

STAY ON BRAND

Top influencers talk social media marketing strategies

Pro Picks

Artists reveal their can't-live-without products

IN THE THICK OF IT How to boost thin tresses



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From the global leader in women's wigs, Raquel Welch now brings you Transformations – a collection of high-quality top pieces that can totally transform her look!

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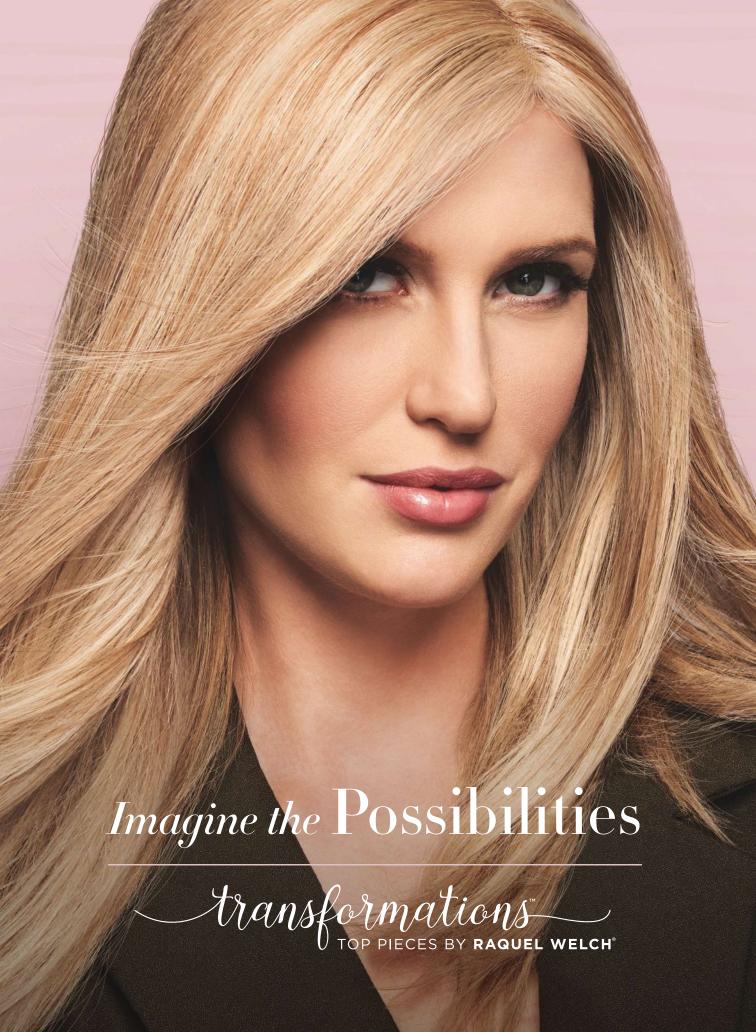
These versatile top pieces are specially designed to add more volume to any hairstyle, conceal thinning hair along the part line or at the temples, or simply change up her look. Imagine the possibilities!

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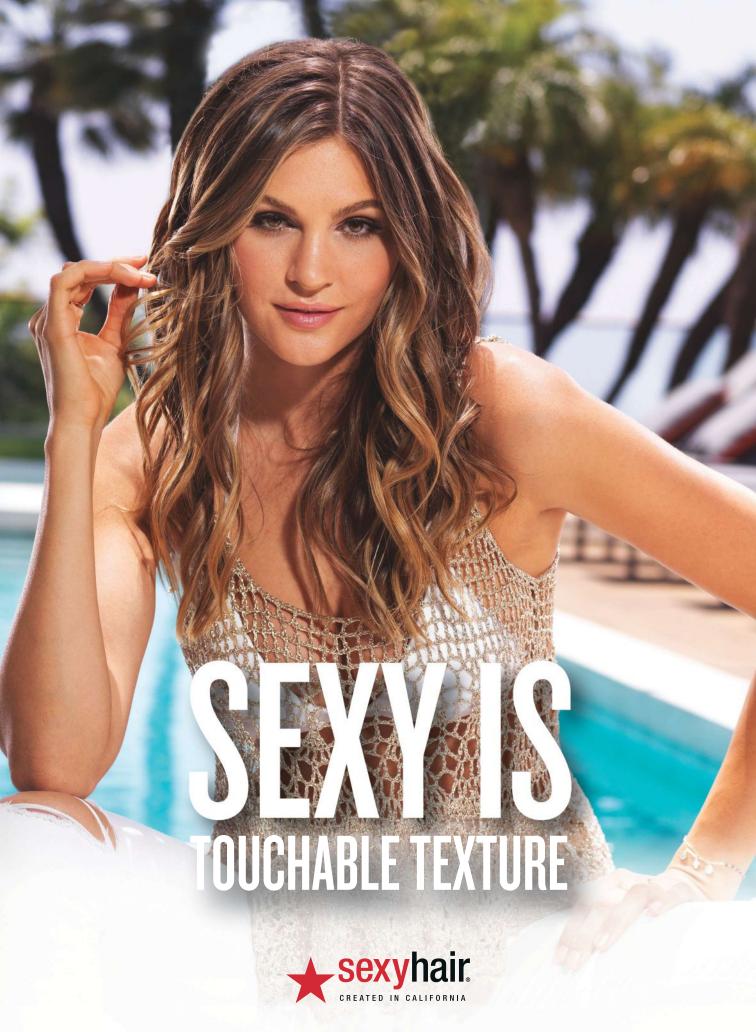


BEACH'N SPRAY

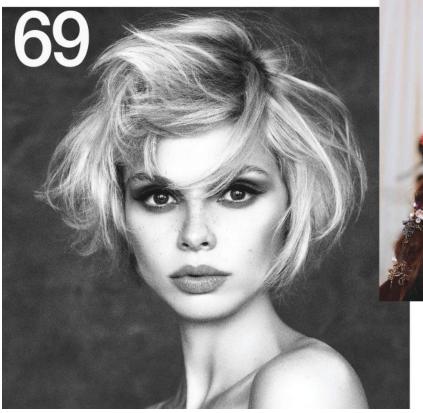


FOAM PARTY









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Maggie May Hancock

ON THE COVER Photo: Imaxtree.com // Designer: Chanel Spring/Summer 2019

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MEET OUR HEROES

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"What's your current product obsession?"

"I'm adding Keracolor Violet Toning Drops to just about any shampoo and conditioner to keep my balayage

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"I've turned to ABBA Preserving Blow Dry Spray all summer to stave off frizz and protect my scalp from UV damage."

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WEB Creative Director-Web Spray is my must-have to achieve perfectly undone-looking waves."

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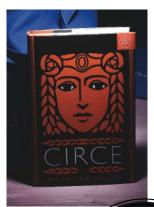
Good Business

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

> TWO UNRELATED TOPICS, both pivotal to our business, top the docket for our August issue: social media and the art of branding, as well as a (not as sexy but definitely as vital) conversation on hair thinning and ways to address it. Both of these discussions happen to be subjects that weigh on my mind.

On a professional level, there's the social media discourse. We-like countless othersalways trying to grow our IG presence via @beautylaunchpad with images and videos that are meant to educate and inspire; however, we also want to remain authentic to our unique voice and not simply share an image that we don't personally endorse just because we think it'll net "likes." To do so feels artificial, and we want to have a real relationship with our audience. It's an ongoing battle, as I'm sure it is for you, too. Hence, we've rounded up probeauty's top influencers to share their insights on what makes a strong IG page and how to grow your following via strategic branding while staying true to you. Turn to page 74 to glean wisdom from the likes of Larisa Love, Jamie Sea and more.

On a personal level for me (and perhaps professionally for you, in terms of your clientele), I've been waging a battle with waning strands for a few years now. While it's relatively easy to conceal my thinning crown via strategic styling or hair wefts, I'm dismayed that my hair isn't the thick mane it once was, and—let's face it—may never be again. For many of your clients, the same holds true. That's why it's up to you to guide them on the proper styling acumen and appropriate hair tonics that'll help decrease the appearance of thinning locks and, in turn, increase their confidence. To learn more, flip to our "Through Thick and Thin" feature on page 78.



