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JULY 2019

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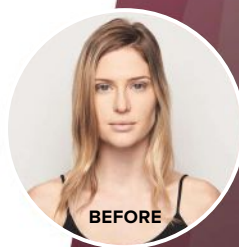
These versatile top pieces are specially designed to add more volume to any hairstyle, conceal thinning hair along the part line or at the temples, or simply change up her look. Imagine the possibilities!

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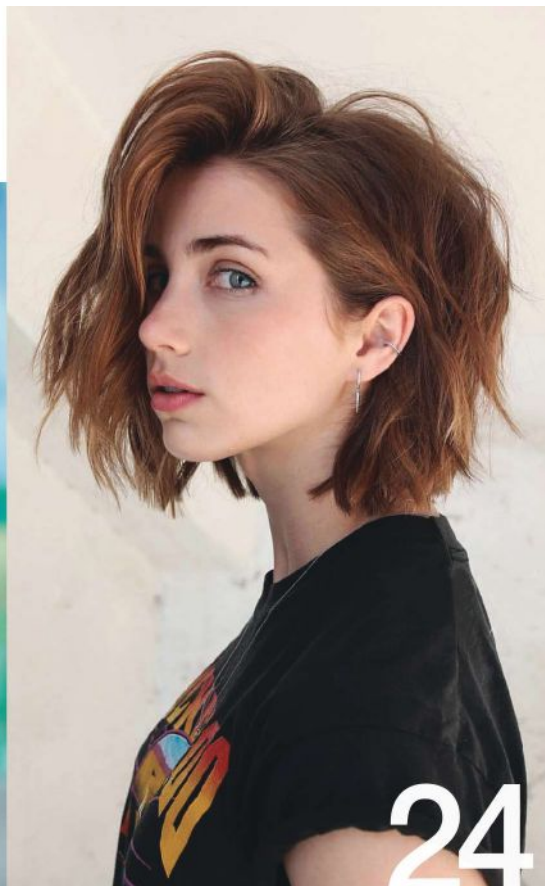
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Photo: Richard Bord/Getty Images

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## "What's your summer beach read?"

*"The Friend Zone by Abby Jimenez."*

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*"My favorite reread: Valley of the Dolls by Jacqueline Susann."*

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# On My Radar



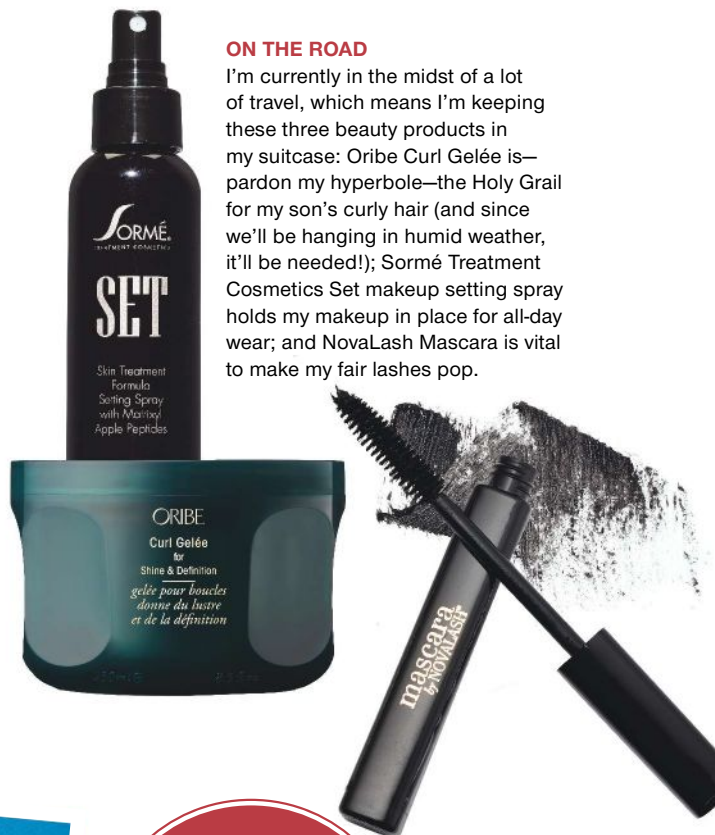
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## Hear Us Roar

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

► **FOR THIS INAUGURAL** “Women in Charge” issue wherein I was given the happy task of selecting our industry’s top femme forces to feature in our pages, what I thought would be a simple feat 1) proved quite difficult because the professional beauty industry is filled with so many powerhouse women and, as a result, 2) reminded me how extremely fortunate I am to be a part of this business where myriad females fill key positions in their companies. For one of our features (page 62), we celebrate 27 women who dominate as either founders and/or CEOs of their respective companies; top educators; or influencers who continue to shape our industry. To these, and the countless other indomitable female stylists, salon owners and executives who continue to propel our industry in an upward trajectory—thank you.



### ON THE ROAD

I’m currently in the midst of a lot of travel, which means I’m keeping these three beauty products in my suitcase: Oribé Curl Gelée is—pardon my hyperbole—the Holy Grail for my son’s curly hair (and since we’ll be hanging in humid weather, it’ll be needed!); Sormé Treatment Cosmetics Set makeup setting spray holds my makeup in place for all-day wear; and NovaLash Mascara is vital to make my fair lashes pop.



Me with my mom...



...and with Beauty Launchpad founder and CEO, Deborah Carver

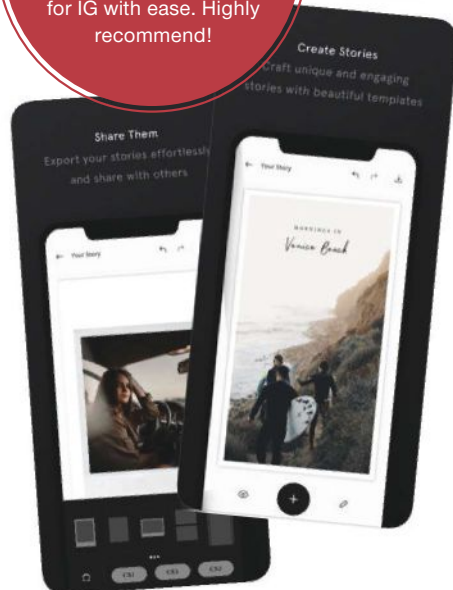
### ROUND OF APPLAUSE

This month in particular (with our “Women in Charge” theme on my mind), I’m making sure to give kudos to those powerful females who have made an indelible impact in my life. Just a few of these women include my mother, who is a constant source of love and strength, as well as my colleagues at *Beauty Launchpad*, like Deborah Carver (our fearless founder and CEO who also serves as a mentor), art director Danielle Caseñas (a one-stop support system who is always up to any task), and editors Karie L. Frost and Jasmine Brown (I couldn’t ask for a better team).

▼

**DOWNLOAD**

I’ve been obsessed with *Unfold*, an app that helps to create striking Stories for IG with ease. Highly recommend!



HEADSHOT: COURTESY OF 901 SALON AND BEAUTY COACH; COURTESY OF MANUFACTURER; ARMANDO SANCHEZ (3); ALYSON OSTERMAN-KERR



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# Trendsetters

RUNWAY  
CELEBRITY  
SALON STYLE  
INSPIRATION



► **IN THE WORLD OF HAIR**, even something miniscule, like a snip, a slight tint or a set of micro bangs, can create a larger-than-life transformation. We explore that idea with the season's homage to baby bangs, both on and off the runways. Not quite as tiny; late '80s to early '90s hair—where bombastic waves, shellacked wings and more-is-more ruled. That era continues to inspire hairstyle obsessives today; learn how they make that sliver of decadent beauty current on page 22. And definitely anything but small: Ted Gibson and Jason Backe's new Los Angeles-based "smart" salon, poised to disrupt the way traditional salons do business in a very *big* way. Read on for massive inspiration.

Baby bangs can be enjoyed by all as faux fringe, like these by Redken global creative director Guido Palau for Prada.

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# The Baby Bang Boom

MANY A MICRO FRINGE TICKLED FASHION-FORWARD FOREHEADS THIS SEASON. —KARIE L. FROST

➤ **WHETHER YOU CALL THEM** “baby” or “micro,” ultra-chopped bangs live large in the pantheon of *chutzpah*-requiring hairstyles—not only because they’re a hassle to grow out should your client regret her snip, but also because they take a heavy dose of confidence and a whole lot of work to maintain and style. But never mind all that; they’re the bang style to beat this season, thanks in no small part to Redken global creative director Guido Palau. At Prada, the hair maestro trimmed hair wefts within an inch of their bands to create a ’60s-inspired retro-futuristic fringe; at Miu Miu, he chopped both real hair and wigs to reflect “a rebellious girl who would cut her fringe in an extreme way.” (Achieved!) Even feather caps meant to mimic mini bangs at Dries Van Noten offered a variation on the trend. Should your clients balk at their diminutive size, note this: For such a tiny thatch of hair, baby bangs enjoyed an abundance of cut and styling options this season, from choppy to asymmetrical to side-swept to piece-y, and can look retro, punk or minimalist. No small feat, to be sure.



STREET STYLE! A GUEST OUTSIDE OF THE MIU MIU SHOW

PRADA, DRIES VAN NOTEN, PREEN: ANDREEA ANGELESCU; MIU MIU: VICTOR VIRGILE/GETTY IMAGES; BOTTOM RIGHT: CHRISTIAN VIERIG/GETTY IMAGES



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# Mane Muse

CELEBRITY STYLIST MARK TOWNSEND DISHES ABOUT TOP LOOKS HE CREATED FOR ACTRESS DAKOTA JOHNSON. —JASMINE BROWN

➤ **MARK TOWNSEND** (@marktownsend1) has been a force in the beauty industry for more than 25 years. From assisting renowned stylists like Oribe and Sally Hershberger in his early days to having his work showcased in magazines such as *Vogue*, *Vanity Fair* and *Glamour*, it's no wonder top talent—including *Fifty Shades of Grey* star Dakota Johnson—seeks out his red carpet glam. After Townsend and Johnson first collaborated back in 2013, the actress quickly became his muse, turning out many memorable beauty moments. Here, he handpicks a few of his favorite looks he has created for the star.



◀ “It was unbelievably windy in Santa Monica, California, that day so we went with a classic Dakota style: fringe and a soft wave. We also slipped a matching satin scrunchie on her wrist in case the wind got to be too much so she could pull back her hair.”



▲ “This was Dakota’s first time going to the Oscars. I used my thinning shears to give her bangs a choppy effect that framed her face. We played a lot with the placement of the ponytail because, to me, a low ponytail can sometimes be a little too sleek and a high pony can be a little too sporty.”



▲ “We decided to play up the cuteness and sweetness of this Gucci dress. We split Dakota’s bangs and wrapped her hair in velvet ribbon to echo the dress’ bow. It was her idea to do a ponytail and to go a little higher than we normally do, and I think it gave the look a youthful nod.”



▲ “Dakota was growing out her bob and her dress really called for a flirty, romantic updo. We used about 50 or 60 gold pins, and there was a moment on the carpet where she spun around and her hair sparkled so much that it almost looked like jewelry.”



JOHN SHEAFER/GETTY IMAGES; MICHAEL TRAN/GETTY IMAGES; TAYLOR HILL/FILMMAGIC; STEVE GRANITZ/WIREIMAGE; MICHAEL BUCKNER/WIREIMAGE; GREGG DEGUIRE/WIREIMAGE; JON KOPALOFF/FILMMAGIC; AXELLE BAUER/GRIFIN FILM/MAGIC



◀ “Dakota was still filming *Fifty Shades Freed*, so she had extensions, which gave me tons of hair to play with—I grabbed pieces and started twisting, braiding and pinning until this shape appeared. I left her hairpins exposed so that the paparazzi camera flash reflected like sparkles.”



◀ “The back of the dress had a capelet and we wanted to make sure you could see that through her arms, so we did a half-up look to open up her shoulders. For the back, we braided the hair and pinned it in a way that almost looked like a rose.”





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# FAIR PLAY

➤ **MALIBU C LEAD ARTIST AND DIGITAL EDUCATION MANAGER** Anthony Barnhill (@anthony.barnhill) sought to create a “modern blonde” with cool tones in his latest look. “Shadow roots lend some softness to make the color more current,” says Barnhill. “The model’s hair was originally orange at the roots and over-toned to almost blue/silver on her mid-lengths and ends, so the correction took a while to achieve.” But the results? Definitely worth it.



## GET THE LOOK

**STEP 1** Prep hair with ① Malibu C Un-Do-Goo > pH9 Shampoo and ② Malibu C Blondes Wellness Hair Remedy to remove mineral and product buildup. Leave on for 5 minutes, rinse well, and shampoo again with Un-Do-Goo > pH9 Shampoo.

**STEP 2** For the color melt, use three demipermanent cool-tone colors (used here: Joico Vero K-Pak Chrome A7, Matrix Color Sync 6A and Oligo Professionnel Calura 7-2 with demipermanent developer) to create a neutral shade by canceling out unwanted warmth sans adding extra brown or tan to the combination. Tip: Rather than mix all three shades together, use a color-layering technique to soften and control to avoid over-deposition.

**STEP 3** To help soften the mid-lengths and ends, allow processing to fully complete before bringing the color through with a color comb. (A blending brush from Olivia Garden also works well.)

**STEP 4** Mix ③ Malibu C Concentr8 Colors Primary Red and ④ Primary Blue to create a violet hue. Add a small amount of the mixture to ⑤ Malibu C Color-Lock Masque to keep results from becoming too ashy. Apply to hair and leave on accordingly for desired results.



Malibu C Un-Do-Goo > pH9 Shampoo



Malibu C Blondes Wellness Hair Remedy

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Malibu C Concentr8 Colour Primary Red



Malibu C Concentr8 Colour Primary Blue



Malibu C Color-Lock Masque



## COLOR MAINTENANCE

"I advised the model to use the Malibu C Hydrate Color Wellness collection at home to keep her hair hydrated and allow more softness and manageability for styling," notes Anthony Barnhill. "Color-lock technology helps to fight fade between salon visits, too."

Follow Malibu C @malibupro.



# Clear as Crystal

WHAT'S INSPIRING ORIBE DIRECTOR OF TRAINING AND CONTENT KIEN HOANG.

—AS TOLD TO ALYSON OSTERMAN-KERR

## 1 TRAVEL

I love traveling to new places, meeting new people and learning about different ways of life. My trips to Asia have shown me some of the best culinary experiences, and it's so interesting to see how the different cultures there co-exist. My recent visit to Russia opened my eyes to the country's elaborate architecture.

