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BEAUTY

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JUNE 2019

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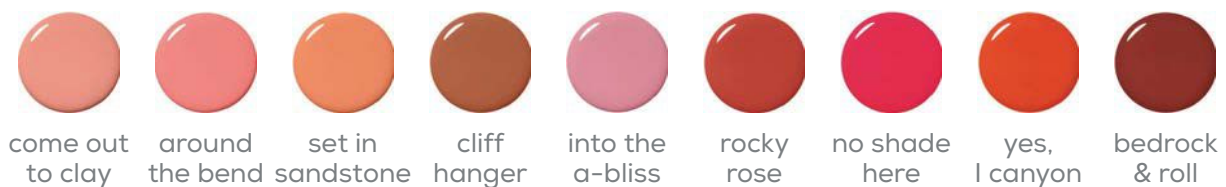
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Beauty Launchpad (ISSN 1557-0053 & USPS 022-881), Volume 18, No. 6, June 2019 is published monthly by Creative Age Communications, Inc., 7628 Densmore Ave., Van Nuys, CA 91406-2042, USA, Phone 818.782.7328, Fax 818.782.7450. Basic annual subscription rates are: \$24.00 in the U.S., \$60.00 in Canada, and \$80.00 in other international countries. Periodicals Postage Paid at Van Nuys, CA and additional mailing offices. POSTMASTER: Send all UAA to CFS; NON-POSTAL AND MILITARY FACILITIES: send address corrections to Beauty Launchpad, P.O. Box 460159, Escondido, CA 92046-0159.



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Subscription Customer Service: Beauty Launchpad, P.O. Box 460159, Escondido, CA 92046-0159, USA, Phone 800.624.4196, launchpad@pcspublink.com, www.beautylaunchpad.com

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On My Radar

Curl Talk

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

► **THIS MONTH MARKS** our annual Texture Issue, wherein we gather top techniques, products and advice to make curls shine (pages 32 and 84-88), as well as round up goods that bestow beach-worthy texture onto those with straight strands (pages 42-43). More than a decade ago when I first started compiling curly hair products for *Beauty Launchpad*, I was dismayed by the dearth of goods in the pro-beauty space that truly catered to those with ringlets; thank heavens that today more products and practices have become readily available to clients looking to refine their tendrils. Yet we still have a long way to go. A few years ago when I chatted with hairstylist Vernon François (who fashions the manes of Lupita Nyong'o and Amandla Stenberg among others), he lamented that curly hair courses aren't required in pro-beauty school; that remains the case. Scrolling through social media feeds, I witness tons of buzz surrounding the cost of blow-outs: Some pros preach that blow-out cost should be charged according to time spent in the chair, often translating to clients with kinky hair being charged more than those with straight hair. On one hand, your time is valuable, and you should be paid accordingly; on the other, this pricing may feel punitive to curly clients. The line is blurry. But this much is clear: You, as pros, help shape the outward beauty of those who sit in your chair along with their self-confidence. Handle with care.



FOLLOW

Seeking #curlinspo? Follow @vernonfrancois, who shapes the spirals of celebs like Lupita Nyong'o. (Turn to page 84 to learn more.)



Aly

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

RIP

I am deeply saddened by the recent passing of Tina Owens, founder of HALOCOUTURE. She was a savvy businesswoman who helped pioneer banded extensions, and an incredibly kind human being who I always looked forward to seeing at our various meetings over the years. I will miss her, as will countless others.



COSMOPROF NORTH AMERICA LAS VEGAS

ATTEND

I'm planning trips to Premiere Orlando (Florida) this month and Cosmoprof (Las Vegas) in July—and I hope you are, too. Attending trade shows helps support the professional beauty industry as well as empowers your growth through education, product knowledge and the capability to form connections with supportive peers.



APPLY

Over the summer I go through countless bottles of sunscreen. One of my faves that I keep returning to is Babo Botanicals Sheer Zinc Sunscreen. It's formulated for extra-sensitive skin and features a spray-on applicator that makes reapplying a breeze.



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Trendsetters

RUNWAY
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INSPIRATION

Redken global color creative director Josh Wood dyed 37 models in multidimensional pastels for the Spring/Summer 2019 Marc Jacobs runway at New York Fashion Week.

➤ **STOP-IN-THEIR-TRACKS-AND-STARE HAIR:** Is there anything better? (No!) From vibrantly tinted catwalk haircolor to serious hair chops (hello, Gabrielle Union-Wade!), going above and beyond the norm for strands has really hit its stride. In fact, these days trends seem to be set overnight. Case in point: mega stylist Justine Marjan's genius chain hair design for the Christian Siriano Fall 2019 New York Fashion Week show, which instantly sparked a zillion takes—all dazzling in their own right. Flip through for #Instagood inspo.

ANDREEA ANGELESCU



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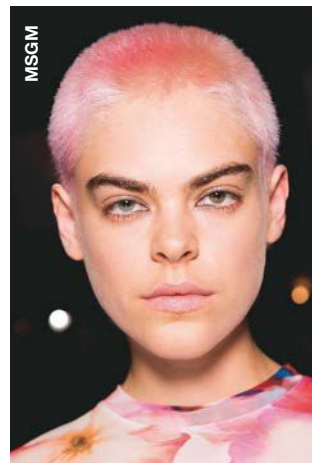
PASTEL, COLOR MELTED OR ELECTRIC: HAIR'S DECLARATION OF DEPENDENCE ON FASHION DYE REMAINS STRONG. —KARIE L. FROST

➤ **A TIGHT CROP** generates buzz all on its own. But when it's tintured cotton candy pink (at MSGM) or an eye-pulsing fuchsia (at Byblos) that short shock of hair transforms into an ever-more-dynamic statement. Such is the power of dye: A whole cadre of powdery pastel-topped mops at Marc Jacobs signaled a true shift toward utilizing haircolor as a storyteller. Dying 37 models in layered pigment—first a bleach lift, then a metallic base, followed by a pastel cast and concluding in a lived-in shadow root—Redken global color creative director Josh Wood pushed each look past the limits of what only five years ago would have been thought preposterous. “This is a color revolution. ... People are embracing color more and more now ... the fear of changing color is gone,” he explains. Wood attributes the shift to product innovation—mainly that bleach no longer carries the same negative overtones it once did thanks to new formulations that keep hair's integrity intact.

Of course, not all heads of hair wish to lift, and pigmented wigs and wefts certainly took up the charge here—in tie-dyed streaks meant to mimic the seven Chakras (at Collina Strada) and grandiose color melts on Marie Antoinette-esque wigs (at Vivienne Westwood). Whether permanent or transient, fashion colors' sway over hair continues to thrive on the runways and off—and we wholeheartedly pledge it our allegiance.



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Bring On the Glam

CELEBRITY STYLIST LARRY SIMS DISHES ABOUT TOP LOOKS HE CREATED FOR ACTRESS GABRIELLE UNION-WADE. —JASMINE BROWN

➤ **LARRY SIMS** (@larryjarahsims) wasn't always the texture expert we know today. The award-winning stylist started his career as a dancer and choreographer for acts like Missy Elliot and Blaque. His dancing background led him to cross paths with actress Gabrielle Union-Wade while filming the 2000 hit cheer-squad flick *Bring It On*. When Sims later decided to follow his passion for hair and go to cosmetology school, Union-Wade was one of the first celebrities who hired him after he received his license. Since then, the pair has worked together on countless red carpet looks and magazine covers, including *Elle* and *Essence*. Here, he handpicks a few favorites he has created for Union-Wade.



▲ "Our inspiration for the 2018 Emmys was Diana Ross in the 1975 movie *Mahogany*. As the saying goes, 'Go big or go home.'"



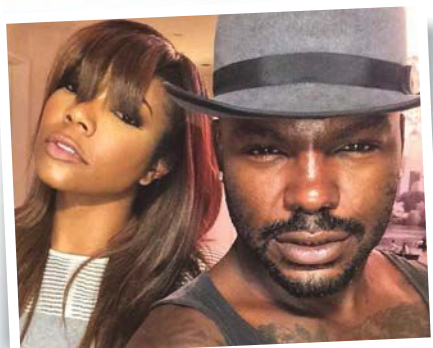
▲ "We were in Miami at Gab's house and Janet Jackson was playing in the background. Janet became our inspo for this sexy summer look. We love Janet!"



▲ "We wanted to create something graphic and abstract that would elongate Gabrielle's silhouette. The jumpsuit she wore was oversized so we went sleek on top."



▲ "I love this look on Gabrielle from this year's *Vanity Fair* Oscar party. We'd never gone this short before. We wanted a style that felt modern and fresh."



◀ "We hadn't done bangs, and we decided to experiment with them and we both loved the end result. This look felt young and fly."



◀ "We've held on to Gabrielle's natural hair for years. For the most part, she's kept it braided under weaves and wigs, so this was the first time that we cut her natural hair. She asked for something edgy but chic—and she got it!"

TOP RIGHT: DAVID LIVINGSTON/GETTY IMAGES; MIDDLE: LARRY SIMS; BOTTOM LEFT TO RIGHT: LARRY SIMS (2), ALLEN BERZONSKY/GETTY IMAGES, JOHN SHEPHERY/GETTY IMAGES



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WHAT'S INSPIRING EDITORIAL STYLIST AND EDUCATOR DANIELLE KEASLING.

—AS TOLD TO ALYSON OSTERMAN-KERR

1 YOGA

I have a travel yoga mat that I almost always carry with me because you never know when the opportunity will unfold where you can practice yoga and reconnect with yourself. I have to be present to be successful and stay inspired—yoga allows me to do this.

2 MY FRENCH BULLDOGS

They are the loves of my life.

3 INSTAGRAM

I try to inspire and be inspired by Instagram; for me, that's the best use of the platform.

4 APPLE

Being organized helps me compartmentalize all of my ideas so I can easily reference them and access these outlets of creativity. Thank goodness I have a lot of Apple products that sync together and allow me to do so efficiently.

5 TRAVEL

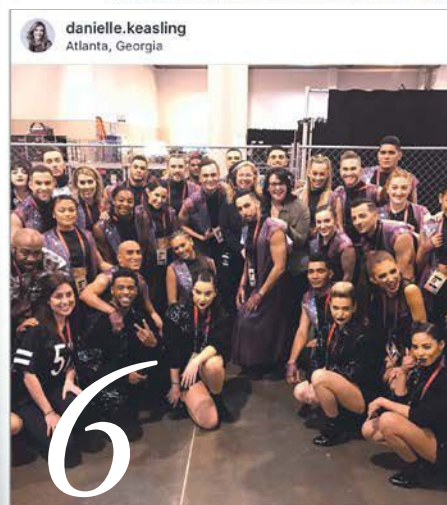
Traveling the world is part of my job. I'm so inspired when I visit other countries and meet other artists; even though we may not always be able to understand what each of us is verbally saying (language barriers!), we still appreciate each other's art and speak the visual language of hairstyling.

6 PARTNERS

The teams I work with at Great Lengths, Matrix and Ulta Beauty not only provide incredible products that help to support my art, but also an amazing collaborative environment where sharing ideas with one another is encouraged.



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GETTY IMAGES (2); COURTESY OF DANIELLE KEASLING; INSTAGRAM

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The Christian Siriano runway look that inspired the chain trend!



➤ **JUST WHEN YOU THOUGHT** that you couldn't do anything more to a ponytail, along comes Justine Marjan. The North American brand ambassador for ghd created a chain-embellished pony backstage at the Christian Siriano Fall 2019 New York Fashion Week show, and the 'gram crowd was hooked. We spoke with Marjan about how she crafted the style and what she thinks of the various chain iterations that have been popping up in our feeds.

What was the inspiration behind the look you created for the Christian Siriano show?

Christian wanted a futuristic, industrial look with chains in the hair, so I brought tons of options to the hair test. We played around with placement and ultimately decided that having the hair back and secure would be the best option. From the front, the girls all had slicked-back hair, but in the back, chains draped down the length of their ponytails.

continues >>

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>> How did you achieve the style?

I blow-dried away from the face with the ghd Air Hair Dryer, then flat-ironed hair straight back from roots to ends with the ghd Platinum+ Styler, and set with no-crease clips. I then sectioned the hair in two: above the ears and below. I applied an extra-hold gel to the roots and brushed it in with a Mason Pearson brush, and then gathered the lower section into a low ponytail at the nape. Taking a 1/2-inch section from the bottom of the upper half of the hair, I created a single cornrow from ear to ear, then secured it with an elastic band. I applied even more gel to the roots on the top section and then gathered everything back into the low ponytail, fastening it with another elastic. Using the clasp attachment on the chains, I attached them to the braid on top of the hair, then gathered all the chains with another elastic into the low ponytail. Finally, I sealed the look with hairspray.

Are the chains heavy?

They are very heavy, so we needed a way to make them secure in the hair. This is why we created the hidden cornrow in the top section of the tail—it created an anchor on which to attach them. I had thought about doing a weave with chains, but ultimately decided that would take too much time backstage. My assistants and I attached three different-size chains to necklace clasps so we could clip them into the braid easily. Each of the chains was handmade and took us hours to make the night before the show.

What's your favorite aspect about this look?

I love the unexpectedness of the style, and that the chains look like they're floating in the hair or growing out of the head! Everyone always asks how they're attached, and I love that element of mystery.

With the instant nature of social media, it seems like there's already a trend established. Do you think this trend will continue throughout the summer and into the fall?

Absolutely! Hair accessories are having a major moment and it's been so fun to play with hair in a new and creative way. What I love most is that there are so many iterations of the style and you can ultimately make it your own.

In fact, in your Instagram post you asked people to tag you in their recreations. Have you seen many? What are your thoughts?

Yes, I have, and I'm so inspired and honored that people want to recreate this hairstyle.



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One to Watch

ALY DAVIS TAPS SOCIAL MEDIA TO SHARE COLOR TRICKS AND TO GIVE HER PEERS PERSONAL INSIGHT. —JB

When we're not commenting heart-eyes emoticons on Aly Davis' blonding and lived-in color creations, we're nodding in agreement with her uplifting memes and jotting down notes during her transformation videos. Needless to say, the *Beauty Launchpad* education team member is one to watch! Her advice for growing your social media? "Authentic engagement," she

says. "If you see something you like, give that person a 'like' and comment. It'll make his or her day, and open up your Instagram to the person. Also, share *you* on your page. Of course everyone loves seeing the work you create, but even more so people are drawn to the person behind it all. Share your thoughts or a photo of you working—remember to switch up things."



WHO: Aly Davis
@alydavishair
OF FOLLOWERS:
18.6k (at time of print)
LOCATION: R.Cribb
 the Salon in Myrtle
 Beach, South Carolina



Davis shares how to achieve this copper transformation.

- + Shampoo hair with a clarifying shampoo to rid it of impurities; this helps make the hair a clean canvas for the transformation.
- + Use Redken Shades EQ 8GG/7CC all over hair.
- + Color melt on damp hair by applying the base first using vertical sections, with Paul Mitchell the Color in 3 parts 6N + one part 6WC.
- + Comb through with a wide-tooth comb.
- + Taking fine diagonal back sections, apply equal parts Paul Mitchell The Color 7WB + 8WC + 8RO to the mid-lengths and ends.
- + Process for 30 to 35 minutes.
- + Wash with a color-safe shampoo and conditioner.
- + Seal color with Keracolor Color + Clenditioner in Copper; it also lends an added pop of color!

➤ COLOR INSPO:
 "When Julianne Hough went copper last year! I loved how her copper hue looked so rich and natural." —Aly Davis

OMG!

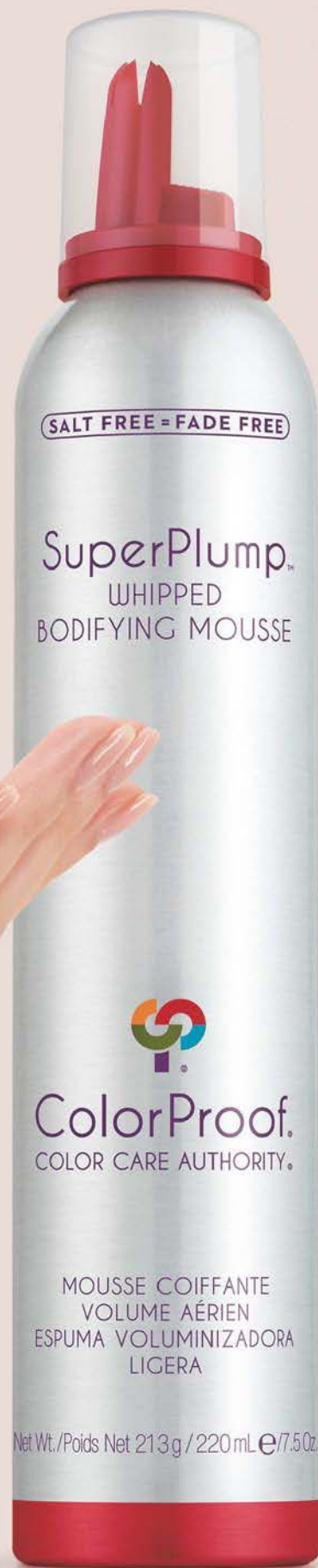
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colorproof.com #colorproofhair
MADE WITH LOVE IN CALIFORNIA





Different stations correspond to different services—complete with unique chairs and lighting that make sense for the styling.

