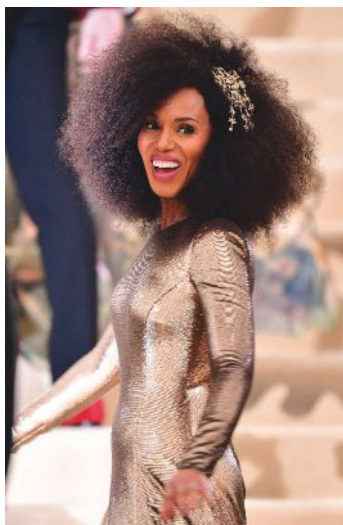
CELEBRITY STYLIST TAKISHA STURDIVANT-DREW DISHES ABOUT TOP LOOKS SHE HAS CREATED FOR ACTRESS KERRY WASHINGTON.

—JASMINE BROWN

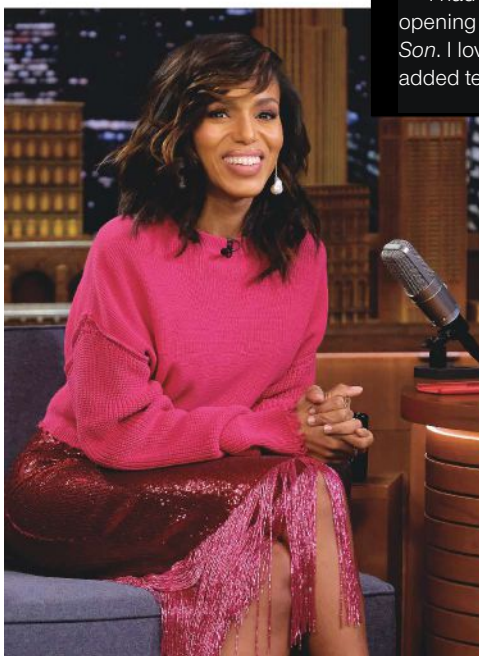
➤ **TAKISHA STURDIVANT-DREW** (@takishahair) and actress Kerry Washington have been a creative force for the last 15 years. From collaborating on films like *Confirmation* and *Peebles* to the 2018 Broadway hit *American Son*, Sturdivant-Drew always makes sure the Golden Globe-nominated actress is ready for the spotlight. Here, she handpicks a few of her favorite looks she has created for the star.



▲ "I had 15 minutes to create this hairstyle for the opening night of her Broadway show *American Son*. I love volume on Kerry, so we went big and added texture to showcase the dress."



▲ "For the 2018 Met Gala, I wanted to give Kerry an afro hairstyle with jewelry to add drama to her entire look—and it did. Kerry set the bar high that night!"



▲ "I loved Kerry's pink outfit and decided to give her a tousled style with highlights and a bang."



▲ "I paired curls, curls and more curls with this sexy black outfit. I wanted to keep Kerry's natural texture in an updo that fell onto her face."



◀ "I added a lot of volume to Kerry's ponytail and left some texture on top to pair with her open-neck dress. It was a fresh, clean look."

EDITOR QUESTION:

WHAT'S YOUR TOP TIP FOR WORKING WITH CURLY HAIR?

"It's important to use the right shampoo in order to keep the hair from frizzing. Also, using a wide-tooth comb when detangling locks is key."

TOP RIGHT: WALTER MCBRIDE/IMPEX/GETTY IMAGES; JAMIE MCCARTHY/GETTY IMAGES; DAVID J. PHILLIPS/GETTY IMAGES; BOTTOM LEFT: MICHAEL TRAPP/PLM/MAG

BE THE REVOLUTION

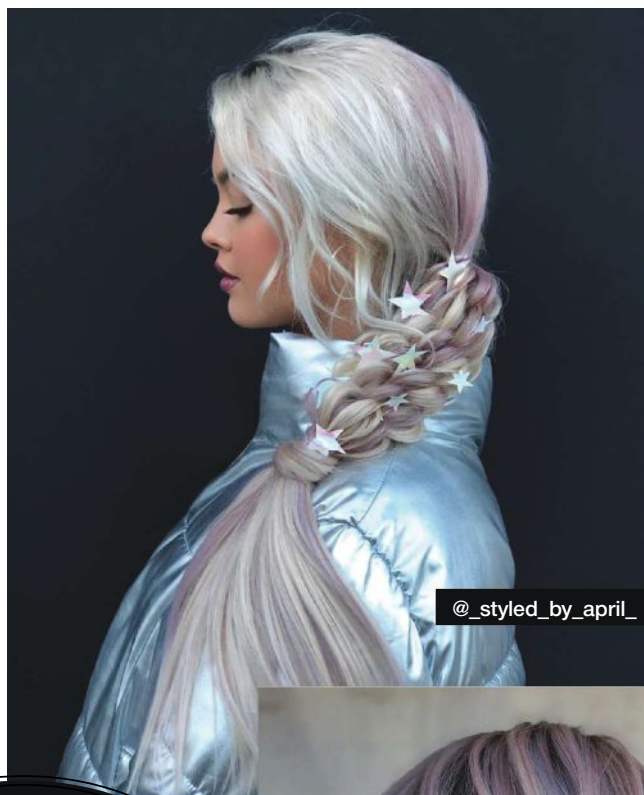
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► **BRAIDS HAVE BEEN MAINTAINING** their popularity for the past several years, and it's small wonder: Not only have stylists discovered nearly countless ways to weave hair, but also plaits both simple and complex look super cool on Instagram. Not long ago a new braid appeared on the scene: the bushel braid. We spoke with Shayla Robertson (@samirajewelry), whose bushel braid tutorial sparked the imaginations of stylists the world over.

Tell us about the bushel braid, including its origins.

I learned how to create a bushel braid from @learndoteach on YouTube. The braid is actually called "banana bushel braid"—I wrote [the proper name] on the caption of my post but people started calling it the bushel braid. As soon as I saw the tutorial I fell in love; however, it looked like a little girl's hairstyle. So I decided to recreate it but with my own twist. I did the braid on dry hair and pancaked the bushels out for bigger, voluminous, more romantic texture. *continues >>*



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>> How do you construct the bushel braid?

Start with two ponytails—one upper and one below the first ponytail. Spray hair with a dry oil mist for smoothness, and crimp lightly for texture and volume. Take a very small section from the top ponytail and bring it toward the bottom ponytail while taking the same-size section from the bottom ponytail; cross the pieces over each other. Gather another small piece from the top and cross it over another small piece from the bottom, crossing again, and repeat until the ponytail is finished. Secure the bottom with an elastic, and continue with the next ponytail. Pancake out the crossed pieces—they really do look like bananas. It's so easy, anyone can do it.

Did you expect your tutorial to go viral?

No. As soon as I posted the picture everyone started asking questions about it. Even the lady who did the video on YouTube saw it and was happy to see my version. She just recently created another video using my version and tagged me for inspo. It's so nice to give credit to each other's work. Every day I see people tagging me in their bushel braid pictures. The style has been shared on Instagram so many times. Different artists started using bushel braids in their updos, half updos and other styles. It's such an honor seeing so many artists' recreations.

Do you have a specific interpretation of the braid that you like?