READ

As an avid fan of Greek mythology, I was eager to read Madeline Miller's *Circe*—and it did not disappoint. Miller's reimagining of Homer's *The Odyssey* is told from a female perspective that's at once sensitive, subversive and strong.



STYLE

BOTH W

Wilson Collective's (@wilsonhaircollective)
Style Both Ways cream-gel is as therapeutic for my tresses as it is aromatic for my senses, with a lively lemongrass essential oil fragrance that I can't get enough of.



RELIEVE

After spending a good chunk of June and July walking various trade show floors, my back and feet were aching—but after evening applications of PARODI Professional Care Comforting Muscle Lotion (@parodicare) on my sore spots, I felt immediate relief.



Confession: I've long been wary of self-help/journaling books that are meant to aid in visualization and, in turn, life guidance. However, I recently received *The Five-Minute Journal* as a gift, and I'm officially on the bandwagon. Simply writing down a few notes for five (or less!) minutes a day has helped to boost my productivity *and* get a better night's sleep. I never would have thought! (You can order the journal from intelligentchange.com.)

OUTSHINE THE REST

MOROCCANOIL TREATMENT: THE ARGAN OIL-INFUSED INNOVATION THAT REVOLUTIONIZED HAIR CARE



MOROCCANOIL.

ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

Trendsetters

RUNWAY
CELEBRITY
SALON STYLE
INSPIRATION

R+Co Collective member Ashley Streicher masterfully uses IG to show behind-the-scenes pics of her A-list client hair creations. Flip to page 16 for her fave looks!

THE RISE OF SOCIAL MEDIA has birthed an embrace of bombastic hair trends—and we couldn't be happier. Witness: oversize clips and barrettes—sometimes stacked to the gills—championed on Instagram by both editorial stylists and your next-door neighbor. What once seemed too fanciful for the everyday Jane—glitterlaced waves, towering fauxhawks, oversize headbands—now take up space beyond the catwalks. Certainly such whimsy is here to stay; we explore it this issue. Speaking of whimsy: Salons that subscribe to eccentricity, like Studio 285 in Evans, Georgia, easily set themselves apart from the competition. Even if quirky decor doesn't fit your salon's biz model, the playful flourishes this studio contains deserve your attention.



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Stop and Stare

IF HEAD-TURNING IS WHAT THEY WANT, HEAD-TURNING IS WHAT YOU'LL GIVE YOUR CLIENTS WITH THESE GRANDIOSE TRENDS.

—KARIE L. FROST

➤ LOOSE WAVES? SURE. Messy braids? OK. Scrunchies? Love them. The most popular hair trends tend to gain traction for their universal wearability and ease of care, but what about the tress looks that elicit "whoa" stares? Best worn to occasions where stopping people in their tracks is the goal, these three trends promise to push your clients beyond their comfort zones so they can make waves—and not just the hair kind.



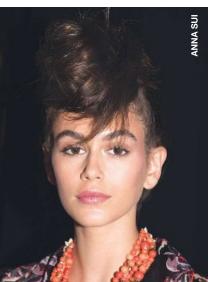




NEW WAVED GLITTER

Moving beyond sparkles sprinkled along hair partings, backstage hair artists painted glitter along the sinews of tress bends to catch maximum reflection and matched flecks to pastel-dipped mid-lengths and ends for double the glistening impact.





HEIGHT UNLIMITED

High-rise hair fashioned into forehead-dancing fauxhawks or molded into architecturally perfected peaks and valleys add inches—and miles of style.



IZING UP

From crown-swallowing headbands to massive statement-making rhinestone barrettes, maximalist accessories set a new gold standard for eye-catching head candy.

THE AMERICAN CREW SUPERIOR

TEXTURE & CONTROL







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CELEBRITY STYLIST ASHLEY
STREICHER DISHES ABOUT TOP
LOOKS SHE HAS CREATED FOR HER
CELEBRITY CLIENTELE. —JASMINE BROWN

> WHEN CELEB STYLIST Ashley Streicher (@streicherhair) isn't tending to tresses at her Los Angeles-based studio Striiike, which she co-owns with her two sisters, the R+Co Collective member is styling the manes of celebrities like Golden Globe-nominated actress Mandy Moore and *The Chilling Adventures of Sabrina* starlet Kiernan Shipka. Here, she handpicks a few of her favorites that she has crafted for Hollywood's "it girls."







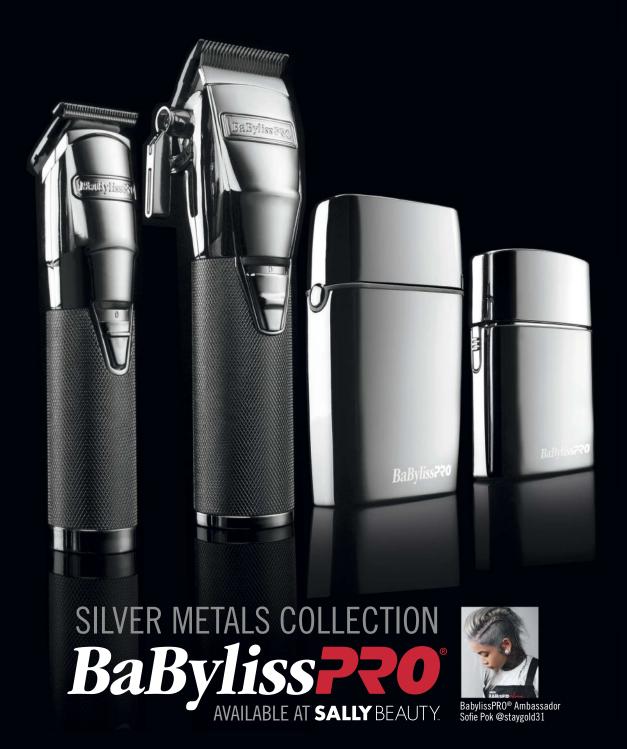


▲ "This is one of my all-time favorite styles we did on Mandy—it was for the 2018 Emmy Awards. I love this soft, sexy texture; it looks and feels laid-back, but is still very much elevated when paired with her elegant Rodarte gown."

▲ "I love working with Kiernan Shipka—she's young and fearless and lets me give her big curly hair like this! I adore this soft, spiraled texture and shape on her paired with this very '70s dress. For these curls, I worked in R+Co TROPHY Shine + Texture Spray for sheen and hold."

▲ "This wet look on Rachel Brosnahan gives her such a different vibe. Not many people can get away with this style, but she really pulls off that tough, sexy persona. I love the texture that a wet look like this can give; it's a gritty, sexy, rock 'n' roll feel."

POWER. LUXURY. PERFORMANCE.











What Moves Me

WHAT'S INSPIRING EUFORA NATIONAL TRAINER DANA HODGES CASCHETTA.

—AS TOLD TO ALYSON OSTERMAN-KERR

1 FASHION

This is a key place I go to for inspiration! The textiles, the colors, the patterns, and even the concepts behind collections truly speak to me. I am always intrigued by the boundaries designers push during Fashion Week or in editorial publications.

2 HISTORY

I love to research trends throughout history. Oftentimes there is a particular reason as to why a look started, and I find it fascinating to think about what today's social parameters could create.

3 OCEAN

It's serene and calming. Being still and sitting by the sea keeps me grounded. The ocean's massive size makes me feel so small yet significant in that I get to be in the presence of its beauty.

4 STREET ART

As a New Yorker I have a love for all types of street art. The bright colors, the texture of its canvas and the oftentimes unique placements all captivate me. I can walk around the city day and night and find inspiration through art!

5 MUSIC

I'm inspired by all kinds of music, lyrics and melodies. Sometimes it's the overall feeling I get from a particular song; other times it's more literal and directly from the song title itself.

6 TRAVEL

I often travel by myself for work, yet I never feel truly alone. I love to meet new people, hear their stories and immerse myself in their culture. There's so much to learn from different parts of the world and different walks of life.

7 MY TRIBE

The people I choose to surround myself with (i.e. my salon team!) motivate me. We challenge one another and lift each other up-I'm so grateful for them.



STEEL THE SHOW

New BaBylissPRO® STEELFX™ stainless steel dryer puts the element of cool in the hands of hardcore barbers, upscale salon stylists and everyone in between! The perfect blend of design, engineering and technology. High-strength stainless steel housing and a lightweight, long-life brushless motor deliver outstanding drying performance.