From Brazil, with Love

A SUCCESSFUL BRAZILIAN CURL BRAND MAKES ITS FIRST FORAY INTO THE UNITED STATES WITH A SALON IN COIL CAPITAL HARLEM, NYC. —KLF

Beleza Natural Institute/New York City, New York

► INSIDE STORY:

Realized 25 years ago in Brazil due to a curly haircare drought, Beleza Natural began as a product line. The two founders, Leila Velez and Heloisa “Zica” Assis, both struggled with their own coils, and made it their mission to bring quality services and products to curly and kinky-haired clients. After their first trip stateside 16 years ago, Velez and Assis dreamt of bringing their expertise to the U.S.—specifically Harlem, where ringlets rule. “New York City, and Harlem especially, is a melting pot of cultures and ethnicities with all kinds of different curls—that’s what immediately drew our attention and showed how many similarities we share, in terms of how diverse our people are both here and in Brazil,” the duo says. Noticing that Harlem’s curly population had the demand—but not the supply—for quality, affordable professional services and products, Velez and Assis opened Beleza Natural Institute, a 6,000-square-foot curly hair sanctuary, in September 2018. “Harlem has been confirmed as not only a fantastic place to find our target audience, but also as a cultural mecca filled with beauty trendsetters,” they thrill. *continues >>*



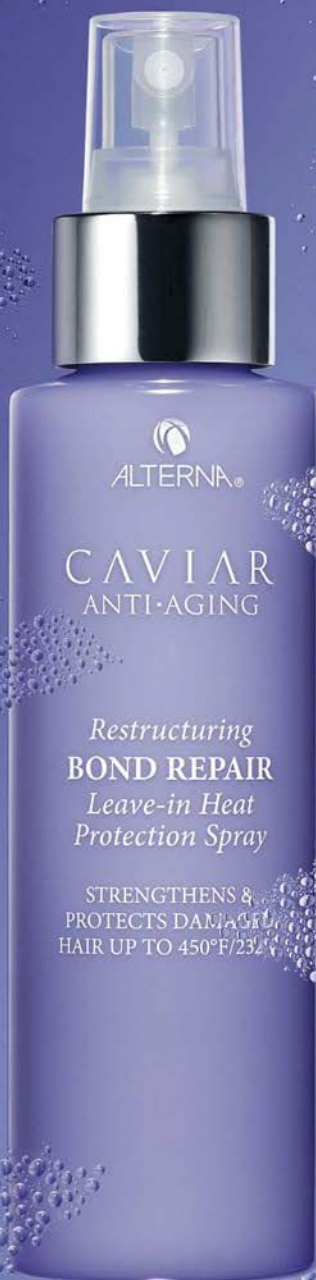
An area dedicated to curly haired kids features whimsical details and child-size chairs and shampoo sinks.

COURTESY OF BELEZA NATURAL INSTITUTE



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MEET OUR HEROES

Some heroes wear capes, some transform your hair.
Experience Bond Repair Heat Protection Spray.

Trendsetters/Salon of the Month

Harlem has been confirmed as not only a fantastic place to find our target audience, but also as a cultural mecca filled with beauty trendsetters.” —VELEZ AND ASSIS



Drawing from their 24 established Brazilian salons, Velez and Assis gave the Harlem location the same colorful red, navy and pink color scheme with ultra-poppy orange chairs. The sleek, curved lines of the front desk and retail displays plus a glossy concrete floor lend a modern feel—yet one decor feature stands apart. “We kept the traditional exposed New York City brick walls because we wanted to keep an element close to the local culture,” they share. Another standout: Larger-than-life images of real clients with curly hair gaze upon salon visitors. “All pictures on the packages, displays and ads are made with real clients instead of standard models in order to show real women with real results,” they share. “The pictures on the wall are meant to inspire.”

Since curls are top of mind, visitors can partake in more than 30 different types of haircuts designed especially for coils; three curl-shaping services; and hairstyling, like finger styles or twists. Four different deep treatments satisfy a host of coil needs. Free consultations, where curl experts do a thorough analysis, guarantee client satisfaction. “We specialize in treating and increasing the beauty of curls through keen observation, active listening, tireless tests, and the knowledge and creativity of our team—most of whom are curly women as well, so they understand our clients,” they reason. In fact, Velez and Assis pride their company on the staff’s deep knowledge of kinks. “Every employee we hire has to spend at least one month of additional training to learn our unique techniques specialized for curly hair. This way we can confirm the quality we serve in Harlem—or any place in the world,” they assert.

As the zeitgeist trends more and more toward embracing natural texture, the duo has made it their mission to inspire pride in women when they see, touch and style their spirals. “We want clients to learn how amazing their curls can look,” they say.



MOST POPULAR SERVICES:

The Beleza Natural Deep Treatments, which vary from nutrition to moisture infusion to scalp cleansing to hot oil.



Beleza Natural Institute founders Heloisa “Zica” Assis and Leila Velez



A wall mural of a real client overlooks the hair-processing area.

WHAT'S UNIQUE

CATWALK CURLS: A mini runway situated near the front desk encourages clients to strut their new look right before checkout. “They can take pictures with our ring light, too,” the duo says—a smart tactic for sharing via social media.

CURL ANALYSIS: Consultations are conducted in private rooms, where curls can be fully analyzed before services are prescribed.

COMMUNITY OUTREACH: Staff volunteer at local Harlem events and are often hired from within the community. “We want to help Harlem prosper,” the duo relays.

RETAIL LINES:

Beleza Natural Kits, including Loose Curls, Tight Curls, Kinky Curls, Wavy Curls, Protein Punch, and Vitamin Pro

REFRESHMENTS:

Coffee and tea

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WARM BASE COLOR FADES WARM ● ● ● ●

COOL BASE COLOR FADES COOL ● ● ● ●


Live & Learn

EDUCATION

TIPS

SOCIAL MEDIA

Q&A



► **ARE YOU PREPARED**—in technique and in product—to service curly clients? Refresh your ringlet IQ (or learn something new!) with our curl tips on the following page. If you dream up hue creations in vibrant color, Goonies education team pro Ursula Goff covers all of your burning questions about vivids. And you can share those electric haircolor looks on your social media feeds in the hopes of getting reposted by feature accounts; we give you the scoop on how to catch the eye of your favorite magazine on Instagram.

Read on for John Paul Mitchell Systems brand ambassador Paula Peralta's (@hairbypaulaperalta) advice for working with curly hair.

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Longer cable

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Curls of Wisdom

SHAPES, PATTERNS, TEXTURES, OH MY! UNLOCK THE SECRETS TO TAMING CURLS OF ALL TYPES WITH THIS HANDY GUIDE. —TRACY MORIN

► **ROCKING A HEAD FULL** of ringlets herself, Paula Peralta (@hairbypaulaperalta), brand ambassador for John Paul Mitchell Systems (JPMS), knows a thing or two about curls—not only as owner of Los Angeles’ Salon Mix, but as a self-proclaimed curly hair guru. Here, she shares her top tips on identifying curl types and adding a bouncy boost via savvy cutting and styling techniques.

[1] IDENTIFYING CURL CHARACTERISTICS

PROBLEM: Not all curls are created equal.

SOLUTION: Curl pattern determines how the hair behaves, both wet and dry. Most hair types fall under either curly (more of a ringlet formation) or extra curly/coily, which can be very compact ringlets or a zigzag pattern. However, all curly hair tends to lack moisture, so major moisturizing treatments are typically a must.

[2] SINGLE OUT STYLING SUPERHEROES

PROBLEM: One head of hair can host multiple textures and formations.

SOLUTION: Determine the hair’s natural texture and formation when it’s wet. During consultation, ask your guest what products she’s had styling success with—generally, she’s aware of her multiple textures and has some idea of what works for her. Then, make recommendations on what could further simplify her maintenance/styling routines.

[3] CUTTING FOR SHRINKAGE

PROBLEM: Shrinkage is real—and one of the most important factors to consider when working with curly hair. You can cut less than a half-inch and see several inches of shrinkage as a result! Extra-curly or coily hair will have substantial shrinkage from wet to dry states, which becomes especially important when cutting.

SOLUTION: Much like test strands for color, Peralta often does a test strand during a haircut to see how hair responds to length removal. This helps her create a game plan for the cut that ensures the client will be happy with the finished shape and overall end result.

THE SHAPE OF THINGS

When determining curl shapes and patterns, industry leaders have worked to simplify classification.

LaDonna Dryer, JPMS business development manager and natural texture expert, points to the letter/number hair-typing system developed by celeb stylist (and Oprah’s mane man!) Andre Walker. “Hair is classified by a number, which defines the formation (1-straight; 2-wavy; 3-curly; 4-coily/extra curly) and a letter which defines texture (A-fine; B-medium; C-coarse),” Dryer informs. “The resulting combination helps identify the needs of that specific hair type and find solutions based on the desired end result.”

Then, she adds, there’s the LOIS classification, in which the pattern resembles the letter:

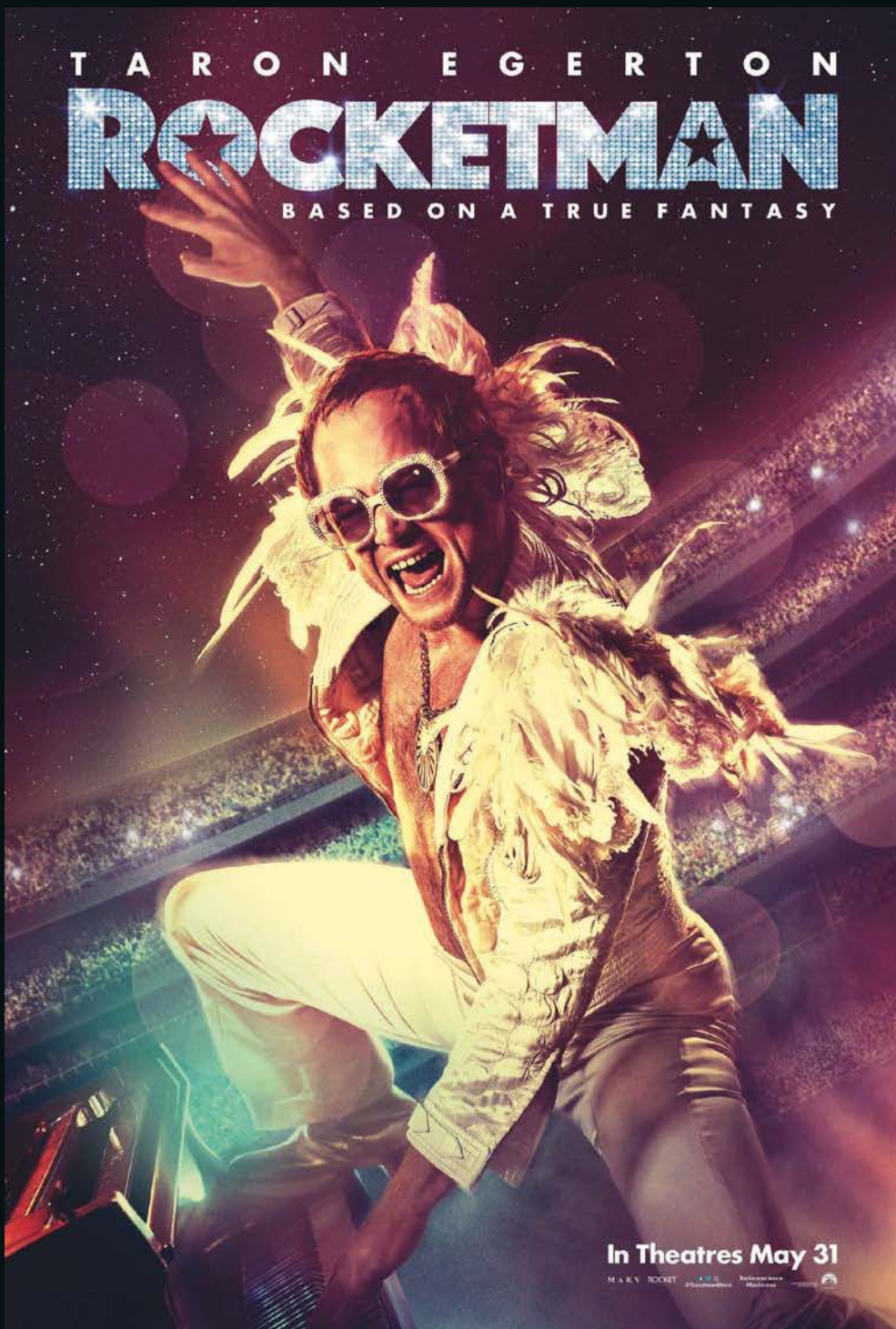
L may bend and curl with little to no curve.

O resembles a spiral.

I is mostly flat, with no distinct curve.

S describes wavy lines, with “hills and valleys.”

“However one identifies her hair type, that will affect *everything*: how it’s cut, colored (different shapes reflect light differently), and how it’s cared for,” Dryer says. When determining a true curl pattern, start at the base; here, locks are likely least damaged (color-treating, blow-drying or ironing can alter the curl over time). “Advise your client to try several months without lightening or heat to allow new growth to come in; when the hair is very wet, you’ll see a different pattern at the base than mid-shafts to ends, so you can determine her true curl pattern,” Dryer advises. “Or, without chemical changes or strong heat damage, one can assess the entire strand to determine the pattern—but it’s not uncommon for more than one type and formation to live on one head of hair.”



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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So You Want to Own a Salon

PART TWO: HOW TO DEVELOP A FINANCIAL PLAN —FRANCESCA MOISIN

► **IN PART ONE OF THIS SERIES**, we examined the basics of how to craft a business plan. The financial plan is contained within that document—but its importance can't be overstated. Banks demand a detailed breakdown of monetary particulars before loaning the funds needed to turn any entrepreneurial dream into a tangible salon reality. Since a flair for hair doesn't always equate to a head for business, we outline the basics to help you in your pursuit.

Start-up Budget

Identify how much personal capital you'll invest, but don't tap into every last savings drop because you'll need a cushion when unforeseen expenses hit. Next, create a comprehensive list of costs required to open shop, including rent for lease (or capital to buy the space); design and renovation fees; utilities; furniture and equipment; inventory and supplies; advertising and marketing (signage, website, social media setup); staff salaries; and legal costs (attorney and CPA fees, employment taxes, bookkeeping).

Profit & Loss Statement

The Profit & Loss Statement, known



as P&L, provides a preview into how your business is expected to perform over time. It should include both the “good”—expenses generating income, such as costs of services and price of products—and the “bad”—areas where money will be spent, like rent and payroll. “Through this report, owners can identify opportunities to generate sales, manage expenses and increase revenue,” says Erica Nebiker, marketing and communications coordinator at Professional Beauty Association (PBA).

Break-even Analysis

Graphs make great visual aids here, as this section examines the point at which a business is neither at a profit nor a loss. “All expenses have been covered, and revenue received equals the costs associated with doing business,” Nebiker explains.

Cash Flow Projection

Simply put, this is an estimate of the total money going in and out of a salon, along with expected changes in liquid assets (those that can be quickly converted into cash, like checking accounts) over time. “Cash flow can be

projected weekly, monthly and yearly,” says Nebiker.

Balance Sheet

Here's where you list all spending not found in the P&L, including assets (items the business uses to earn revenue), liabilities (debts owed) and equity (capital or items owned outright). It's a quick glance at a business' financial position at one fixed point in time.

Business Ratio

“These tables show calculations between various financial elements, like client growth, sales, profit margins, and total debt to assets, which is the percentage of resources financed by creditors,” says Nebiker.