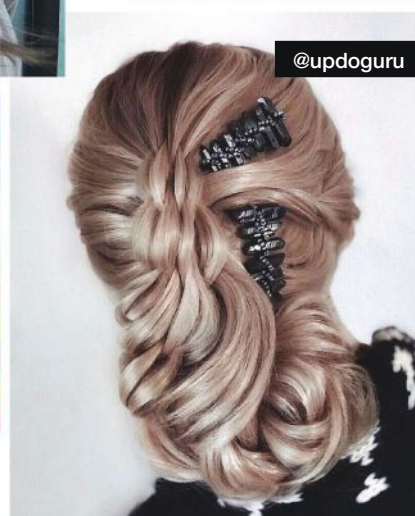
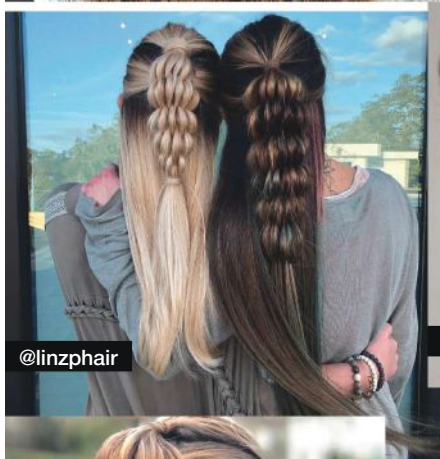
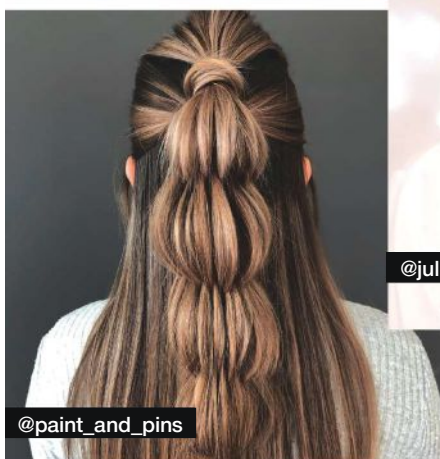
I like them all. Everyone has added her own creativity and has done such amazing work.

Do you think people will wear the braid during festival season?

I think so. It's a really fun braid to wear, especially for festivals. I think it will look even more fun if you add colorful extensions.

How do you stay inspired to create new looks?

I really get inspired by learning new techniques. I've set a personal goal to learn something new two to three times a week. I go on YouTube and search macramé, braids and paracord knots, and then I practice. Once I learn a new technique I immediately think of so many other ways to incorporate that knowledge. There's no limit when it comes to styling. Also, I always pay attention to movies, cartoon characters, magazines, and celebrities. Contests on Instagram are another big inspiration for me. Not only do they make me think more deeply, but also the other stylists' gorgeous works make me work even harder and get more creative.



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Beauty Meets Fashion

WHAT'S INSPIRING CELEBRITY HAIRSTYLIST AND SALON OWNER TED GIBSON.

—AS TOLD TO ALYSON OSTERMAN-KERR

1. FASHION

As a hairdresser, I think fashion and beauty go hand in hand. I'm inspired by everything—from the Paris haute couture shows to the celebrities on the red carpet to ready-to-wear designers to street style. As a creative, I love making old things new again, and fashion is the epitome of this concept.

2. BRAND DEVELOPMENT

When I created STARRING By Ted Gibson, I was deeply influenced by the cinema from bygone days and Old Hollywood noir. Vintage movies from the '40s, '50s, '60s, and '70s always spark creativity, whether it's from the set design, character development, or hair and makeup looks.

3. MY PARTNER

My forever partner-in-crime, Jason Backe, helps me stay grounded, and is the co-creator of the STARRING By Ted Gibson brand.

4. MY DOG

Spencer, my Norwich Terrier, is loyal beyond words and I adore the companionship the terrier breed brings. Love is always a source of inspiration!

5. TRAVEL

My career has afforded me the opportunity to travel the world, which continually helps fuel my creativity. My favorite cities that personally serve as tremendous hubs of creativity, design and innovation include Tokyo, Rio de Janeiro, Paris, St. Barts, and Mexico City.

Spring/Summer
2019 Paris
Fashion Week

1



2



Jason Backe
and Ted Gibson

4



KRISTY SPARROW/GETTY IMAGES; ANDREEA ANGELES/GETTY IMAGES; COURTESY OF TED GIBSON (3); GETTY IMAGES

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California Chic

TIM DUEÑAS' SPIN ON THE CLASSIC BEACH WAVE GIVES HIS CLIENTS A ROCK 'N' ROLL VIBE THAT WE CAN'T HELP BUT DOUBLE TAP.



WHO: Tim Dueñas
@timduenashair
OF FOLLOWERS:
11.3k (at time of print)
LOCATION:
Nine Zero One in Los Angeles



Tim Dueñas' ability to create what he dubs the "California classic" haircut has quickly made him a go-to for effortlessly cool 'dos at one of the most in-demand salons in Los Angeles: Nine Zero One. When he's not cutting and styling manes, he's hosting classes to enhance skills and techniques. What inspires Dueñas to create these cool-girl looks? "Everyday people on the street," he says. "I don't like to follow what's already been done; I try to forecast what *will* be done. This helps me create styles that resonate and makes me feel like I'm helping to progress my craft."

Dueñas shares how to achieve this undone style.

- +With the client's head right-side up, rough-dry hair using your hands and mousse, making sure the volume is around the parietal ridge.
- +If the client has fringe, smooth it using a mixed-bristle flat brush.
- +Quickly smooth hair in large sections using a large ceramic round brush—this will help maintain volume and minimize static.
- +Curl hair using a 1¾-inch Marcel iron, starting with a section in front of the ear and below the round. Wrap the hair over the top of the iron and around the clamp, leaving the lengths loose to create a relaxed bend.
- +Release hair from around the barrel and then, where that bend ends, wrap hair upward in the opposite direction. Repeat these two steps through the lengths to the ends so that you have an up-and-down wave.
- +Depending on density, take one to two sections above the round and use the same technique. Repeat on both sides.
- +For the back: Start at the nape and work three to four sections across the back of the head. Tip: Alternate your starting curl direction on each section. Continue up the back of the head.
- +Once all hair is curled, shake out the waves.
- +Finish with texture spray.



► STYLE INSPO:

"I wanted to create something that felt naturally loose and not overly styled—a long shape with a lot of movement to it without sacrificing the density of the perimeter. I looked to style icons of the late '60s and early '70s and sought to evoke a contemporary rock 'n' roll vibe." —Tim Dueñas

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Q&A

► **THEY DON'T CALL IT** a “money piece” for nothing: These face-framing highlights can net you serious cash if you work them into your hair creations with intention and precision. The good news for you: Our experts share their best money piece practices—you’ll want to absorb each and every one for maximum moneymaking potential. If your dream involves opening your own salon, money’s involved here, too—estimating money needs, borrowing money and more—as is drafting a smart business plan in order to get that start-up cash. We break down how to write a business plan in this first part of our “So You Want to Own a Salon” series. And, when it comes to connecting with brands on Instagram, it really only involves good sense to potentially make you more cents; read on to learn how to forge those coveted connections.

Color expert Jamie Sea (@prettylittleombre), who created this look, relates that a money piece should brighten the client’s face no matter how she parts her hair.



BEFORE



"I love IGORA COLOR10 for the versatility it gives you in the salon," says Abbey Brookee. "The entire line **processes in just 10 minutes** while covering the most stubborn grays and achieving a rich color that won't fade. By cutting the development time, I can take on more clients in a shorter period, and my on-the-go clients couldn't be more appreciative!"

◀ GET THE LOOK

Formula A: 20g. IGORA COLOR10 6-0 + 30g. IGORA COLOR10 5-1 + IGORA ROYAL Oil Developer 3% (10 vol.) 1:1

Formula B: 60g. IGORA COLOR10 7-1 + IGORA ROYAL Oil Developer 3% (10 vol.) 1:1

Formula C: 40g. IGORA COLOR10 8-0 + 30g. IGORA COLOR10 8-4 + IGORA ROYAL Oil Developer 3% (10 vol.) 1:1

10 Minutes to Win It

@ABBEYBROOKEE SHARES HOW TO ACHIEVE A DIMENSIONAL BRUNETTE IN 10 MINUTES WITH SCHWARZKOPF PROFESSIONAL'S IGORA COLOR10.



"My inspiration for this look was a Cadbury Caramilk chocolate bar. I wanted to mimic the rich chocolate coating on the outside and the salty caramel pieces that are revealed when you bite in!"

—ABBEY BROOKEE (@ABBEYBROOKEE)

Step 1: Starting on damp hair, apply Formula A at the roots in a 2-inch radius to add depth and intensify the color melt. Process for 5 minutes.

Step 2: Work through each quadrant of the head in a 3-inch pattern, applying and smudging Formula B into Formula A. Process for 5 minutes.

Step 3: Use fingers to smudge Formula B into Formula C through the ends. Once color has been applied to the whole head, take a wide-tooth comb and run it through hair from roots to ends without stopping to create a seamless color melt and avoid a demarcation line. Process for 5 minutes.