## 2 CRYSTALS

I have a passion for finding and collecting crystals: smoky quartz for energy and calming, tangerine quartz for creativity, and citrine for its bright golden yellow hue—they bring me joy. My crystals travel with me wherever I go.

## 3 STRIKING IMAGERY

I'm constantly studying images from fashion designers. I also collect photography books, record covers, postcards, concert T-shirts, and art for inspiration, plus I venture out to different museums to learn how history has evolved through imagery.

## 4 MY SALON FAMILY

My family at Umbrella Salon in San Jose, California, challenges me to become a better person and artist.

## 5 MUSIC

Music wakes me up and keeps me energized. I'm currently following electro pop band TR/ST and alternative indie band Ritual Howls on Spotify.



KIEN HOANG  
(@KIENHOANG)



Robert Alfons of TR/ST  
performs during FYF Fest 2017.

KIEN, COURTESY OF ORIBE. PHOTOGRAPHER, JOHN CASTILLO.  
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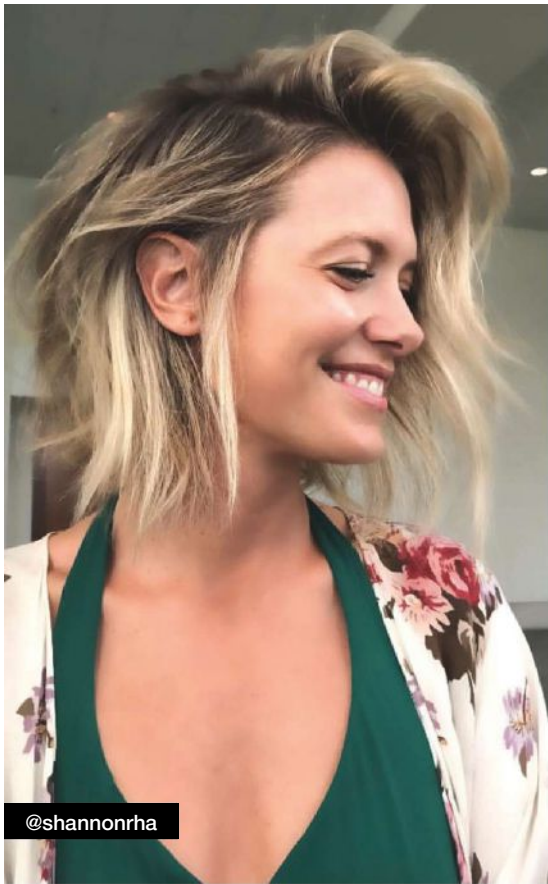
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## ➤ IG TREND ALERT:

# SUPERMODEL BANGS

—AMY DODDS

➤ FOR THE PAST SEVERAL YEARS, wavy hair with a middle part—a side part for the more adventurous—has been ubiquitous on the 'gram. But lately, we've seen some stylists channel the supermodel glamour of the late '80s to mid-'90s, back when Oribe was coaxing-out massive volume on Christy, Cindy and Naomi. We wanted to know if this style is a passing fancy or the next big thing, so we reached out to Farhana Premji (@xo.farhana.balayage), hairstylist and owner of Hedkandi in Calgary, Alberta, Canada, for her take.

**Beauty Launchpad:** First off, do you have a name for this look? (Seriously, we can only think of “supermodel bangs,” but we're not sure if that's even a term!)

**Farhana Premji:** I've just been calling it the sexy hair flip, but “supermodel bangs” works great, too! *continues >>*



@dereqc\_hairartist

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**>> BL:** Do you have more clients coming in to request voluminous bangs, or are you styling that way for Instagram?

**FP:** I don't have a ton of requests for this look as everyday wear, but if I feel a client is vibing with the whole "Instagram photo session" post-hair appointment, then I'll definitely run my hands through her hair for that major voluminous bang effect.

**BL:** How do you achieve the look?

**FP:** The right hair will make or break this particular style. I look for guests who have a good amount of hair so that when it's flipped, the less dense side doesn't look bare and the flip creates major impact. I also look for a specific hairline: If they part in the middle then either side works for the flip, but if they have a prominent side part, I'll go against the grain for the most volume.

To achieve the actual style, I use a structure product at the root. (I like R+Co JACKPOT Styling Crème because it expands with heat and has a lot of style memory.) I then round-brush the hairline forward and upward to encourage more lift. Everything is loosely waved with a Hot Tools 1.5" marcel iron, and then I run my fingers through the ends with R+Co HIGH DIVE Moisture + Shine Crème.

To set a client up for the photo, right before I snap the picture I flip her hair over in one big motion. I think it's important to do this in the moment so it looks natural and wearable as opposed to staged and "hairsprayed." I love a soft, effortless-looking finish.

**BL:** Do you see an embrace of bigger hair overall?

**FP:** I definitely see more women embracing their own texture and fullness. I use my blow-dryer and curling iron 99 percent more than I use my flat brush and flat iron in the salon, so that gives you an idea of how much clients are asking for body and volume.

**BL:** How can the client recreate the style at home?

**FP:** Start with a good haircut—soft face-framing layers are a must for this look! Next, ensure she uses a good shampoo and conditioner. This is often an oversight for clients, but they make such a difference in the end result. If your client prefers moisture-loaded lines, tell her to keep the conditioner off the root area to avoid flattening or over-softening the hair. The other products I mentioned will help finish the look.





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# Blend into Hue

MAAYAN BIRNSTEIN CRAFTS PHOTOGENIC HUES THAT STOP US IN OUR TRACKS. —JB

It's easy to go down the rabbit hole when soaking in Maayan Birnstein's rainbow-hued feed. The colorist snaps shots of vivid blends and bright blondes that keep us eager to see what color combos grace her page next. Her top tip for crafting Instagramable hues? "Dimensional haircolor shows off curls really nicely in a photograph," she says. "Natural light is key. Capture different angles. Compare and contrast which angle, background and lighting you like best for your page and try to be consistent with it."



**WHO:** Maayan Birnstein  
**@maayanbirnstein**  
**# OF FOLLOWERS:** 33.9k  
**(at time of print)**  
**LOCATION:** Miko Studios in Bethesda, Maryland



➤ "The client wanted a fun vivid color with a beautiful fade," says Maayan Birnstein.

## Maayan Birnstein shares how to achieve this striking blue transformation.

\*Client came in with a year's worth of regrowth and previously balayaged ends.

- + Beginning with 15-vol. lightener and Schwarzkopf Professional BlondMe with b3 Brazilian Bond Builder, alternate a teased slice and a babylight, taking thin sections and putting hair in foils. (Note: The client opted to keep her roots natural, hence why I chose this technique.)
- + As you move up the head, increase the lightener volume in increments. Let the back sections process as you work. To even out processing time, end with a 25-vol. in the front.
- + Once the hair reaches a Level 9 pale yellow, shampoo.
- + **Base Formula:** Schwarzkopf Professional Igora Royal 6-12, 6-23, 8-11, 0-22, and Dove Grey.
- + **Ends Formula:** Schwarzkopf Professional Igora Royal 9.5-22, Silver, 6-23, and 0-22.
- + Process for 30 minutes.
- + Rinse and condition hair.
- + Blow-dry and style with a 1¼" marcel iron, alternating the direction of each curl and leaving the last inch of the ends straight.
- + Finish with Kenra Professional Platinum Dry Texture Spray 6, misting all over hair and raking through with fingers to add volume and help break up curls for beach-inspired texture.



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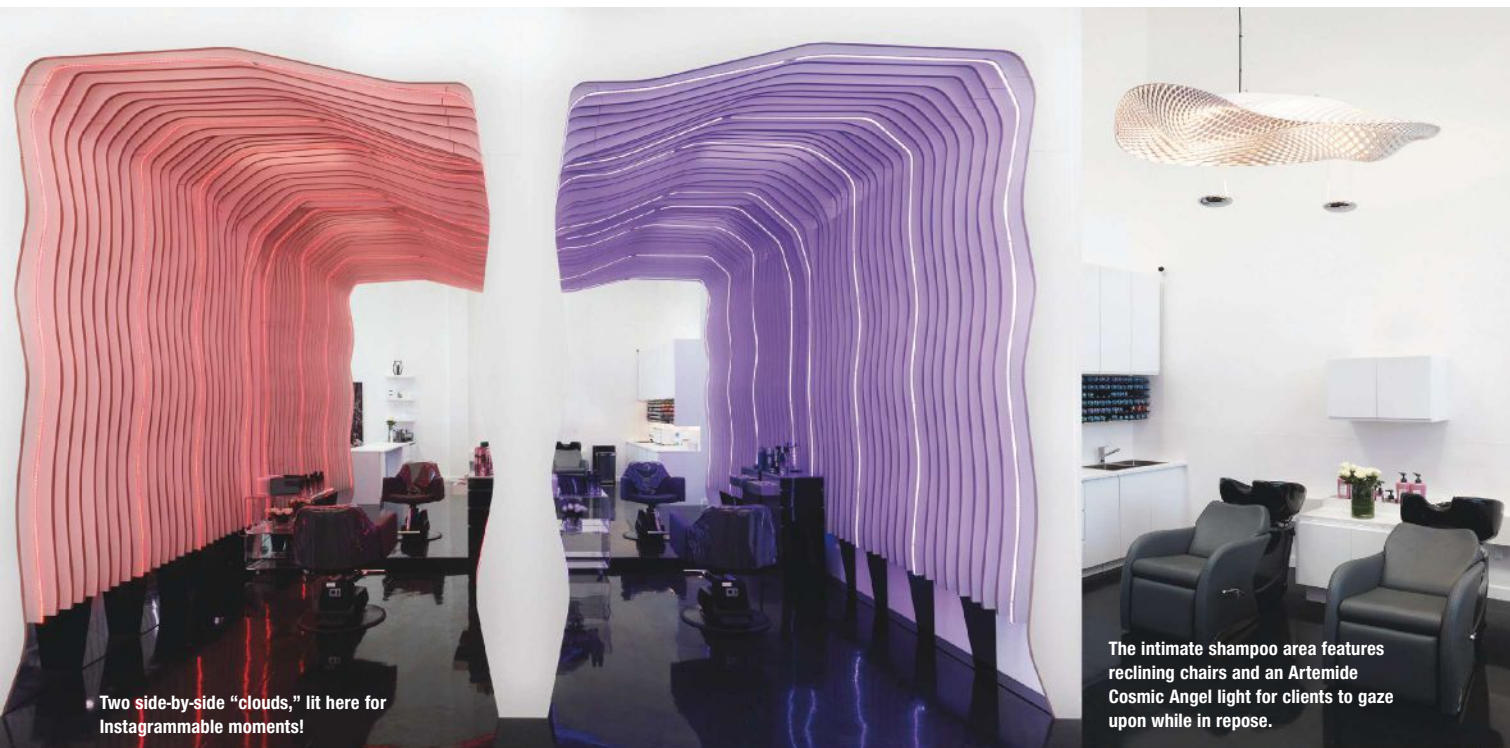
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Two side-by-side “clouds,” lit here for Instagrammable moments!

The intimate shampoo area features reclining chairs and an Artemide Cosmic Angel light for clients to gaze upon while in repose.

# Hair in the Clouds

STARRING BY TED GIBSON ELEVATES THE SALON EXPERIENCE WITH TECH COMPONENTS GALORE. —KLF

STARRING By Ted Gibson/Los Angeles

## ► INSIDE STORY:

After the success of his eponymous salons in Manhattan, New York, celebrity stylist Ted Gibson itched for something more. That “something more” existed in Los Angeles, an area “ripe for entrepreneurs and creatives,” says Jason Backe, co-owner of STARRING By Ted Gibson, the married duo’s new salon digs on the West Coast. For Gibson, the cross-country move meant a tighter tie to Los Angeles influencers; for Backe, the city’s energy and spirit surrounding start-ups sealed the deal. But rather than set up shop in the expected Beverly Hills or West Hollywood locales where high-end salons saturate the market, they built in the La Brea District, an up-and-coming real estate hotbed thanks to a nearby Los Angeles Metro train stop that’s in the works. “The area has super-cool shops and restaurants, and designers always do pop-ups here, but it had very little in terms of beauty—so here we are,” Gibson thrills.

However, being first doesn’t mean resting on your past successes. Instead, the duo came armed with a totally new

idea: the world’s first “smart” salon that begets an entirely immersive, experiential experience. This is where the styling stations, called “clouds,” come into play. Pure white and cocoon-like, each cloud measures 13-foot high, 9-foot deep and 8½-foot wide and includes 27 LED-lined “fins” that Gibson says are “angulated to emulate hair blowing in the wind.” The visual feast for the eyes, designed by architect Francisco Gonzalez-Pulido of FGP Atelier, isn’t simply for looks. “The LED strips envelop you in light with no shadows,” Gibson notes, and can be changed to reflect different lighting scenarios (think: “Indoors,” “Everyday Sunshine” and color for IG moments) so clients can see an accurate vision of their haircolor across a spectrum of situations. Add to that, every cloud features its own Amazon Echo voice device, giving power to the clients so they can ask Alexa to “change their cloud’s lighting to check their haircolor or enhance their mood,” Gibson says, as well as an Amazon Fire HD 10 tablet so clients can *continues >>*