This is tricky business, so hiring a pro is recommended. Many CPAs offer complimentary consultations, or explore PBA's professional resources for extra guidance. “An accurate financial plan can help you stave off debt, stay within a budget, prep for upcoming expenses, and achieve quantifiable goals, like purchasing new equipment—or a second salon space,” says Nebiker.

LOOK FOR PART THREE IN NEXT MONTH'S ISSUE!



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The Laws of Attraction: Part Three

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 SHARE TIPS ON HOW YOUR WORK CAN BE SHARED ON FEATURE ACCOUNTS—including OURS. —AD

► **SO YOU WANT TO BE REPOSTED?** We hear you! With so much amazing talent out there it's impossible to share it all. However, we've uncovered some tried and true ways—creating engaging content and engaging with others' pages, to name a few—that help set your work apart from the crowd and maybe—just maybe—get reposted on pages like @beautylaunchpad.

Tag Properly. Put simply: It's virtually impossible for your work to be seen if you're not tagging. First, tag your photos with the handles of the pages that you want to connect with—this makes it easier for the page to see your work. Additionally, make sure you're hashtagging the brands in your post. Most reposting sites list hashtags they want you to use in their bio; ours is #beautylaunchpad. An insider tip: Tagging a page in your Instagram Stories is a surefire way for your work to be seen. This doesn't guarantee your work will be shared, but certainly ups your visibility.

Engage with the page. If you want your work to be shared, it isn't enough to simply slide into a page's DMs and say you want a repost—especially if you've never engaged with the page before. (In fact, it's actually a big turn off.) What do we mean by engage? Double-tap and comment on the content that the account shares. At @beautylaunchpad, we read every comment and respond to insightful or funny responses. The more we see your handle through engaging with our content, the more likely we are to remember you and check out your work. You can also vote in feature accounts' polls in Stories, give them a shout-out when you see them go live, or simply share their posts on your own page, either in your main feed or in

Stories. Not only does engaging with an account help you to stand out, but it also increases your own page's engagement. It's a win-win!

Make sure your work is up to snuff. Competition is fierce. Hairstylists continually up their Instagram game, investing in great cameras, taking courses on lighting and practicing for hours on how to style hair for the perfect shot. Now, that isn't to say you can't take a great photo using your phone in the corner of your salon. But keep in mind that feature pages are looking for images that not only demonstrate your hairdressing abilities, but are also high quality and unique. The best way to figure out what a reposting page is looking for is to study what it has already reposted.

Set yourself apart in your post. Another way to resonate with a wider audience: Detail how you achieved a look—and maybe even discuss the challenges you overcame while trying to create it. We at @beautylaunchpad are constantly looking for insightful content to share, whether it's educational or inspirational. Of course we repost pretty pictures, but we also look for deep, meaningful posts that elevate everyone in the industry and inspire others to keep working hard and believing in themselves.



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URSULA GOFF
(@UGGOFF)

URSULA GOFF CHANNELS HER LOVE OF ART AND COLOR IN HER RAINBOW 'DOS AND HAND-PAINTED RECREATIONS OF FAMOUS ARTISTS LIKE VINCENT VAN GOGH AND BANSKY, WHILE ALSO SHARING TIPS AND TRICKS ACROSS HER SOCIAL PLATFORMS AND AS PART OF THE GOONIES EDUCATION TEAM. HERE, SHE ANSWERS YOUR QUERIES ABOUT MAINTAINING CLIENTS' COLORFUL HUES, FAVORITE PRODUCTS AND ADVICE FOR CRAFTING DESIGNS ON HAIR.

What's the best level to lift hair to for an intense dark blue? (Think: the "blue black" trend.)

—@bridget.house

I prefer to lift hair to a Level 6 or 7 and let those underlying tones help me do some of the work. Layer a semi or demi deep blue on top, like Matrix SoColor Cult in Admiral Navy or the Cobalt Blue in the brand's ColorSync Vinyls collection. The underlying warmth will make the blue darker and give a more navy tone without the brightness.



Any tips on how to paint intricate designs directly on hair or a weft?

—@erin.mane.maven

Keep hair as it naturally lies (don't elevate it). Use good brushes and adjust the consistency of your color to make it less sticky if needed. Use Framar or EmBee Meche alternative foils because they won't slip.



What's your favorite vivid color line? —@_microse_

For across-the-board consistency and coverage, I prefer Matrix's SoColor Cult line.

What do you recommend for at-home maintenance to your vivid-hair clients?

—@celina_collier

I tell them to wash their hair with cold water, only shampoo one to three times a week, cut back on heat styling, and minimize UV-ray exposure and swimming.



What's your favorite vivid color remover?

—@adina_pignatare

I almost never use removers. I work with the tones already present in the hair; however, if I must remove color, I have a few tricks that work about as well as any remover. Choose one of the following combinations: clear and 20-vol.; lightener and water; and high-lift blonde.



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► **SEEKING TO CRAFT** beach-worthy waves on your client, no matter how fine her hair type? Look no further than the brand-new Texture Sexy Hair collection. Each of the five products in the line incorporates a unique formula consisting of moisturizing almond and avocado oils; debris-absorbing tapioca starch; copolymers that lend undone-appearing, touchable texture; and more. Bonus: With 24-hour humidity protection, your client's lived-in look remains intact all day long.

Get the Look

Texture Sexy Hair products were used to achieve this model's [opposite page] beach babe style! Sexy Hair expert Amanda Fator (@amandafator) explains how to get the look.

Step 1 Shampoo hair with Clean Wave Texturizing Styling Shampoo. Then, blow-dry hair with a 2-inch round brush to establish volume.

Step 2 Using a 1-inch curling iron, create loose waves in the hair, leaving the ends slightly straighter.

Step 3 Once the curls set and cool, spray Surfer

Girl Dry Texturizing Spray throughout the hair for voluminous texture.

Step 4 Finish the look with High Tide Texturizing Finishing Hairspray.

*To refresh the look midday, apply a small amount of Beach'n Spray Texturizing Beach Spray into the hair and scrunch.

Fab Five

Meet the scintillating stars of the Texture Sexy Hair collection.



1 HIGH TIDE TEXTURIZING FINISHING HAIRSPRAY imparts medium hold as it ramps up separation.

2 SURFER GIRL DRY TEXTURIZING SPRAY bestows beach-worthy waves.

3 CLEAN WAVE TEXTURIZING STYLING SHAMPOO maintains hair's natural shine while increasing texture.

4 BEACH'N SPRAY TEXTURIZING BEACH SPRAY is ideal for texture touch-ups.

5 FOAM PARTY LITE TEXTURIZING FOAM can be used on damp or dry hair for additional shine, enhanced texture and buildable hold.

 Follow @sexyhair.

Beauty

A-LIST
HOW-TOS
TRENDING PRODUCTS
NEW LAUNCHES

LUCY BOYNTON

Catching Waves

TAKE A CUE FROM THE HOLLYWOOD SET'S FRESH-OFF-THE-BEACH-INSPIRED TEXTURE. —JB

➤ **SUMMER IS IN FULL SWING**, which means beach waves will be top of mind for clients' summer style. "Texture can benefit a look by creating movement, body and bounce," says Riawna Capri of Nine Zero One salon. Here, we share a few celeb looks to give you inspo!



ALISHA BOE



BLAKE LIVELY

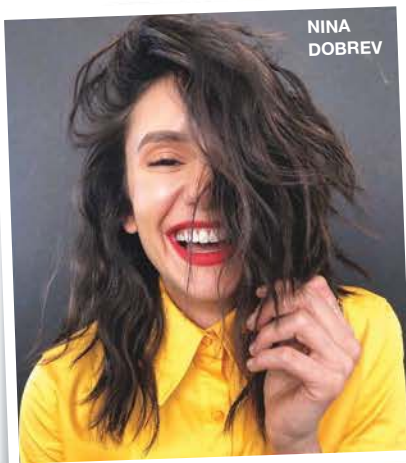


COLE SPROUSE

Get the Look }



- 1 In Common Magic Myst @incommon
- 2 Moroccanoil Beach Wave Mousse @moroccanoilpro
- 3 Nirvel Professional Green Spray Texturizante @nirvelprofessional_official
- 4 Aqualine Sea Salt Texturizing Spray @aqualinehaircare
- 5 Surface Char Texturizing Shampoo @surfacehairhealth
- 6 Sexy Hair Texture Sexy Hair Beach'n Spray Texturizing Beach Spray @sexyhair



NINA DOBREV

"Effortless- and imperfect-looking hair is always a go-to for the summer," says Capri. "The easiest way to recreate this look is to spritz a texturizer on hair after curling and scrunch it in."

MERMAID HAIR

Catch seriously lengthy waves (and show off that texture!) with these Great Lengths extensions. @greatlengthsusa



▲ Great Lengths Rooted Bonded Extensions

◀ GL Tapes by Great Lengths

WHAT'S TRENDING

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



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



Essie Summer 2019 Collection features six vibrant shades inspired by the grand plazas of Argentina. @essie



Available in four colors, **WetBrush Pro Core Detangler** protects against split ends with patented IntelliFlex bristles and minimizes breakage by up to 45 percent. (Pictured: Teal) @thewetbrush



The newest extension of the ProFoil Shaver series, **Andis ProFoil Lithium Plus Titanium Foil Shaver** features a lithium ion battery with an 80-minute run time and hypoallergenic titanium foils. @andisclippers

Limited edition **R+Co MAGIC WAND Brow Gel** tames and conditions brows with hollyhock flower extract. @randco



Plant-based **Kavella Healing Tea Shampoo and Conditioner** are infused with chamomile, olive leaf and green tea extracts to help restore moisture and soften strands. @kavellahaircare



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 heat damage. @hottotoolspro



Malibu C Color-Lock Masque extends hue vibrancy while also helping to repair damaged, oxidized color-treated hair using moisture-rich emollients. @malibucpro



Ideal for applying lashes and makeup or to enhance a photo, **NovaLash The Light** incorporates two LED panels with 192 lights. @novalashusa



LashSavers is designed with 100-percent cotton to help extend the life of lash extensions and makeup as your client sleeps. @lashsavers



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 and vitamin E. @agadirint

Infused with seven oils including argan, jojoba and sweet almond, **Inoar Professional Kálice Multi-Purpose Shampoo** gently cleanses hair, restores shine and promotes growth. @inoar_usa



BaBylissPRO MiraCurl 3 3-in-1 Professional Curl Machine automatically creates loose curls at the push of a button. @babylissprousa



Crafted with multiple compartments and pockets, **Olivia Garden Stylist Roll-Up Tool Bag** includes Velcro and durable flaps to organize and secure goods. @oliviagardenint



RevitaLash Cosmetics Aquablur Hydrating Eye Gel & Primer taps hyaluronic acid and sea kelp to moisturize, protect and smooth the delicate eye area. @revitalashcosmetics



Bosley Professional Strength Volumizing & Thickening Styling Mousse crafts fuller-looking styles with a flexible, medium hold. @bosleypro



Grande Cosmetics GrandeDRAMA Intense Thickening Mascara promotes stronger lashes and enhances shine with castor oil, polymers and hemispherical powders. @grandecosmetics



Repêchage Triple Action Peptide Serum taps the formula behind the brand's popular sheet mask of the same name to moisturize, firm and brighten skin. @repechage

The all-in-one **Sexy Hair Style Sexy Hair 4Some 4-1 Hair, Body, Face & Beard Wash** gently moisturizes from head to toe and imparts a refreshing scent of lemon zest, bergamont and jasmine. @sexyhair

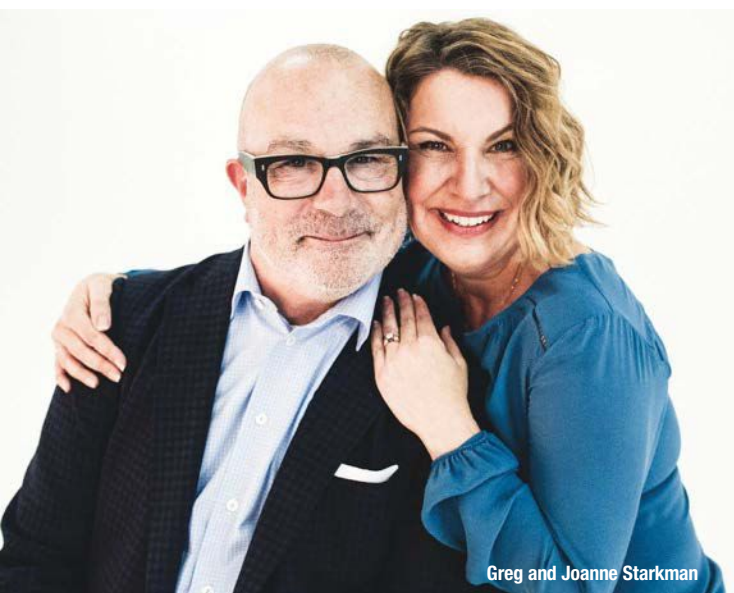


HUMIDITY BLOCKERS

Fight frizz and limp locks with these weather-taming goods.



- 1 Ouidad Advanced Climate Control Heat & Humidity Gel @ouidad
- 2 Affinage Mode Work-It Flexible Hairspray @affinageprofessional
- 3 Goldwell Kerasilk Control Humidity Barrier Spray @goldwellus
- 4 Lakmé K.Style Top-Ten Cool 10-in-1 Style-Care Balm @lakmeusa
- 5 Z.one Concept milk_shake Lifestyling Strong Eco Hairspray @milkshakeusa
- 6 R+Co MOON LANDING Anti-Humidity Spray @randco
- 7 Bumble and bumble Bb Curl Anti-Humidity Gel-Oil @bumbleandbumble



Greg and Joanne Starkman

Clean is the New Green

► **TODAY'S SAVVY CONSUMERS** drive the current clean hair care movement thanks to their desire for products that are formulated without toxins or harmful chemicals and are safe for the stylist, client and environment. Curating clean hair care for your salon is smart business because you'll be in a position to capitalize on the rising demand for clean beauty products. Here, clean hair care brand Innersense Organic Beauty founders Greg and Joanne Starkman answer your questions about clean beauty and what you need to know.

A Simple Promise

Keeping salon performance top of mind, Innersense Organic Beauty offers a complete range of effective, pure hair care products designed by stylists for stylists.

An unwavering commitment to "beauty without compromise" reflects Innersense Organic Beauty's personal values and its products. The line is formulated with the highest intention and purity, and made without phthalates, ethoxylates, sulfates, silicones, betaines, parabens, petro compounds, propylene and butylene glycol, PEG, MEA, TEA, MIA, artificial dyes, synthetic fragrances, gluten, and GMOs. Each product is always cruelty-free.

INNERSENSE ORGANIC BEAUTY USES PURE INGREDIENTS. WHAT DOES THIS MEAN?

"Pure" ingredients are only as good as how they're sourced and processed. We start with the purest ingredients and ensure no synthetics or toxic chemicals are used when processing those ingredients. We formulate each product with the highest intention, purity, sourcing, harvesting, and processing. The result is healthy, shiny, beautiful hair.

WHAT'S ALL THE HYPE ABOUT CLEAN HAIR CARE?

Many conventional products include cosmetic ingredients like silicones, resins, microplastics, and other synthetics that may build up and compromise hair's integrity over time. In contrast, plant-based ingredients promote the health of the hair minus weighty buildup. As stylists ourselves, we understand the importance of product performance; our top priority is effective, plant-based formulations that deliver the amazing results that both you and your clients have come to expect.

WHAT ARE YOUR TOP PRODUCT RECOMMENDATIONS?

For all hair types, we suggest Pure Harmony Hairbath, Pure Inspiration Daily Conditioner and Sweet Spirit Leave In Conditioner. Because our products are formulated to work together, we always recommend using the line's accompanying styling products based on styling preferences.



Join the clean hair care revolution by visiting innersensebeauty.com/professional, and discover a special-priced introductory kit at 50-percent-off for salon owners and stylists new to Innersense Organic Beauty.

Work in Progress

STOCK YOUR STATION WITH THESE MUST-HAVES.



Ensuring mess-free customizable color combinations, **Colortrak The Ambassador Collection Stylists Color Board + Swivel Grip-Ring** allows you to ID color spotting as well as maneuver your palette with ease. @colortrak

Cricket Stylist Xpressions Magnetic Bobby Pin Holder

in Hey Rosie stylishly holds bobby pins within easy reach as you work with a steel-plated magnet and silicone slap band. @crickettools



Smooth Digits

After a long day of subjecting your hands to chemicals, dyes and other skin irritants, these moisturizing goods are here to relieve.