(@schwarzkopfusa)

Money Makers

MAKE YOUR BALAYAGE RESULTS POP WITH A FACE-FRAMING HIGHLIGHT KNOWN AS THE “MONEY PIECE.”

—TRACY MORIN

THE EXPERT:

Jamie Sea @prettylittleombre

[1] “Without depth, there can be no light,” Jamie Sea says. When creating brightness, she recommends creating some degree of depth neighboring your money piece so it can pop.

[2] “My hair-painting technique creates universal brightness around the hairline, so no matter which way the client parts her hair, she always has a seamless money piece,” she says. To achieve this, take 1-to-2-inch horizontal sections around the hairline, direct the sections away from the face, then paint a slant placement in this area as well as on the ridge of the section.

[3] “Saturation is the key to brightness,” Sea shares. To ensure maximum lift, make sure your product isn’t too runny, and paint with an ultra-light touch so you don’t wipe away product.

[4] Balayage can only give you about 3 to 5 levels of lift, with a warm to neutral finish. For a superbright effect (5 or more levels), Sea suggests babylights—microfine foiled sections of hair that can offer a more controlled and precise placement.



THE EXPERT:

Maggie May Hancock @maggiemh

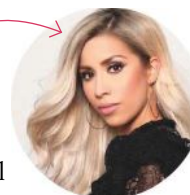
[1] Determining thickness is key. Section out a thin rectangular section in the middle of where the client parts her hair, then divide it in half on her part and hold it tightly. “With this technique, you can visually see exactly how thick the highlight will be, and add or subtract hair as needed,” Maggie May Hancock says.

[2] When doing a full foil service or working with Level 6 and above, you can make a slice all the way to the scalp. “For anything below a Level 6, I’d recommend a backcombing technique to create a subtle blur at the base,” she says, adding, “Doing a slice to the scalp on lower levels can look harsh and cause aggressive grow-out

and contrast, which makes your client feel like she has a stripe when she pulls back her hair.”

[3] Foil the whole hairline in the same manner that you do the money piece, so that the blonde connects all the way around. “This strategy will also avoid that dreaded stripe when she wears her hair up,” Hancock explains.

[4] Section out your money piece and tone it at the very last step; it can sometimes grab toner more aggressively. “I formulate completely separately for just the front. Sometimes simply adding a dose of Clear to your original toner can do the trick as well,” she says.





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So You Want to Own a Salon

PART ONE: HOW TO WRITE A BUSINESS PLAN. —FRANCESCA MOISIN



➤ **A BUSINESS PLAN** is like a map: Stylists shouldn't embark on the road to successful salon ownership without first grasping what lies ahead. "Your plan will reveal weak spots in ideas," explains Jon Reyman, founder of Spoke & Weal salons, with seven nationwide locations. "Vetting our wild dreams ensures they're viable." While a well-executed proposal highlights opportunities and defines potential risks, it needn't be complicated—so fear not. "Keep it simple but real," advises Amanda George, owner of Roil Salon in Beverly Hills, California. Follow this format to help you get organized.

Executive Summary

Define your company and outline why you expect to be successful. Consider these subtopics:

Mission Statement: One succinct line explaining your intended business goal.

Product: A summary of services offered.

Principal Members: The names of stylists, employees and members of your leadership team.

Location: Why this is the right spot for your shop and the projected client demographic.

Company Description

Here's your chance to brag! Detail

competitive advantages you've identified, plus precise factors that make your salon shine. "When investing money and energy into a project, it's essential to know what outcomes are expected—even those that aren't profit-driven," stresses Reyman.

Include a description of your legal structure that states whether you'll serve as sole proprietor or form a partnership. You may also choose to incorporate as a C corporation—the most common type—in which the corporation pays income taxes. Or, you can choose to incorporate as an S corporation, which holds a special tax status with the IRS, enabling the business itself to avoid taxation. In this case, income is reported on the owners' personal tax returns, which may be advantageous to small-business owners. While it's not mandatory to hire outside help, a legal professional can clarify what may otherwise be confusing rhetoric. Says Reyman, "It's worthwhile to pay a pro."

Market Analysis

Solid understanding of the general beauty industry along with specific target markets is essential. Pinpoint the strengths of like-minded competitors in your area, and then spell out what

you will do to be even better.

Marketing and sales graphs break down the basics of how to engage customers and turn an actual profit. Of course this is an evolving strategy, given shifting social media trends and advertising patterns. "Business fluctuates, so bear that in mind when making projections," says George.

Financial Evaluation

"You need someone who understands numbers," says George. "My husband is great at spreadsheets and cash flow, which has proven instrumental." If soliciting funding, specify the exact amount needed (start-up costs can range from \$50,000 to upwards of \$200,000, according to Startup Jungle, a national entrepreneurship group), where the money will be allocated and how you intend to pay off any loans within five years. Your goal: Convince lenders that you're a solid investment.

"Get with a bookkeeper or accountant and run through finances," urges Reyman. "Consider building estimates from contractors, rent expenses, prices of goods sold, and reasonable estimates of employment costs." Revenue growth plus projected downtime before turning a profit are likewise key factors, which we'll examine in Part Two of our series.

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A Helping Hand

WELLA PROFESSIONALS SENIOR MANAGER FOR EDUCATION, SARA TOMICH, SHARES AN OPEN LETTER ON THE IMPORTANCE OF EDUCATION AND HOW WELLA CAN SUPPORT YOUR LEARNING JOURNEY.

➤ **CHANGE IS INEVITABLE.** How you adapt to that change is optional. In this industry we have countless opportunities to create change and help people feel better about themselves. I have the privilege and honor to be part of a brand leading that change in the beauty industry by being the voice for the salon professional. If you would have told me when I first started out as a hairstylist 20 years ago that I'd be living my dream, I might not have believed you! I encountered times in my career where I questioned whether I was on the right path, yet I always gravitated toward education. If there's one thing I've learned it's that education is the pillar of everything in life; I wouldn't be here if not for the people who supported, mentored, coached, and shared their knowledge with me. Paramount to the experience: creating connections and learning from the people who you meet along the way and working with a company that shares the same values.

Wella Professionals isn't just a company—it's a family with a rich history and respect for the craft. We are a diverse team of highly skilled professionals filled

with passion for education and learning. We strive for excellence through our innovation, inspiration and collaborations with the hairdressing community. Our partnerships with pros and commitment to the industry have created unbreakable bonds and innovations that drive the professional into the future. No matter what part of your career journey you're on, we're here for you.

The people behind Wella Professionals products are what really matter. Our talented team of signature artists consists of inspiring professionals who embody the true spirit and heart of the hairdresser, remain dedicated to the mastery of the craft, and hold the highest technical expertise. They touch thousands of professionals to help them to develop their capabilities through technical and business coaching. Additionally, our extensive network of brand educators spans more than 300 nationally. Their passion and love of Wella Professionals keeps us connected to all levels of stylists.

We welcome all salon pros to our Wella World

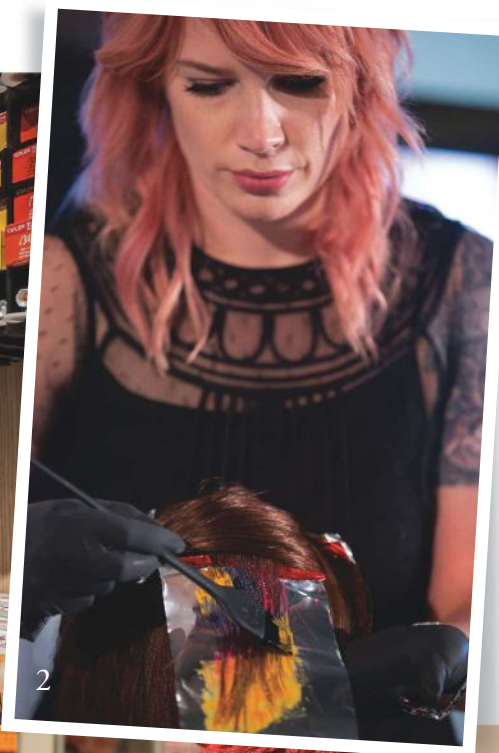


1 Victoria Thurman-Hall (@vth_mastercolorist), Wella Professionals studio signature artist 2 Sara Tomich (@saratomich.hair), Wella Professionals senior manager for education 3 Liz Wright (@thelizwright) and Claudio Lazo (@claudiolazo), Wella Professionals artists

Studio locations in New York, Los Angeles and Toronto. Our seminars are designed to maximize the learning experience, elevate technical skills and inspire through one-on-one education such as our Master Color Expert program, which is made for and by those who strive for excellence and mastery, or the TrendVision Beauty Envision Awards, where stylists have the opportunity to influence the industry. Through ongoing mentorship, we offer the highest degree of one-on-one coaching to help ensure individual success.