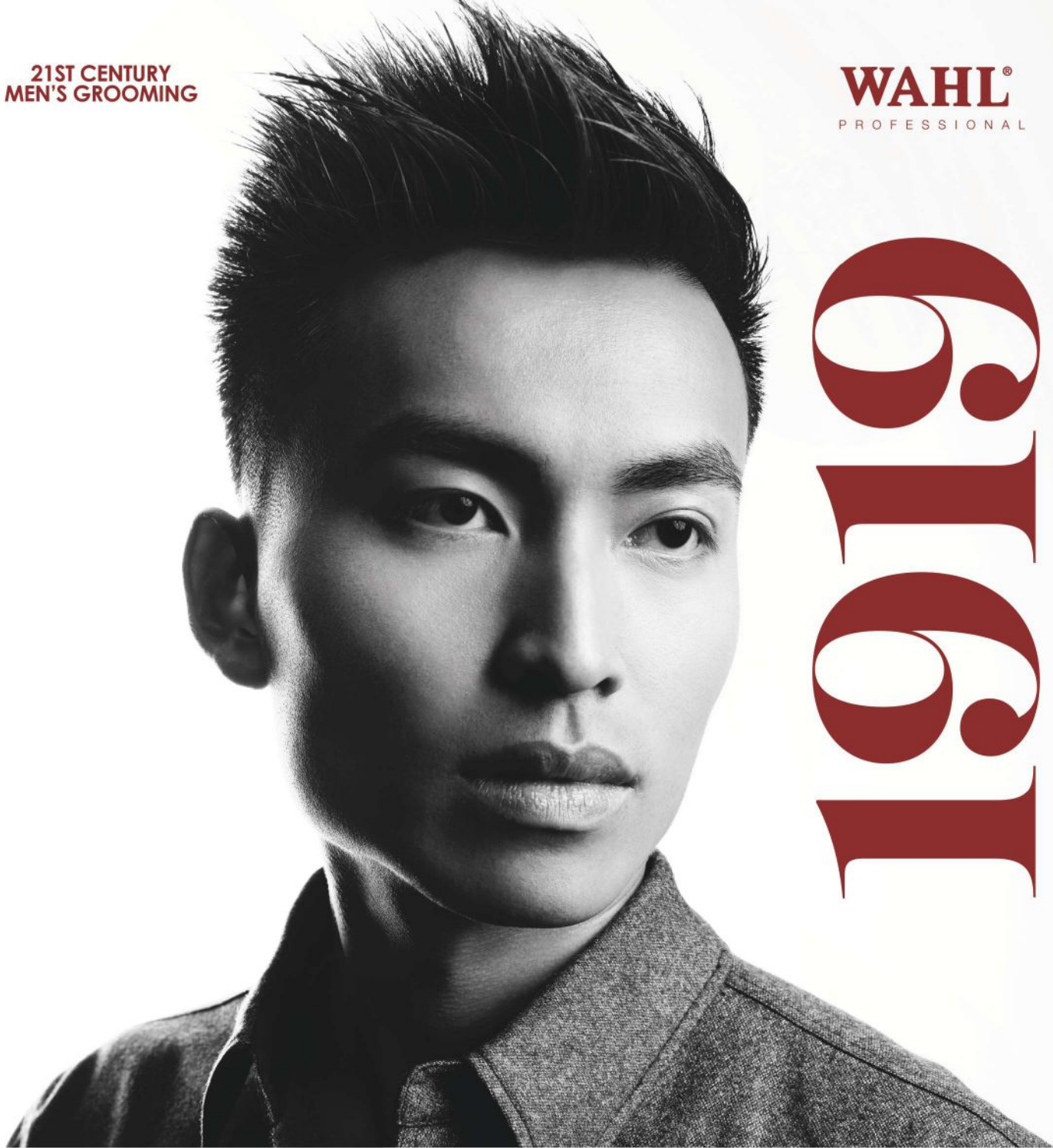


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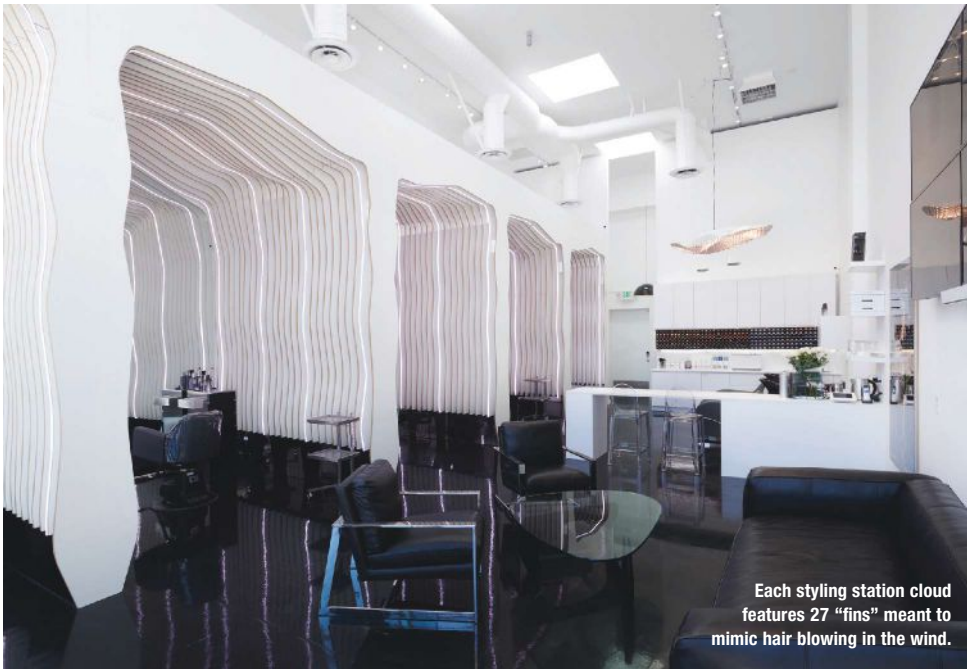
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Each styling station cloud features 27 "fins" meant to mimic hair blowing in the wind.

NUMBER OF CHAIRS:  
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## WHAT'S UNIQUE

**CASH- AND FRONT DESK-FREE:** Rather than check out at a front desk, clients can book their next appointments and settle their service—completely cashless—with their hairdresser using tablets found at each styling station.

**CLOUD COVERAGE:** The individual clouds offer a “semi-private and customizable styling and coloring experience” complete with variable lighting situations that clients can operate verbally via Amazon Alexa.

**SERIOUS SMARTS:** Everything in the salon is “smart,” from the Roomba that cleans the floor to the Sonos surround-sound system.

stream movies, play games or shop online.

“We were inspired by the first-class cabins on international flights in that everything is at your fingertips,” says Backe of the clouds’ design.

As for shopping online, the pair also optimized this to their advantage: STARRING By Ted Gibson utilizes the Amazon Local Associates Program, whereby the salon’s stylists can curate their own “storefront” on Amazon that features items they love and recommend, and can be shipped from Amazon direct to the client. When the time comes for retail recommendations during a service, stylists can point their clients to their Amazon storefront on the clouds’ tablets—with every sale earning stylists a commission from Amazon. Or, clients can scan display products featuring Amazon “SmileCodes” QR codes using the Amazon App, and then shop online later (and choose to opt in for auto-renewal purchasing) from the comfort of their homes. “It’s a no-pressure approach to selling,” explains Backe. Even passersby can partake in the shopping experience: Five large double-sided display boxes house Gibson- and Backe-curated products with SmileCodes to allow both people in the salon and on the street to snap and purchase.

The benefits to the salon don’t end at convenient retailing—overhead is significantly reduced, too. This way of doing business disrupts the traditional blueprint for salons—and Gibson and Backe are OK with that. “We’re elevating, streamlining and simplifying salon operations,” relates Gibson. “We’ve carved a new path.”



◀ Co-owners  
Jason Backe  
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**TYPICAL CLIENTS:** “We’re going after two demographics: 20-somethings obsessed with the perfect selfie moment for their IG feed who always seek out what’s cool and new, and women ages 35 to 55 who are inspired by what the 20-somethings post,” says Gibson.

.....

*We were inspired by the first-class cabins on international flights in that everything is at your fingertips.”* —JASON BACKE





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# Live & Learn

EDUCATION

TIPS

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Q&A

► **GETTING CLIENTS IN YOUR CHAIR:** That's a challenge. Getting them to return? Just as hard—but prebooking can be a game changer for filling your appointment slots. We give you smart tips to motivate staff and clients to book ahead. One way to draw in new (and repeat!) business: posting beyond-beautiful photos of your work on Instagram. Yet how far can you push filters and retouching without inauthentically portraying your work? We explore this controversial topic on page 38. For lash artists, Instagram provides an excellent pathway to procuring clients, thanks to side-by-side before and after photos showcasing pros' transformative skills. NovaLash brand ambassador Jessica Gadzalinski (@jsxartistry) talks about client attraction and retention, Classic versus Volume, and more.

**NovaLash brand ambassador Jessica Gadzalinski answers your burning questions about lash extensions on page 40.**





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# Thinking Ahead

CLIENTS SHYING AWAY FROM PREBOOKING? FIGHT BACK WITH SOUND STRATEGIES THAT WORK TO SIGNIFICANTLY BOOST PROFITS YEAR-ROUND FOR SALONS AND STYLISTS ALIKE. —TRACY MORIN

► **DENISE GUALDONI**, owner and designer at Studio Eleven in Maryville, Illinois, hails prebooking as the industry's single most important key performance indicator, driving clients' retention and results along with profits and retail sales. But the benefits don't stop there; prebooking increases frequency of visits, which creates a ripple effect. "When you increase a client from four to six visits per year through prebooking, you increase business by 40 percent—and get better control of your schedule," asserts Robert Cromeans, John Paul Mitchell Systems global artistic and business director.

But, how? Try these three simple tactics.

[1] **RUN CONTESTS.** Encourage planning ahead with contests. Reward the stylist who scores the most prebookings for that month or that week, advises Antony Whitaker, business coach and best-selling author.

[2] **ENTICE CLIENTS.** From November 1 to December 31, Studio Eleven enters each guest who prebooks all of her appointments for the following year into a drawing for a \$500 gift card and four Eufora products of her choice (clients receive one entry for every appointment booked).

[3] **PROMOTE IT ANYWHERE AND EVERYWHERE.** Last year, Studio Eleven staff scored 4,000 appointments in two months, promoting the contest via Facebook, Instagram, email, salon signage, and mirror clings. Additionally, Cromeans advocates visual reminders on stickers, posted daily at every chair year-round, outlining dates in four or six weeks for preplanning ease.

## DON'T ASK, TELL

"Do you want to prebook your next appointment?" gives clients a chance to say no. Instead, give them a reason to prebook," Whitaker recommends. "Tell them, 'I'm booked up far in advance; I suggest you prebook your next appointment now to get the day and time that's best for you.'"

Meanwhile, Cromeans books the next appointment automatically. "That's assuming the sale becomes a habit," he explains. "Remember: When clients miss a service through failure to prebook, you're not servicing that client properly."

## THE FRONT DESK FACTOR

Though stylists must take the initiative on prebooking, the front desk should be prepped to seal the deal. Hence, Whitaker stresses you should simplify operations for front desk staff with the right POS system, scripts and systems—or even a "roving receptionist" who prebooks clients on an iPad at the styling chair.

Owners can also incentivize the front desk team. At Studio Eleven, when prebooking hits 70 percent, each front desk employee receives a gift certificate, with the goal of raising prebooking by 2 percent when each goal marker is reached.



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# So You Want to Own a Salon

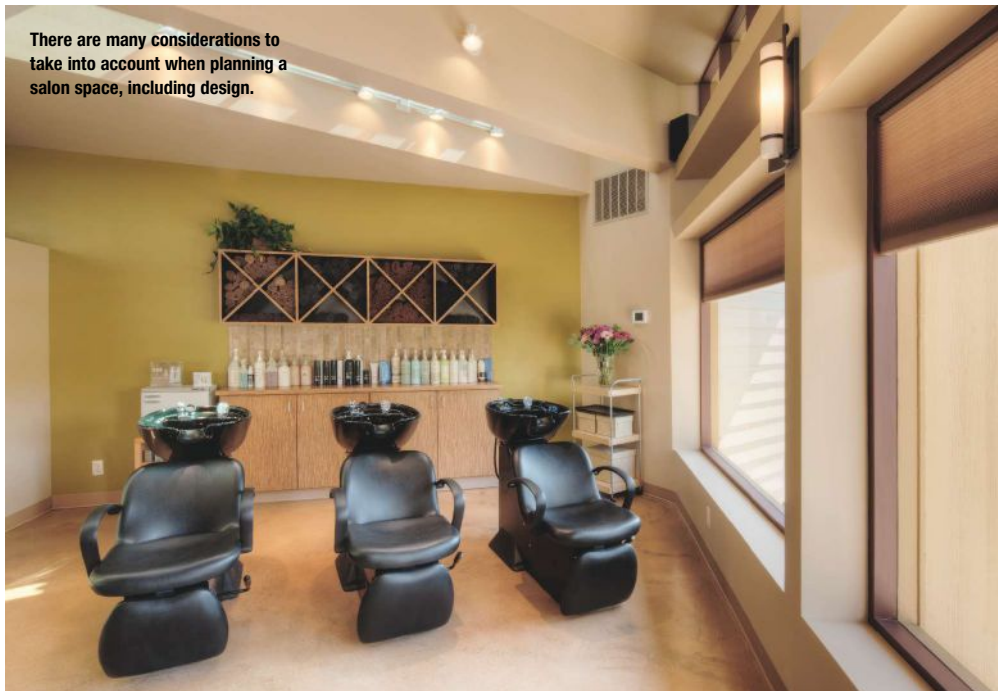
**PART THREE: HOW TO SHOP FOR A SALON SPACE.** —FRANCESCA MOISIN

➤ **YOU'VE PENNED A BUSINESS PLAN,** waded through finances and—finally!—it's time to shop for the perfect salon space. "Renting space will be one of your biggest operating expenses," says Jonathan Wasserstrum, CEO of SquareFoot, a New York-based commercial real estate company. Therefore, go into the process with a clear sense of what you can afford.

## Budget

Here's a good rule of thumb: Allocate 3 to 10 percent of salon gross monthly sales to lease payments. "But remember that retail tenants typically pay two rents," says Dale Willerton, The Lease Coach and author of *Negotiating Commercial Leases & Renewals for Dummies*. The first is base rent per square foot. The second goes to operating costs, like snow removal, pothole repair or other maintenance. The bigger your space, the more operating costs you'll pay. "Space comes with additional expenses that get factored into a lease," adds Wasserstrum. These include building class (from high-end Class A suites to Class C spaces in need of renovation),

There are many considerations to take into account when planning a salon space, including design.



amenities (sprawling lobby, doorman, multiple stairwells) and, of course, neighborhood.

## Location

So which neighborhood to choose? Set up shop in an easy-to-reach spot, and consider who you aim to serve. "If you want high-end customers, look at swanky shopping centers," Willerton explains. "Visibility and signage are critical." Next, examine transportation. "The method that's ideal for clients will depend on your specific market," says Wasserstrum. Targeting young urban professionals? Think locales with public transport that are pedestrian and bike-friendly. Aiming to serve families or older guests? Suburban town centers with sprawling parking might be more your speed. If car lots are offered, make them ample. "Customers often complain about lack of parking by just never coming back," says Willerton.

Research area demographics to ensure you won't lack clientele. "I look at population density and income levels," says Van Council, owner of Van Michael Concept Salons in Atlanta. "You want a minimum of

8,000 people per one-mile radius, then 80,000 residents per three-mile radius, and onward." Stay on top of local business development: Hubs should feel buzz-worthy, but too much direct competition is disadvantageous. "Ultimately, your salon should fill a relatively unique local need," says Wasserstrum.