Gibs Grooming Handsom Man Salve @gibsgrooming

Repêchage Sea Spa Hand Cream @repechage

CBD Daily Soothing Salve @cbddaily.official

Cuccio Naturalé Whipped Hemp Revitalizing Butter @cucciocolour

Keep Parodi Professional Care Comforting Muscle Lotion

in arm's reach to combat daily aches—the formula taps arnica and magnesium oil to help calm and relax tired, sore and stiff muscles.

@parodicare



Spritz Osea Sea Minerals Mist

when your skin needs a moisture boost. The aloe vera, seaweed and dead sea salt formula reduces redness and revives skin. @oseamalibu





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MAKE UP: NINA REMINDER, WARDROBE: DANIELLE RAUTO, PHOTOGRAPHY: EVAN DUNING

THE MILLION-DOLLAR SALON TOOL YOU NEED IN AND OUT OF THE SALON.

As hairdressers and salon professionals we are always on the lookout for the latest and greatest tools.

Balayage paddles, color brushes, foils, products...the list goes on and on. We feel like kids in a candy store when shopping for new tools and products for the salon.

But, what you really need for your success can't be bought at your local salon store.

This "tool" will provide longevity to your career, give you peace of mind, travel with you, and protect your career.

Can you guess what it is? —Professional Liability insurance. You're probably thinking, "Ugh, who needs insurance, I'm great at what I do!" The truth is, this is exactly why you need it.

You're great at what you do, and nothing should jeopardize the career you love. So we're here to explain.

What exactly is liability insurance?

Professional liability insurance is insurance for your craft that protects you, as the professional.

This will cover you for any incidents that may happen inside of the salon, an outside event and yes, even in your own studio at home!

Not only does it cover any mishaps that may happen in the salon, but it also covers any slip and fall incidents that may occur.

You're probably thinking "What are the odds of me cutting someone's ear off?"

The truth is accidents happen and even though you are a trained professional, bodily injury can occur.

For example, a slipped disk in a client's neck due to pressure during the shampoo and yes.... even a scalp reaction to a product you are using can lead to a lawsuit. We've seen it!

In addition to bodily injury, how many times have we slipped on hair that hasn't been swept?

If a guest is there for an appointment with you and they slip, they can file a claim against you as the professional. This can all lead to a lawsuit, bad reputation, and money out of your pocket.

But I thought my salon covers me?

Yes. Many salons are required to have business insurance. This means that if a client sues the business the name on the door is protected. However, this does not guarantee that the professional is included. Also, this does not protect you from outside events such as weddings, hair shows, or on-site services.

Let's face it you're guilty too. We have all done hair outside of the salon (don't worry, we won't tell on you.)

However, it is important to understand that though you are at a salon, being a cosmetology professional means, you are an entrepreneur and you and only you are responsible for your license.

What to look for in an insurance provider—

Many insurance policy providers include additional benefits to your insurance policy such as a free professional website, identity

theft protection, and stolen equipment coverage.

It is important to do research on your insurance provider and make sure you are getting the most out of your policy.

In addition to great benefits, here are the top 3 things to look for in your policy:

• Occurrence Form (not claims made)

o This means that you will be covered for any claims that may be made after your policy expires. Clients legally have the right wait up to two years after the incident to file a claim.

• Individual coverage (not shared coverage)

o This means that you are covered as the individual for your policy for the full amount provided. You don't want to share your amount with the rest of the staff at your salon. Once the "money bank" runs out there are no more funds to cover you with a shared coverage policy.

• Coverage in and out of the salon.

o Some policies only cover you while you're at the salon, however, look for the ones that will cover you outside of the salon. This can include mobile services, events, and even your home office. Stay protected wherever your career takes you.

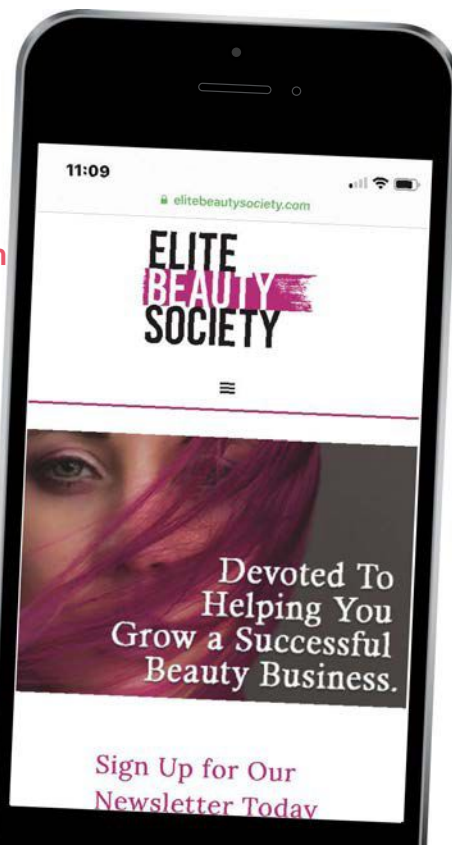
Can I afford it? How do I purchase an insurance policy?

Professional insurance policies are nowhere near the cost of other insurance policies.

Monthly fee? Forget it. Elite Beauty Society charges a small annual fee for your policy that covers you for a full 12 months.

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EBS is donating \$5 from every policy sold to four exceptional organizations that help reduce bullying, suicide rates and celebrate the beauty of all walks of life. Join our movement to spread the love of our industry to the rest of the world.

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SPOTLIGHT

The ColorDesign team reveals how to achieve this multitonal cover look

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KEY PRODUCTS

From left: ColorDesign Reconstruction Mask, Reconstruction Shampoo, 20-vol. Developer, and Permanent Color Tube @colordesignhair

GET THE LOOK

FORMULAS

A | 30g. Permanent 6.66 + 30g. 10-vol. Developer

B | 10g. Permanent 7.62 + 10g. 1SV + 10g. Clear + 1g. 1SG + 31g. 10-vol. Developer

*Model had virgin Level 5 hair.

1 Section hair into three triangles, one on each front quadrant and one offset triangle in the center back. Lighten with 30g. SHINY BLOND + 45g. 20-vol. Developer (1:1.5).

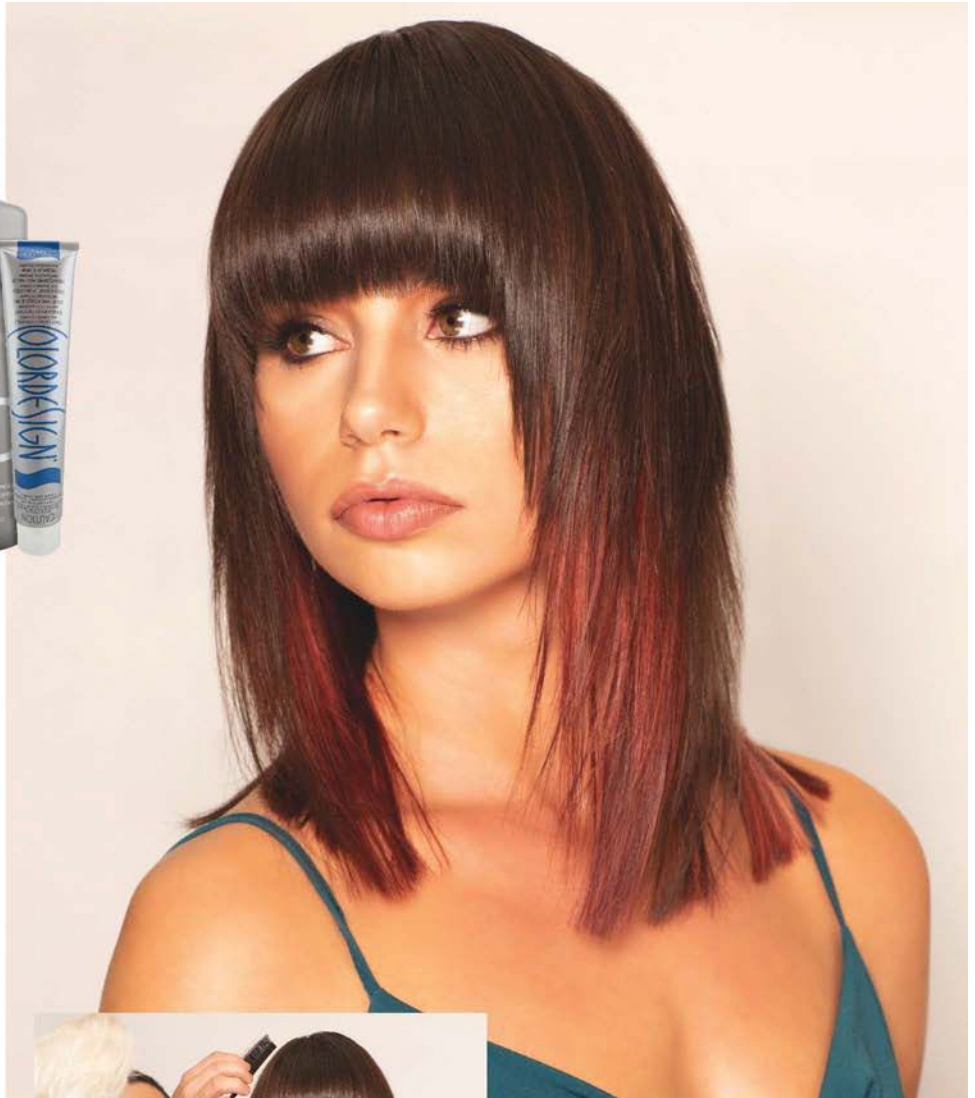
2 Combine a second mixture of Permanent 30g. 7.32 + 45g. 20-vol. Developer (1:1.5). Apply to the remaining hair and process for 45 minutes.

3 Rinse with Reconstruction Shampoo, and then dry hair.

4 In each of the previously lightened triangles, take ½" diagonal back subsections and apply alternating applications of Formulas A and B.

5 Rinse each section separately to avoid color transfer.

6 Apply Reconstruction Mask, rinse, and then style.



ColorDesign artists Adel Shaw and Luis Alcocer style the model.

Birds of a Feather

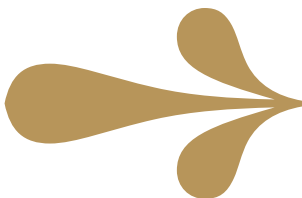
COLORDESIGN'S LATEST LOOK GOES TO THE BIRDS.

—AO

The peacock's colorful plumes were the driving force behind this fresh creation from ColorDesign artists Anthony DeFalco and Adel Shaw. A rich brunette hue transforms into red at the tips—an eye-catching display that's meant to command the attention of onlookers in much the same way as the peacock captivates its flock. Here, the duo shares how to achieve the striking design.

tip sheet

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



HOLOGRAPHIC ART

An unlikely collaboration with photography and imaging company Fujifilm birthed these direct dye additives that, when mixed into oxidative haircolor, create holographic effects, tone-on-tone boosting, extreme color intensity, and 63-percent more shine than traditional haircolor. **Goldwell** @Pure Pigments @goldwellus



LOVE TO LOVE HUE

Not for the faint of heart, two new intense shades dreamt up by Joico brand ambassador Larisa Love, Limelight and Aqua Flow, join the semipermanent Color Intensity line. The electric lime and turquoise hues harmonize beautifully, and remain vibrant for up to 20 shampoos. **Joico LoveFest Collection** @joico

Bonus! JoiColor App users can watch Larisa Love's "Love Dip" technique using the two fresh hues.



STEEL THE TENSION

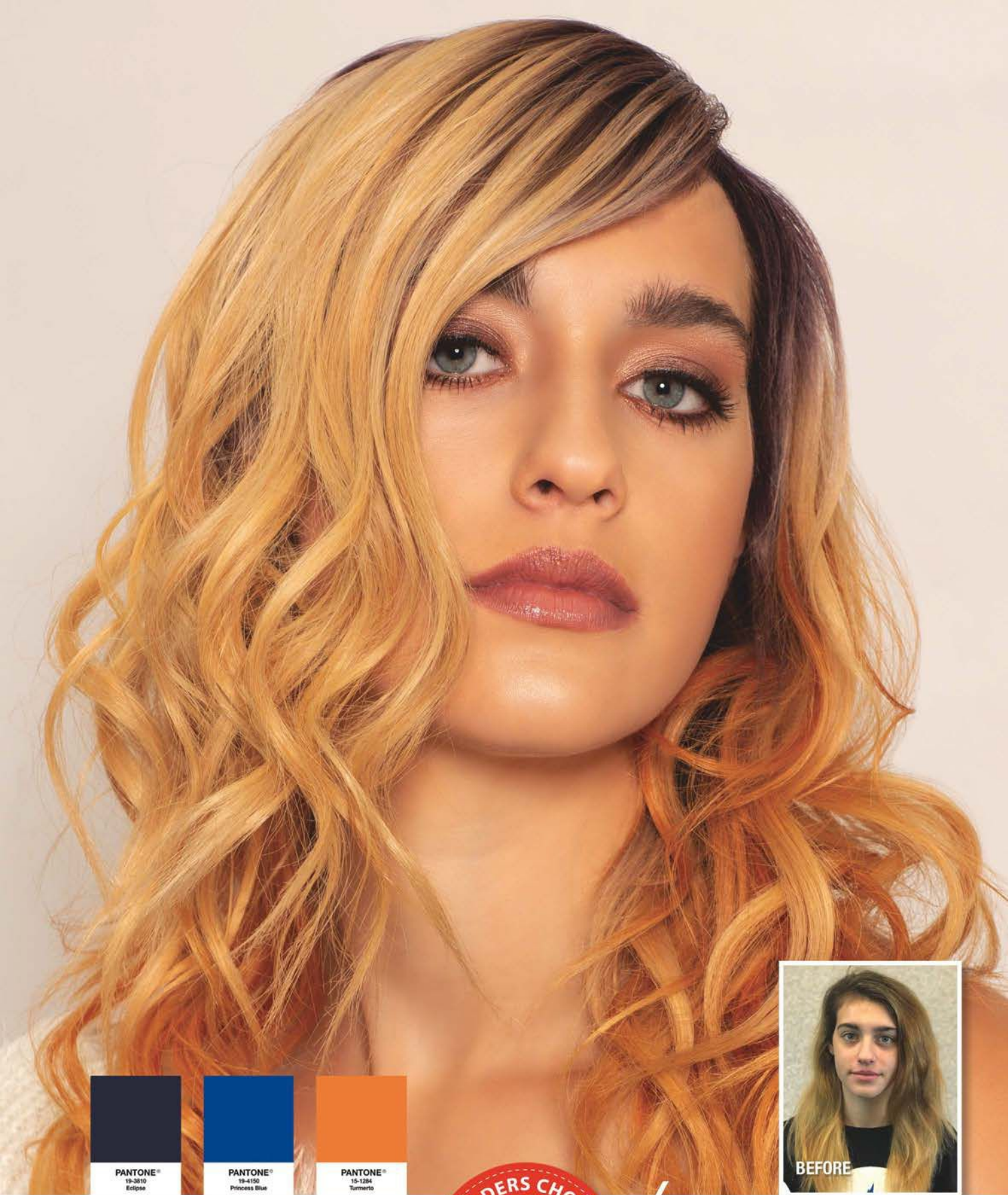
Narrow tooth spacing and a fine-tooth pattern in the C50M allow you intense tension and control when you desire spot haircolor distribution. Plus, a durable stainless steel tail makes sectioning, weaving and foil wrapping a breeze. **Cricket Carbon Comb C50M** @crickettools



JOIN THE REDVOLUTION

Using C5 technology to deliver long-lasting, fade-resistant vibrancy, three new permanent color shades, Coppery Dark Red, Coppery Red and Pale Copper Blonde, bring reds—from earthy apricot to rich ruby—front and center. Plus, the new Rising Bloom fragrance adds to the salon experience. **Revlon Professional Color Sublime by Revlonissimo Shades** @revlonprona

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ON MUTE

Don't mistake these three opalescent demipermanent shades, Rose Gold, Lavender and Silver, for lacking vibrancy; rather, their muted tonality pumps up pearly shine while delivering on-trend creative color. **Paul Mitchell The Demi Muted Metallics** @paulmitchellus



NEED FOR SPEED

Promising processing in half the time of traditional permanent haircolor, these 22 shades provide 100-percent gray coverage plus 4 levels of lift in a nonprogressive formula while maintaining hair's integrity, boosting vibrancy and imparting shine—all thanks to exclusive Fast Pigmentation Processing (FPP). **framesi FRAMCOLOR 2001 Intense** @framesiusa



QUICK WORK

New Beige and Green Blue Rapid Toners work to tone in five minutes or less. Beige achieves a neutral blonde on Levels 9 to 10, while Green Blue neutralizes warmth on Levels 4 to 6 for cool results. **Kenra Rapid Toners** @kenraprofessional

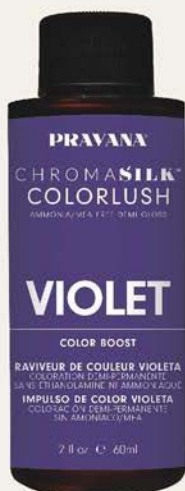


VIVA LA RESISTANT!