Trendsetters/#Instagood



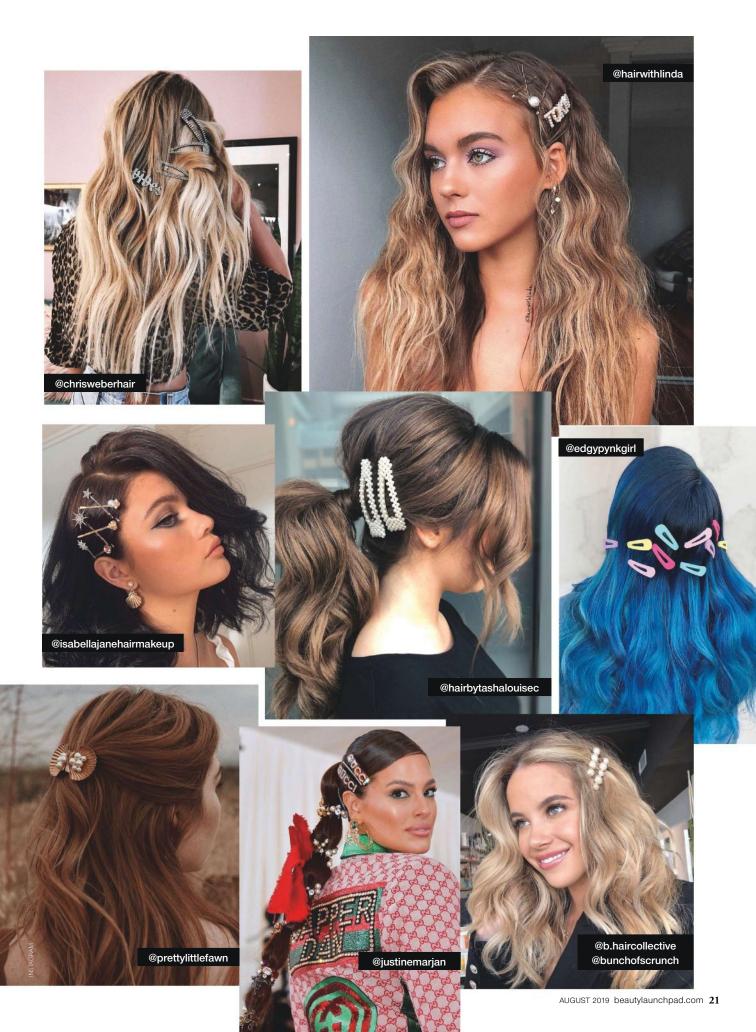


BARRETTES

—AMY DODDS

> TRUTH BE TOLD, hair accessories haven't ever truly gone *out* of style. However, the crop of sophisticated, oversized, bejeweled clips and pins popping up on our 'gram feed lately has us obsessed! From taking a mix-and-match approach à la Justine Marjan's overabundant use of highend clips on Ashley Graham for the Met Gala to a subdued yet equally chic use of a singular clip, hairstylists are elevating this trend—and their clients are reaping the benefits. Like the clips you see here? Then check out @bunchofscrunch, @gucci, @jenniferbehr, @kristiness, @mykitsch, and @pinkpewter to grab your own. *continues* >>











Knit Together

MICHAEL GRAY WEAVES PLAIT INSPO FROM ACROSS THE POND. —JB

When searching for braided inspo look no further than Michael Gray's dreamy boho creations. The London-based stylist takes classic plait favorites, such as the Dutch braid, and gives the looks unexpected twists by inserting elements like peekaboo infinity strands or adding a pop of color with an accessory. Gray's page will be your new one-stop grid when searching to add a little something extra to a client's style for a wedding, prom and beyond.



WHO: Michael Gray @michaelgrayhair # OF FOLLOWERS: 16.2k (at time of print) LOCATION: Freelance in London



Michael Gray shares how to achieve this braided 'do.

- + Lightly spritz setting spray onto hair and run a detangling brush through to evenly distribute product.
- + Rough-dry the setting spray into the hair to create structure.
- + Take a clean section of hair from the front of the temples to the crown to create an oval shape. Then, secure the sides out of the way with sectioning clips.
 - + Separate the top oval section in half, from the forehead to the crown, to ensure two even sections.

- + Create two Dutch braids from the forehead to the crown, and fan out the braids for a fuller look.
- + Unclip the sides and smoothly join them with the two Dutch braids.
- + Secure the braids and loose hair into a ponytail using a hair tie, just below the crown.
- + Band the ponytail in half to create a loop and secure at the base of the ponytail with another hair tie.
- + Tease the hair to lend a fuller effect.
- + Create loose waves with a curling iron, and then add a scarf.



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Maximize **Volume Volumizing**Collection



A GOOGLE EARTH FLOOR, A LIVING CEILING, A GALAXY HAIR-PROCESSING AREA: STUDIO 285'S DESIGN IS A DREAM COME TO LIFE. —KLF

Studio 285 | Evans, Georgia

> INSIDE STORY:

From the moment clients and staff interact with Studio 285 (@studio285) in Evans, Georgia, they come face-to-face with lions: Antique lion-head doorknobs sourced from Europe grant entrance to the highly stylized space, and a gold geometric lion head keeps watch behind the front desk. For owner Brittany Carrington, who started Studio 285 in 2009 as a one-room operation and has expanded it into the 4,000-square-foot beauty emporium it is today, the lion symbolizes everything she values in both business and life: strength, courage and leadership. "[The lion] represents who we are and, if you look closely, you can find the image of a lion hidden throughout the entire salon," says sister Amber Carrington, who joined Studio 285 as chief operating officer in 2012.

While lions prowl the space, it's the actual salon floor—a roiling swirl of greens, blues and copper—that commands the most attention. "Brittany gave a painter a Google Earth image of the Caribbean and told him to paint exactly that," says Amber of the stained concrete. Such otherworldly details abound in Studio 285: A striking six-foot chandelier was inspired by ones Brittany came across while visiting Universal Orlando's The Wizarding World of Harry Potter; galaxy



mural walls with a glowing moon cocoon the color-processing area—a natural fit, says Amber, due to the orbital haircolor processors that resemble flying saucers. When clients recline to enjoy a toner rinse in the shampoo area, their view is one of lush tropical plants sprouting vibrantly from the ceiling à la the Rainforest Café—another Orlando, Florida, find. "Our guests love their view from the shampoo chairs," Amber thrills. Then there's what the sisters lovingly dub the "oddity" restroom. "We crafted and collected all sorts of unusual

Lions play a major design element from welcome to departure.

WHAT'S UNIOUE

SELFIE WALL: An expansive gallery wall with revolving art has become the go-to backdrop for selfies of clients sporting their new hairdos—a design element meant to appeal to the location's younger, tech-forward audience. "Our stylists and clients have helped make us 'Insta-famous,' and we love the endorsement they give us each time they post an image at our salon," says Amber.

HEALING SPACE: To help bathe clients in positivity upon arrival, the exterior sidewalk contains large embedded healing crystals.



Picked antiques and oddities—some from the owner's grandmother—decorate the restroom.

items that are displayed; some we even found in our grandmother's home," Amber says, adding, "Walking through Studio 285 is like walking through Brittany's brain."

And what a quirky brain—but all of the flair isn't without function. Phone-charging stations at each color-processing chair allow clients to stay pluggedin while floating workstations grant easy clearance to make space for regularly scheduled education events, which Brittany encourages the 10 commissioned staff members to attend. "We only hire career-oriented stylists who understand that the work we do here isn't just about cuts, colors and hair extensions," stresses Amber. But, with all the design that the space boasts, she's quick to relay that there's more to Studio 285 than a pretty façade. "We have a passion for people and we appreciate that we get to be involved in some of the greatest moments of their lives. At the end of the day, it's actually not about the building; it's about the people in it," she says.

RETAIL LINES:

amika, Kevin.Murphy, Eleven Australia, Voce

COLOR LINES:

Eufora, Kevin.Murphy, Balmain Couleurs Couture

PLUS...

TYPICAL CLIENT: Diverse, though typically younger with an eye for trendsetting beauty.