## Design

"Additional costs include construction (called buildout), decorating expenditures (furniture, artwork, interior design as needed) and moving fees," Wasserstrum continues. Willerton warns that design and buildout can be pricey—another reason it's critical to project total costs prior to shopping for a space. "Base your floor plan on the number of stations needed to maximize profit in the given square footage," Council informs. "In terms of chairs, think one chair per 100 square feet." Natural lighting is a double-edged sword: great for aesthetics and colorists, problematic when it affects salon temps and client comfort. Says Council, "Invest in good window shades!"

LOOK FOR PART FOUR OF OUR "SO YOU WANT TO OWN A SALON" SERIES NEXT MONTH!





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## Live & Learn/Social Studies

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WHAT HAPPENS WHEN YOUR CLIENT'S INSPIRATION IMAGE HAS BEEN FILTERED? WE BREAK IT DOWN. —AD

► **IT'S AN ALL-TOO-COMMON SCENARIO:** Your raven-haired client comes in for her color appointment and shows you an inspo picture of a famous blogger with impossibly silver hair. It's obvious to you that this influencer has filtered her photo, but how do you explain that to your client? After all, being able to filter your photos was one of the original functions (and appeal) of Instagram. And does it even matter if you explain that the image is doctored, since now your client has her heart set on having silver strands?

Recently, Nam Nguyen (@namnguyenhair) demonstrated on his Instagram page how easily you can manipulate haircolor without altering skin tone—making detecting filtered images even harder for stylists. The main reason he and other stylists find filters frustrating boils down to managing client expectations. “It’s challenging when a client brings in a filtered picture because it can create unrealistic expectations,” he explains. “The client can think that she can achieve the same result because she has the same starting level.” Of course, he adds, most colorists probably can achieve the end result the client desires—if not in one session, then in several—but this has to be comprehensively and thoroughly explained during the consultation.



Nam Nguyen used an app called BeautyPlus to seamlessly filter his client's hair from golden blonde to silvery white.

So can you tell when an image has been filtered? The short answer, says Nguyen, is not always. With the litany of apps like Facetune available, in addition to the filters on Instagram (not to mention the old standby, Photoshop), identifying a retouched image simply by eyeballing it is getting harder. And sometimes, you may know a photo has been filtered because of luck. “One time a client brought me a picture of an Asian girl with silver hair,” recalls Nguyen. “But I knew the girl’s face had been Photoshopped onto a Caucasian model who had a much lighter natural base and finer hair, and was therefore able to achieve a true silver easier. I knew this because the model was a YouTuber who I had been following for years and I watched her vlog her salon experiences.”

That isn't to say there's never a time when a stylist would want to use a filter, however. If you seek focusing on the hair while blurring out the background, there's an app for that. “Sometimes lighting isn't on your side, so adding a filter to make the hair look more like it does in real life isn't bad,” says Nguyen. “But *over*-filtering is not OK.”

In the end, the conversation you have with the client in your chair—and knowing your limitations—will give her a realistic view of what can be achieved. “I never guarantee a look except with repeat clients whose hair I've done before,” says Nguyen, who tends to under-promise and over-deliver. Explain to the client that you will try your best to get her to where she wants to be while keeping her hair healthy. After all, he says, “everyone's hair takes on color differently.”

COURTESY OF NAM NGUYEN



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# Q&A

## You Asked, Jessica Gadzalinski Answered

JESSICA GADZALINSKI PUTS AN EXTRA TWINKLE IN HER CLIENTS' EYES BY BOOSTING FLUTTERS WITH LUSH LASH EXTENSIONS. AFTER 10 YEARS AS A FASHION AND BEAUTY PHOTOGRAPHER, GADZALINSKI DECIDED TO EXPAND INTO THE PROFESSIONAL BEAUTY INDUSTRY AND EARN AN ESTHETICIAN LICENSE. JUST SEVEN MONTHS LATER, THE NOVALASH BRAND AMBASSADOR WENT ON TO WIN THE LASHOFF 2019 FANS' CHOICE AWARD. HERE, SHE ANSWERS YOUR LASH QUERIES.



JESSICA GADZALINSKI (@JSXARTISTRY)

### Why did you start lashing? —@marlynmontoyaa

My background is art and design, but in 2017 I decided to go back to school to get my esthetician's license. When I learned about lash extensions I thought, "I could maybe do this!" Lashing truly is an art form in itself, and to see a blank canvas of lashes turn into a full set two hours later is incredibly gratifying.



### How do I get the glue not to harden quickly in a salon? Air purifier? Any suggestions? —@vanessastylist88

Being able to monitor the temperature as well as the humidity of the space you work in helps greatly. Depending on your location and time of year, a dehumidifier will help. My motto for humidity is "low and slow" or "high and dry!" I always cure my Platinum Bond adhesive with distilled water to ensure the guest is leaving with dry lashes.

### I've been lashing with Classic sets for only five months. When can I get certified in Volume? —@idream\_jeannie

Volume will definitely elevate your lash game and give clients more options! I would recommend being able to complete a Classic set and fill within a reasonable amount of time and make sure you're comfortable with proper isolation and separation before you start a Volume course. Then, once you start working with Volume sets, practice, practice, practice.



### What gave you the push to apply for the NovaLash LASHoff competition? What did competing in the competition mean to you? —@sarahanne\_barham

I entered the LASHoff competition on a whim, without any expectations other than to say I did it. I, like a lot of people, think pretty critically of my own work. My team at @savoyesalonspa really encouraged me to submit—they're an incredible support system and group of women. Winning the 2019 Fans' Choice means a ton to me, especially after having only had about seven months of lashing under my belt when I applied. I highly encourage anyone thinking of doing a competition to just go for it!



### Which do you prefer: Classic or Volume sets? —@glowbeautyfelix

I do mostly Volume sets, but always love a good Classic. After a thorough consultation based on a client's overall lifestyle (including maintenance and budget), I can determine if a Classic or Volume lash service is best.



### What's your favorite lash curl? —@lashesbynicole

I usually use a mix—either C and D or B and C—depending on what look the guest wants. I love creating a textured design.

### Any suggestions for attracting new clients? —@vanessastylist88

Clear, bright before-and-after photos of your own work are a new client's dream! Utilize social media to interact with possible clientele and be sure to use local area hashtags when you post. Educate—you are the expert!



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# Collective Effort

Recently founded by industry veterans Phillip and Mary Wilson, Wilson Collective is an exclusive haircare brand with products made from ingredients sourced from the Peruvian rainforest. The Collective allows salon professionals to increase profits by earning a share of all product sales, as well as offering advanced education opportunities to facilitate growth and collaboration. Here's how it works, straight from the Wilsons.

## **Beauty Launchpad: What should salons expect after joining Wilson Collective?**

**Wilson's:** When salons join Wilson Collective, they partner with two career-long hairdressers with integrity and a deep desire to actively support beauty professionals and their businesses. Salons and independent stylists that purchase products directly from the source enter into a partnership and will grow financially as the brand does. When they join the Wilson Collective Salon, professionals have an opportunity to be rewarded with a share of brand sales, regardless of how those sales are made.

## **BL: Why was Wilson Collective developed?**

**W:** Salon owners and independent suite owners are the backbone of any professional brand's success in today's competitive retail market. Many professional products can be purchased anywhere and everywhere, leaving

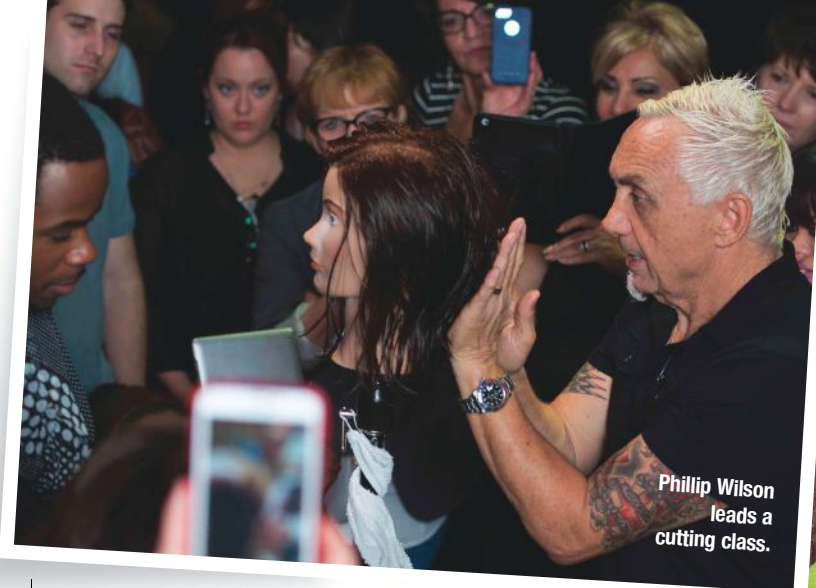
salon owners asking, "How can I possibly compete?" or even, "Why am I not being rewarded for helping to build this brand?" The million-dollar question is, how can salons benefit from all sales of a brand they loyally support, not just through sales made within their salon?

The answer: Join Wilson Collective. When you become a member and begin to purchase products for your salon, we will track your purchases and automatically credit your account quarterly for 10 percent to 15 percent of all purchases toward your first order in the following quarter. For example, if you purchased \$400 per month or \$1,200 in the quarter, you would have a \$180 credit in your wallet for the first order of the next month—it's all automated!

## **BL: What does Wilson Collective mean for stylists?**

**W:** Wilson Collective means world-class education that supports the stylist. We offer ongoing opportunities to





Phillip Wilson leads a cutting class.

Star ingredient sachu inchi oil regulates oil production as it moisturizes.



### WHAT IS THE WILSON METHOD?

The Wilson Method is Phillip Wilson's signature twin-comb and twin-brush technique for creating fast, precise perimeter lines and balanced, textured layering. This step-by-step intensive class includes long-hair cutting, several bob shapes, and finishes working with both scissors and the razor.

educate and share, including destination events like *The British Invasion* in Palm Springs, California, this November that brings British hairstyling icons together in a three-day education and yoga experience.

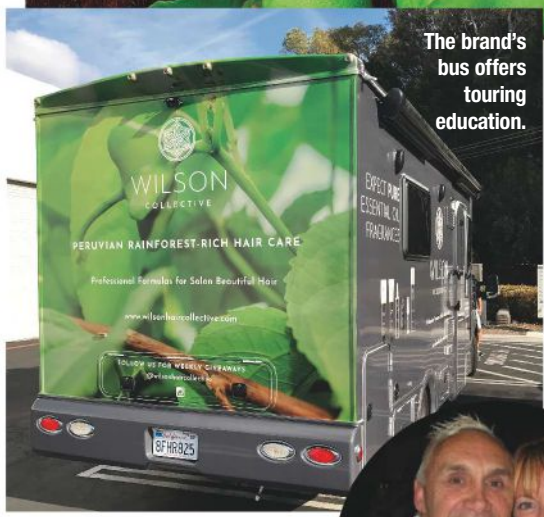
### BL: How do your products stand out from others on the market?

**W:** We're introducing new ingredient technologies to the professional salon market with sachu inchi oil. The scientific name of the sachu inchi plant is *Plukenetia volubilis*, and it produces a beautiful seed that has been cultivated by indigenous people for centuries. The sachu inchi plant is grown in tropical locations, including the Peruvian rainforest; the plant produces a small star-shaped fruit (similar to an almond) and is known locally as the "Peruvian peanut." The oil derived from these seeds has traditionally been highly prized for its numerous health benefits; sachu inchi oil is rich in essential fatty acids, including omegas 3, 6 and 9.

We chose sachu inchi to be a key ingredient in Wilson Collective products because it helps to regulate oil production on the scalp and locks in needed moisture. This wonderful, rainforest-rich oil is also known to improve hair growth and scalp conditions, including relieving irritated or scaly scalps from eczema and/or psoriasis.

### BL: What's next for Wilson Collective?

**W:** We're hitting the road and will travel across the U.S. in a brand-wrapped RV, stopping at salons and schools to share the Wilson Method [see above]. Join the Collective at [wilsonhaircollective.com](http://wilsonhaircollective.com).



The brand's bus offers touring education.



## ABOUT US

**PHILLIP WILSON** has been in your shoes. As a hairdresser with more than 40 years in the industry, he has spent much of his tenure as a salon owner representing many wonderful brands. Creativity and individuality motivate Phillip to always strive to surpass his most recent successes. He is passionate about achieving excellence in all he does!

With 30-plus years experience as a hairdresser, **MARY WILSON** has worked in many aspects of product development, including marketing, sales, education, and schools. Mary is a 200-hour certified yoga instructor, laughter yoga teacher and host of women's wellness retreats. She has always believed the very best way to sell is to create beauty and to share your talents with your clients. She also believes that in order to serve your clients, you need to be the healthiest and most balanced you!





KAT GRAHAM

## Make the Cut

BANGS ADD AN INSTANT (AND EASY!) UPDATE TO A CLIENT'S HAIRSTYLE. —JB

► **FROM BOLD MICRO FRINGE** seen on the catwalk to curtain bangs taking Instagram by storm, this small chop can make a mighty difference. Take inspo from these bangin' celeb looks. [continues >>](#)



# BE THE REVOLUTION

INTRODUCING THE INDUSTRY'S FIRST HAIR COLOR ECOSYSTEM  
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# Beauty/Look of the Moment

SANDRA OH



▲ "I asked Sandra [Oh] when was the last time she had bangs and she said 'forever!' I said, 'I think it's time we do them!' She trusted me, and we went for it," says celebrity stylist Ted Gibson. "We made the cut during a cover shoot right after the Golden Globes."

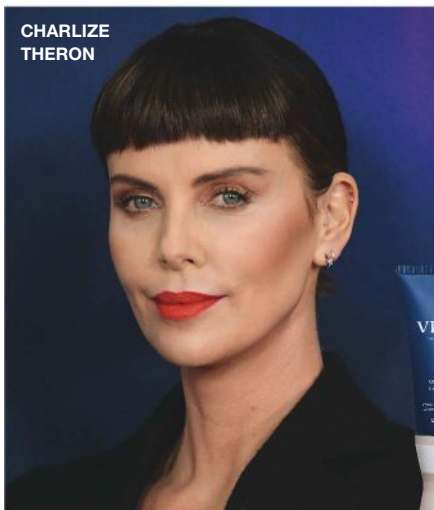
**GIBSON'S CHOICE FOR SANDRA OH**  
**STARRING** By Ted Gibson  
**Shooting Star Texture Meringue**  
 @starring



JULIANNE HOUGH



CHARLIZE THERON



MAISIE WILLIAMS



◀ "For the *Long Shot* premiere, we wanted to push [Charlize Theron's new bob] just a little bit further, and I decided to give her faux bangs," says celebrity stylist Adir Abergel. "My inspiration for the look was an image of Linda Evangelista from the '90s. Linda was always bold with her looks—so is Charlize."