Whether you are fresh out of cosmetology school or an established professional, we have a strong online community through Wella Education, where you can learn straight from industry pros and find tools to accelerate your career. We want to reach you through our most innovative Studio seminars, personalized in-salon classes or digitally.

Speaking of innovations, haircolor is extremely personal and I'm proud of our Koleston Perfect, my favorite permanent haircolor! We'll continue to think of the future of hairdressers through our technology and inspiring color palette.



SARA TOMICH'S TOP TIPS FOR BEING AN EFFECTIVE EDUCATOR.

- Have fun and live in the moment! It's easy to become bogged down with the day-to-day tasks; take time and celebrate even the smallest wins.
- Be open and flexible to new ideas, perspectives and ways of doing things.
- Formulate a plan yet remember to have fun.
- Make an effort to share your time with others.
- Learn your strengths and embrace your opportunity areas.
- Share your successes and lessons you learn along the way.
- Take risks—you never know what will happen until you try.
- Teamwork, teamwork, teamwork! You can't do everything on your own. Stay connected and ask for help.
- Have gratitude for all the good, bad and challenging experiences—all of these trials help shape you.

Follow us on Instagram at @wellaeducation.

The Laws of Attraction: Part Two

NOT ALL INSTAGRAM CONTENT IS CREATED EQUAL. IN THIS THREE-PART SERIES, WE'LL HELP YOU ENSURE THAT YOUR HARD WORK IS REACHING THE AUDIENCE YOU WANT. THIS MONTH WE LOOK AT HOW YOU CAN ATTRACT A BRAND'S ATTENTION. —AMY DODDS

➤ **YOU'VE BEEN USING** your favorite brand's color for years. You tout how great it is to everyone who will listen—boring your poor clients to tears in the process. Your biggest dream in the world is to work with this manufacturer. Yet, so far, it hasn't even liked a single post you've done. What gives?

If you want to work with a brand—let alone get noticed by it—you'll need to keep in mind various factors. We have a few suggestions on how you can get noticed and open up the doors of communication. Who knows? Maybe you'll be its next brand ambassador!

Make sure your work aligns with the brand's identity. If the manufacturer you want to work with is best known for its bright, vivid colors and you're posting a ton of neutral colors, don't be shattered if you're not reposted. In fact, Olivia Smalley (@omgartistry) discussed this very topic on a recent IG takeover she did for *Beauty Launchpad*. "You can create content however you want to create content," she said, "but if you want to work with a specific brand, you want to create content that it's going to post. Your content has to emulate the brand's content."

Detail how you achieved the look. While you can simply type in your post, "Used XYZ," it means a lot more if you detail the steps you took to get to that look, including actual products used. Brands want to know you not only like their products, but that you're knowledgeable about them, too. They want to see that you know what you're doing and can demonstrate why their products work. This not only alerts manufacturers to your love of their brand, but also shows them that you're sharing your love and influence with your audience, which is extremely important. And remember, it doesn't really matter anymore how many followers you have. In fact, the latest trend in social media marketing is

working with nano-influencers—users with 1,000 to 5,000 followers.

The game of tagging. Tagging the brand in your posts is the single easiest way for it to find your content. And make sure that you use all the hashtags the brand uses. For example, if you want to work with Truss Professional (@trussprofessional), make sure you're tagging #crazyfortruss, #inbeautywetruss and #clubtruss, in addition to #truss and #trussprofessional. The first three are actually mentioned in the company's bio; you'd better believe it looks to see which posts with those hashtags are performing the best. Hashtag product names as well (#airlibretruss, for example). Also, make sure you tag the company in the photo itself, not just in your post. This makes it easier for the brand to see your tag, especially if it doesn't happen to be online when you post.

Engage, engage, engage. Last but certainly not least, make sure you're engaging with the manufacturer on the regular. Like its posts and comment on them, engage with its brand ambassadors, and respond to its IG Stories—all of this will help increase your visibility, which will only strengthen your chances of working with the brand in a more meaningful way in the future.

The advertisement features three black bottles of Surface CHAR hair products: a large bottle of Finishing Spray, a medium bottle of Gel Mousse, and a small tube of Pomade. The bottles are set against a dark background with a green leaf and a circular seal that reads "PARABEN FREE • GLUTEN FREE • VEGAN • NO ANIMAL TESTING". The Surface logo is at the top, and the website "SURFACEHAIR.COM" is at the bottom.

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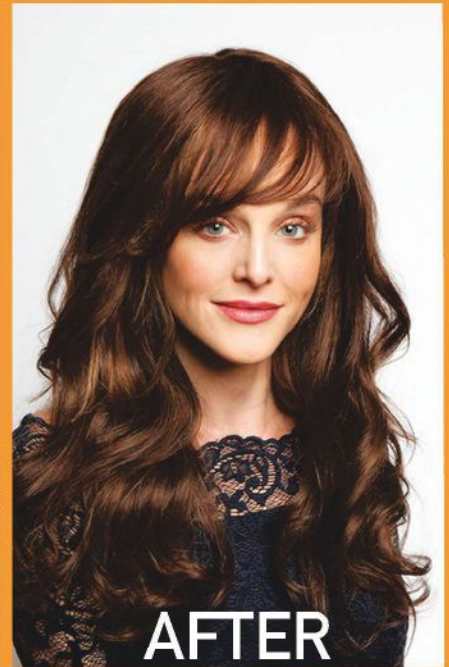
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NINA L. KOVNER
(@PASSIONSQUARED)

How can I increase my number of followers?

Ask yourself how you can deepen your connections and build meaningful relationships through your platform. How can you deliver more value to your community? Social media isn't about follower count; rather, it's about adding value, solving problems and forging relationships. Addressing these factors will help you to reach your objectives and goals. Post consistently, have conversations, create relevant content, and optimize your location tags and hashtags in both your posts and in Stories. If you're an influencer, I understand the "need" for increased followers—but brands are getting smarter and are noticing the difference between follower counts and real impact and influence. And that's a good thing.

How often should I post?

There isn't one answer for this, no matter how many experts say that there is. The keys are consistency and quality. I recommend showing up daily to engage, respond and reply to comments. That does not necessarily mean you need to post daily.

Why is no one engaging with my page?

There are many reasons you aren't seeing interest in your page. Aspects to look at are consistency, time spent engaging with others in your target audience, tagging your location properly, using hashtags correctly, and the quality and relevancy of the content in the stories you're telling.

I feel like my page is going nowhere. What should I do?

Take a big step back. Get clear on your brand purpose (why you created your account), promise (how you're sharing your knowledge) and the people (who you're targeting). Identify the problems you're solving and how you can resolve them through the stories you share.

Is it true that only 8 percent of your followers see your posts on Instagram?

This is one of the Instagram myths running around the internet. Engagement, reach, impressions, and so on vary by the specific industry, the page and the post. But this specific percentage is simply not true.

Do you think using scheduling platforms is a good idea?

For some people, planning and scheduling platforms work; however—and this is a *big* however—social media isn't a "set it and forget it" vehicle. Pushing out content and making noise is not why social media exists; it exists for building relationships and connections.

Want your burning question answered? Follow @beautylaunchpad on IG for the next opportunity!

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Beauty

A-LIST
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▼ A Star is Born

WITH PROM AND WEDDING SEASON JUST AROUND THE CORNER, YOUR CLIENT IS GOING TO BE SEARCHING FOR A STYLE THAT TURNS HEADS. TAKE INSPO FROM A FEW OF OUR FAVORITE OSCAR LOOKS, LIKE LADY GAGA'S SOFT UPDO AND BRIE LARSON'S EFFORTLESS-LOOKING WAVES.