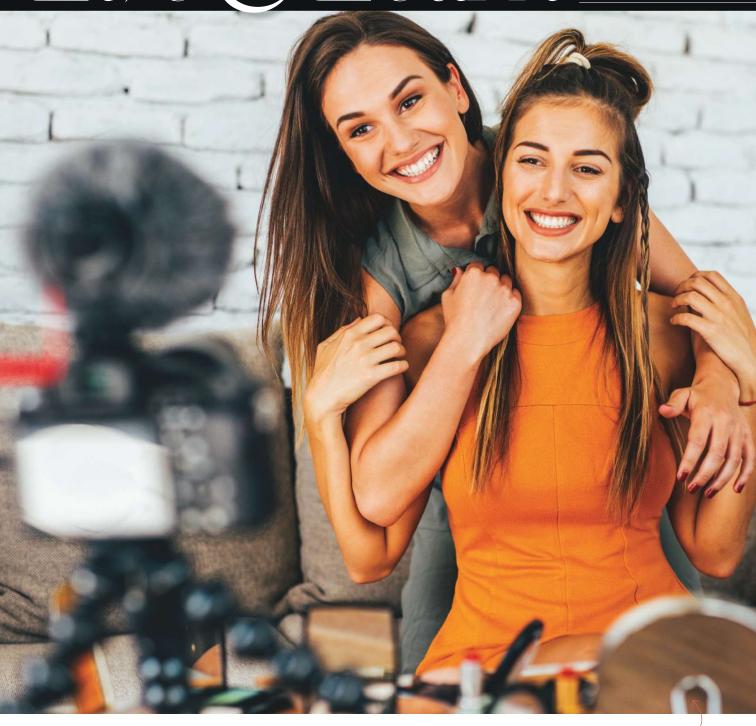
The orbital processing

lamps inspired the galaxy wall in the hair-

processing area

MOST POPULAR SERVICE: The Double Blow-Dry. A tag team of two stylists working on one client helps cut down service time. "When clients learn that two stylists can blow-dry their hair in half the time, they light up!" Amber exclaims.

Live of Learn Education TIPS SOCIAL MEDIA Q&A



> WE'RE ALWAYS DISSECTING INSTAGRAM; after all, it's the social media channel to learn when trying to amplify your hair message. But, what about YouTube? Home to longer-form videos, YouTube provides a vehicle for hairstylists looking to educate both peers and clients. We break down what you need to start recording videos like a pro. And while YouTube can help attract new clients, do you even want new clients? Strange question, to be sure, but many hairstylists find their books full, and let their IG followers know as much by incorporating "No longer accepting new clients" in their bios. Is this smart business? Read on to find out.

Add YouTube to your social media to amplify your message.



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Straight Shooting

BRUSH UP ON THESE VIDEO SHOOTING BASICS-FROM LIGHTING AND SOUND TO EQUIPMENT AND EDITING-TO CRAFT VIDEOS THAT BEST SHOW OFF YOUR SKILLS. —TRACY MORIN

> SO YOU WANT TO BUILD a YouTube empire? Done properly, it can reap a world of benefits. "If you want to go the education route in hairstyling, being on YouTube is a huge advantage," asserts Lexi McCracken (@hairbylexidawn), stylist and owner at Indianapolisbased Harbor Collective. "You can reach so many different people—and even make a nice profit from it if you get big enough!" We tapped video guru McCracken for her top tips on making a professional mark in the ever-growing video domain.

[1] **START SMALL.** McCracken initiated her YouTube channel with only an iPhone. "Start with what you have and add on later," she advises. "I added a Sony Alpha a6000 camera—mirrorless, lightweight, easy to use—that can send all content directly to my phone." She also employs a Canon EOS Rebel T6i, a DSLR camera with "amazing" video quality—but did her homework and experimented. "I watched a lot of YouTube videos and started just messing around with different cameras," McCracken admits. "I'm not a videographer, but I love being able to use these cameras to show my work in the salon."

[2] MIND YOUR LIGHTING. McCracken warns that lighting can be tricky—especially in the salon, where you may not have control over conditions. "I always recommend natural lighting over a ring light," she adds. "Ring lights may read too harsh on camera and can make the hair look dull, but natural light brightens everything around the hair and improves the video quality."

[3] ELIMINATE DISTRACTIONS. A clean background allows viewers to focus on your work, not surrounding clutter. "When I'm filming a tutorial in my salon, everything is clean and organized so people don't get distracted and lose focus on what I'm trying to teach,' McCracken explains. "For a product review video, I want a clean background, but I also set up the camera so that I'm the focal point and the background is blurred."

[4] STRUCTURE FOR SOUND. You'll likely need a microphone if you're talking while filming, but McCracken avoids the issue by later adding voice-overs. "I usually can't use the original audio because it includes so much background noise from other stylists and clients," she says. "Also, I can let my filmed clients know that none of the audio from the service will be in the video, so they feel more relaxed during taping."

[5] TAP EDITING APPS. Try various editing apps to find what works best for you-McCracken's go-to is iMovie. "I edit all of my videos on my laptop now, but when I first started out, I used iMovie on my phone, too," she notes. "I like Splice when editing on my phone, and Rotate Video for when the video needs to be rotated. You can also have fun with Filto, which allows you to put filters or cool effects on your videos!"



The Cisco Visual Networking Index predicts that video will make up a whopping 82 percent of all web traffic (both business and consumer) globally by 2022—up from 75 percent in 2017.

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So You Want to Own a Salon

PART FOUR: HOW TO WRITE A MARKETING PLAN. —FRANCESCA MOISIN

NOW THAT YOUR BUSINESS and financial plans are in place and you've selected a salon space, you'll need to focus your energy on a marketing plan. "Every salon has a unique story, which is told through a clear branding strategy that distinguishes it from competitors," says Chris Sulimay (@chrissulimayhair), Georgia-based Salon 124 studios creative director of education development. Executed correctly, branding boosts loyalty while attracting new clients. As a rule, brands should portray themselves consistently across all marketing channels—from online advertising to in-house promotions. That's why it's important to have a plan in place before you open shop.

Budgeting for public relations can feel challenging after investing on rent and renovations, but pros warn that nascent salons often fail by not funneling adequate funds into comprehensive marketing. "Ask yourself how much you have to spend—then understand that's not enough," laughs men's hair educator Ivan Zoot (@ivanzoot), aka ClipperGuy. Aim for a budget between three to seven percent of total salon sales, which can be tweaked as growth occurs. Shops that make a lasting impression understand



marketing isn't a luxury but a necessity, comprised of several components.

Website

"At minimum, if you own a salon you must have a website," says Sulimay. Scrutinize your top three competitors' sites: What are they doing masterfully that makes you feel inspired? Make sure your website includes carefully crafted Search Engine Optimization (SEO), the crucial process of increasing online visibility. Studies show that 33 percent of Google users visit the top-listed result—and SEO makes this possible. An SEO specialist who knows the ropes can help boost rankings for increased traffic. Websites today must likewise be mobile responsive, meaning the layout adapts according to screen size, because smartphones and tablets now account for nearly 60 percent of all internet searches.

Social Media

Facebook, Instagram, YouTube, and Pinterest remain key communication tools for telling a salon story in a visually engaging way. "But remember that social media is just one prong on a marketing pitchfork, and it's a mistake to believe all advertising can be done for free via these platforms,"

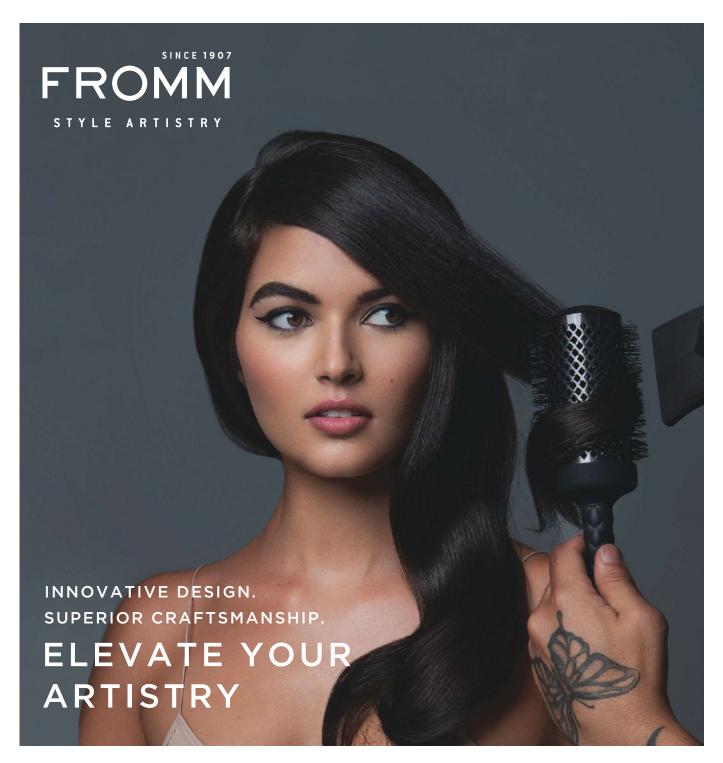
Zoot explains. Feeling overwhelmed? Think quality over quantity by posting like a pro on only two top sites, and writing captivating messages in lieu of spamming your own feed.