**ABERGEL'S CHOICE FOR CHARLIZE THERON**  
**Virtue Un-Frizz Cream**  
 @virtuelabs



Get the Look

Keep a round brush on hand for shaping swoops.



**Olivia Garden EcoHair Thermal Collection 1 1/4" Brush**  
 @olviagardenint

**Cricket Static Free RPM 12XL**  
 @crickettools

Pin down frizz with a smoothing cream or balm.



**Redken Frizz Dismiss Rebel Tame Heat Protective Leave-In Cream**  
 @redken

Reach for a styling iron to polish fringe.



**Lakmé K.Style Top-Ten Cool 10-in-1 Style-Care Balm**  
 @lakmeusa



**BaBylissPRO Nano Titanium PRIMA2000**  
 @babylissprousa

If your client doesn't want to make the cut, opt for a clip-in bang.



**HairUWear Human Hair Bang**  
 @hairuwear\_inc



Enlist a dryer to prep for a frizz-free canvas.  
**Hot Tools Tourmaline Tools 2000 Turbo Ionic Dryer**  
 @hottoolspro

SANDRA: STEVE GRANITZ/WIREIMAGE; JULIANNE: TOMMASO BODDI/GETTY IMAGES FOR JANNES; FUND: MAISIE: JAMIE MCCARTHY/WIREIMAGE; CHARLIZE: MIKE COPPOLA/GETTY IMAGES; PEDKEN: ARMANDO SANCHEZ; COURTESY OF MANUFACTURERS





LINDA GILLETTE PARODI

# Skin Deep

LINDA GILLETTE PARODI DEEP-DIVES INTO WHY SHE CREATED HER SKIN CARE BRAND THAT'S SPECIFICALLY DESIGNED TO SERVE SALON PROFESSIONALS.

► **UNTIL PARODI PROFESSIONAL CARE LAUNCHED** in late 2015, the concept of a skin care product line developed for salon professionals was practically unheard of, despite the fact that their hands undergo constant assault. “The impetus for PARODI Professional Care came when I was working for a large beauty product manufacturer. I had just finished a week of doing sales calls, and realized that the majority of the salons I visited had at least one person out of the salon due to surgery for carpal tunnel, a bad shoulder or needing time to let their hands heal before returning to work,” Parodi recalls. Realizing that these pros often took care of others while foregoing self-care, and after seeing friends leave the industry for this very reason, Parodi sought to formulate ultra-therapeutic skin care that would help to alleviate some of hairdressers’ common hand pains so that they could continue working (and thriving!) in their profession. Here, Parodi shares the details behind the brand.

## Beauty Launchpad: What differentiates PARODI products from other moisturizers on the market?

**Linda Gillette Parodi:** Our hero product, Daily Moisturizing Hand Cream, was developed first and foremost for salon industry professionals. In the development of this product we worked with focus groups in Paris and Chicago to find out what professionals wanted and needed in a hand cream—it was fascinating. PARODI hand creams are incredibly effective, and they feel different than anything else on the market. They’re fast-absorbing; nongreasy; stay in your skin for up to three washes; contain our proprietary HypeauPro blend, which is a powerhouse of antioxidants that help the hands heal; and are free of silicones, synthetic fragrance, parabens, and phthalates.

## BL: Take us through the development of the HypeauPro complex. What is it? How does it specifically serve stylists?

**LGP:** When conceiving HypeauPro—which is the base of all PARODI products—our team investigated ingredients that really make a difference in skin health. We looked into numerous ingredients that some consider folklore herbs, and realized that some of

these herbs really are valid when it comes to caring for the skin with anti-bacterial, anti-inflammatory, anti-fungal, and anti-aging properties. In our blend we use St. John’s wort and spilanthes—both of these herbs have been used for centuries to care for skin irritations. HypeauPro contains additional ingredients that make for a therapeutic formula, but the St. John’s wort and spilanthes are key.

## BL: What is the function of each product?

**LGP: PARODI Daily Moisturizing Hand Cream** is a rich yet quick-absorbing formula created for anyone whose hands are frequently exposed to irritants, like water, heat or chemicals, that leave them craving moisture.

**PARODI Intensive Moisturizing Hand Cream** acts as a deeply nourishing “night cream” with an extra-rich formula that provides lasting moisture for dry hands.

**PARODI Smoothing Exfoliant for Feet** uses gentle chemical and physical exfoliating ingredients to help feet feel smooth, soft and refreshed whether you are standing all day, walking to and from work, or keeping up with a busy lifestyle. It’s

recommended for weekly—even daily—use in the shower or bath.

**PARODI Nourishing Foot Cream** is the perfect follow-up to PARODI Smoothing Exfoliant for Feet. It tends to dryness and helps to alleviate the foot pain that results from wearing heels, flats, sling-backs, and other types of footwear. Its fast-absorbing formula imparts moisture and keeps calluses under control.

**PARODI Comforting Muscle Lotion** is specifically formulated for people leading an active workday or lifestyle that can result in sore or overworked muscles due to overexertion. The cooling, fast-acting roll-on lotion helps calm overworked muscles when gentle massage is applied with an applicator. Traditional cooling agents, including menthol and camphor, help calm and relax tired muscles, while arnica and magnesium oil work to soothe.

## BL: What’s next for the brand?

**LGP:** Many things—more body care products that are functionally different than others on the market, as well as a few interesting products for the face and other niche products that will help professionals feel good.



# OILED AGAIN!

*They deliver shine, moisture and smoothness (among other benefits), and can be applied pre- or post-blowout on wet or dry hair. Is there anything these multitasking oils can't do?*

“While vacationing in Tel Aviv, Israel, I visited a local salon where a stylist applied an argan oil-infused treatment that quickly transformed my severely damaged hair,” says Moroccan oil cofounder Carmen Tal. “My hair became shiny, smooth and manageable, which sparked my inspiration to create Moroccan oil.”

**Moroccanoil Treatment Original**  
KEY OIL: Argan  
@moroccanoilpro

**R+Co NEON LIGHTS Dry Oil Spray**  
KEY OILS: Evening primrose, olive, andiroba seed, and marula seed  
@randco

**Nirvel Professional Argan Fluid**  
KEY OILS: Argan, linseed and meadowfoam  
@nirvelprofessional\_official

**Oribe Gold Lust Nourishing Hair Oil**  
KEY OILS: Argan, jasmine and cassia seed  
@oribe

**Emera Nourishing CBD Serum**  
KEY OILS: CBD, hemp seed and avocado  
@emerahaircare

**Innersense Organic Beauty Harmonic Healing Oil**  
KEY OILS: Safflower seed, evening primrose, hazel seed, rosemary, orange flower, macadamia seed, tamanu, and jojoba seed  
@innersenseorganicbeauty

**Wilson Collective Sacha Inchi Oil**  
KEY OIL: Sacha inchi  
@wilsonhaircollective





**Alterna Caviar Anti-Aging Smoothing Anti-Frizz Dry Oil Mist**

KEY OILS: Avocado, crambe abyssinica and sunflower seed  
@alternahaircare



**Agadir Argan Oil Hair Treatment**

KEY OIL: Argan oil  
@agadirint



**Ouidad Mongongo Oil Multi-Use Curl Treatment**

KEY OIL: Mongongo  
@ouidad



**Aquage SeaExtend Silkening Oil Treatment**

KEY OILS: Argan and sweet almond  
@aquagehaircare



#mydentity  
@Guy\_Tang  
#MyHairLube  
KEY OIL: Ginseng  
@guytang\_mydentity



**DevaCurl High Shine Multi-Benefit Oil**  
KEY OILS: Babassu, coconut, pequi, flaxseed, and passion fruit  
@devacurl



**Inoar Professional Argan Oil**  
KEY OIL: Argan  
@inoar\_usa



**Surface Bassu Hydrating Oil**  
KEY OIL: Babassu  
@surfacehairhealth



**Chia by Trissola Hair Smoothing Oil**  
KEY OIL: Chia seed  
@trissola

“Chia seed is an incredible superfood that provides significant benefits when applied to hair, leaving it looking healthy and shiny,” says Trissola director of marketing and sales Monica Blanco.



# ▶ WHAT'S TRENDING

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



**Paul Mitchell Lavender Mint Moisturizing Cowash** gently nourishes, fights frizz and adds shine to dry, curly and coarse hair with monoi, pequi and jojoba oils. @paulmitchellus



**Matrix Biolage HydraSource Deep Treatment Pack** infuses dry locks with aloe and spirulina extract to nourish and strengthen hair for up to 70 percent less breakage. @matrix



Created in conjunction with celebrity stylist Michael Dueñas, **Aloxxi Bombshell Volume, Grip & Hold Spray** combines quartz dust, tapioca starch, apple stem cells, and patented ColourCare Complex to create shine, add volume and stave off UV damage. @aloxxihair



**Malibu C Hydrate Color Wellness Shampoo and Conditioner's** vegan formula gently cleanses color-treated hair and boasts a tropic-inspired scent. @malibucpro



Designed for all hair types, **WetBrush Pro Detangler Pride** is crafted with patented IntelliFlex bristles and a pattern created in celebration of Pride. @thewetbrush

Designed for curly and wavy hair, **R+Co MOOD SWING Straightening Spray** bestows moisture, tames frizz and strengthens follicles with amaranth seed and shikakai fruit extract as well as sunflower, pequi and açai seed oils. @randco



**Sexy Hair Texture Sexy Hair Collection** features five texturizing products that help create a beach-inspired look thanks to an almond oil, cotton seed extract and tapioca starch blend. @sexyhair

**Schwarzkopf Professional tbh true beautiful honest** features 26 colors that each spotlight the hair's natural tone in Natural, Cool and Warm. (Shown: Warm) @schwarzkopfusa







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After 4 months\*



Male Before

After 4 months\*

\*Based on a 16 week consumer study of GrandeHAIR Serum - results will vary.

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**Jatai Razor + Shear Stand's** chrome-plated design beautifully displays shears and razors. @jataifeather



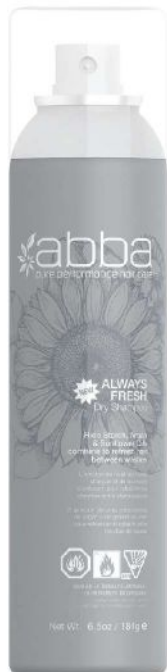
**Goldwell System Color Remover** is a dermatologically tested lotion that gently removes unwanted color residue on the forehead, ears, neck, and hands. @goldwellus



A new addition to the brand's Beautifying Elixirs line, **Eufora Replenishing Treatment** restores dry and damaged hair to reveal soft, touchable locks. @euforainternational



Formulated with bamboo charcoal, shea butter and essential oils, **Bosley Professional Strength Bos • Renew Rejuvenating Scalp Scrub** soothes, detoxifies and removes buildup and debris from the scalp. @bosleypro



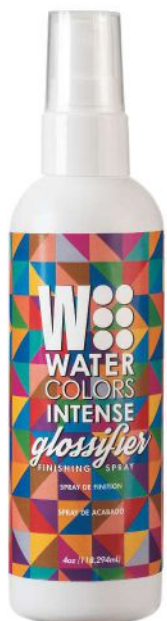
**ABBA Always Fresh Dry Shampoo** combines rice starch and proprietary ProQuinoa Complex to refresh, absorb oil and prevent buildup between washes. @pureabbaproducts



**Kenra Professional Nitro Memory Crème 18** is a nitrogen-propelled mousse that creates workable hold for upstyling, and can smooth flyaways for up to three days. @kenraprofessional



**Morgan Taylor Rocketman Collection** features seven colorful shades inspired by the iconic singer Elton John and his biopic film *Rocketman*. @mtmorganataylor



**Tressa Professional Watercolors Intense Glossifier Finishing Spray** enhances direct dye color and adds shine with a lemon protein formula. @watercolorshair



Formulated with frankincense and myrrh, **Neuma neuBody & Mind Age-Defying Restoring Crème** moisturizes and helps restore elasticity for healthy-looking skin. @neumabeauty



**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



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# REST AND RELAXATION

THIS ROUNDUP OF PAMPERING GOODS WILL HELP YOU RELAX AFTER A LONG DAY BEHIND THE CHAIR.

Inspired by the Mediterranean Island, 100-percent soy wax **TLD Candle Antiqued Planted Vase Candle in Silver** delivers a fresh Cyprus orchid scent. @tldcandles

Skin-quenching **Malibu C B5 Face & Body Moisture Mist** restores moisture from head to toe with a 5-percent provitamin B-infused formula. @malibupro

Heighten your bath experience with **Herbivore Botanicals Coconut Milk Bath Soak**. Just four therapeutic ingredients—coconut milk powder, coconut pulp extract, baking soda, and vanilla oil—leave skin beyond soft and silky. @herbivorebotanicals

Give your skin the spa treatment with **Cuccio Naturalé Milk & Honey Butter & Scrub**. The exfoliant removes dead skin and moisturizes with aloe vera and vitamin E. @cucciocolour

**Croon Exfoliating Face Fiber** swipes away makeup and impurities with only a few drops of water. @justcroon

Indulge skin and senses with cocoa- and coffee-scented **Repêchage Fusion Chocolate Espresso Face & Body Scrub**. A Madagascar vanilla and seaweed blend buffs away dry skin to reveal a glowing complexion. @repechage

Breakouts meet their match with the **StyleCraft Gentle Cleansing Facial Brush**. The device gently removes impurities with multizone microbristles and six adjustable speed settings. @stylecraftusa

Camelina oil is the secret behind this lip savior. **Orbe Balmessence Lip Treatment** delivers long-lasting, soothing moisture to chapped pouts. @oribe



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..... **TREND: SUPER MOON**

Front and center in "Super Moon," the Aloxxi team-dubbed "otherworldly palettes" evoke a sense of stillness in an "ever-moving world."





# TREND WATCH

The Aloxxi team unveils its trend collection for the season.

—ALYSON OSTERMAN-KERR

Aloxxi's latest trend compilation is an examination in contrasts—wavy manes with a touch of whimsy meet sleek strands that are rooted in reality; likewise, paler-than-the-moon shades contend with earth-driven chestnut tones. In summation: As far as summer beauty is concerned, anything goes.

PHOTOGRAPHER: MAARTEN DE BOER; HAIR: CASSI YOUNG-PAXTON, SAM LABELLA AND JOSIE LAFIELD; MAKEUP: NOEL NICHOLS; WARDROBE: LISA PECKHAM; NAILS: LETRICE LOPEZ



## ••• TREND: *IN BLOOM*

Rooted in romance, "In Bloom" exudes warmth and vitality with golden tones and delicate boho-derived styling.