Bleach disintegrating your favorite hair-painting brush? These brushes feature thick, durable synthetic bristles that resist bleach degradation so you can balayage and paint minus fraying and curling bristles. Available in 2- and 3-inch widths. **Product Club Balayage Paint Brushes** @productclub

DEMAND, MEET SUPPLY

Answering the call for quality violet dyes, both the ChromaSilk Permanent Creme Hair Color .7 Series, which includes 10.72, 9.7, 8.7, and 7.7, and the demipermanent ColorLush Violet Color Boost (shown), enable stylists to achieve mid- to high-level violets thanks to reduced pink tones in the pigments. **Pravana ChromaSilk Violet Arsenal Collection** @pravana

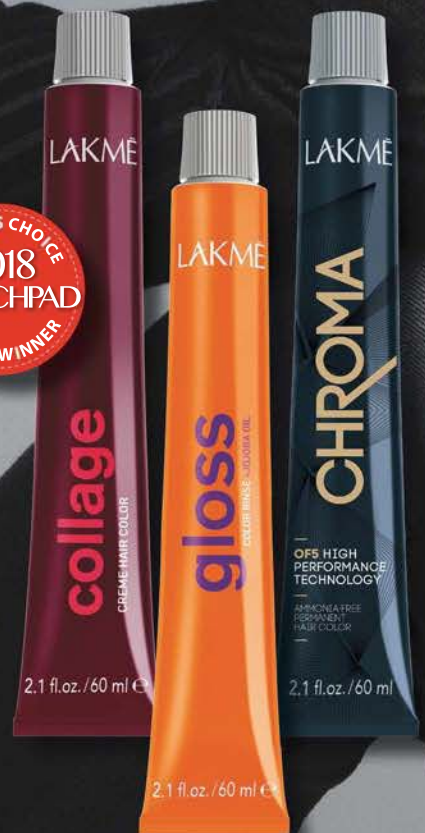


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BLONDE AMBITION

While a flawless blonde never goes out of style, the flaxen hue naturally goes hand in hand with the summer season. Here, we present favored blonde techniques from top pros.

by Alyson Osterman-Kerr

WHO: Thomas McWilliams
(@thomas_mc_rusk) for Rusk

**Model had existing Level 2 virgin hair.*

THE TECHNIQUE:

1 | Mix 1oz. Deepshine Brite White Powder Lightener + 2oz. 2-vol. Deepshine Shine Enhancing Cream Developer.

2 | Begin applying at the nape using a virgin application, staying ¼" away from the scalp, then bring the application down the mid-shafts and ends. Allow time for the mid-shafts and ends to lighten to a pale blonde. Then, re-mix in a new bowl, and apply to the scalp area and process until the haircolor at the scalp matches the ends.

3 | Shampoo with Cleanse 01 Shampoo for Normal Hair.

4 | Prior to toning, carve out three triangle sections: one fringe section and two sections in the back below both ears.

5 | Mix .5oz. Deepshine Gloss 9N + .5oz. Deepshine Gloss 9G + 1oz. Deepshine Gloss Activating Lotion, and apply to the three triangle sections.

6 | Mix .5oz. Deepshine Gloss 9A + .5oz. Deepshine Gloss 9N + 1oz. Gloss Activating Lotion; apply to the rest of the hair. Process for 15 minutes.
@ruskhaire



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WHO: Colin Caruso (@colincaruso) for John Paul Mitchell Systems

THE COLORS:

Formula A | .75oz. the color XG 8PA (8/81) + .75oz. the color XG 6PA (6/81) + .5oz. the color XG 8AA (8/11) + 2oz. 20-vol. Cream Developer

Formula B | 1 scoop Skylight + 1.5oz. 30-vol. Cream Developer
Formula C | 1oz. the color XG 8PA (8/81) + 1oz. the color XG 7PN (7/80) + 2oz. 10-vol. Cream Developer

THE TECHNIQUE:

- 1 | Apply Formula A to the base and feather down to ensure proper blending.
- 2 | Process for 35 minutes and rinse well. Shampoo with Color Protect Post Color Shampoo and condition with Color Protect Conditioner. Dry hair.
- 3 | Part hair down the middle. Starting at the front hairline just above the ear, take a diagonal back "V" section and hand-paint with Formula B. Continue to hand-paint in diagonal sections, adding lowlights with Formula C in every third section for depth. Continue up the head in "V" sections.
- 4 | Move to the top segment. Beginning at the crown, take horizontal slices and hand-paint using Formula B. Paint the lowlight Formula C every three to four sections for dimension.
- 5 | Process for 25 minutes or until desired lightness is achieved. @paulmitchellus

WHO: Kaylee Smiley (@kayleesmileyhair) for Keracolor

THE TECHNIQUE:

- 1 | Apply Trionics KO Blondes lightener all over hair.
- 2 | Apply 10-vol. Trionics Accent Enzyme Color Developer around the hairline.
- 3 | Apply 20-vol. Trionics Actuator throughout the hair.
- 4 | Use Keracolor Violet Toning Drops to tone.
- 5 | Seal the shade with Keracolor Platinum and Silver Color + Clenditioners. @keracolorhair



WHO: Jacqueline Cefalu for CLiCS

**Model had existing Level 6 hair.*

THE TECHNIQUE:

- 1 | Lighten the natural base with equal parts CLiCS 8N + 30-vol. Developer. Process for 35 minutes, rinse thoroughly, shampoo, and dry.
- 2 | Highlight the sides of the head, lower crown and top of the head with Crème Lightener + 20-vol. Developer. Lift to Level 10 (pale yellow).
- 3 | Using Violet + 10-vol. Developer, tone at the shampoo bowl. Process for 10 minutes or until soft, neutral beige is achieved. @clicscolors



PAUL MITCHELL: JOHN PAUL MITCHELL SYSTEMS ARTISTIC DIRECTOR OF PROFESSIONAL HAIR COLOR COLIN CARUSO; CLiCS: COLOR AND STYLING: JACQUELINE CEFALU OF JENSEN & CO. SALON, RENO, NEVADA; FOR CLiCS: PHOTOGRAPHY: JERAMIE LU; PHOTOGRAPHY: MAKEUP: SARA SUE MAKEUP ARTISTRY; KERACOLOR PRO TEAM MEMBER KAYLEE SMILEY

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CLiCSTM



WHO: Mila Belova (@milabelovahair) for Matrix

THE COLORS:

Pre-Tone Formula | 1:1 Color Sync 5-Minute Fast Toner Anti-Brass + 10-vol. Cream Developer

Formula A | 1 scoop Light Master + 1 scoop Freehand Additive + 1oz. 30-vol. Cream Developer + BOND Ultim8

Formula B | 1:1 Color Sync Sheer Acidic Toner Nude + 10-vol. Cream Developer

THE TECHNIQUE:

1 | Isolate the fringe area by creating a half-circle section. Section the rest of the hair into quadrants.

2 | Working in ½" horizontal subsections and using meche to separate, heavily balayage Formula A from the mid-lengths to the ends. Lightly feather Formula A up toward the scalp area. Process until desired lightness is achieved or up to 50 minutes. Rinse thoroughly, then towel-dry hair.

3 | Quickly apply the Pre-Tone Formula, thoroughly saturating strands. Process for 2 to 5 minutes, then rinse thoroughly. Re-section the hair into quadrants.

4 | Apply Formula B section by section from scalp to ends. Process for up to 20 minutes, rinse thoroughly and towel-dry hair. @matrix



WHO: Robyn Yvette Gates (@yvetterobyn) for Zotos Professional

THE TECHNIQUE:

1 | Apply AGEbeautiful Permanent Color 10N + 9G + 20-vol. Creme Developer for the retouch (which was 70-percent gray on the model shown).

2 | Create babylight accents on the crown of the head with AGEbeautiful Creme Bleach + 20-vol. Creme Developer.

3 | Process for 30 minutes, starting at the end of the retouch application. No toner needed. @zotosprofessional



WHO: Mirza Batanovic (@mirza.batanovic) and Joanne Rempel (@joanne.rempel) for Eufora

**Model had existing Level 6 virgin hair.*

THE COLORS:

Highlights Formula | AloeLite Blue Bleaching Pods + 10-vol. Universal Cream Developer (1:2)

Toner 1 Formula | 20g. EuforaColor No Ammonia 5.0/5N + 20g. EuforaColor No Ammonia 6.32/6GV + 80g. Toning Solution Developer + approximately 6g. (4 pumps) Color Elixir Professional Additive

Toner 2 Formula | 20g. EuforaColor No Ammonia 8.01/8NA + 20g. EuforaColor No Ammonia 10.3/10G + 80g. Toning Solution Developer + 6g. (4 pumps) Color Elixir Professional Additive

Toner 3 Formula | 30g. EuforaColor No Ammonia 10.3/10G + 60g. Toning Solution Developer + approximately 4½g. (3 pumps) Color Elixir Professional Additive

THE TECHNIQUE:

1 | Highlight hair as desired using the Highlights Formula. Rinse and gently shampoo (do not condition).

2 | Towel-dry hair, then mist evenly with Fortifi Keratin Repair and comb through to balance porosity.

3 | Apply Toner 1 Formula at the base and use your thumb to smudge toward mid-shafts.

4 | Apply Toner 2 Formula through mid-shafts and blend with Toner 1 Formula.

5 | Apply Toner 3 Formula to ends, blending between your fingers through mid-shafts. Process for up to 20 minutes.

6 | Rinse thoroughly and seal with Color Elixir Professional Sealer. @euforainternational

MATRIX: MATRIX GLOBAL ARTIST MILA BELOVA; EUFORA: PHOTOGRAPHER: NICK MILO; HAIR: EUFORA STYLE DIRECTOR MIRZA BATANOVIC AND EUFORA COLOR DEVELOPMENT MANAGER JOANNE REMPEL; ZOTOS: PROFESSIONAL DESIGN TEAM MEMBER ROBYN YVETTE GATES

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WHO: Rebecca Hiele (@rebeccahiele) for Goldwell

**Model is natural Level 7NA with existing 9GB/10G mid-lengths and ends.*

THE COLORS:

Background Formula | Equal parts Topchic 8CA@PK + 6% Topchic Lotion

Formula A | 40ml. Colorance Lotion + 20ml. 8CA@PK + 3 drops Cool Violet @Pure Pigments

Formula B | 40ml. Colorance Lotion + 5ml. 8CA@PK + 15ml. 10V + 2 drops @Pure Pigments

THE TECHNIQUE:

1 | Apply Background Formula at regrowth on all sections.

2 | Alternate Formulas A and B in ½" subsections through mid-lengths and ends toward the bottom of the hair.

3 | Apply Formula B solely through the top front section of the hair through the mid-lengths. @goldwellus



WHO: Sara Gallagher (@sarasurfacehair) for Surface Hair

THE COLORS:

Base Formula | 1 part 5N + ½ part 7B + 7-vol. Enzyme Cream Activator

Pure Blonde Formula | 40-vol. Enzyme Cream Activator (for balayage)

Overlay Formula | Equal parts 9N + 9B + 9V + 7-vol. Enzyme Cream Activator (for toning) @surfacehairhealth

WHO: Carter T. Lund (@austinsbestcolorist) for framesi

THE TECHNIQUE:

1 | Create Section 1 by tracing a diagonal line from the arch of the eyebrows meeting at a point at the center juncture.

2 | Trace a diagonal line following the hairline from the arch of the eyebrow to the top of the ear, plus another diagonal line from the top of the ear to the point from Section 1 at the center juncture to create Section 2. Repeat the above steps for Section 3.

3 | To highlight, slice and alternate hair in a bricklaying pattern in all three sections. Mix 1 part Decolor B Diamond Lightener + 1.5 parts 20-vol. Professional Activator and apply lightener to the Strike4 flat-iron processing sheet before placing the hair—this will help with control and saturation.

4 | During application (close to the root area), feather the lightener upward to avoid a line of demarcation.

5 | Starting in Section 1, begin your first Strike4 processing sheet placement, working from the front hairline back. Create your Strike4 placements taking ½" sliced partings, dropping ¼" in between each placement, and alternating in a bricklaying pattern (there should be 10 total Strike4 processing sheet placements).

6 | Repeat for Sections 2 and 3, following the diagonal placements (there should be 5 total Strike4 placements in Sections 2 and 3).

7 | Once all 20 Strike4 processing sheets have been placed, flat-iron each Strike4 processing sheet at 340°F, tapping up and down twice, then slide toward the scalp with a light touch for 5 passes. As soon as your fifth pass is made, processing is complete. @framesiusa



GOLDWELL: GOLDWELL INTERNATIONAL ARTIST REBECCA HIELE; LOCATION: GOLDWELL AND KMS ACADEMY IN ROME; SURFACE: SURFACE COLOR DIRECTOR SARA GALLAGHER; FRAMESI: FRAMESI DESIGN GROUP MEMBER CARTER T. LUND

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WHO: Maggie May Hancock (@maggiemh)
for Schwarzkopf Professional

**Model had natural Level 6 virgin hair, with demi color on the ends.*

THE TECHNIQUE:

1 | For lightening: Mix BlondMe and 7-vol. Developer (1:2). Apply onto backcombed sections 1" apart from each other, with ½" of drop-out. To ensure maximum lift, make sure to hold the section of hair flat on your palm to see your skin through the hair (this is how you know that the section is fine enough for the low-level developer to lift hair to high levels of blonde). Do this all over the head, leaving the hairline last to prevent breakage.

2 | Slice a thin section of hair all around the face using your tail comb, and then tightly but lightly backcomb all of the hair and foil.

3 | Make a ½" section around the area where the client parts her hair (if she doesn't have a designated part, do it in the middle). Divide this rectangle horizontally into three sections. On the first, backcomb lightly and apply lightener all the way up as close to the scalp as possible. On the second section, lightly backcomb and apply lightener slightly lower and farther away from the scalp. On the third section, lightly backcomb and apply lightener even farther down than the last. Tip: This gives the client a blended root with gradual and thicker brightness toward the mid-shafts and ends of the hair.

4 | After processing to desired lightness, rinse hair without getting the backcomb area wet. Brush out the tease using a WetBrush and detangler. (Note: Getting the teased area wet can cause serious tangles and make it extremely difficult to brush.)

5 | For the melt: On damp hair, apply Vibrance 6-12 and 6-vol. Developer on the first 3" of hair to subtly blend out the tops of the highlights. On the mid-shafts, apply 7-1 and 8-0 with 6-vol. Developer. On the ends and hairline, apply equal parts 9-1, 9-5 and Clear with 6-vol. Developer. Process for 20 minutes. @schwarzkopfusa

WHO: Luis Alcocer (@hairbyluisalcocer) for ColorDesign

THE COLORS:

Formula A | 30g. SHINY BLOND + 45g. 20-vol. Developer

Formula B | 30g. Permanent Color 6.11 + 60g. 5-vol. Developer

Formula C | Toners—10g. 1SV + 10g. 1SG + 10g. Light Grey + 60g. 7-vol. Developer

THE TECHNIQUE:

1 | Section hair into four quadrants: a center part from forehead to nape, and vertically from top of ear to top of ear. Utilizing Formula A, start applying foils in the back and create a horizontal parting at the top of the ear. Starting on the right, create three diagonal back foils parallel to one another, avoiding the hairline. Repeat on back left quadrant.

2 | Above the occipital bone, place one horizontal foil with Formula A to ensure maximum coverage.

3 | In the crown area, place three diagonal foils parallel to each other utilizing Formula A.

4 | Move to the front of the head. Beginning on the right side, section out top from bottom, using the recession area as a reference.

5 | In the bottom right section, place three diagonal back foils with Formula A that are parallel to one another. Repeat on the left side.