Email Database

Newsletters are back in vogue! Budget time and possibly money for thoughtful salon communications sent to a current database of clients; they can spike interest thanks to their inherently personal nature, resulting in improved retention and boosted profitability. Go one step further with handwritten letters or cards sent for holidays and client birthdays.

Lovalty Program and Events

Work in the cost of discounts or complimentary products to incentivize guests to visit more often—and then encourage they spread the word to friends. "We're often quick to reward the referral that comes in, but I like to compensate both parties by also giving a perk to the hero sender who introduced a new client," says Sulimay. Launch events are a sure way to generate interest—and potentially forge mutually beneficial partnerships with like-minded businesses and neighbors.



ELITE THERMAL COLLECTION

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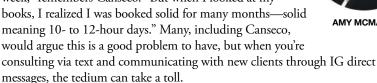
Live & Learn/Social Studies

One for the Books

KNOW WHEN IT'S A GOOD IDEA TO ALERT THE INSTAGRAM WORLD THAT YOUR BOOKS ARE CLOSED. —AD

> YOU'VE DOUBTLESS SEEN it on many Instagram profiles, and maybe even considered stating it yourself: "No longer accepting new clients." Why-and moreover, whenshould you consider broadcasting this information? We spoke to Amy McManus (@camouflageandbalayage) and Danielle Canseco (@danielleemilie) about their experiences to shed some light.

Both women are seasoned stylists and educators, and both have successful IG pages—McManus has more than 223,000 followers and Canseco has 16,000-plus followers on her own page, plus another 26,500-plus followers on her education page, @three_coloreducation. In other words, they're both very busy. But in Canseco's case, it wasn't until she opted to move to a new salon that she realized the scope of the problem. "I decided I should make the move on a slow week," remembers Canseco. "But when I looked at my books, I realized I was booked solid for many months—solid meaning 10- to 12-hour days." Many, including Canseco, would argue this is a good problem to have, but when you're



McManus experienced a similar situation. "I couldn't keep up with the amount of messages I was receiving and I was traveling a ton," she recalls. "I wasn't in the salon as much since I was on a plane most weekends traveling to teach. I book only through DM on Instagram, so the messages were getting daunting."

Many leaders argue that when your client list becomes overbooked, rather than closing your books, the best way to free up some time is to raise prices. However, increasing their service prices didn't curtail the amount of messaging both stylists received, so they opted to put "No longer accepting new clients" in their IG bios. And yes, even though they ran the risk of losing out on potentially higher-paying clients, they decided that their education commitments and spending less time responding to queries was worth it.

However, when McManus decided to curtail her education responsibilities, she resolved to again welcome new clients. "I opened my books back up when I stopped traveling," she relates. "My clients don't come in that often due to the ease of their grow-out so I need more clients to fill my books. I'd say I now take about five to six new clients a month."

And while Canseco originally thought that not accepting new clients would be a temporary fix, she's happy with how her life is more balanced now. Additionally, she realizes that this may not be for everyone. "I had a fairly busy schedule prior to gaining attention on IG, so I was confident about still having enough clientele to keep my books in a comfortable place," she explains. "My goal with these changes was to work less but not see a decrease in pay. So far, I'm happy with the results."



DANIELLE CANSECO



AMY MCMANUS



WICKED SHADOW

Green-Gray Tones to combat unwanted red

demi-permanent







permanent



SHADOW ASH

Gray-Blue Tones to combat unwanted orange

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permanent







Live & Learn/Burning Questions

You Asked, Zach Mesquit Answered

ZACH MESQUIT CRAFTS PALER-THAN-THE-MOON HUES THAT GLOW WITH BEAUTY. THE WELLA PROFESSIONALS NORTH AMERICA CHIEF BLONDING OFFICER TAPS SOCIAL MEDIA TO SHARE HIS PLATINUM EXPERTISE WITH 200K-PLUS FOLLOWERS, AND HERE HE ANSWERS YOUR QUERIES ABOUT GOTO PRODUCTS AND COLOR TRICKS.



ZACH MESQUIT (@ZACHMESQUIT)

How long do you typically process your clients' roots for? —@bsweet.ta

It depends, but when it comes to bleach, typically 45 to 60 minutes.



When you use the Wella Professionals Koleston Perfect Color 12/0 on yourself, which developer do you use?
—@iaiike



I always mix it with 40-vol. and lift my Level 7 hair up to this color.

Do you ever get bored doing only blondes? —@theconfidentcolorist

Never! I don't only do blondes, I just don't post everything I do.



Do you always start in the back of the hair when coloring? Which volume do you start with and do you ever reapply? —@jodidoeshair



I actually always start in the front and I don't reapply volume.

What are your top go-to blonde products for both coloring and at-home care? —@judy.coddington

My go-to lightener is Wella Professionals Blondor Multi-Blonde Powder and, as far as at-home care, I'm not too picky as long as it's sulfate-free.





What was your biggest struggle when learning how to lighten hair evenly without breakage?

—@salon_e

That low and slow gives the best results when lightening hair. Trying to speed up the process with high developer is a big no-no.

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

BEAUTY MEETS PROFESSIONAL

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Authentically Hue

THE NEW TBH - TRUE BEAUTIFUL HONEST LINE FROM SCHWARZKOPE PROFESSIONAL EMPHASIZES GLOSSY. NATURAL-LOOKING RESULTS.

> SCHWARZKOPF PROFESSIONAL'S NEW tbh — true beautiful honest collection ensures unique multidimensional results that allow the hair's natural highs and lows to shine through. Authentic-looking iridescent nuances enhance and beautify rather than reduce or conceal natural hair. And, as an added bonus, these formulas have been crafted with naturally derived ingredients that still proffer optimum color performance. Read on to learn how to achieve three stunning color results with this fresh high-performance line.

HIGHLIGHT AND PASTEL TONING SERVICE

STEP 1: Freehand highlights with BLONDME Bond Enforcing Clay Lightener + BLONDME Premium Developer 6% (20-vol.) 1:2 to create more dimension. Development time: 45 minutes. Rinse and treat hair with BC BONACURE COLOR FREEZE 4.5. Towel-dry.

STEP 2: Apply tbh - true beautiful honest 8-51C + 9-49C (2:1) + IGORA VIBRANCE Activator Lotion 1.9% (6-vol.) 1:2 to the regrowth area for a Pastel Toning Service.

STEP 3: On mid-lengths and ends, alternate between Formula 1: tbh - true beautiful honest 9-49C + 9-47W (2:1) + IGORA VIBRANCE Activator Lotion 1.9% (6-vol.) 1:2 and Formula 2: tbh - true beautiful honest 8-51C + 9-49C (2:1) + IGORA VIBRANCE Activator Lotion 1.9% (6-vol.) 1:2 on crescent-shaped sections of the hair for a Pastel Toning Service. Development time: up to 15 minutes. Rinse.









LOWLIGHT AND GLOSS SERVICE

STEP 1: Apply tbh – true beautiful honest 5-06N + IGORA ROYAL Oil Developer 3% (10-vol.) 1:1 on the regrowth area to achieve depth.

STEP 2: Apply tbh – true beautiful honest 7-06N + IGORA ROYAL Oil Developer 6% (20-vol.) 1:1 on crescent-shaped sections of the mid-lengths and ends to create lowlight dimension. Development time: 30 minutes. Rinse and treat hair with BC BONACURE COLOR FREEZE 4.5. Towel-dry.