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## TREND: *TROPICAL DELIGHT* . . . . .

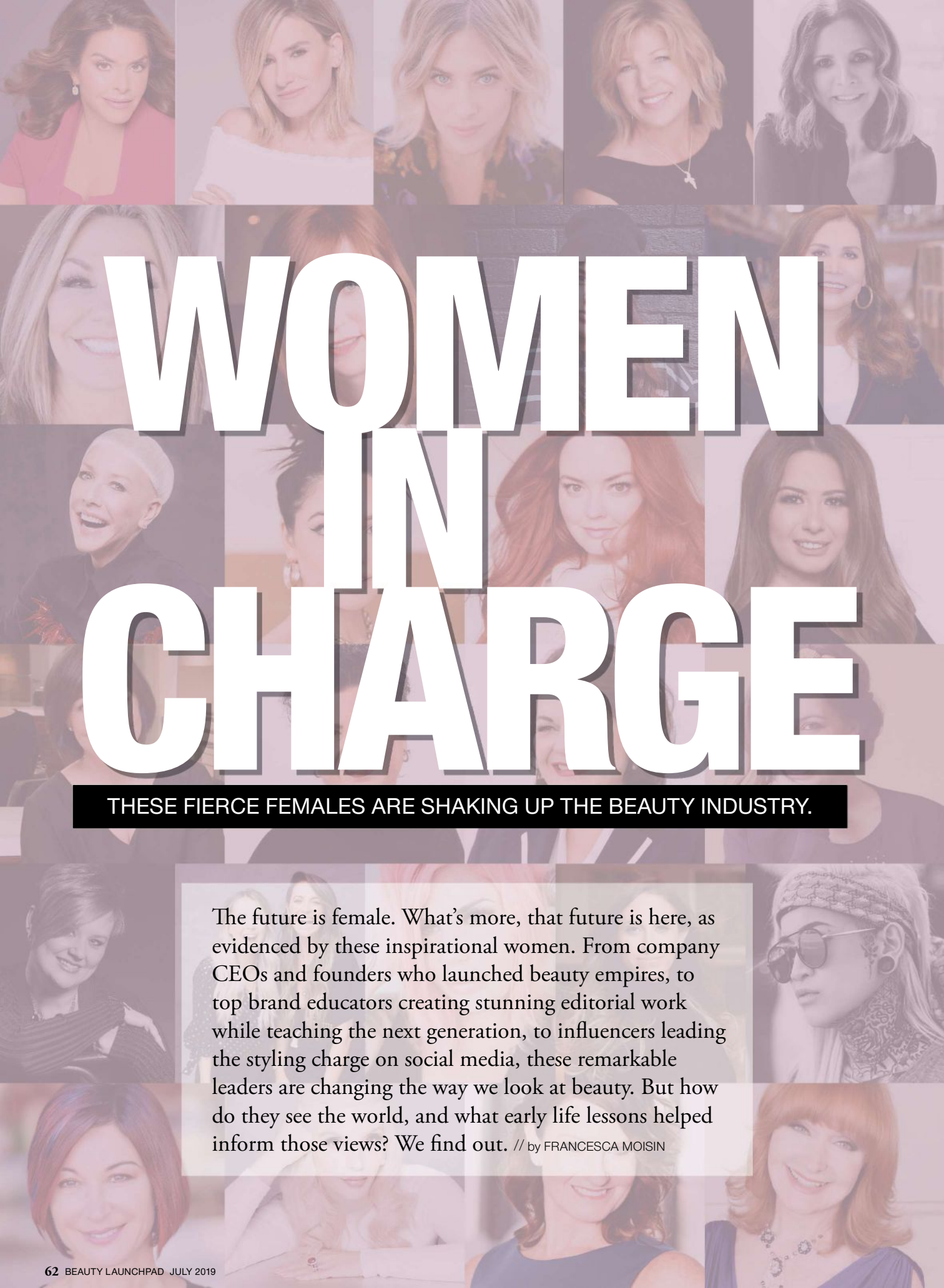
"Tropical Delight" shines the spotlight on hairstyles and colors that are meant to be flirty, feminine and, above all, fun. Varying textures in the hair render movement for an ultra-tactile effect.











# WOMEN IN CHARGE

THESE FIERCE FEMALES ARE SHAKING UP THE BEAUTY INDUSTRY.

The future is female. What's more, that future is here, as evidenced by these inspirational women. From company CEOs and founders who launched beauty empires, to top brand educators creating stunning editorial work while teaching the next generation, to influencers leading the styling charge on social media, these remarkable leaders are changing the way we look at beauty. But how do they see the world, and what early life lessons helped inform those views? We find out. // by FRANCESCA MOISIN





ALICIA GRANDE



ALLI WEBB



BETH BEWLEY



CARMEN TAL



DENISE ROSSOUW

## FOUNDERS AND CEOS

### ALICIA GRANDE | Grande Cosmetics founder and CEO

**HOW I GOT MY START:** On a New York radio show about the science of cosmetics. I found a lash-enhancing serum that actually worked, and thought with the last name Grande, I had to make that product my own so every woman could experience it.

**MOMENT I FELT I'D ACHIEVED SUCCESS:** I had a booth set up at a busy New York trade show during my early business days. Walking through the sea of people, I spotted my fuchsia "G" logo shopping bag on the shoulders of multiple attendees. I can't explain how proud I felt. It was surreal to see my brand come to life.

**ADVICE FOR SOMEONE STARTING OUT:** I remember months living out of a suitcase, traveling to shows and being away from my young boys. Stay true to your convictions and create a brand you're passionate about—success doesn't happen overnight.

### ALLI WEBB | Drybar founder

**MOMENT I FELT I'D ACHIEVED SUCCESS:** Getting hired by John Sahag was a pretty surreal moment in my professional life. As a budding stylist, I was in complete awe of his work. Being given the opportunity to learn from him and his amazing staff was a major accomplishment.

**A MISTAKE I MADE—AND LEARNED FROM:** I have a tendency to react immediately, but I've learned the

benefit of taking a beat and thinking things through before making a decision. Business moves so fast, especially in the entrepreneurial stage, so it's important to pause, look at the big picture and consider the overall goals of what you're trying to achieve.

**ADVICE FOR SOMEONE STARTING OUT:** There has never been a better time for female entrepreneurs to follow their dreams. I tell women not to take "no" for an answer, and always trust their gut.

### BETH BEWLEY | Eufora International cofounder and CEO

**MOMENT I FELT I'D ACHIEVED SUCCESS:** The day I no longer needed to worry about paying the bills. This industry lets you know loud, clear and early if your products and values are on point.

**A MISTAKE I MADE—AND LEARNED FROM:** Trying to please too many people. It took a few years to correct course and refocus on the needs of salon professionals, who lie at the heart of Eufora. I learned to never let anyone pull me away from my passionate voice.

**IN 10 YEARS I PLAN ON:** Working. No retirement for me! Though I do hope for more time to travel, as I love visiting new countries and learning about different cultures.

### CARMEN TAL | Moroccanoil cofounder

**MOMENT I FELT I'D ACHIEVED SUCCESS:**

When we had distributors asking to carry our brand rather than us soliciting, and celebrity stylists recommending our products. That's when I knew we'd made a mark on the industry.

**ADVICE FOR SOMEONE STARTING OUT:** Education is key. Stylists are the original influencers when it comes to teaching consumers about products and their benefits.

**WHAT I LOVE MOST ABOUT THIS INDUSTRY:** Styling has become a No. 1 career choice for many because hairdressers now have so many opportunities for growth and learning.

### DENISE ROSSOUW | Top Secret Haircossory founder and CEO

**HOW I GOT MY START:** While working on a movie set, I created my hair pieces as an alternative to wigs, making actresses' hair look more natural on camera. After introducing my pieces to celebrity clientele on additional productions, the overwhelmingly positive response prompted me to develop this product for a greater market.

**A MISTAKE I MADE—AND LEARNED FROM:** Not acting on my instincts earlier. Always trust your intuition.

**ADVICE FOR SOMEONE STARTING OUT:** Think outside the box. This business isn't only about service. Success can be found in retail by offering a unique product that keeps customers coming back.





INOCÊNCIA  
MANOEL



JAN  
ARNOLD



LILLY  
BALASANYAN



LINDA GILLETTE  
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VILLARREAL

## FOUNDERS AND CEOS

### INOCÊNCIA MANOEL | Inoar Professional cofounder and CEO

#### MOMENT I FELT I'D ACHIEVED SUCCESS:

After a lifetime dedicated to my dream of developing products and creating a brand, some success has come to me at age 55.

It's been fight after fight, with defeats in the middle. But I call it a win when women who use Inoar or know my story approach me to say I've inspired them.

**IN 10 YEARS I PLAN ON:** Going back to university. Learning another language. Dancing. The world is as big as I make it.

#### WHAT I LOVE MOST ABOUT THIS

**INDUSTRY:** I love creating. When I get a bottle of Inoar in my hands, I don't see a shampoo or cream—I see my whole life. Beauty is ephemeral, but a product with a story to tell may end up being eternal.

### JAN ARNOLD | CND cofounder

**HOW I GOT MY START:** My father, Dr. Stuart Nordstrom, was a dentist and the brain behind our brand's first innovation, SolarNail, a cross-linked nail-enhancement product. My family adopted his vision, which started in the garage with Dad's chemistry set.

#### GREATEST ACCOMPLISHMENT TO

**DATE:** Celebrating CND's 40th ruby anniversary this year. We've pushed nail and beauty industry boundaries since our inception, and to be standing here decades later is humbling.

#### A MISTAKE I MADE—AND LEARNED FROM:

When we launched, I was very shy and unaccustomed to public speaking; I nearly passed out at an early meeting in

front of my family and 100 sales reps. That taught me an important lesson: Public speaking isn't about *you*, but rather about the audience and your information.

### LILLY BALASANYAN | Trissola founder and president

#### MOMENT I FELT I'D ACHIEVED SUCCESS:

When I began receiving phone calls and emails from stylists and consumers around the world, all the while knowing in my heart that the products I offer are effective and safe.

#### A MISTAKE I MADE—AND LEARNED

**FROM:** New to the manufacturing side of business, I overlooked things like contractual agreements or worldwide rules and regulations. Those were expensive lessons, so I learned to dot my i's and cross my t's.

#### YOU MIGHT BE SURPRISED TO LEARN:

That I have a pet alpaca named Al. His favorite treats are carrots, and his best friend—apart from me—is a sheep.

### LINDA GILLETTE PARODI | PARODI Professional Care founder and CEO

#### A MISTAKE I MADE—AND LEARNED FROM:

Trusting too many people too soon. It's better to grow slowly and steadily by working hard. Also, failing to take care of myself—if you don't, no one else will.

#### ADVICE FOR SOMEONE STARTING

**OUT:** Don't think you'll make a lot of money in the first five years, because you won't. That's the time to gain

experience. Work your butt off; don't whine and complain. Commit fully.

#### YOU MIGHT BE SURPRISED TO LEARN:

That I love bugs.

### LYDIA SARFATI | Repêchage cofounder and CEO

**HOW I GOT MY START:** Growing up in Poland, I used to make friends come to my house after school so I could test my facial masks. I'd mix up whatever I could find in the kitchen, experimenting to see what worked. When I moved to the U.S. in 1970, I worked during the day and went to school at night to get my license.

#### MOMENT I FELT I'D ACHIEVED SUCCESS:

When Repêchage launched at New York City's Pierre Hotel in 1980, *Vogue* beauty editor Andrea Quinn Robinson volunteered to be my model for the Four Layer Facial. I knew the future looked bright.

#### GREATEST ACCOMPLISHMENT TO DATE:

I've been happily married to the same man for 47 years, and together we have our children and grandchildren, who are the most important aspects of my life.

### MIREYA VILLARREAL | Pink Pewter founder and CEO

#### MOMENT I FELT I'D ACHIEVED

**SUCCESS:** Becoming a member of the Cosmetologists Chicago Board of Directors. I launched my brand at America's Beauty Show many years ago, so this holds a special place in my heart.

#### ADVICE FOR SOMEONE STARTING OUT:

Don't be motivated by money. Instead,





SAPHIRA GREENBERG



SOPHY MERSZEI



ASHLEY STREICHER



DETRA SMITH



HAYDEN CASSIDY

## ARTISTS AND EDUCATORS

find the thing you're passionate about—and overdrive it. For me, the passion wasn't cutting, color or any particular technique, but rather about making people feel special.

**YOU MIGHT BE SURPRISED TO LEARN:** That I drink bourbon—neat.

**SAPHIRA GREENBERG | Saphira founder and CEO**

**GREATEST ACCOMPLISHMENT TO**

**DATE:** I'm proud to have created a line of haircare products that help change women's lives. Our Mineral Mud mask, for example, is made with 26 essential Dead Sea minerals. Women going through chemotherapy have shared stories about its nourishing benefits.

**A MISTAKE I MADE—AND LEARNED FROM:**

When you're a young woman starting out in business, it can feel intimidating to find yourself in what's still predominantly a man's world. I learned to have confidence in my voice—even when I was nine months pregnant and addressing a boardroom of 50 men.

**IN 10 YEARS I PLAN ON:** Making my brand a household name for U.S. consumers. We launched in Europe in 2012 and brought our products stateside in 2017, so now my goal is to continue empowering women while populating salon shelves.

**SOPHY MERSZEI | NovaLash founder and CEO**

**GREATEST ACCOMPLISHMENT TO DATE:** Investing most of my time and money

into creating an industry, rather than just a company. When I founded NovaLash in 2004, there were no professional eyelash extension services outside of Korea—no rules, regulations or education available either that first year.

**MOMENT I FELT I'D ACHIEVED SUCCESS:**

The first time I saw an everyday woman walking down the street wearing eyelash extensions. I thought I might pass out because it had taken years to convince friends and family to try them. In the early 2000s, false lashes were acceptable for the stage, drag or Halloween.

**WHAT I LOVE MOST ABOUT THIS**

**INDUSTRY:** The focus is now on people's eyes, which truly are windows to the soul. When wondering if a person's smile is sincere, look at the eyes instead of the lips. Beautiful windows deserve beautiful drapes to adorn them.

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**ASHLEY STREICHER | R+Co Collective member**

**HOW I GOT MY START:** I got my cosmetology license before I graduated high school, then moved to New York City, where my two sisters were living, to assist Edward Tricomi at the Warren Tricomi salon. Leaving my small Northern California town meant quickly donning big-girl pants.