—JASMINE BROWN

BRIE LARSON

"I wanted her hair to have a cool-girl, slept-in texture that's soft and not overly shiny to complement her sparkling dress," says MoroccanOil celebrity stylist Bryce Scarlett.

1 Style created by Bryce Scarlett, Moroccanoil celebrity stylist

- + On damp hair, use a dime-size amount of **Moroccanoil Treatment Light** (@moroccanoilpro) to provide a foundation for styling.
- + Apply **Moroccanoil Volumizing Mousse** at the roots and **1 Moroccanoil Blow-Dry Concentrate** at the ends.
- + Blow-dry hair using the **Moroccanoil MO2000 Professional Series Tourmaline Ceramic Hair Dryer** with the **2 Moroccanoil 45 MM Boar Bristle Round Brush** for a smooth, full-bodied blowout.
- + Bend hair with the **Moroccanoil Professional Series Titanium Ceramic Hairstyling Iron** to create different-size "S" waves.
- + Break up the waves using your fingers and spritz **3 Moroccanoil Dry Texture Spray** onto hair.
- + Dry hair generously with the dryer while keeping the arch around the frame of the face.
- + Spray **Moroccanoil Luminous Hairspray Medium** throughout sections of the hair to lend a tousled effect.



"I sought a classic swept updo that lent softness around the face," says Joico celebrity stylist Frederic Aspiras.



2 Style created by Frederic Aspiras, Joico celebrity stylist

- + Prep hair with **Joico Defy Damage Protective Shampoo** (@joico) followed by **Joico Defy Damage Protective Masque** (leave on for 5 minutes). Towel-dry.
- + Apply 2 to 3 pumps of **1 Joico Defy Damage Protective Shield** and comb through using a wide-tooth comb.
- + Apply 1 to 2 pumps of **Joico Blonde Life Brilliant Glow Brightening Oil** to damp hair, and then comb through with a paddle brush.
- + Divide hair into small sections and use the **ghd Air Hair Dryer** (@ghd_northamerica) and **ghd Natural Bristle Radial Brush Size 2** to dry hair away from the face.
- + Curl hair from mid-shafts to ends with **2 ghd Curve Soft Curl Iron** to create loose, soft curls.
- + Allow the curls to cool while loose.
- + Spray hair at the crown and throughout curls using **Joico Hair Shake** as you loosen ringlets with the **3 ghd Paddle Brush**.
- + Create a large ponytail at the crown and a small one in the back of the head.
- + Backcomb and shape hair into a wavy bun.
- + Define curls with the **ghd Curve Classic Wave Wand**.
- + Create volume at the top of the head.
- + Administer **4 Joico JoiShape Shaping & Finishing Spray** and **Joico Power Spray Fast-Dry Finishing Spray** for extra hold.



3 Style created by Barbara Guillaume, celebrity stylist

- + Blow-dry hair.
- + Rub a dime-size amount of **1 Oribe Rough Luxury Soft Molding Paste** (@oribe) between your hands, and then run it through the hair.
- + Use your fingers to comb through the hair and style it into place.
- + Take another dime-size amount of the paste and rub it between your hands. Apply it to the sides of the head for a tighter, sleeker silhouette.
- + Finish with **2 Oribe Superfine Hair Spray** for hold.



WHAT'S TRENDING

CHECK OUT THIS MONTH'S ROUNDUP OF NEW AND NOTEWORTHY GOODS.



Specifically designed to create volume at the crown, **Top Secret Haircossory The Crown Piece** is made with 100-percent human hair and crafted with a micromesh base for ventilated, comfortable wear. @topsecrethaircossory



Morgan Taylor Rocketman Collection features seven colorful shades inspired by iconic singer Elton John and his biopic *Rocketman*. (Shown: Sir Teal To You) @mtmorganataylor



The patented texturizing blade guard on **Jatai Feather Texturizing Styling Razor** cuts hair in small sections to create volume and texture. @jataifeather



Agadir Moisture Masque works to repair damaged locks thanks to keratin protein, antioxidants and vitamin E. @agadirint



Sormé Treatment Cosmetics Lip Rescue Tinted Lip Balm includes three hues and is formulated with moisturizing shea butter, fatty acids and vitamins A, E and F. @sormecosmetics



Made with synthetic hair, the **HairUWear 25" Straight Pony** can be curled, braided or worn straight for a fuller-looking pony style. @hairuwear_inc



Heating up to 455°F, **Hot Tools Black Gold 3/4" Salon Spiral Curling Wand** combines titanium and an exclusive MicroShine finish to minimize friction and reduce damage. @hottoolspro

Available in 13 colors!



Packed with ingredients like lemongrass, orange oil, quinoa, barley, and soy, **ABBA Curl-Prep Hair Spray** helps curly locks retain moisture while strengthening and adding shine. @pureabbaproducts



The natural minerals and graphene infused in the **Bio Ionic GrapheneMX Professional Dryer** help deliver a smooth, frizz-free style. @bioionic

Honoring the life, career and mentorship of barber Isadore Adams, **Wahl Mentor** features rounded front housing for better airflow and is ideal for removing bulk as well as taper and fade techniques on the scalp. @wahlpro



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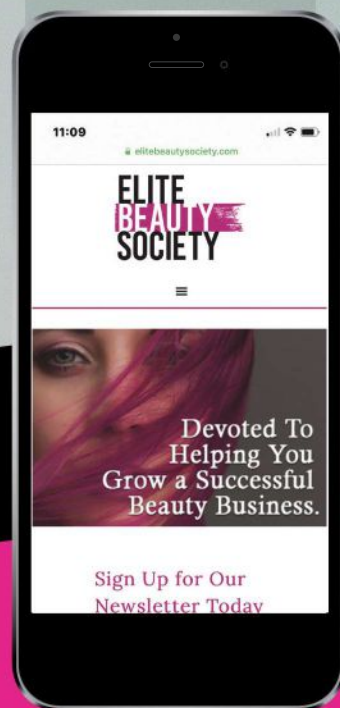
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KNOW WHEN TO MOLD 'EM

Craft touchable texture with these go-to molding goods.

Any stylist worth her weight in products knows her kit needs a good pomade. The multitasker does everything from softening strands to adding shine and building texture to defining curls and waves. Here, we share a few pomades that will “mold” you over.



[1] **Ouidad Clear Control Pomade** @ouidad

[2] **Agadir Men Fiber Texturizer** @agadirint

[3] **Sexy Hair Style Sexy Hair Polished Up Pomade** @sexyhair

[4] **Surface Shift Shine Wax** @surfacehairhealth

[5] **MOP POMEgranate Glossing POMade** @mop_hair_products

[6] **Lakmé K.Style Hottest Fiber Paste** @lakmeusa

[7] **R+Co DART Pomade Stick** @randco

[8] **Nirvel Men Molding Pomade** @nirvelprofessional_official



Introducing the **Rocketman Collection** in celebration of **Rocketman**, the story of Elton John's rise to fame. The collection features iconic shades complemented by Bedazzle Me, a luxe glitter overlay that gives each shade its own moment to sparkle and shine.

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PORTFOLIO

ebb and flow

"Visual placement supports a unique application on every canvas," says Kristie Kesic. "Such placement allows highs and lows to contour shape, layer tones and simulate movement and dimension."



horizon

INSPIRED BY A SUNSET, COLORIST KRISTIE KESIC CAPTURES
HAIRCOLOR DESIGNS THAT ARE AS BEAUTIFUL AS THE BRIGHTEST
STAR'S DAILY DEPARTURE.

—ALYSON OSTERMAN-KERR

soft meets strong

"The color work softens what would usually be seen as strong shapes within the hair design and makes the design aesthetically pleasing," notes Kesic of this bold look.

The beauty of a sun setting along a desert horizon was all the inspiration Kristie Kesic needed when envisioning her *Horizon* collection, which captures soft, wearable colors that are as lovely as they are transcendent. Kesic, who hails from Stelios Papas salon in Toowong, Australia, tapped varying shapes and textures that work harmoniously to complement the color contours she used to accentuate the hair's form. "Contrasting yet soft and layered colors draw eyes to the movement of every style," explains Kesic. "Intentionally placed color encourages the discovery of every element of each style without overpowering."