STEP 3: Refine hair with a refreshing Gloss Service: tbh – true beautiful honest 7-06N + 6-64W (2:1) + IGORA VIBRANCE Activator Lotion 1.9% (6-vol.) + tbh – true beautiful honest Tone Softener 1:1:1. Development time: 10 minutes. Rinse.







Psst! Any Schwarzkopf Professional IGORA developer can be used with this range.

ROOT TOUCH-UP, HIGHLIGHT AND GLOSS SERVICE

STEP 1: Apply tbh – true beautiful honest 7-47W + IGORA ROYAL Oil Developer 6% (20-Vol.) 1:1 evenly on regrowth area to create more depth.

STEP 2: For mid-lengths and ends, alternate between Formula 1: tbh – true beautiful honest 9-47W + IGORA ROYAL Oil Developer 9% (30-vol.) (1:1) to create lowlight dimension, and Formula 2: BLONDME Bond Enforcing Clay Lightener + BLONDME Premium Developer 6% (20-vol.) 1:2 on crescent-shaped sections of the hair to create highlights. Development time: 30 minutes. Rinse and treat hair with BC BONACURE COLOR FREEZE 4.5. Towel-dry.

STEP 3: Refine with a refreshing Gloss Service: tbh – true beautiful honest 9-47W + 7-47W (2:1) + IGORA VIBRANCE Activator Lotion 1.9% (6-vol.) + tbh – true beautiful honest Tone Softener 1:1:1. Development time: up to 10 minutes. Rinse.









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Cricket Roc-it Dog RT-14 Texturizing Shear @crickettools

Jatai Feather Black Styling Razor @jataifeather Fromm Dare 1-Piece Shear @frommpro

Mold her pixie into shape with these stylers and thermal tools.





HOT TOOLS

Lakmé K.Style Water Touch Cool Flexible Gel Wax @lakmeusa

Kavella Salty Sugar Texture Spray @kavellahaircare
Hot Tools 2000 Turbo Ionic Dryer @hottoolspro
BaBylissPRO Nano Titanium Ultra-Thin 1"
Straightening Iron @babylissprousa

For a finishing



Agadir Hemp & Red Wine Hairspray Firm Hold @agadirint



precious Argan Oil, a Keratin infusion, Ascorbic Acid and a rich blend of Alpha Hydroxy Acids (AHAs), which, associated to an efficient blend of complex structure acids, provides an extreme anti-frizz effect to the hair with much more shine, moisture and softness.

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WHAT'S TRENDING

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



Eleman Beauty Eyeshadow Collection features four ultrapigmented palettes inspired by the elements of nature. (Shown: Aqua) @elemanbeauty

18.21 Man Made Wash Spiced Vanilla is loaded with macadamia glycerides and hydrolyzed quinoa and jojoba esters to cleanse from head to toe. @1821manmade

Crafted with the brand's Tri-Plex Fusion technology, Stylecraft STYLE STIX XL 1.5" combines nanokeratin protein with ceramic tourmaline to create healthy, natural-looking curls. @stylecraftus



HairUWear Mother-of-Pearl **Extensions**

combine the company's lightest blonde shade with a silver for the base, as well as six pastel shades added in to create a unique opalescent color. @hairuwear_inc



Flaunting three fun designs, WetBrush Pro Shine Enhancer **Electric Dreams** Collection uses natural boar bristles to detangle, enhance shine and evenly distribute product. @thewetbrush



Nirvel Professional Men Barber Exotic Oil

softens and moisturizes beards and mustaches with an argan, linseed and meadowfoam seed oil blend. @nirvelprofessional_official



Surface CHAR Gel Mousse blends

seaweed extract and activated charcoal powder to conjure texture and volume. @surfacehairhealth

BARBER

EXOTIC OIL

Aceite para Barba

Beard Oil

Huile à Barbe



Beauty/Launches



Now housed in a 4oz. tube, Cuccio Naturalé
Bronze Shimmer Butter in Moringa and Mango uses moringa oil and mango seed butter to moisturize and nourish skin while adding a touch of color.

@cucciocolour



FINA.

I A R
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FRIZZ
Styling
y Balm

Formulated with aloe leaf extract, glycerin and silk amino acids, **Keratherapy Brazilian Renewal** keratin treatment smoothes and nourishes hair for 12 to 16 weeks. @keratherapy

Alterna Caviar Anti-Aging Smoothing Multi-Styling Air Dry Balm allows clients to embrace their natural texture and eliminate frizz for soft, shiny hair. @alternahaircare





Soma Colour Protect Conditioner defends tresses against UV rays with a bounty of nourishing ingredients, including sunflower seed extract. somahaircare.com





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

TINTED LIP BALM

TINTED LIP BALM

Inoar Professional Absolut Speed Blond Shampoo and Conditioner reinforce blonde tones while moisturizing through argan oil. @inoar_usa Blended with cotton seed extract, tapioca starch and almond and avocado oils, Sexy Hair Texture Sexy Hair High Tide Texturizing Finishing Hairspray locks in texture and imparts medium hold.

@sexyhair



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*Based on a consumer study. Results will vary.

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PLAYING FAVORITES

Surely, zeroing in on one perfect product isn't an easy feat for a beauty pro.

After all: It's hard to play favorites. And yet, these top artists dug deep to reveal their all-time bestie product—many of which are poised to become yours, too.



NAME: Cherry Petenbrink, Olivia Garden educator STAR PRODUCT: Olivia Garden MultiBrush @oliviagardenint

"My favorite tool is the innovative MultiBrush by Olivia Garden. The single-brush handle comes with five different-size barrels to switch out when needed. The barrels snap on and eject from the handle and can stay in the hair to cool. With their ceramic and ion technology, the MultiBrush barrels ensure shiny, healthy and frizz-free hair after styling."



NAME: Cherie Whitlock, NovaLash brand ambassador STAR PRODUCT: NovaLash CleanLash @novalashusa

"Not only does the CleanLash tub look pretty on my bathroom shelf, but the product is also an essential part of the aftercare routine to keep clients' NovaLash extensions clean and healthy. They're saturated in pomegranate seed oil to help nourish and condition lashes and remove any pollutants and dirt that naturally build up throughout the day. The CleanLash pads are also amazing for removing any other eye makeup without pulling or risking the life span of the extensions."



STAR PRODUCT:

DevaCurl DevaFresh @devacurl

"It's important that my clients not only have great hair when they leave my chair, but for days after—that's why my pick is DevaCurl DevaFresh. It can be tempting to just resort to a wash day, but I try to remind my curly and super curly clients to extend the life of their curls a bit longer to ensure they aren't overmanipulating their spirals. Just spritz this onto curls and go!"



Marques, Malibu C educator

STAR PRODUCT: Malibu C Crystal Gel @malibucpro

"Summer fun can alter my clients' beautiful blonde colors, but a Malibu C Crystal Gel detox can bring brightness back by removing mineral buildup that causes discoloration. Using Crystal Gel before a service helps prevent chemical reactions and allows for more predictable results. After color or lightening services, I use it again to stop the oxidation process. I can't live without this product; it has made me a better colorist."



"The Denman D3 Iconic Styling Brush is without question one of the most versatile brushes on the market. You can use it to brush through wet or dry hair, create body, add bend, and enhance shine. Plus, it fits perfectly in your hand; the brush feels like it's a part of you."

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STAR PRODUCT: Moroccanoil Mending Infusion @moroccanoilpro

"I love the way that Moroccanoil Mending Infusion works because it visually gets rid of any split ends after the hair has been styled. It's also great for banishing any flyaways following a beautiful blowout."



NAME: Thom Priano, celebrity men's stylist and co-founder of R+Co

STAR PRODUCT: R+Co SAND CASTLE Dry Texture Crème @randco

"My favorite product is R+Co SAND CASTLE Dry Texture Crème. It adds texture to hair, absorbs oil and actually makes tresses feel thicker and fuller. It has a semimatte finish, so people never know you actually have product in your hair. It looks like you spent a day at the beach."



NAME: Rita Remark, Essie global lead educator

STAR PRODUCT: Essie Nail Polish in Licorice @essie

"My all-time favorite product is Essie's Licorice. This is *the* black polish. As a manicurist, I love that it gives me the best shiny finish and, as a nail artist, its superpigmented formula is perfect for adding crisp, detailed nail art. It's a classic that I'm constantly stocking up on!"