6 | Process between 15 to 45 minutes or according to your lightening needs. Shampoo hair with Reconstruction Shampoo, and apply Reconstruction Oil for 3 to 5 minutes. Rinse.

7 | Once hair is dry, utilize diagonal back partings and apply shadow base (Formula B) to the entire head, using ColorDesign's elevation technique to soften lines of demarcation.

8 | Starting at the nape, create a dimensional color melt between Formula B and Formula C throughout the head. Process for 35 minutes. Shampoo with Reconstruction Shampoo, rinse, and apply Reconstruction Mask for 5 minutes. @colordesignhair



SCHWARZKOPF: SCHWARZKOPF PROFESSIONAL ARTISTIC TEAM MEMBER MAGGIE MAY HANCOCK;
COLORDSIGN SENIOR LEAD NATIONAL EDUCATOR LUIS ALCOCER

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Collection



Stop **Breakage**
Strengthening
Collection



Protect **Color**
Color Maintenance
Collection



Maximize **Volume**
Volumizing
Collection



WHO: Brett Atkinson
(@caffeinatedcolorist) for
Celeb Luxury

THE TECHNIQUE:

- 1 | Section hair into quadrants. Work diagonal back in each section.
- 2 | Using 20-vol. developer and lightener of your choosing, alternate babylight and balayage sections.
- 3 | Process hair until you reach a Level 9 or 10. Rinse.
- 4 | Depending on the warmth of the hair, pre-tone with Gem Lites Flawless Diamond Colorwash. Flash-dry hair.
- 5 | Section again into quadrants. Alternate using Gem Lites Flawless Diamond and Silvery Diamond Colorditioner in diagonal back sections. Let sit for 20 minutes. @celebluxury

WHO: Wendy Bond (@wendybondhair)
for Lakmé

THE COLORS:

Base Break Formula | Collage 7/17 + 8/17 + 10-vol. Developer

Toner Formula | K.Blond Pearl Toner + 0/00

THE TECHNIQUE:

- 1 | Foil hair with K.Blond Powder Cream Bleach using a ribbon-pattern technique.
- 2 | Drop in vertical ribbons of lowlights.
- 3 | Process for 15 minutes. During this processing time, mix the Base Break Formula.
- 4 | Apply Base Break Formula between foils onto new growth, feathering into the rest of the hair.
- 5 | Process for 15 to 30 minutes. During the last 10 minutes of processing, apply equal parts Gloss 10/20 + 0/00 + 6-vol. Developer through mid-shafts and ends.
- 6 | Rinse between the foils. Shampoo and apply Toner Formula. Process for 10 minutes on damp hair. @lakmeusa



WHO: Anthony Barnhill
(@anthony.barnhill) for Malibu C

THE TECHNIQUE:

- 1 | Prep hair with Malibu C Un-Do-Goo Shampoo and Malibu C Crystal Gel.
- 2 | Apply Oligo Professionnel Clay Lightener and 20-vol. Developer.
- 3 | Process, rinse and halt oxidation with Malibu C Crystal Gel.
- 4 | Gloss with Oligo Professionnel Calura Color P-12 along with demi developer through the mid-lengths and ends.
- 5 | Apply Oligo Professionnel Calura Color 7-2 with demi developer at the roots.
- 6 | Rinse, then condition with Malibu C Concentr8 Mixers Illumin8 and Rehabil8. @malibucpro

WHO: Noora Ahmad (@hairbynoora) for #myidentity @Guy_Tang

- 1 | Apply a mix of #Stroke7 Rosé Balayage Lightener + 40-vol. Thicc Activator (1:3).
- 2 | After processing, wash and condition hair with #MyConfidant Shampoo and Conditioner.
- 3 | Post-lightening (to achieve a pearl blonde), tone the hair while damp using X-Press Toners Sandstorm and Misty Mauve on the rootage.
- 4 | On mid-lengths and ends, mix with X-Press Toners Pearl and Clear. @guytang_myidentity



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DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level, darker, or 1 level of lift	20 volume	35 - 45 minutes	} PROCESSES IN HALF THE TIME!*
2 levels of lift	30 volume	35 - 45 minutes	
3 - 4 levels of lift	40 volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 30 minutes	





Commonality

Copenhagen

Known for minimalistic design and clean architecture, functionality and self-expression are synonymous with the Danish way of living. Using this city as its guide, the KMS team taps looks that embrace natural texture and celebrate classic cuts.

IN ITS NEWEST COMPILATION, THE KMS TEAM REMINDS THAT WE ARE UNITED IN OUR DIFFERENCES.

—ALYSON OSTERMAN-KERR

Gleaning inspiration from urban fashion districts around the world, KMS unveils its latest collection, *Commonality*. Here, the brand's artistic team takes its cues from Cape Town, Copenhagen and Miami, which they describe as "global cities that present a melting pot of ideas and styles." All of these locales are not only at the forefront of what's trending, but also boast a uniqueness and authenticity that is fully their own, acting as hubs for creativity, ingenuity and diversity.

PORTFOLIO



Cape Town Epitomized by shared traditions and different cultures, Cape Town boasts a thriving art scene. A blend of diverse backgrounds and heritages helps to feed this artistic hub, and the looks here—deconstructed and texture-focused—evoke this creative spirit.



PHOTOGRAPHER: RALPH MIECKE; HAIR: KMS GLOBAL STYLE COUNCIL; COLOR: MICHAEL BONADDUCE; MAKEUP: YVONNE WENGLER; WARDROBE: INGO NAHRVOLD

Let the Light In

ADRIENNE ROGERS, ARTISTIC DIRECTOR OF PRODUCT CLUB, SHARES HER SPECIALIZED “FACETING BALAYAGE” COLOR TECHNIQUE.

► **CONCEPTUALIZED BY** Adrienne Rogers (@adriennerogerscolor), “Faceting Balayage” is a technique inspired by the way that gems are cut with facets to maximize light reflection. When applying this concept to haircolor, shapes are parted into the hair to optimize balayage placement. The result is multidimensional brightness around pockets of depth, creating strong movements of diffused color at the base that impart higher impact onto edges and ends.

TECHNIQUE

Step 1: Section hair into triangular shapes. The flat sides of the triangle are the facets, and the corners are the edges. If your client is looking for contrast and stronger waves of brightness, leave more space between each facet. For an overall brighter look with depth at the base, place the facets closer together.

Step 2: Mix lightener to a creamy consistency using **Product Club Color Mixer**, which aerates the mixture so it applies easier while controlling dust and fumes.

Step 3: Use a **Product Club Feather Bristle Brush** to paint the foundations all the way around the facet. Tip: Feather bristles diffuse the lightener and make transitions soft. Painting this way helps to control your sections and allows angles and edges to come together for a striking effect.

Step 4: Distribute the lightener through the lengths to create the facet. As you move down the hair strand and away from the head, increase the amount of lightener you use to build brightness.

Step 5: Choose an edge to saturate through to the ends and pinch it in a smooth, sweeping motion. Reapply lightener on the exterior of the pinched edge to create a beam of brightness.

Step 6: Blend the lightener into hair lengths to create interest at the edges. Use your fingers to gently pinch and push product into the internal shape. Tip: When working with your hands, **Product Club Textured Gloves** give you extra control to move lightener where you need it.

Step 7: Insulate your facets with a product like **Product Club Balayage Film** or **Curved Thermal Balayage Strips**. Tip: This prevents bleeding and retains heat, which will slow down the drying process and give the lightener more time to do its job.

“Using the “Faceting Balayage” technique will result in a dynamic balayage that can be customized for each client’s desired look and allows colorists to have more precision and control.

“Visualize each facet as if it is a singular movement before applying lightener to assess how it will fall into the design,” says Adrienne Rogers. “Consider the angle and how it will affect the optics of the light moving through the hair.”



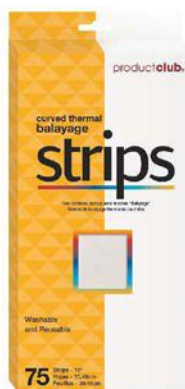
Balayage Film



Color Mixer



Feather Bristle Brush



Curved Thermal Balayage Strips



Textured Gloves

PORTFOLIO



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KISSED BY A ROSE

The pink vintage-inspired shade evokes a sense of whimsy for a look straight out of a fairytale. Multidimensional color is used for layering lightness while maintaining tonal depth.





CRYSTAL TWILIGHT

*Modern day mingles with a Baroque past
courtesy of the Kevin.Murphy team.*

—AO

Deep within a Baroque castle a gang of youthful partygoers indulge their decadent fantasies. Thus is the inspiration behind the Kevin.Murphy team's latest endeavor, *Crystal Twilight*. Dressed and tressed to impress, these cool kids exude individuality and confidence, embracing a rainbow of psychedelic colors that shimmer in multifaceted hues.

HAIR DIRECTOR: KEVIN MURPHY; COLOR DESIGN DIRECTOR: KATE REID; COLORISTS: EMMA BJÖRKMAN, SIMONE KRUTZ AND JAKUB MAREK; PHOTOGRAPHER: LUIS MURPHY; HAIR TEAM: SESSION MASTERS CRAIG HUGHAN AND JAMES NICHOLSON; MAKEUP: HRISTINA GEORGIEVSKI; STYLIST: EMILY WARD

PURE JADE

A minty pastel hue
injects freshness
into the rainbow
hair scene.

You Belong with Us

- We receive education on two new trends twice a year and there's always core education available. If you're a little rusty on a technique, you can take a class and brush up—I witness new stylists in classes, as well as experienced stylists.



► ALYSSA VENTURA

- JCPenney Salon supports your independence with lots of flexibility. You can get back in the salon environment and earn up to 70-percent commission with health benefits and a 401(k).
- JCPenney creates an environment where you can give back. Every year we go to Hope Lodge, where warriors can stay with their families while fighting cancer. We do their hair and nails—it's touching and beautiful.

- I belong at JCPenney Salon because we're family. So many people here are rooting for you to move up and grow in this company.



► ANEESHA NICHOLS

- I have worked hard for what I've achieved, but JCPenney recognizes my talent and has always been willing to support me with new opportunities. Here, anyone can start at any level and go as high as she wants to go.
- I'm able to charge \$75 for my haircuts, which my clients happily pay. At this company, everyone earns what they're worth.

- JCPenney provides the education you need to constantly improve. Every single class I've taken has helped me, whether it's learning about working smarter or mastering a trend like balayage or foilage.



► JESSICA PACYGA

- We have a Facebook network for the entire company where we can post questions anytime. It's a huge incredible network that's there for me any time I need it!
- I was happy at my former salon, but something was missing. Now I feel fulfilled professionally and personally. The people who work here are the best.

There are many benefits to being a JCPenney Salon stylist. Highly experienced stylists can take advantage of up to 70-percent commission, no booth rental fees, up to a \$1,000 bonus based on performance, and flexible scheduling. JCPenney stylists also enjoy perks such as paid professional training, health benefits for full-time stylists, paid time off, 401(k) eligibility, and a generous associate discount.

See more information on how to join the JCPenney Salon team at jobs.jcp.com and follow the brand @salonbyinstyle.

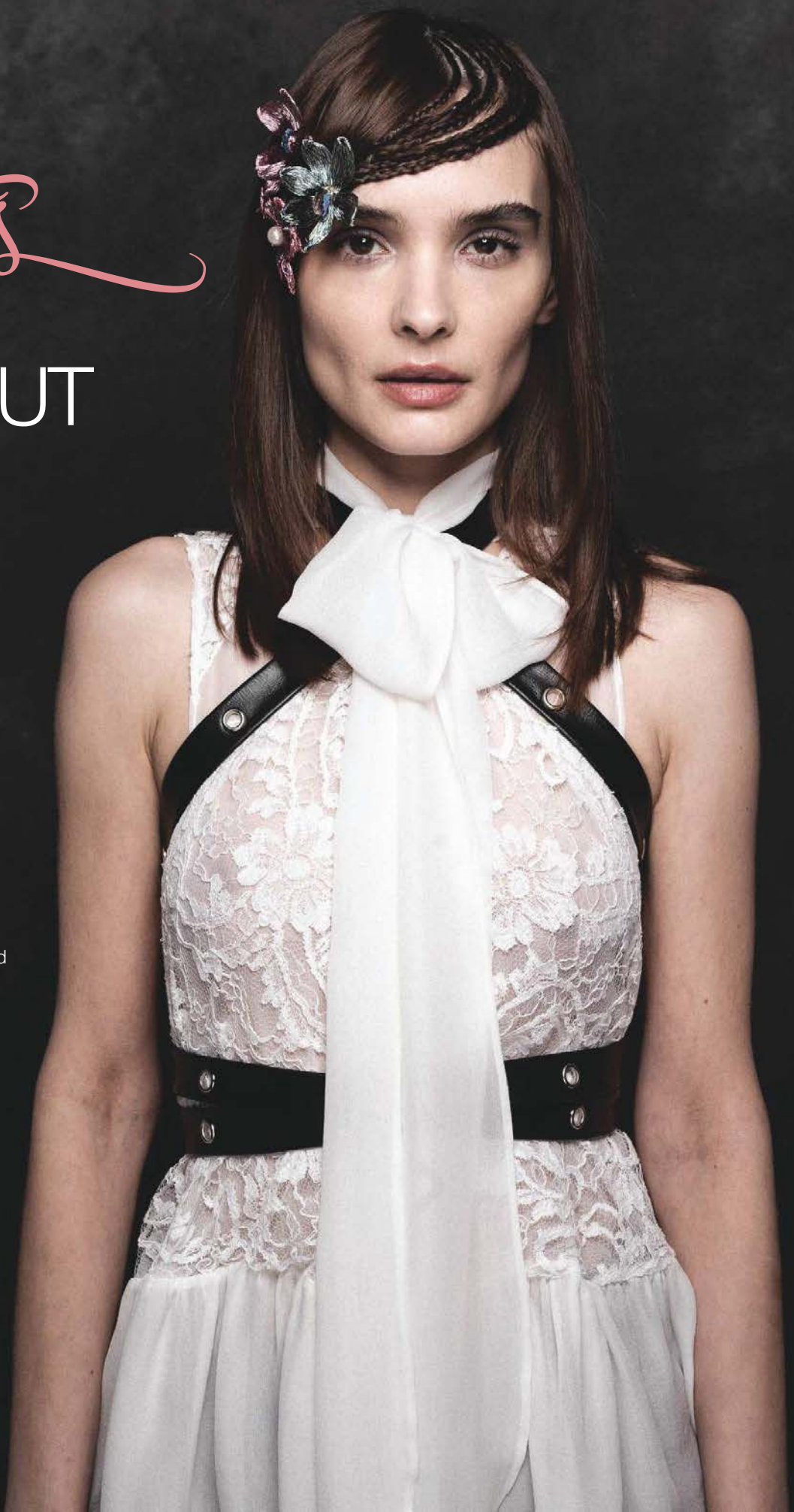
Twists AND SHOUT

SEBASTIAN PROFESSIONAL'S ANTHONY COLE REVEALS UNCONTRIVED STYLES PERFECT FOR THE SUMMER SEASON. —AO

Simplicity and functionality motivated Sebastian Professional lead international stylist Anthony Cole's fresh photographic session, wherein he designed various braids and knots made for summer soirees and festival fetes. "I wanted to create twists that were beautiful but wearable," says Cole. "They needed to look cool, but flatter each model's unique features."

ADORN ME

For this style, Anthony Cole sought to create a braided look that acted as a kind of "headpiece." To execute it, he crafted tight braids, then weaved an actual thread through each knot to ensure the plaits remained in place.



SPACE CADET

"I made the two space buns, then rope-braided them and fastened the ends," explains Cole of this party-perfect 'do. "There's a cool 'z' formation in the back of the head for an additional element of fun."

THREAD BARE

Simplicity is sometimes best, and an unfussy cornrow with thread running through is both functional in maintaining the look and stylish in itself.





WE DIVE INTO
DETAILS THAT
A PRO SHOULD
KNOW ABOUT
CARING FOR
CURLY HAIR.

Curly Cues

by FRANCESCA MOISIN

Curly hair is hard to cut.

That's a lesson every stylist learns—typically through trial and error. Though coil-cutting classes can be sought out, less frequently explored are the ways to care for textured tresses—which can be a drawback for both the hairdresser and client. Succeeding as a professional in today's multicultural society means being prepped for any hair eventuality. Yet common misconceptions about curls endure, including that stylists need to cut them dry (not true!). Or that product selections remain limited (once true, but no longer!). Or that each curl pattern was created equal, when in fact they range in unique shape from wavy to coiled to kinky (see page 32 for more truth on this). “It's rare for a person to have the same uniform texture all over his or her head,” says Vernon François (@vernonfrancois), celebrity stylist and founder of the eponymous product line.