**GREATEST ACCOMPLISHMENT TO**

**DATE:** I'm proud of STRIIKE, the Beverly Hills, California, studio I cofounded with my sisters. It's hard working with family, but it's brought us

closer together as friends and business partners.

**YOU MIGHT BE SURPRISED TO**

**LEARN:** That last year I hiked Mount Kilimanjaro on a seven-day backpacking trip to the top. This year I'm tackling Mount Everest.

**DETRA SMITH | Matrix artistic educator**

**HOW I GOT MY START:** I don't remember a time when I wasn't styling hair. My favorite toy as a child was a mannequin head with plastic rollers, combs and brushes. By age 12, I'd graduated to cutting kids' hair in my neighborhood. In tenth grade, I started a cosmetology vocational program.

**A MISTAKE I MADE—AND LEARNED**

**FROM:** As a young adult, I let personal problems interfere with my work. But my coworkers and salon guests weren't there to listen to my issues. Seeing the impact a proactive, positive attitude could have on others changed my perspective.

**IN 10 YEARS I PLAN ON:** Being debt-free, hosting private workshops and developing creative concept programs with artists of different genres.

**HAYDEN CASSIDY | Andis international educator**

**HOW I GOT MY START:** I'd been a student athlete, and my soccer skills led to a scholarship to America. After three years playing in the U.S. I broke my leg badly,





LISA FINUCANE



MISSY PETERSON



SONYA DOVE



STEPHANIE  
POLANSKY



VIVIENNE  
MACKINDER

## ARTISTS AND EDUCATORS

which put an end to that part of my life. I then had to return to Ireland, and when I did, I was pretty lost. A friend who had just started barbering mentored me, and I fell in love with the industry. From the moment I picked up a clipper I felt as if I had found exactly what I was meant to do.

**A MISTAKE I MADE—AND LEARNED**

**FROM:** I don't see many obstacles as mistakes. Every mistake we make is an experience to help us grow and learn. The first time I went on stage I remember my voice croaked and my hands shook. I saw it as a challenge to make sure the next time I went up I would be stronger, more confident and more comfortable so that I could be in control.

**YOU MIGHT BE SURPRISED TO LEARN:**

That before I was a professional barber, I did stints as a DJ, a dance teacher and a bartender.

**LISA FINUCANE | Wahl US director of education**

**HOW I GOT MY START:** Divine intervention! I decided to forgo college after high school and attend beauty school. That single choice changed the trajectory of my life.

**GREATEST ACCOMPLISHMENT TO**

**DATE:** I haven't been full time in a salon since 1997, but I always maintained a customer base that's now my family. Three of my former clients just invited themselves to my son's upcoming bar mitzvah!

**WHAT I LOVE MOST ABOUT THIS**

**INDUSTRY:** Watching the younger barbers and stylists come up. This industry fosters youth, and I love witnessing the products of young minds.

**MISSY PETERSON | Malibu C director of global education and artistry**

**HOW I GOT MY START:** My mom has been doing hair longer than I've been alive, but I went to college to study psychology. After graduating and working retail management jobs for years, I found myself managing Mom's two salons—and realizing this is what I'm meant to do.

**A MISTAKE I MADE—AND LEARNED FROM:**

Thinking I knew everything when I got out of school. The truth is, I knew how to pass the test, not how to function in a salon. Stay humble; learn from everyone.

**WHAT I LOVE MOST ABOUT THIS**

**INDUSTRY:** The diversity. Artistry and science are coming together to make our industry stronger and more exciting than ever.

**SONYA DOVE | Wella Professionals global artist and Ulta Beauty pro team member**

**HOW I GOT MY START:** I originally wanted to be a nutritionist, but in England you need top marks in biology, which I couldn't get. [Stylist] Christopher Dove's mother asked what about that career felt most

appealing, and I said helping people. She suggested going to technical college for hairdressing. I took her advice and never looked back.

**A MISTAKE I MADE—AND LEARNED**

**FROM:** Not trusting myself and my ability is an ongoing mistake I still struggle to overcome. I tend to downplay what I can do—then feel shocked when I create a look I didn't think I could achieve. An inspirational quote in my wallet keeps me on track in times of doubt.

**YOU MIGHT BE SURPRISED TO LEARN:**

That I'm a "Burner!" I love Burning Man because my favorite things are dancing to house music and being outside.

**STEPHANIE POLANSKY | Sexy Hair director of education and shows**

**A MISTAKE I MADE—AND LEARNED**

**FROM:** Listening to people who called hairdressing a fallback career. I was once embarrassed to say I was a stylist—now I can't believe I ever felt that way.

**ADVICE FOR SOMEONE STARTING OUT:**

Don't be afraid to fail. I'm here today because I didn't give up or stop growing when my soul got bruised or someone said I couldn't do it. Wipe away those tears, and prove them all wrong.

**WHAT I LOVE MOST ABOUT THIS**

**INDUSTRY:** It kills the stereotype that you can't be a successful business owner and a strong mom. Women are powerful entrepreneurs in this industry that provides flexibility and freedom.



JUSTINE MARJAN



KRISTIN ESS



REBECCA TAYLOR



NIKKI LEE AND  
RIAWNA CAPRI



SOFIE POK

## INFLUENCERS

### VIVIENNE MACKINDER | HairDesigner TV founder

**GREATEST ACCOMPLISHMENT TO DATE:** The creation of HairDesigner TV, now enjoying its 16th year. With more than 900 educational videos, it reflects my life's work and the learnings I've picked up along the way.

**MOMENT I FELT I'D ACHIEVED SUCCESS:** I believe feeding both your heart and pocket while achieving work-life balance is the greatest accomplishment. I haven't yet arrived, but I'm getting very close.

**IN 10 YEARS, I PLAN ON:** A three-day workweek, more time with my husband and maybe owning a horse farm.

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### JUSTINE MARJAN

**ADVICE FOR SOMEONE STARTING OUT:** It's not as glamorous as it may seem. Amazing moments are layered with emotional unease, long hours, crazy call times, and no consistency. When I first moved to L.A. to apprentice with Jen Atkin, I worked for two years with no personal time and zero days off. Be humble, have a great attitude and never think you're too good for something.

**MOMENT I FELT I'D ACHIEVED SUCCESS:** A few pinch-me moments include doing model Ashley Graham's hair for the MET Gala, traveling the world with the Kardashians, teaching a master class in the Middle East, leading New York Fashion Week shows, and opening

magazines and seeing my name or photo.  
**IN 10 YEARS I PLAN ON:** Vacations in Italy.

### KRISTIN ESS

**HOW I GOT MY START:** Working as an apprentice at age 16 while still in high school. I felt excited every day on my way to the salon—I couldn't wait to take three buses just to fold towels, hold foils and sweep floors. By 17, after graduation, I hit the floor as a stylist.

**ADVICE FOR SOMEONE STARTING OUT:** No one really prepped me, and that was the best thing that could have happened. Stay open to your own unique process, and find a mentor if you feel you need more guidance.

**YOU MIGHT BE SURPRISED TO LEARN:** That I'm a human jukebox when it comes to '90s country music. I know every single word to every single song.

### REBECCA TAYLOR

**HOW I GOT MY START:** I did every head of hair I could get my hands on in school. On days off I styled models, then took photos of my work to promote myself on social media. From the start, my passion was fashion colors and bold, statement tresses.

**GREATEST ACCOMPLISHMENT TO DATE:** Being able to travel the world and share my knowledge with peers. I've visited 29 countries in the last six years, and absorbing so many different cultures totally changed me as a human.

**ADVICE FOR SOMEONE STARTING OUT:** Be easy on yourself, and don't compare yourself to others. Your path and timing are yours alone.

### RIAWNA CAPRI AND NIKKI LEE

**HOW WE GOT OUR START:** We met at Santa Monica, California's Fred Segal beauty school as assistants, and bonded after cutting foils for hours every day. That was 15 years ago. From there we always moved together, one salon to the next, until finally opening Nine Zero One in nearby West Hollywood.

### MOMENT WE FELT WE'D ACHIEVED

**SUCCESS:** I don't know if we'll ever feel like we truly made it. However, when the TMZ bus is pulling up outside of your salon ...

### YOU MIGHT BE SURPRISED TO LEARN:

Nikki Lee: That I love Taco Bell. My favorite meal is anything Taco Bell.  
Riawna Capri: That we can both roller skate backward.

### SOFIE POK

**HOW I GOT MY START:** I was going to school for psychology and decided to take a break from academics to try hair. It didn't seem too crazy since I only planned on doing it for one year. I never knew I'd fall in love with it. [Pok is now part of the BaBylissPRO team.]

### ADVICE FOR SOMEONE STARTING OUT:

Face your fears. If it scares you, that's a sign to go for it. Fears are hidden gems of what we can excel at. All my old fears are now my strongest suits, which helped me build opportunities and travel the world.

**IN 10 YEARS I PLAN ON:** Having a moving education course branded under my name. Possibly a shop, too.





# KNOW YOUR *Worth*

*Learn the why, what, when, and how behind a touchy stylist topic: raising your prices to reward your true worth.*

by TRACY MORIN



**WHEN THE BOSS** of you is, well, *you*, no one's going to fork over a salary boost to reflect your stellar performance or ensure your pay keeps up with costs of living (and of doing business). Instead, stylists and salons alike must determine their own worth, doing the math—and some honest soul-searching—to price services, and thereby reward themselves, fairly.

As in any industry, pricing is inevitably susceptible to increases. Yet unfortunately, many stylists shy away from the topic. “Raising prices—and therefore potentially alienating clients—is something that concerns every service provider, including stylists,” admits Daniel Mason-Jones (@danielmasonjones), educator and owner of Muse Salon and Spa in Johns Creek, Georgia. “But don't worry—there are proper ways to do it!”

### WHY are raises so important—and why do I deserve it?

It's simple mathematics: Raising prices is a must in any environment where costs rise across the board—everything from products used to the day-to-day expenses of running a salon. “It's so important that we service providers raise our prices, for many reasons,” Mason-Jones asserts. “If you look around at our industry, we never seem to retire—and, just like in any other business, we deserve raises as well.” Gina Bianca (@iamginabianca), salon owner and educator for The Network Salon in Plantsville, Connecticut, cuts to the negotiation nitty-gritty via five factors that should influence salon or stylist pricing:

- **REPUTATION:** What results do you offer clients?
- **EXPERIENCE:** What is the guest receiving? This can include services (and ancillary areas, like the shampoo experience), salon environment/ambience, client perks, etc.—because those upgrades cost more. Also evaluate your own experience; what's your level of expertise?
- **DEMAND:** You should be about 80-percent booked, six weeks ahead and six weeks prior, before you raise prices.
- **EDUCATION:** Bianca recommends taking eight classes per year—but don't beat yourself up if you can only commit to a fraction of that, so long as you actively attend continuing education annually. “If you're not keeping up with the times,” she warns, “clients won't recognize your value.”
- **COSTS:** This is a business, not a hobby—so be sure to evaluate what it actually costs to provide these services, as well as what you want to get paid.

### WHAT factors should be considered when I'm thinking about a price increase?

Price boosts are often spurred by necessity: In 2018, when the majority of the products stocked at Muse increased in price by at least 3 percent, Mason-Jones knew the salon needed to adjust prices—stat. “We had to soften that price increase to allow us to continue being profitable as a company,” Mason-Jones explains.





“If you’re 80- to 85-percent booked, you have to move up your prices—but do so gracefully and fairly.” —GINA BIANCA

But there’s another great reason to increase your prices: to determine who’s really serious about being your guest. “There are two types of stylists: great ones, and those who are seen as a bargain,” Mason-Jones says. “Nothing frustrates me more than when a guest posts about how cheaply she gets her hair done.” Echoing Bianca, Mason-Jones believes that any raises should factor in cost of goods, current (or target) demographic, quality of salon environment, and level of professionalism and education of the stylist.

Bianca adds that the biggest factors in raising prices come down to productivity and cost of doing business—but with the right standards of performance in place, raises make more sense to the client. “If you’re 80- to 85-percent booked, you have to move up your prices—but do so gracefully and fairly,” she advises. “Guests will understand if we’re performing to the level of expectations to suit that price. If the toner’s too dark, you skip steps or triple-book, or your assistant doesn’t know how to blow-dry, you give them a reason to question the price—and that’s when they’ll look elsewhere.”

### HOW can I raise prices without scaring clients away?

One helpful strategy salons can employ to soften the blow of price increases? Systematize your structure. At Muse, Mason-Jones offers six levels of pricing clients can choose from; when a stylist moves up a level, clients know that the salon’s culture dictates a price increase. “We honor the existing price once more for the guest, and then increase by \$5 on the next visit,” Mason-Jones details. “Levels are celebrated through social media and email, so everyone is informed.”

Still, for loyal clients who balk at the increase, you can find creative ways to compromise. “Offer clients a way to keep their prices the same—like an amazing referral program,” Bianca suggests. “You can say, ‘I know you love coming here, so I want to share my referral program with you, which will put you right back to your normal pricing—if you send me a friend.’”

Though some salons offer short-term discounts to longtime clients, Mason-Jones disagrees with

this approach, instead choosing a strong referral program, which gives an existing guest \$20 off the next service with a referral. “So if price is really an issue, this is an opportunity for the guest to save \$20—and the stylist to gain a new guest,” he notes. “Everyone wins!”

### WHEN (and how often, and by how much) should I raise my prices?

At Muse, prices are raised across the menu by \$3 per service every other year. Stylists, on the other hand, can examine demand. “If a stylist is solidly booked or even double-booked, it’s time for a price increase; if a stylist is not busy, she should not expect a price increase, which is earned,” Mason-Jones explains. “If you’re booked 80-percent of the time, raise your price by 20-percent—but expect to lose 10-percent of your clientele.”

Bianca advises analyzing your own consumer and in-salon habits. Do you have a system for evaluating services, expectations and product costs? “If not, there’s a big question mark around the right price, because there’s no system in place for what’s included—people are left guessing,” Bianca explains. Beyond those basics, “there’s a fine line between greed and charging your worth,” she adds. “One of the biggest ways you can raise prices is simply by adding new services.”

However, Bianca recommends raising one category at a time—for example, first haircuts, then color services—and she prefers to increase prices on October 1, while beginning to alert clients in August via a one-on-one conversation. And, though Bianca agrees that stylists should expect to lose 10- to 20-percent of their clientele with a price increase, that’s not a bad thing. “If you’re performing an amazing service, it shouldn’t be a surprise when you let clients know, and there shouldn’t be a big pushback,” she asserts. “The people who do resist are usually no-shows, or give us anxiety, or are never happy. It’s a great thing they don’t come back, because they’re usually the source of our stress and resentment; we’re pretty much the only industry that has to explain, day by day and client by client, that we’re worth it!”