PORTFOLIO

move it

A flaxen blonde canvas is accentuated by darker nuances throughout, imparting movement and eliciting onlookers to carefully observe each facet of the color design while absorbing the overall effect.





Just For Men

Maletti Barber chairs are exclusive, we have furnished hundreds of major barber shops both big and small all around the world.

"The craftsmen of our company in Italy, care about every detail. We have in our DNA, beauty, tradition, quality and technology. The passion for our history is what encourages me daily in my work, we dedicate ourselves to always offer the best product to our customers."

Comments, Danilo Maletti, President of Maletti Group.

Presents



Zeus

Maletti Group has re-launched the historical Turin brand F.lli Zerbini with the new, classic barber chair, the Zerbini 1906. Designed by Elisa Gargan Giovannoni this new chair evokes memories of the well-known tradition Zerbini Italian barber chair, originally created over 100 years ago. The vintage design of the Zerbini 1906 has all the original chair's traditional functions but with subtle design changes and smooth, modern eco-leather to enhance both customer and barber comfort. The newly created Zerbini 1906 is designed to meet the needs of the contemporary barbershop or grooming salon while holding firmly to a look and feel that's timeless and forever classic.



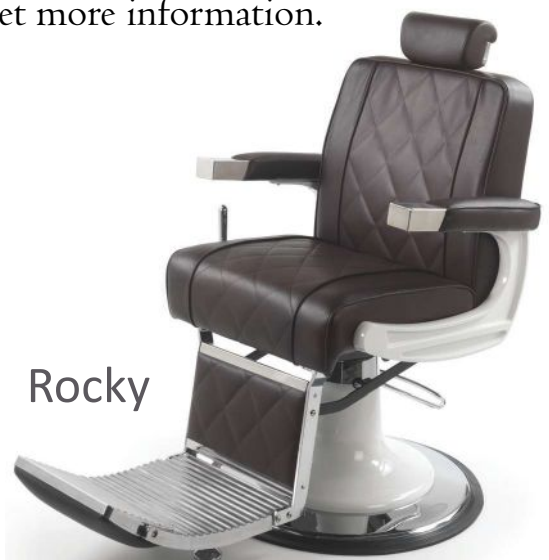
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TOP Talent

—ALYSON OSTERMAN-KERR

Team Collaboration

★ Winner: Barron's London
Salon, Atlanta

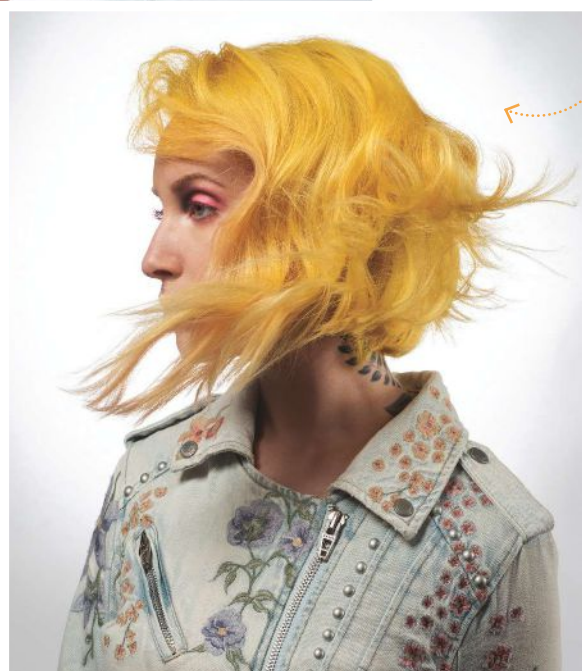


Styling and Finishing

★ Winner:
Emily Vogel,
Deeva Hair,
Kitchener,
Ontario, Canada

Color Vision

★ Winner:
Kelli Mason, Lux
the Salon, Midland,
Michigan



Eufora International has announced the winners of its eighth-annual Stylist of the Year Awards. Since its inception in 2007, stylists from across the world have competed in this illustrious competition, with this year's categories including Avant-Garde, Contemporary Classic, Men's Trend, and more. Winners in each category received this distinguished honor, along with a certificate for a complimentary Eufora Advanced Academy course at the brand's headquarters in Vista, California (with an accompanying three-night stay at a local hotel to boot!), plus a custom Eufora Rolling Tool Case. Here, we present the 2019 winners in each category.



Avant-Garde

★ Winner: David Barron, Barron's London Salon, Atlanta

Men's Trend

★ Winner: JR Kotrč, JRK Studios, Grand Rapids, Michigan



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New Talent

★ Winner: Tasha Pinheiro,
Deeva Hair, Kitchener,
Ontario, Canada

Contemporary Classic

★ Winner: Marisol Wade, Acappella
Hair Design & Color Studio,
Temecula, California



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Hair by 2018 NAHA
Finalist Danielle Keasing

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Prep clients for the
impending summer
season with go-to hair
and skin goods.

slip into summer

by Alyson Osterman-Kerr



Summertime, and the living ain't easy when it comes to your client's hair and skin. Chlorine and saltwater wreak havoc on her strands, resulting in brassiness, color depletion, tangles, and buildup. Meanwhile, UV rays scorch skin, and repeated water exposure causes dermis to become dry and dull. Before she hits the sand, surf or pool, prime her for the elements with the proper beauty saviors.

Combat Brass

THESE BLONDE-BOOSTING GOODS WORK TO COUNTERACT THE EFFECTS OF CHLORINE, SALTWATER, HARD WATER, AND SUN.

"Chlorine gets absorbed into the hair shaft and strips it of its natural lubricant, sebum. Likewise, saltwater opens the hair cuticle and draws moisture out of the strand, causing dryness," informs Joshua Ladner (@itsmrjladner), independent educator.

"Brassiness is normally caused by salt or well water, which has the ability to open the cuticle and remove glaze/toner from colored hair, resulting in a yellow effect."

1 Elixir helps to prevent damage, brittleness and split ends as the formula's violet pigment keeps brass at bay. **Orbe Bright Blonde Radiance & Repair Treatment** @oribe

2 Maqui berry provides a tinted base that counteracts brassiness and staves off free radical damage. **Surface Pure Blonde Violet Shampoo** @surfacehairhealth

3 Chamomile, honey and quinoa respectively aim to keep hair bright, moisturized

and strong. **Sexy Hair Blonde Sexy Hair Bombshell Blonde Shampoo** @sexyhair

4 Dark violet pigment offers powerful toning that makes color last as it halts brass. **Framesi Color Lover Dynamic Blonde Shampoo** @framesiofficial

5 Mask includes active antioxidants and a well-balanced pH to avoid discoloration and proffer intense sheen, flexibility and softness. **Inoar Professional Absolut Speed Blond Mask** @inoar_usa



Prioritize Moisture

JUST AS THE OCEAN AND POOL CONTRIBUTE TO BRASSINESS, SO TOO DO THEY DEplete HAIR'S VITAL MOISTURE. ARM HER WITH ULTRA-MOISTURIZING PRODUCTS TO REVIVE DRY LOCKS.

"Since chlorine is a bleach it oxidizes the hair, lifting the cuticle and resulting in lost moisture," explains Missy Peterson (@mmpete24), Malibu C education director. "And of course, saltwater leaches out moisture, leading to brittleness." Another cause of extreme dryness? The high pH levels in chlorine and saltwater. "The pH levels cause hair's cuticle to open and be susceptible to damage, making it easier for the underlying pigment to be exposed as well as causing major dryness," says Ladner.



❶ Formula is infused with patented Seasilk, Age-Control Complex, Enzymotherapy, and Color Hold along with UVA/UVB shields to deeply moisturize and combat the aging process while maintaining color integrity. **Alterna Caviar Anti-Aging Replenishing Moisture Masque** @alternahaircare

❷ Antioxidant-rich argan oil in this rich, creamy deep conditioner designed for medium to thick hair moisturizes as it improves shine and manageability. **Moroccanoil Intense Hydrating Mask** @moroccanoilpro

❸ A blend of mango and shea butters along with Brazilian palm tree and avocado oils quenches thirsty tresses. **Bosley Professional Strength Healthy Hair Moisture Masque** @bosleypro

❹ Coconut and essential oils deeply penetrate locks for therapeutic results. **Trissola Intense Hydrating Mask** @trissola



Undo Tangles

SNAGS IN STRANDS CAN LEAD TO MAJOR DAMAGE. POST-SWIM, RECOMMEND THAT SHE USE A DETANGLER TO NIX ERRANT KNOTS.