The good news? Such fallacies are easy to overcome. “All you need to care for curly hair are two hands and an open mind,” says Leysa Carrillo (@leysahairandmakeup), colorist and stylist at Atelier by Square Salon in Las Vegas. Ongoing education can expand knowledge bases to significantly boost business bottom lines. “In today's world of YouTube tutorials, Facebook instructional videos and Instagram Stories, it's possible to instantly convey proper care tips and techniques,” says Takisha Sturdivant-Drew (@takishahair), celebrity stylist and owner of Takisha Studio in Brooklyn, New York. Practice makes perfect, so it's worth getting kinky-mopped models who are game for hair experimentation.

Never having to turn away a curly guest means pros use more products while increasing incomes. Lisa Vann (@lisavanntexture), Eufora International national trainer and owner of Seattle-based Vann Studio, points out that offering services aligned with textured hair—including relaxers, smoothers, perms, re-texturizers, sets, braid twists, and moisture treatments—opens a new range of potentially unexplored menu options on which no stylist should be missing out.



HIGH BAR

Proper haircare starts at the back bar with a thorough analysis. “It's important to address each guest's specific needs, considering hair texture, density, porosity, and elasticity, as well as scalp condition and desired results, and then tailor treatment based on that conversation,” says Vann.

It's true that curls tend to be dry due to sebum's inability to flow easily from root to tip along a strand's natural bends and turns, but that doesn't mean shampoo should be avoided. “I almost always shampoo and condition with highly moisturizing products that include essential oils to help balance scalps,” Vann continues. The pros agree that nine times out of 10, co-washing won't cut it. “Clients often carry heavy buildup from the oils and serums

used at home, so a detox is required prior to the start of the service,” Carrillo explains. Sturdivant-Drew remembers one naturally textured guest who so feared the cleansing agent's desiccating power that she only conditioned her own strands. That weighed them down, muting each curl's natural bounce. “I stopped counting after the tenth time I shampooed her hair and was still removing product,” says Sturdivant-Drew.

A curl-compliant back bar should come stocked with a few staple ingredients formulated specifically for textured tresses, including moisture-rich shampoo and a cleansing conditioner to help clean curls without eliminating natural nutrients, a leave-in conditioner, a moisturizing mask, and a protein treatment.



MAINTENANCE 101

TO CLEANSE OR NOT TO

CLEANSE: Yay, not nay, votes Carrillo. “Curly hair has a naturally raised cuticle, which means it less easily maintains moisture,” she says.

SULFATE-FREE, THE WAY TO BE:

When shampooing, sulfate-free options are a strict necessity. “It’s easy to tell if products contain sulfates because they create big, foaming reactions,” says François. “They also deplete inherent oils, thereby dulling and drying hair, which is definitely not what a curly party needs.” Look instead for ‘poos with moisturizing ingredients like oils of argan, avocado, baobab, and jojoba. Other desiccants to avoid include alcohol and petrochemicals. “Stay away from heavy oils and silicones when styling curly hair, as they also create buildup on the cuticle that prohibits proper moisture penetration,” notes Carrillo.

CONDITIONER CONSIDERATIONS:

Curly hair’s propensity to dryness makes conditioning a must to help boost moisture, strength and shine. “But know that less is more,” says François. “Regularly saturating hair in thick conditioner can lead to buildup if not rinsed properly, which stops good nutrients from penetrating on future applications.” How to pick between various formulas? “I first examine the density of strands, which can range from fine to medium to coarse, then consider their porosity,” Carrillo reveals. “For hair that’s highly porous, I leave in 30 to 50 percent of a rinse-out conditioner or mask.” Leave-in conditioners and detanglers work for all types, but tweak the amount used: less for fine, more for thicker tresses. Spray-on rinse-out conditioners make it easy to achieve even application, and their typically light formulas help combat buildup.

PILLOW TALK: “Cotton pillowcases wick moisture away from strands and cause hair to tangle,” François

informs. “Whenever possible, urge guests to opt for a silk pillowcase that minimizes friction, or to wrap hair in a silk scarf or cap to maintain moisture and prevent overnight breakage.” This straightforward path to soft strands is cumulative and especially important for braided ladies and gents: The more it’s done, the more you’ll notice a difference.

BRAID BASICS: Braids should never pull on natural hair—that’s the take-home rule for every client. Strands grow at different rates so redo times will vary, but eight weeks is the longest any hairpiece or braid should be worn—and sometimes the max equals one month. “If hair is hanging from the root or if natural tresses turn into a fuzzy mess, it’s time to get braids taken out and redone,” says Sturdivant-Drew. Advise clients to prep hair with a conditioning treatment and wait at least three weeks before the next round, or else run the risk of creating unnecessary tension that may lead to breakage.

FINAL WORDS: “Hydrate from the inside,” urges François. “H₂O is the way to go—that’s a tip I love to give my guests, because drinking plenty of water is a great way to keep hair hydrated and healthy.”

PRODUCT KNOW-HOW

To enhance natural texture, pros often turn to naturally derived ingredients. “Fresh aloe vera promotes healthy hair growth while soothing scalps,” shares François. “It also serves as a wonderful pre-shampoo treatment.” Looking for more traditional products? “A good moisturizing mask plus leave-in conditioner are my go-tos for maintaining maximum curly hair hydration,” Carrillo shares. Opt also for multipurpose stylers that protect from heat while saturating.

When it comes to maintenance and hold, Vann likes to have guests indulge in a ritual conditioning treatment. “Because textured hair grows slower, curly girls don’t need to cut as often—but they should condition more to keep hair healthy,” she explains. The ideal curly cut depends on face shape and lifestyle, which is yet another reason thorough consultations are key.



Hair can be wrapped in a silk scarf overnight to help fend off breakage while she sleeps.



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Panicked you don't have the proper curl products to satisfy textured hair? Fear not! Unlike a coil that shrinks, product options have expanded; here are a few to stock.



1



2



3



4



5



6



7



8



9



10



11



12

① Macadamia and apricot oils are among the ingredients that make up **Orbè Curl Gelée**, a moisturizing jelly that tames and loosens coils to keep them manageable. @orbè

② **Trissola Chia Curl Cream** works best on wet locks to fashion defined curls courtesy of frizz-fighting chia seed oil. @trissola

③ **MoroccanOil Curl Defining Cream** ensures curl memory as it halts frizz via argan oil. @moroccanoilpro

④ Cocoa butter is the hero ingredient in **Surface Curl Whip Mousse**, responsible for enhancing the elasticity of gorgeous coils. @surfacehairhealth

⑤ Made with moringa seed oil and passionflower extract, **DevaCurl Wave**

Maker pledges consistent curls and frizz control with every use. @devacurl

⑥ Firm yet flexible, **Rusk Define02** re-energizes waves while keeping fuzz where it belongs: gone. @ruskhairecare

⑦ **Eufora Style Retain** delivers the promise implied in its name: Curls are kept sleek and shiny from morning to night. @euforainternational

⑧ From conditioning without buildup to infusing volume to repairing damage, **ABBA Curl-Prep Hair Spray** is a multipurpose texture tool. @pureabbaproducts

⑨ **R+Co CASSETTE Curl Shampoo and Conditioner** gently cleanse and moisturize for softer, smoother spirals. @randco

⑩ Certified organic shea butter moisturizes in **Innersense Organic Beauty Quiet Calm Curl Control**, along with nourishing rice bran oil and oat kernel extract. @innersenseorganicbeauty

⑪ **Malibu C Curl Partner** mini detox removes hard water and environmental toxins that wreak havoc on follicles and scalps, bringing bounce back to lank spirals. @malibucpro

⑫ **Alterna Caviar Anti-Aging Perfect Texture Spray** boasts bodifying polymers that create scaffolding between strands to add fullness and dimension. @alternahaircare

A Denman D3 brush is shown diagonally across the frame. It has a black handle with 'DENMAN' and 'MADE IN U.K.' printed on it. The brush head has a red base and white sculpted pins. The background is a vibrant pink with a subtle pattern of concentric circles.

CURL DEFINER

D3 BRUSH

Unique sculpted pins deliver the ultimate in controlled styling and natural curl definition.

British Design, *Global Style.*

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Industry Feed

—EMILIE BRANCH



LASH MASTER

NovaLash crowned its 2019 Lash Artist of the Year from this year's LASHoff competition: Raylene Cravens, owner of Lash By Lash Salon in Nichols Hills, Oklahoma. We caught up with the trainer and NovaLash brand ambassador to ask her what the experience has been like so far and what advice she has for others wanting to enter next year's contest.

What motivated you to enter NovaLash LASHoff? Was this your first time entering the competition?

I really wanted a platform to inspire others like the winners before me have done. I entered for the first time last year, and I was a semifinalist. That really motivated me to go for it this year—to push myself more and make my work stand out.

Tell us about your winning entry for LASHoff.

I wanted to demonstrate that NovaLash

isn't seasonal, so I chose to interpret all four seasons in my submission.

What do you love most about your job and this industry?

I love helping people feel more confident. When I hand a client the mirror after I finish her application, seeing her face is priceless! I love being in the lash industry because it takes special skills and I love challenging myself. I think of gorgeous lashes as fine art.

What advice would you give to other lash artists who are considering entering LASHoff next year?

Let your passion show through. Get a support team; it's so helpful. Make sure your photos and videos have great lighting. Have a fantastic professional image and, most of all, have a social media presence. —AD

Lash Artist of the Year Raylene Cravens (middle) with NovaLash CEO Sophy Merszei (far right) and runners-up

This year NovaLash celebrates 15 years in the industry. *Beauty Launchpad* applauds the brand for the indelible impact it has made in the professional beauty business, helping to ramp up techs' revenue and offer safe and effective lashes via its proprietary adhesive technology. Cheers to 15 years! We can't wait to see what comes next.

Wax On!

When the wax figures at Madame Tussauds Hollywood in SoCal need a hairstylist, **Schwarzkopf Professional** is on call! The company announced that it's the official exclusive haircare partner of Madame Tussauds Hollywood, and will serve as the style and color go-to for each of the legendary figures that make this attraction so world-famous.

envisioning beauty

Wella Professionals TrendVision, one of the industry's most prestigious styling and color competitions, is introducing the Beauty Envision Awards. The competition, sponsored by **Coty Professional Beauty**, will feature an expanded range of categories for salon professionals striving to make their mark in beauty—in any number of ways. All applicants have a chance to showcase their talents in the following areas: Color Artist of the Year, Editorial Hair, Creative Hair, Men's Hair, Total Transformation, Bridal Hair, Nail Art, Future Star, and Salon Team. The winner of each category will receive a \$5,000 Visa gift card, a \$1,000 studio voucher (flights and hotel must be booked separately), and 12 months of ongoing digital education in business and technical teachings. The Beauty Envision Awards will take place on July 21, 2019 at the Hollywood Palladium in Los Angeles. See you there!

COURTESY OF MANUFACTURERS

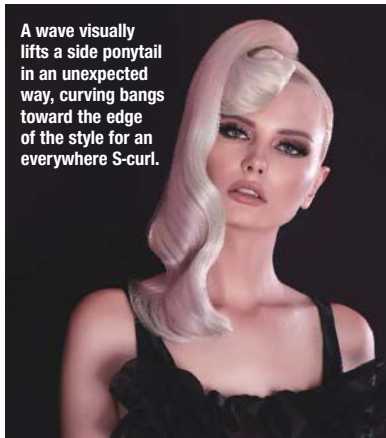
This style is simultaneously soft and structured.



IDENTITY

by Mego Ayvazian for CHI Haircare

A wave visually lifts a side ponytail in an unexpected way, curving bangs toward the edge of the style for an everywhere S-curl.



Pronounced swirls command attention.



Inspiration: Inner strength becomes an outward glow in the *Identity* collection, which illustrates the power of beauty expressed through femininity and individuality.

Decadent gold attire mirrors the opulent 'do.



TEXTURAL BLOOMS

by Matthew Tyldesley

Inspiration: Classical portraiture, a backyard flower garden and a pond in the springtime serve as the sources of motivation for this braided collection.

Bold makeup is paired with an unconventional hairstyle for a striking effect.



* HOLLYWOOD MOMENT

INDUSTRY ICON JIM MARKHAM, founder and CEO of ColorProof Color Care Authority, was recently tapped for a very unique role: acting as a consultant for the upcoming Quentin Tarantino flick, *Once Upon a Time in Hollywood*. Markham, who was a close friend and partner of late hairdressing legend Jay Sebring—depicted in the film—was tasked over the course of a month to consult with Tarantino's team on ensuring accuracy in terms of portraying Sebring as well as the beauty tools and trends of the 1960s. Here, Markham shares the details on this dynamic experience. —as told to AO

Beauty Launchpad: *How did you work to shape the film with your unique perspective?*

Jim Markham: I'm in the process of writing an autobiographical book about my life and lessons learned over my entire career, which has made me reflect upon my early days as a celebrity stylist working alongside Jay Sebring. Jay was my mentor, friend and business partner and, eventually, I took over the Sebring business as his successor, following his untimely death as a victim of the Manson family murders. The production team knew of my connection to Jay, and contacted me to come on board as a technical consultant. My close relationship with Jay (played by Emile Hirsch in the film) allowed me to provide key details of his life, such as what kind of car he drove, what his Hollywood salon and the Sebring product line looked like, and other set styling details like what types of tools, shears, combs, and brushes were

popular at the time—this helped lend authenticity and believability to the movie.

BLP: *What did your work entail?*

JM: I met with Tarantino's set decorating team at my home in Newport Beach, California, which is where I keep my archive of photos, press clippings and products that I've collected throughout my career. My work on the film entailed sharing my firsthand accounts of the Hollywood scene and professional styling during the late '60s. In addition, I played a key role in the set decoration by providing pictures, styling tools and the original Sebring products, so they could re-create and accurately depict Jay's life as a stylist to the stars.

BLP: *What was the toughest part of working on the film?*

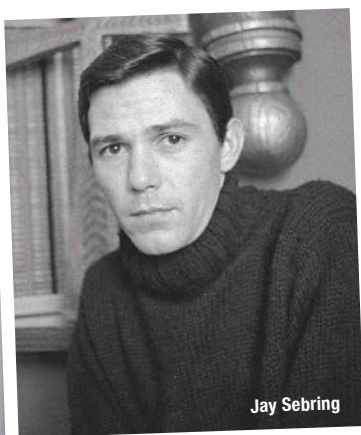
JM: Getting my archive organized to share, for one! Actually, the toughest part was trying to remember all the little details to the best of my ability so that I could provide the right information to make sure everything was reproducible. It was definitely more fun than it was tough, though.

BLP: *And your favorite part of contributing to the movie?*

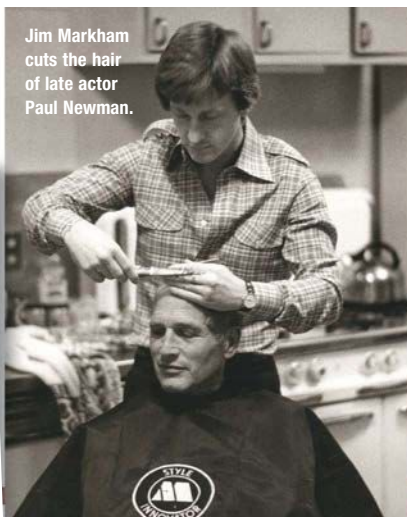
JM: Knowing that the information I was providing was going to make the movie all the more realistic. I was able to add an authenticity that otherwise would not be there. It was fun recounting my memories of that era and the interactions I had with Jay and our celebrity clientele. It will be so exciting when the film finally debuts [next month] to see all that I shared come to life on the big screen.