NAME: David Raccuglia, American Crew founder and photographer

STAR PRODUCT: American Crew Pomade @americancrew

"My all-time favorite product is American Crew Pomade. The Pomade was part of the original six products in American Crew's initial launch, and was designed to be a modern and flexible alternative to traditional styling gels. The pomade's legacy is forever tied to the global cultural phenomenon of the pompadour. With pomade, the pompadour style became a symbol of individuality—a way to slick your hair back and say, 'Let's do it my way.'"



NAME: Mackenzie Tereault, Trissola extension and color specialist

STAR PRODUCT: Trissola True Keratin Treatment @trissola

"Trissola True Keratin Treatment is a standout when it comes to smoothing systems. I choose Trissola for my clients because it creates a better overall experience since there are no harsh smells and the process is quick. My clients' hair feels better afterward because the treatment bestows revived strands, enhances natural texture and allows body and shape."



Mizani 25 Miracle Milk @mizani

"I love using the multibenefit leave-in Mizani 25 Miracle Milk spray on every hair type. It has amazing moisturizing and strengthening properties that help detangle, control frizz and enhance shine. It works as a cutting lotion to prep the hair before all styling techniques as well as for evening out porosity on color-treated and relaxed hair."







Formulated to create multidimensional permanent color with authentic-looking results, tbh - true beautiful honest consists of 26 shades across three distinct color families (Natural, Cool and Warm) to ignite colorists' creativity, and are imbued with naturally derived ingredients such as shea butter and argan and macadamia oils. (@schwarzkopfusa)

True Hue

LIZ HAVEN TAPS **SCHWARZKOPF** PROFESSIONAL'S TBH - TRUE BEAUTIFUL HONEST TO DELIVER A RICH, NATURAL-LOOKING RESULT. -AO

"Nature inspires every color I create, including this one," Liz Haven (@lizhaven) says of this warm auburn hue, created exclusively for Beauty Launchpad. "The questions I find myself asking as I work are, 'Where would the sun naturally lighten the client's hair,' 'Where would the depth naturally live if she were wearing her hair this way or that way, in a ponytail, all down, etc." Indeed, the model's rich shade looks natureborne, thanks to Haven's skilled artistry and the assist of the latest color launch from Schwarzkopf Professional, tbh - true beautiful honest. "I wanted her hair to look like virgin hair that has been kissed by the sun; I tried to mimic that concept in my color placement," Haven explains. "This technique requires a guideline as far as the placement goes, but it's definitely not one-size-fits-all! To truly capture this look, artists need to continuously ask themselves why they're placing the light where they're placing it ... why they're maintaining the depth where they're choosing to keep it. These questions will organically shape the placement to cater to each quest." The end result, Haven assures, will be a bespoke creation wherein it appears that the sun is casting its light across varying strands.



WHAT'S NEW. WHAT'S HOT. WHAT WORKS.





SAFE DEPOSIT

Harnessing the brand's tried-and-true hair mender, argan oil, these pigment-depositing masks work to repair while tamping down frizz, and allow for commitment-free color experimentation. Available in seven shades. (Shown: Hibiscus) Moroccanoil Color Depositing Mask @moroccanoilpro



METALLIC ILLUMINATION

Blending ultra-reflective shine with extreme depth and coverage, three new metallic shades, Cool Bronze Elumenated Pearl Beige, Cool Copper Elumenated Pink and Steel Violet Elumenated Pink, join the brand's Topchic and Colorance lines. (Shown: Cool Reds and Cool Blondes) Goldwell @Elumenation Metallics @goldwellus



BE GONE, BRASS!

Working to banish brass, these color savers tap quinoa extract to help fortify tresses as the formula leaves blonde, gray and white locks brighter. Framesi Color Lover Dynamic Blonde Shampoo, @framesiusa

COLOR

6.7 FL.0Z. / 200 r

Conditioner and Serum

WHEN A DAB WILL DO YA

When all you need is a smidge of formula, these mini bottles do the job, housing 2oz. liquids and featuring color-coded caps that make identifying contents a breeze. Available in packs of three. Product Club Mini Applicator Bottles @productclub



formulating natural ingredients to perfection.

NATURAL BASE 'PURE COLOR

Surface Pure Color Natural Series is formulated with equal parts of the three primary colors. The equal balance of Red, Yellow and Blue provides rich natural tones. A True Neutral Base without additional warm or cool tones provides for easy formulations, natural grey coverage and soft on tone fading. The Natural Base allows for easy complete control.



WARM BASE COLOR FADES WARM 🔴 (

COOL BASE COLOR FADES COOL





BLONDE INTERVENTION

This three-part in-salon system revives and fortifies towheads with a clarifying shampoo (in back bar and take-home sizes) that brightens blondes by removing dust, pollution, product residue, and hard water minerals; a Detoxifying Shot that, when mixed with the BLONDME Keratin Restore Bonding Mask for All Blondes, further reinforces removal of dulling debris; and a Bi-Phase

> Bonding & Protecting Spray that shields against environmental aggressors that cause yellowing. Schwarzkopf **Professional BLONDME Detoxifying System** @schwarzkopfusa





NEUTRAL TERRITORY

The newest launch from everyone's #hairbestie (aka Guy Tang!) consists of 10 super cool and ashy shades that control warmth and help neutralize unwanted red and brassy tones. #mydentity @Guy_Tang Shadow Ash Collection @guytang_mydentity



GLOSSED CAUSE

Featuring marine extracts and oleic acid for maximum softness and shine, three new glosses work to neutralize or enhance tones of prelightened hair. (Shown: Beige Blue Gloss Toner) Rusk Deepshine Gloss Demi Permanent Color @ruskhaircare



SOLID START

Providing a healthy starting point, this pigment-depositing shampoo amps up clarity as it delivers antioxidant-rich fig oil to resurface roughed-up cuticles and orchid extract to protect and fortify weakened tresses.

Biolage ColorLast Purple Shampoo @biolage



CLEANSED + COLORED

Simultaneously ridding hair of dirt and oil, these unique dry shampoos use quinoa extract and charcoal powder to detoxify plus, a temporary hue washes out in only one shampoo. Available in Rose Gold, Purple, Platinum, and Charcoal. Keracolor Color Me Clean Dry Shampoo @keracolorhair

NEED A LIFT?

Ideal for both on- and off-scalp lightening, this blue-tone powder lifts hair up to nine levels. Zotos **Professional AGEbeautiful Ultra Bond** Powder Lightener @zotosprofessional



Gamma+ ITALLIA



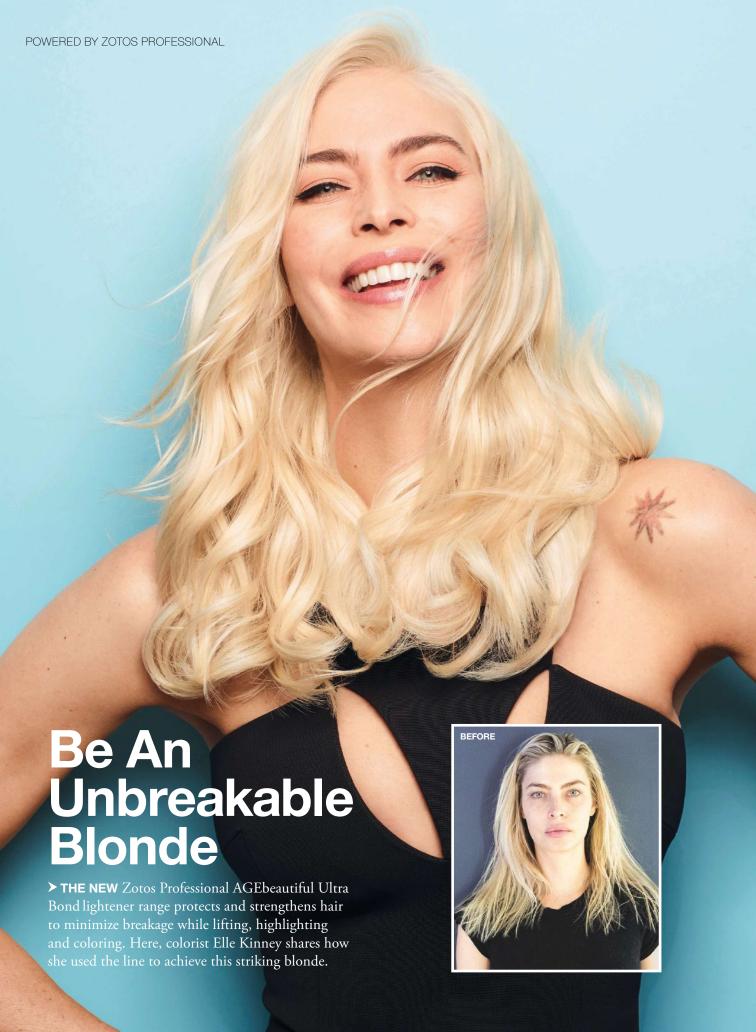














*Combing breakage on damaged hair with Ultra Bond ™ Cleanse and Condition/Deep Treatment.