# At Long Lash

TAKARA BELMONT GIVES THE TRADITIONAL LASH BED A FACE-LIFT WITH THE RICHE.

► **EYELASH SERVICES HAVE QUICKLY** become one of the hottest trending treatments in the beauty industry. With natural retention built into customer relationships and many opportunities for expansion, it's no surprise that clients, technicians and business owners are falling in love with eyelash services. However, lash treatments are lengthy and intricate, and physical discomfort is common among both the clients and beauticians. That's why Takara Belmont's Riche collection has arrived as the first lash specialty chair on the market. The Riche is here to save you time, space and money, as well as prevent physical pain.

The Riche gives results for clients, technicians and business owners.



## WHY IT WORKS

The Riche lash bed provides comfort for both technicians and clients during services thanks to its hammock-like design. Created with extensive medical and scientific research from Takara Belmont's beauty and medical divisions, the Riche lash bed is positioned at a 35-degree angle for peak performance. The Riche lash bed also provides several options for pros by letting technicians control their comfort during appointments with attachments such as the two-position armrest. The ergonomic design supports beauticians' lower backs while maintaining clean and even lines to the client's eye and enhancing workflow, in turn allowing pros to perform efficiently while minimizing adjustments and maximizing precision during these extensive services. Working in tandem with the Riche stool and wagon, the collection ensures your tools are always within arm's length. Featuring a rotating tray and lumbar supporting stool, the complete collection facilitates fluidity and, therefore, maximizes appointment efficiency.

## CLIENT APPROVED

Customers also enjoy the Riche lash bed's many features, finding comfort throughout treatments of any length. The bed includes shock-absorbing technology to smoothly adjust your client without the jarring motions that can arise with a traditional bed. The headrest cushion cradles and angles the client's head at a 5- to 10-degree position, which is scientifically proven as the ideal angle for both client and technician. In an industry where both client and technician retention are crucial, your working environment needs to be both efficient and comfortable—a key piece of the Riche collection.

**Bonus:** The collection encourages service menu expansion because clients and employees can sit with ease for extended lengths of time, allowing further services like bottom lashes, microblading, threading, and beyond. The Riche's compact design is a fan favorite, as the lash bed's upright position saves space at every workstation. Available in a variety of neutral upholstery colors, the Riche seamlessly assimilates into your spa environment.

Looking to transform your lash service business? Contact Takara Belmont: [beauty.takarabelmont.com/contact](http://beauty.takarabelmont.com/contact).



# Industry Feed

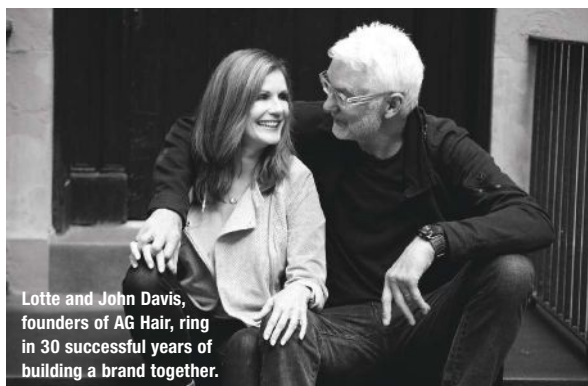
—EMILIE BRANCH

Rebecca Welsh, world champion martial artist and founder of the HALO Foundation



## Halo Effect

Moroccanoil's short film series, *Inspired by Women*, profiles women making an inspirational impact. One of the featured women, Rebecca Welsh, is a world champion martial artist and founder of the HALO Foundation, a nonprofit that supports 21 orphanages and programs for more than 1,400 at-risk youth in seven countries. In addition to telling Welsh's HALO Foundation story, Moroccanoil contributed to the charity first-hand, building a salon at the Uganda HALO House. The salon gives women the opportunity to become licensed cosmetologists and mentor others; over the past 4 years, 16 women in Uganda have participated and graduated from the program.



Lotte and John Davis, founders of AG Hair, ring in 30 successful years of building a brand together.

## 30 and Fabulous

From filling shampoo bottles by hand in their basement to successfully developing and launching more than 75 products that are now sold globally, Lotte and John Davis, founders of **AG Hair**, have come a long way over the last 30 years. The company plans to “#Celebrate30” by highlighting the most iconic products from its three decades of business, including 2001's Fast Food Leave On Conditioner and 2003's Bigwig Root Volumizer.

## MUST READ!

From entering the industry as a teenager to rising through the ranks as a top celebrity stylist and serial entrepreneur, Jim Markham has a rich life story—and he's ready to share it in his new book, *Made to Win*, which features business and life lessons (presales available fall 2019). We sat down with Markham, who currently helms ColorProof Color Care Authority, to find out the details of the book and what readers can expect to learn from the life of the legendary hairdresser.

### **Beauty Launchpad: What does *Made to Win* mean?**

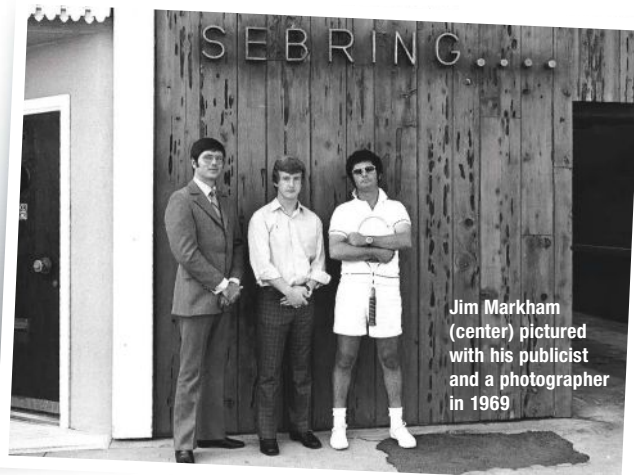
**Jim Markham:** For years, whenever people heard my life story, they would tell me I should write a book. When we finally got into the project, we discovered that I had many interesting experiences that readers would be able to learn from. So, I transitioned the book from a chronological account to my story told via lessons I've learned; the objective is to give readers an idea of how to succeed and live a better life. Through many failures and successes, I have managed to come out on top. I hope my relatable experiences will inspire people to realize, “If he can do it, I can do it, too.” *Made to Win* provides encouragement and real-life examples of how to overcome impossible odds to achieve your dreams.

### **BL: What's the most unbelievable story from your life?**

**JM:** To have come from such humble beginnings and end up where I am today. As a child and young man, I never thought I belonged where I was. I always thought I belonged somewhere better. I used that drive to change my situation, whereas so many people use their circumstances as an excuse. The Dalai Lama teaches that the real goal in life is the pursuit of happiness. By sharing, I hope to help others pull through difficult circumstances and gain happiness.

### **BL: What would you like readers to take away from the book?**

**JM:** I want readers to know they can improve their lives. Taking that first step is often the hardest, but in doing so, they are putting things in motion to improve their situation. There is no failure in trying, but rather failure in *not* trying. Identify opportunities, go for it, and have faith that you deserve happiness and success.



Jim Markham (center) pictured with his publicist and a photographer in 1969



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## Getting to Know You

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



➤ **ANNE MARIE KOLLIAS**, U.S. Director of Sales and Marketing for Wahl Professional

**MY MAIN GOALS WITH THE COMPANY ARE:** To continue Wahl's strong tradition of innovation, quality and trust while planning for the future of our people, products and customers.

**LEADERSHIP MEANS:** Defining a plan for success, then creating and improving the process to achieve that success.

**IN FIVE YEARS I SEE THE HAIR INDUSTRY:** Continuing to be relationship-driven; I can't imagine any technology that could possibly replace the connection and relationship between licensed professionals and their guests. What I see continuing to evolve rapidly are the global communities of hair professionals created through social media.

**I GET INSPIRED BY:** Seeing people grow both professionally and personally; fashion and cosmetic trends; and finely crafted clothing and furniture.

**MY FAVORITE WAY TO UNWIND IS:** My family and I are huge

sports fans so whenever we can go to (or just watch) a game together and have a good meal, I consider treasured times.

**MY TOP VACATION DESTINATION IS:** Cabo, Miami, Malibu, or anywhere with a sandy beach—probably because I live in Illinois!

**WHEN I THINK OF BEAUTY, I THINK OF:** Emotion. If something is beautiful to me, it's because it evokes an emotion, whether it be through a kind gesture, a beautifully tailored garment or the craftsmanship of a precision fade.

**I WORK IN PROFESSIONAL BEAUTY BECAUSE:** Every day I get to work with so many different types of people, from artists to engineers to distributors to sales consultants—there is never a dull moment. I love the excitement surrounding a new product launch, hair show, education event, or new technology.



➤ **MARY KENNEBECK**, Director of International Sales for Eufora

**MY MAIN GOALS WITH THE COMPANY ARE:** Creating a global expansion plan with a high-touch local approach; keeping the “real” in beauty and business relationships; branding together with like-minded partners to spread the unique Eufora boutique message; and connecting with beauty professionals around the world.

**LEADERSHIP MEANS:** Showing up in every moment and creating meaningful and lasting relationships, as well as getting to the heart and soul of what others want and helping them to be successful in every way possible.

**IN FIVE YEARS I SEE THE HAIR INDUSTRY:** Being a mix of dedicated brands still standing and new brands entering the market.

**I GET INSPIRED BY:** New experiences, meeting new people and

engaging in conversations that uncover possibilities, ignite creative ideas and drive my passion to truly inspire clients or partners to market—that's when big things happen.

**MY FAVORITE WAY TO UNWIND IS:** Music. It's my magic, whether listening to my fave playlist, a personal concert in my car or jamming at 30,000 feet in the air.

**MY TOP VACATION DESTINATION IS:** As a Pisces, there's only one place to go: a crystal-clear, turquoise beach with white sand and fancy cocktails.

**WHEN I THINK OF BEAUTY, I THINK OF:** Beauty from the inside out.

**I WORK IN PROFESSIONAL BEAUTY BECAUSE:** It offers the most creative career opportunities imaginable.



➤ **CINDY ORR**, Vice President and General Manager of Celeb Luxury

**MY MAIN GOALS WITH THE COMPANY ARE:** Staying ahead of the curve and raising the bar for the professional beauty industry.

**LEADERSHIP MEANS:** Building a team where everyone plays an integral part in our vision; giving employees opportunities to grow within their position; building trust with honesty, clear communication and willingness to discuss ideas as a team.

**IN FIVE YEARS I SEE THE HAIR INDUSTRY:** Continuing to change with e-commerce. Safety and sustainability will be the standard for new products driven by consumer expectations.

**I GET INSPIRED BY:** Learning new skills and taking on new challenges.

**MY FAVORITE WAY TO UNWIND IS:** Cooking for friends and family.

**MY TOP VACATION DESTINATION IS:** Hawaii—it has sun and sand!

**WHEN I THINK OF BEAUTY, I THINK OF:** A sense of empowerment and confidence for each individual.

## Just For Men

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

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

Comments, Danilo Maletti, President of Maletti Group.

Presents



Zeus

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

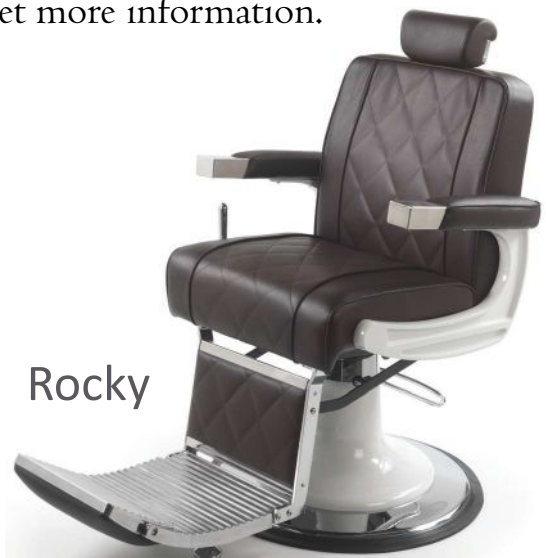


Zerbini

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Simply enter online at [beautylaunchpad.com](http://beautylaunchpad.com).

Winners will be announced in our December 2019 issue.



Ballots must be received no later than August 9, 2019.

*Winners will be selected at random and notified no later than December 1, 2019.*



*Founded in 1972, following the rules of The Legion of Honour, l'Ordre de la Chevalerie is aimed to honour members who have worked promoting the name and the reputation of Intercoiffure, either in their Section or internationally.*

*The awarding of the different grades is subject to very strict rules and depends entirely on the decision of the Council of the Order.*

## CONGRATULATIONS TO OUR ICA MEMBERS:

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Candy Shaw

### INDUSTRY KNIGHT AWARD

Anna Pacitto

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## In Her Skin

BEAUTY LAUNCHPAD EDUCATION TEAM MEMBER LYNN OUELLETTE DOCUMENTS MEMORIES AND MILESTONES VIA BODY INK.



► **TATTOOS ARE MY WAY** of permanently capturing memories, moments, lessons, and big events. Having drawings etched on my skin allows me to reflect daily on their importance. I started getting tattooed when I first became a stylist 28 years ago, but began heavily building my collection about 16 years into my career after establishing my clientele. My sleeve is dedicated to all things related to beauty and our industry; I wanted to pay homage to my love of the craft. I have an illustration of shears that read “Beauty is Pain” because I never felt beautiful as a young person, and sometimes the journey to feeling beautiful requires going through emotional pain. My career has given me the ability to take that pain away from others and help them see the beauty within themselves.

The word “Forgive” on my left forearm is a reminder to forgive quickly. We all struggle to forgive when we feel we’ve been wronged, and that cost me seven years of a relationship with my best friend—this only changed when I heard she’d been diagnosed with terminal cancer. I was by my friend’s side when she took her last breath, but I couldn’t help think

of what our stubbornness cost us because we couldn’t forgive sooner. In the end our love for each other meant more than our anger, and I learned one of the most valuable lessons of my life.

Other tattoos represent lost family members. My most recent piece, done by Nick Jackson at Trap Ink, is a memorial to my sister who died of an overdose. The tattoo was difficult for me to finish because I struggled so much with her death; in fact, it was a line drawing for eight years. In that time I experienced my own trauma with domestic violence that I was able to overcome. When I finally got the tattoo done, I decided to encompass both my sister’s passing and my survival into one beautiful piece. It reads “Free” because my sister and I both found freedom, albeit in very different ways. I know that I’m making her proud by never giving up and fighting for myself and what I believe in. And I know she would love this piece that represents us both. —*as told to AO*

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