BLP: *Why is this movie important for hairstylists to watch?*

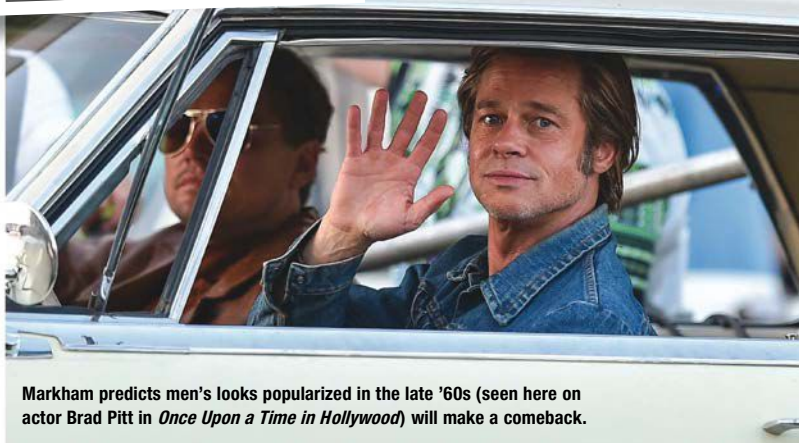
JM: I think it's incredibly important for stylists to see the looks and trends made popular by the older generation. Unlike in today's world where trends are shared instantly across the Internet, trends back then were determined by a select few key celebrities and their hairdressers—many of whom are represented in this film. It's always helpful to know what happened in the past to better plan for the future. Trends, especially in hairstyling, are cyclical. What was popular decades ago often reemerges and evolves. This especially holds true with men's styling. In recent years, men's styles have trended toward being longer on the top with shorter sides. This year we are seeing a shift back to the styles originally made popular in the late '60s, when hair was left longer and fuller on the sides with a natural neckline and longer sideburns. Tarantino's movie will have a huge impact on making these coveted looks mainstream again. As part of ColorProof's 2019 education curriculum, we're featuring a class that will teach the Markham/Sebring scissor-over-comb technique so stylists can confidently learn to cut and style their male clientele and transition them to be at the forefront of this trend.



Jay Sebring



Jim Markham cuts the hair of late actor Paul Newman.



Markham predicts men's looks popularized in the late '60s (seen here on actor Brad Pitt in *Once Upon a Time in Hollywood*) will make a comeback.

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Getting to Know You

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



➤ **GAIL FEDERICI**, CEO and Founder of Federici Brands (Color Wow and Time Bomb)

MY MAIN GOALS WITH THE COMPANY

ARE: To create authentic, effective problem-solving products that help to advance the professional salon industry.

LEADERSHIP MEANS: Never accepting conventional boundaries, having a vision and clearly communicating it, helping your team reach their individual potential, and creating a workplace that encourages growth.

IN FIVE YEARS, I SEE THE HAIR

INDUSTRY: Embracing technology in a much bigger way to achieve more opportunities for both personal and financial growth.

I GET INSPIRED BY: People with integrity who make a difference.

MY FAVORITE WAY TO UNWIND IS: A margarita and a good book at the beach.

MY TOP VACATION DESTINATION IS: The Turks and Caicos Islands.

WHEN I THINK OF BEAUTY, I THINK OF: Individuality. There is no one standard of beauty.

I WORK IN PROFESSIONAL BEAUTY

BECAUSE: I've always struggled with my frizzy hair and I'm super motivated to help women deal with unaddressed beauty problems. It's also a great field where creativity, analysis, inventiveness, science, fashion, and business acumen all come into play—it's fun, fast-paced and challenging, and there's never a dull moment!



➤ **ASHLEY STREICHER**, Celebrity Hairstylist and Member of the R+Co Collective

MY MAIN GOALS WITH THE COMPANY

ARE: To add my fresh hair perspective to the Collective, integrating both educational videos and content, and teaching other stylists (as well as clients) how to use the products in many different ways.

LEADERSHIP MEANS: Having a vision and sharing it with others. Good leadership also has to do with creativity, and fostering an environment that encourages others to create.

IN FIVE YEARS, I SEE THE HAIR INDUSTRY:

Empowered! People are taking charge and on a mission to be their best selves and finding hair that best represents them.

I GET INSPIRED BY: Nature—a departure from the city gives my mind a break.

MY FAVORITE WAY TO UNWIND IS: Hiking in the Angeles National Forest.

MY TOP VACATION DESTINATION IS: I love a good beach vacation, and I spent a few weeks in a small Italian coastal village last summer that I think about often.

WHEN I THINK OF BEAUTY, I THINK OF: My sisters, who I frequently collaborate with, and any woman who's comfortable in her own skin.

I WORK IN PROFESSIONAL BEAUTY

BECAUSE: It's the only job I've ever had—I can't imagine doing anything else. I'm surrounded by beauty daily, and admire how the industry is constantly evolving. I love change and that I get to be creative every day. I also love helping people find the best version of themselves; it's so gratifying.



➤ **ELVA TORRES**, Brand Manager for Color Edge

MY MAIN GOALS WITH THE COMPANY

ARE: To help raise awareness of Color Edge among beauty professionals while simultaneously increasing our distribution network in an ongoing effort to align with people who are as passionate about our brand pillars as we are.

LEADERSHIP MEANS: Identifying strengths and areas of development within a company, the leaders themselves, and the individuals they lead.

IN FIVE YEARS, I SEE THE BEAUTY

INDUSTRY: Becoming more eco-conscious and digitally advanced.

I GET INSPIRED BY: My life experience. Growing up in poverty, yet watching my parents work hard to give us better lives, taught me to appreciate the luxuries I'm now afforded.

MY FAVORITE WAY TO UNWIND IS: By teaching yoga.

MY TOP VACATION DESTINATION IS: The Phi Phi Islands in Thailand.

WHEN I THINK OF BEAUTY, I THINK

OF: Love, compassion, kindness, confidence, and grace. I've witnessed breathtaking beauty in a variety of forms in my more than 15 years in this industry, but the truth is, nothing is more beautiful than when inner beauty aligns with outer beauty.

I WORK IN PROFESSIONAL BEAUTY

BECAUSE: I love that we have the power to alter the appearance of others based on their mood and self-expression.

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Industry Feed



BeYOUtiful Day

Riawna Capri and Nikki Lee, cofounders of Los Angeles-based Nine Zero One salon, kicked off the launch of their female-focused cancer charity, the **BeYOUtiful Foundation**, by hosting a BeYOUtiful Day—an in-salon experience offering free haircuts to all cancer patients, survivors and anyone willing to donate more than 10 inches of hair. All clients seen that day were charged a flat fee with 100 percent of the service cost donated to the cause. Capri and Lee have decided to expand this program and are offering salons a chance to partner with the foundation (for free) by hosting their own BeYOUtiful Day. All salons that sign up will be given a BeYOUtiful Box of hosting essentials, including T-shirts, mirror decals, hair donation envelopes, balloons, and key chains, and all donations made that day will be given directly to the foundation. To partner with the BeYOUtiful Foundation or for more info, visit beyoutifulfoundation.com.

The Nine Zero One salon team hosts a BeYOUtiful Day event to support women in the fight against cancer.



Riawna Capri, cofounder of Nine Zero One salon, spreads joy during a BeYOUtiful Day.

ERRATUM

Beauty Launchpad regrets that in our March 2019 Industry Feed, the makeup artist involved in Leysa Carrillo's *Bold and Beautiful* collection was not credited; Cristy Tate executed the striking makeup looks for the shoot.

Beauty Launchpad also wishes to issue a correction from our April 2019 edition of Salon of the Month. The Westport, Connecticut-based salon featured is named "Artistex Salon & Spa," not "Artisex Salon & Spa" (as is stated in the issue). *Beauty Launchpad* regrets the error.

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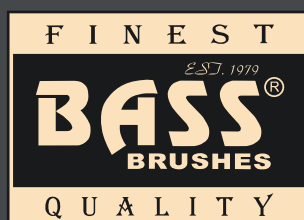
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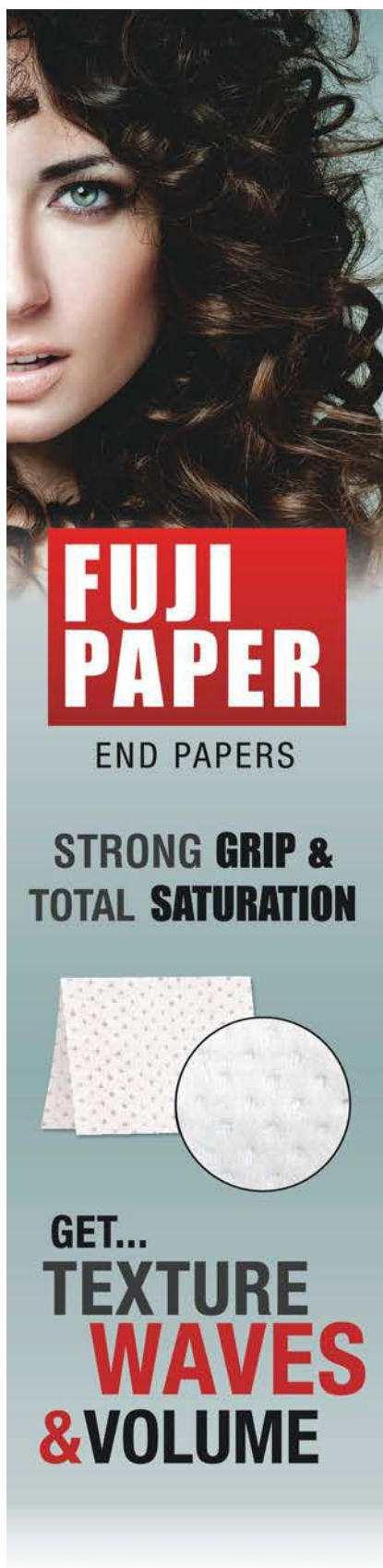
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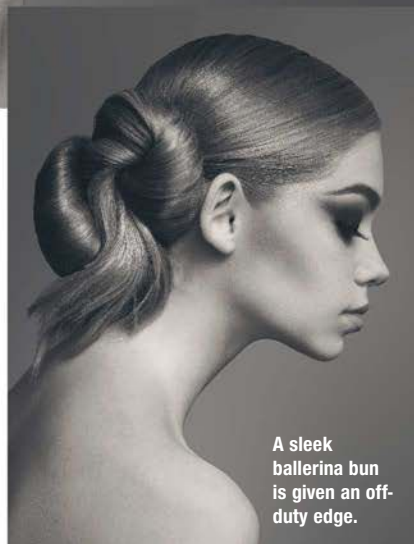
Industry Feed



A subtle homage to the punk mohawk of the '80s, this much softer style exudes elegant ease.

INNOCENCE by Ivan Rodriguez for BioSilk

Inspiration: Love through the eyes of the beholder—devoid of any guilt—serves as the inspiration behind the *Innocence* collection, which takes a pure and youthful approach to each look.



A sleek ballerina bun is given an off-duty edge.

HAIRSTYLIST: IVAN RODRIGUEZ, MAKEUP ARTIST: THESSA PERALTA; PHOTOGRAPHER: LEO DE LA ROSA



Congratulations to the Top 3 in the 2019 Creative Cut, Color, & Texture Contest.



1st Place

Piper Bryant / Brooke Denton –
Salon Visage



2nd Place

Taylor Hill –
Jón Alan Salon



3rd Place

Jessi Shires –
Jón Alan Salon

A special thank you to Perry Monge and his team for their commitment to Intercoiffure America Canada Nouveau. Thank you for sharing your skills and knowledge to inspire the next generation of stylists and colorists.

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Just For Men

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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.



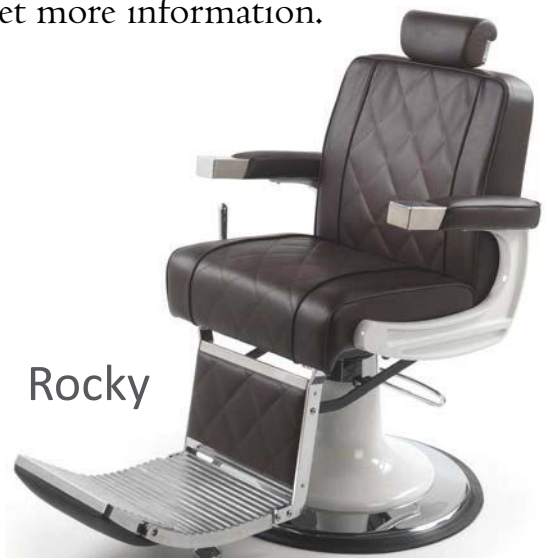
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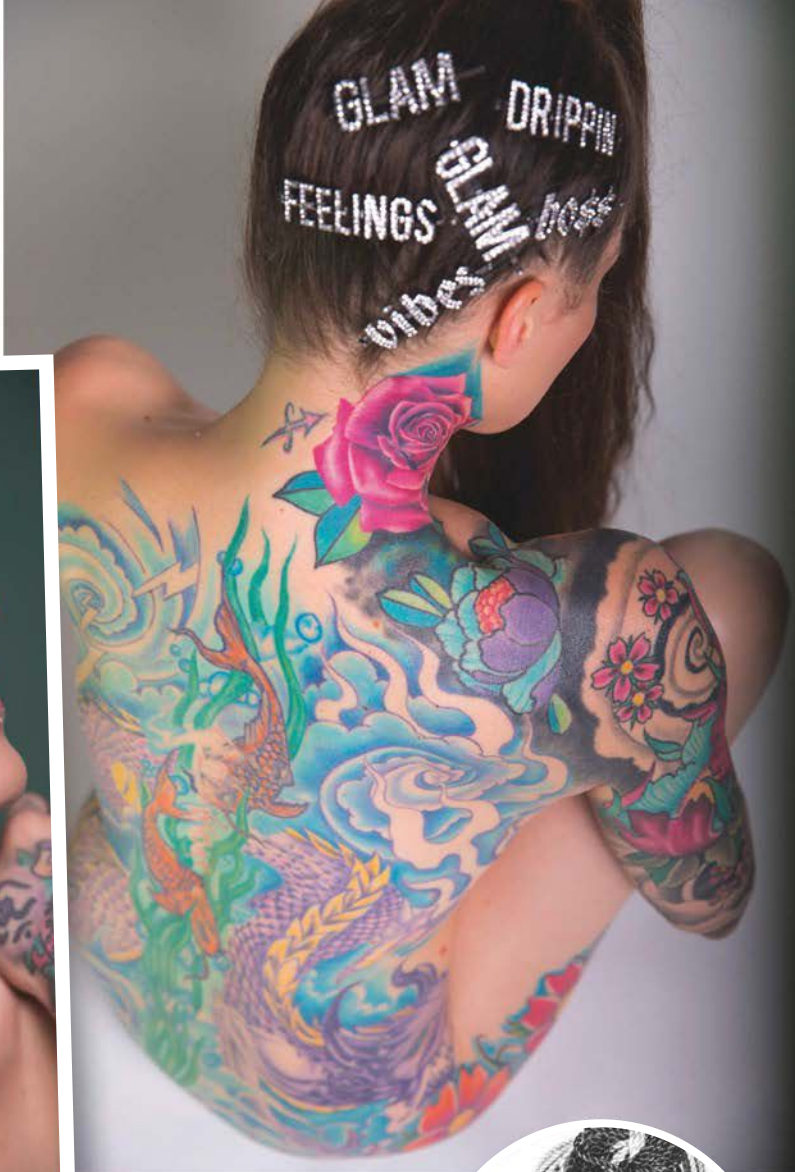
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Self-Expression

HAIRTALK ARTISTIC DIRECTOR VICKI CASCIOLA TAPS TATTOOS AS A POWERFUL MEANS TO CONVEY HERSELF TO THE WORLD.

➤ **MY BODY IS MY JOURNAL** and my tattoos are my story. At 10 years old I already knew my purpose in life—I was meant to make people look good and feel better. Fast-forward to age 21 when I began my career in hairstyling, and though I had major self-motivation and discipline (courtesy of years spent in gymnastics), I was shy and insecure. I sought a way to express myself, and found my self-expression through the art of tattooing. I decided to create my canvas with meaningful elements that would reveal who I am to others, along with strategic placement that would also allow me to feel classy and feminine—for me, that translated to inking primarily one side of my body while keeping the other side pure and clean.

I had my first tattoos drawn onto my back and buttocks. Once those were complete, I experienced an unforgettable

feeling of accomplishment. Each tattoo carries meaning. The purple she-dragon is powerful: She represents transition, and signified the perfect way to start my “forever” career and lifestyle. This dragon also represents my longevity and strength to conquer anything. The swimming koi fish symbolize my determination and bravery—I feel like I’m always swimming against the current. The lotus flowers on my arm remind me daily of the evolution of my soul over time. My final tattoo (completing my canvas!), the rose on my neck, symbolizes new beginnings after the loss of my grandfather, as well as perseverance over all the obstacles I’ve encountered; I can conquer anything. —as told to AO

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