"Lighter hair colors, along with chemically treated hair, are usually more prone to tangles," says Tim Dueñas (@timduenashair), stylist at Nine Zero One salon in Los Angeles. "The cuticles of these hair types tend to be a bit weaker and more susceptible to damage."

❶ Incorporating cannabidiol oil, the formula unsnarls as it supports hair vitality and color retention. **EMERA Nourishing CBD Detangler Plus** @emerahaircare

❷ Leave-in prep spray combats knots via moisturizing meadowfoam seed extract and proprietary reparative Damage Cure Complex. **Eufora Beautifying Elixirs Leave-In Repair Treatment** @euforainternational

❸ Brush boasts a large cushion area that makes for quick detangling along with an

exclusive AquaVent design for fast drainage and easy cleanup. **WetBrush Pro Backbar Detangler** @thewetbrush

❹ Malic and lactic acids support strand strength and resist tangles. **KMS Moistrepair Leave-in Conditioner** @kmshairus

❺ Lightweight emulsion delivers optimum moisture levels to boost tangle resilience. **Schwarzkopf Professional BC Bonacure Hyaluronic Moisture Kick Spray Conditioner** @schwarzkopfsusa

Stay Clear

NEUTRALIZE THE GRIME-INDUCING EFFECTS OF SEA AND POOL WATER WITH PURIFYING TONICS.

To keep blondes bright during the sunniest of seasons, Dueñas advises that you remind all clients—even brunettes—to cover their hair as much as possible when in direct sunlight.



1

① Ultra-mild 100-percent vegan cleanser is free of sulfates and harsh aggressors, yet effectively fends off chlorine's damaging effects. **Malibu C Swimmers Wellness Shampoo** @malibucpro

2

② Chock-full of revitalizing lotus extract, the shampoo lifts away dirt and impurities, including residual buildup and pollutants. **Wella Professionals INVIGO Aqua Pure Shampoo** @wellahairusa

3

③ Extra-gentle formula removes color-dulling residue caused by chlorine, hard water and styling products, plus boasts a refreshing lemon- and eucalyptus-infused fragrance to boot. **R+Co OBLIVION Clarifying Shampoo** @randco

Salvage Skin

OF COURSE, SKIN NEEDS MOISTURE POST-SWIM AND SUN EXPOSURE TOO, AS WELL AS UV PROTECTION THAT SHOULD BE *DE RIGUEUR*. THESE FACE AND BODY HELPERS ARE DESIGNED TO NOURISH DRY DERMIS AND/OR IMPART UV DEFENSE.

If clients are unsure when the sun's rays are strongest (and hence, should spend limited time in direct sunlight), suggest that they practice the "shadow rule:" If your shadow is shorter than you, seek shade, as the sun is at its strongest levels of the day.



1

① Minerals guard skin from UV assault as green tea extract lends antioxidant benefits. **Refinee Daily Defense Cream SPF 30** @sormecosmetics

2

② Lightweight daily moisturizer improves skin's overall appearance as it rails against sun damage thanks to SPF 30 protection. **Hempz Yuzu & Starfruit Daily Herbal Body Moisturizer** @hempzofficial

3

③ Formulated with proprietary HypeauPro, the concentrated moisturizer ensures hands stay supple despite repeated water exposure. **Parodi Daily Moisturizing Hand Cream** @parodicare

4

④ Formula imparts an even, matte finish prior to makeup prep as zinc oxide forms a physical barrier against UV rays. **Repêchage Mineral Face Shield** @repechage



Industry Feed

—EMILIE BRANCH



PAYING IT FORWARD

The **Wahl Professional** Fade It Forward Mentorship Program for at-risk youth has awarded Mikayla Harper, Andre Whittington, Quientin Crump, and Sebastian Moore each with a full scholarship to His & Hers Barber School in Chicago and provided access to an on-call mentor, with additional assistance via UCAN, a Chicago-based social service organization. Wahl Education and Artistic Team (WEAT) member Garland “G-Whiz” Fox, along with other collaborators, founded this comprehensive program after choosing to actively give back through education. “Wahl wanted to truly affect people’s lives with this venture,” explains Lance Wahl, global vice president of professional products at the Wahl Clipper Corporation. “We know that to succeed in this industry you need to have a strong foundation. The mentors who Garland and UCAN found for these students are really helping them grow as professionals and people. When you combine the mentorship with the strong school system that His & Hers provides, it gives us high hopes for their future in this awesome industry.”

Sustaining Sustainability

Kao has been recognized for its long-standing commitment to sustainability and was recently selected to be on the Water A list by CDP Worldwide, a nonprofit that advocates disclosure of corporate environmental impact. In addition to this achievement, Kao was honored earlier this year as one of the 100 most sustainable corporations in the world and ranked third in the Personal Care and Cleaning Products category. Kao plans to launch its new Environmental, Social and Governance (ESG) strategy this year, which will help all users “live a more sustainable lifestyle that contributes to a more sustainable world,” notes Dave Muenz, executive officer in charge of the ESG at Kao Corporation.



GREEN HORIZONS

Spearheading the way to a more environmentally conscious salon experience, **Henkel's** #AcademyofHair, located in the brand's Culver City, California headquarters, has partnered with Green Circle Salons, a salon waste recycling program. Through the partnership, the #AcademyofHair will dramatically reduce its waste production, adopting green solutions for how hair trimmings, metal and plastic containers, and chemicals are repurposed or recycled. “The #AcademyofHair is dedicated to furthering its efforts to keep the planet beautiful and become a green salon, while providing a cutting-edge salon experience,” says Stefan Mund, regional head of Henkel Beauty Care Hair Professional North America. “Our partnership with Green Circle Salons reflects Henkel’s continued commitment to environmental sustainability and our overall mission to reduce our ecological footprint.”

Formed in 2015, Green Circle Salons is on a mission to eliminate salon waste in the U.S., with a goal of making the industry completely sustainable by 2020. “Green Circle offers a seamless process to easily and efficiently recycle our salon’s waste,” adds Marc Stucky, head of R&D and regulatory at Henkel. “Green Circle estimates that 421,206 pounds of total waste is generated in the salon industry daily across North America. Through this partnership, the #AcademyofHair is doing its part to ensure waste is repurposed and diverted away from our waterways and landfills.”

Getting to Know You

MEET THE **INDIVIDUALS** BEHIND THE INDUSTRY'S LEADING BRANDS.



➤ **STEVE DECOLA**

National Sales Manager for
Lakmé USA

MY MAIN GOALS WITH THE COMPANY ARE: To grow the Lakmé brand throughout the United States by partnering with independent distributors. I also want to create a culture around Lakmé that will emphasize our

strong education, environmentally friendly products and great salon network.

LEADERSHIP MEANS: Being a mentor and giving people around you opportunities to grow, and then watching them succeed.

IN FIVE YEARS I SEE THE HAIR INDUSTRY: Continuing to use social media to grow, but also going back to our roots through education and innovation.

I GET INSPIRED BY: Helping others and seeing people happy.

MY TOP VACATION DESTINATION IS: Anywhere there is a beach!

WHEN I THINK OF BEAUTY, I THINK OF: Changing people's lives for the better. When you give someone great hair, the way that makes her feel is priceless.



➤ **JEFFREY NEWTON**

National Sales Manager of
North America for Affinage
Salon Professional

MY MAIN GOALS WITH THE COMPANY ARE: To grow the business significantly over the next 10 years by working alongside the incredible team of business development managers and our entrepreneurial family

owned distribution network.

LEADERSHIP MEANS: Being humble—it's always the team of people you surround yourself with that makes the magic happen; being strong—knowing the core values of your company and making every decision based on that end doesn't always mean you're going to be liked; and being clear—direct communication is essential.

IN FIVE YEARS I SEE THE HAIR INDUSTRY: Bettering the guest experience and prioritizing connection.

MY TOP VACATION DESTINATION IS: Japan.

WHEN I THINK OF BEAUTY, I THINK OF: My mother and my grandmothers. To me, they're the most beautiful women in the world.



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The new Wella Smart Mirror is powered by augmented reality technology.

SMART MIRROR, ON THE WALL

Wella Professionals debuted a first-of-its-kind augmented reality Smart Mirror—co-created by Wella Professionals hairstylists and salon owners—at this year's Consumer Electronics Show. The mirror was developed based on research involving nearly 1,700 clients who collectively observed that more personalized consultations and increased communication outside the salon were key to improving the styling experience. The Smart Mirror, which is powered by the CareOS operating system, allows users to try on haircolor virtually with zero commitment.

The mirror features a 360-degree video that captures each new look from all angles that can then be shared directly on social media. It also lets users retrieve past looks (thanks to facial recognition), includes a stream of curated content to inspire clients and is hands-free. To keep up the thread of salon-centered communication and enable clients to access tailored inspiration and recommendations on the go, the mirror is linked to a mobile app. The future looks beautiful!

education extravaganza

Everything is bigger in Texas, including the educational events. More than 80 instructors from CHI partner schools across the nation touched down in Houston for three days to take part in **Farouk Systems'** fourth biannual CHI Education Symposium. As the ultimate way to welcome attendees and kick off the symposium, the event began with a Circus du CHI extravaganza where the entire team donned vintage circus-themed attire. The festivities didn't stop there, however, with symposium courses that covered all of the bases, from "VA VA Violets with CHI Chromashine" to "The Tailored Man" and "Creating a Higher Income." Guests were also treated to a special welcome by Dr. Farouk Shami and Farouk Systems president of innovation Lisa Marie Garcia, and given a personalized tour of the headquarters. To round out the event, the Houston Training School was announced as the CHI Partner School of the Year.



Attendees and models pose at Circus du CHI, which kicked off Farouk Systems' fourth biannual CHI Education Symposium.



Moroccanoil and the Women's Tennis Association have formed an inspiring partnership.

POWER MATCH

Moroccanoil has been named the exclusive haircare sponsor of the Women's Tennis Association (WTA). As part of the partnership, the WTA will be included in the brand's "Inspired by Women" platform, which is meant to educate and inspire women around the world. Through the channel's *INSPIRED* short film series, Moroccanoil will help bring the philanthropic endeavors of the WTA athletes to life. The first to debut is tennis star Madison Keys' work with FearlesslyGiRL, an organization that advocates for supportive environments for young girls. "There is a remarkable life story behind each of the WTA's extraordinary athletes that cannot be told in match wins or record titles," says WTA president Micky Lawler. "The *INSPIRED* series is a creative and positive platform for both Moroccanoil and the WTA to share how our champions channel their passion off-court into making a difference and blazing new trails."



The ColorProof Color Care Authority crew cleans up trash left on a local beach.

COLLECTIVE CLEANUP

To celebrate the completion of its first year incorporating ocean-plastics into its packaging, **ColorProof Color Care Authority** hosted a beach cleanup along the company's local Southern California shoreline. After just a few hours, the team had already collected a whopping 150 pounds of trash. "Being headquartered in a coastal community reminds us daily that as a society we must change the way we consume to preserve the earth," says ColorProof founder and CEO Jim Markham. "It was truly eye-opening to see how much trash and plastic fragments actually exist on just *one* of our local beaches."



Celebrity guest Ross Mathews hosts the 2019 North American Hairstyling Awards after-party at Hotel Maya in Long Beach, California.



Va-va-volume! amika's 2019 NAHA artistic presentation brings major hair height to the stage.



Olivia Garden shares an elegant production that showcases soft and feminine styles.

NAHA 2019

Congratulations to the North American Hairstyling Awards (NAHA) 2019 winners. Seventy-four finalists competed for 16 titles in the 30th-annual **Professional Beauty Association**-sponsored competition in Long Beach, California. Adam Rippon, 2018 Olympic bronze medalist, hosted this year's show, which featured artistic presentations by amika, L'Oréal Professionnel, Olivia Garden, and the 2018 NAHA Hairstylist of the Year winner, Danielle Keasling. The competition represents the best of the biz in a range of categories, including men's, texture, cut, and color, as well as makeup, nails, people's choice, and most noteworthy newcomer.

The winners are...

AVANT GARDE | Michelle O'Connor, Hollywood, Florida
EDITORIAL/SESSION STYLIST OF THE YEAR | Dilek Onur-Taylor, Chicago
HAIRCOLOR | Chrystofer Benson, South Weber, Utah
HAIRCUTTING | Lori Zabe, New York, New York
HAIRSTYLIST OF THE YEAR | Julie Vriesinga, Forest, Ontario
MAKEUP ARTIST OF THE YEAR | Florencia Taylor, London, Ontario
MASTER HAIRSTYLIST OF THE YEAR | Silas Tsang, Ottawa, Ontario
MEN'S HAIRSTYLIST OF THE YEAR | Pete Goupil, Brossard, Québec
NAIL PROFESSIONAL OF THE YEAR | Sarah Nguyen, New York, New York
NEWCOMER STYLIST OF THE YEAR | Jesse Ervin, Toronto, Ontario
PEOPLE'S CHOICE | Matthew Rouse, Des Moines, Iowa
SALON/SCHOOL DESIGN OF THE YEAR | PENZONE Salon + Spa, Dublin, Ohio
STUDENT HAIRSTYLIST OF THE YEAR | Michell Hird, Provo, Utah
STYLING AND FINISHING | Sarajane Maples-Buttner, Atlantic Beach, Florida
TEAM OF THE YEAR | Ulta Beauty Pro Team, Bolingbrook, Illinois
TEXTURE | Michelle O'Connor, Hollywood, Florida



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Fatima Bautista** –
Jón Alan Salon



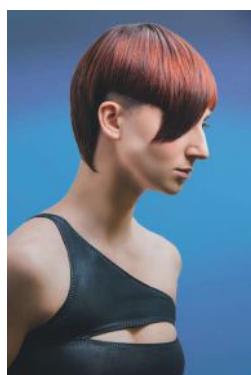
M.C. Juhlin –
Salon Spa W



Taylor Hill –
Jón Alan Salon



**Sydney Dry /
Julie Cappello** –
Cutting Loose Salon



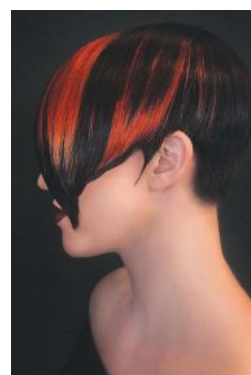
**Raven Orenge /
Dexter Carter** –
Salon Visage



Jessi Shires –
Jón Alan Salon



Hannah Gwin –
Jón Alan Salon



Edith Ornelas –
Perry Monge
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The Winding Road

AFTER A SLEW OF BAD TATTOOS—AND A LIFE-CHANGING OBSTACLE—COSMOPROF ARTISTIC TEAM MEMBER PHILIP RING FINALLY GOT THE INK OF HIS DREAMS.



➤ **AFTER SUFFERING THROUGH** a string of terrible to mediocre tattoos my entire life, I said I wouldn't get a new tattoo until I had my original ones removed. That was my plan—until I underwent chemotherapy and needed two ports put into my chest because I developed an infection from one. I left the hospital with two scars along with bruising that never completely went away. Needless to say, getting rid of my old tattoos was no longer a priority.

I recently celebrated two years since having undergone chemo and, although I'm not in the clear, I decided it was time to decorate my scars. I'd followed a tattoo artist named Ramon Francisco (@ramonink) for a year, and only wanted him to do the work. I waited almost five months for an appointment, and once I finally sat in his chair, I gave him artistic license (despite my trust issues with tattoo artists). Ramon surprised me by asking if he could draw a person's head, but in lieu of hair, incorporate jellyfish tentacles that end in pixels. I was shocked and excited because Ramon had brilliantly melded my two "favorites" together—my partner (who is a marine ecologist) and my career as a hairstylist who creates brilliant colors.

All I wanted was to move past cancer and not have a constant reminder of what I went through reflected at me every day as I faced the mirror; what I got was the most precious thing I own. I don't care that I'm a little overweight—I have this incredible piece of art across my chest and will go shirtless with pride.

—As told to Alyson Osterman-Kerr

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