Natural Base Level: 6 to 7/Fine Hair

Pre-Existing Color: Inch of new regrowth and heavy highlights with natural base color throughout

Target Level: Platinum Heat Used: None

Timing: 21/2 hours

DAILY MAINTENANCE

For best results, use Ultra Bond Cleanse + Condition/ Deep Treatment between lightening, highlighting or color applications to keep hair looking healthy and youthful.



LIGHTENING

STEP 1: Apply AGEbeautiful Ultra Bond Powder Lightener+ with Ultra Bond 20-vol. Crème Developer to existing natural hair only-half an inch off the scalp through the midlengths. Keep lightener off of the scalp and previously highlighted hair to avoid breakage.

TIP: When doing a doubleprocess blonde, apply a ribbon of cotton to the root of each section of hair to ensure that the sections remain clean and protected as you work.

STEP 2: Process hair until it reaches a yellow/orange color and then apply Ultra Bond Powder Lightener+ with Ultra Bond 20-vol. Crème Developer to the roots. Watch closely to ensure color lifts evenly.



TIP: A double process (or "bleach and tone") gets its name from the two-step process. The toning step is essential for achieving the desired platinum color.

TONING

STEP 3: Apply equal parts AGEbeautiful Topcoat Toner Pearl Blonde and AGEbeautiful 10-vol. Crème Developer. Process until underlying warmth has been neutralized. Leave on hair for up to 45 minutes. TIP: Choose your toner based on any underlying pigment in the hair. Incorporate blue into your formula to counteract any orange tones and add both violet and blue to counteract yellow-orange tones for a cool result.



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THE COLORISTS



TRACEY CUNNINGHAM



SONYA DOVE



NIKKI LEE



RONA O'CONNOR



GEORGE PAPANIKOLAS



MARIE ROBINSON



products you trust. innovation you expect. education that inspires.



Chrissy Teigen

TRACEY CUNNINGHAM (@traceycunningham1) for Redken

BEHIND THE COLOR: "Chrissy is the ultimate bronde inspiration," enthuses Cunningham. "Especially in the summer months, I love her look with a little more of a shadow root to make it feel lived-in and beachy. It also requires less trips to the salon while still looking fresh."

FORMULA:

Highlight: Flash Lift + 30-vol. Pro-oxide Cream Developer Balayage (Ends Only): Flash Lift + 40-vol. Pro-oxide Cream Developer

Gloss #1: Hairline: ½oz. Shades EQ Gloss 08N + ½oz. 09NB + 1oz. Shades EQ Processing Solution (Leave on for 10 minutes.)

Shadow Root: ½oz. Shades EQ Gloss 07N + ½oz. 07NB + 1oz. Shades EQ Processing Solution (Leave on for 10 minutes.)

Gloss #2 (Global Application): 1oz. Shades EQ Gloss 09G + 1oz. 08C + 2oz. Shades EQ Processing Solution (Quickly apply and rinse.) >> @redken





Sophie Turner

COLORIST

SONYA DOVE (@sonyadove) for Wella Professionals

BEHIND THE COLOR: Sophie Turner wanted to transition from a champagne blonde to an ice blonde last summer, and the result is Dove's favorite color look for the actress "because it makes her blue eyes look so vibrant and bright," she notes.

Natural color: Strawberry blonde

On regrowth, apply the following formula: Koleston Perfect 9/18 + 20-vol. Welloxon Perfect Developer. Highlight with "foiliage" technique using Blondor Soft Blonde Cream and 20-vol. Welloxon Perfect Developer along with Wellaplex Bond Maker No 1. followed by Wellaplex Bond Stabilizer No. 2.

2 Perform a Pure Glossing service with Koleston Perfect 10/1 + 10/8 + 6-vol. Welloxon Perfect Developer + Service Color Post Treatment. Tip: For in-between tone refreshing and conditioning, use Color Fresh 10/81. •• @wellahairusa



and you thought you were smooth.

KERATHERAPY

KERATIN THERAPY FOR HAIR







Penélope Cruz

COLORIST

GEORGE PAPANIKOLAS (@georgepapanikolas) for Matrix

BEHIND THE COLOR: "Penélope's hair was previously very dark," notes Papanikolas. "She wanted high-contrast highlights, but her biggest concern was brassy tones. I made sure to keep the highlights strategic so that they would pop against the dark base, and also needed to be sure to go past any orange while maintaining the integrity of her hair. The gloss blends and gives a soft, sandy finish."

FORMULA:

Base: ColorInsider ½oz. 5N + ½oz. 5A + 1oz. 20-vol.

ColorInsider Developer

Hairline: ColorInsider ½oz. 6N + ½oz. 6A + 1oz. 20-vol.

ColorInsider Developer

Highlights: 1:1 Light Master + 40-vol. Cream Developer Gloss: Color Sync Sheer Acidic Toner Nude + 10-vol. Cream

- Apply Base color when hair is fully dry.
- 2 Apply Hairline formula.
- 3 Apply Highlights formula, delicately focusing around the crown and face frame, with large backcombed slices taken in-between hair. Apply "V" shapes in the backcombed slices. Process to a golden blonde. Use a conditioner to help remove backcombing.
- Lightly cleanse with Keep Me Vivid Shampoo.
- **5** Towel-dry hair at the shampoo bowl and apply Gloss formula. Let sit for five minutes.
- 6 Lock in color with Total Results Keep Me Vivid Color Lamination Spray, rinse, and then style. ◆◆@matrix

Anne Hathaway

MARIE ROBINSON (@marierobinsonhair)

BEHIND THE COLOR: "Anne is a chameleon in her film roles, so her looks are always changing," explains Robinson. "When she gets into a character she generally prefers to change her haircolor or style, and stays away from wigs. Whether it's for her personal life or her craft, I have loved every look I've done for Anne-but this dark golden blonde is one of my favorites."

- Make sure the base is dark enough for contrast next to fairer. skin tones (like Hathaway's) to avoid a washed-out look. Here, the depth is a Level 7 neutral brown using Wella Professionals Illumina Color.
- 2 Add several layers of highlights. Begin the first layer with high-lift color Levels 11 or 12 in foils. This will add the lighter golden glow on the base while avoiding too much contrast.
- 3 Add the second layer of highlights, paint with hair lightener at the sink, and focus on mid-lengths, ends and around the face.
- Finish with a Level 9 or 10 honey blonde gloss to blend the colors and bestow shine.



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3 - 4 levels of lift	40 volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 30 minutes	

DEBRA: SEAN ZANNI/GETTY IMAGES; EMIMA: JON KOPALOFF/FILMMAGIC

Debra Messing

RONA O'CONNOR (@ronacolor)

BEHIND THE COLOR: "Debra almost always maintains what's known as her classic red shade—it's her standard," says O'Connor. "The color looks so reflective, whether she wears her hair curly or smooth."

FORMULA:

Overall Color Veil: 10ml. Goldwell Colorance 9KG + 5ml. Goldwell Colorance 8G + 5ml. Goldwell Colorance 8K + 40ml. Goldwell Colorance Lotion

Color Boost: Goldwell Pure Pigments 4 drops Yellow + 2 drops Orange + 1 drop Red (Mix immediately, then apply evenly from roots to ends on shampooed, towel-dried hair.) *Process for 15 minutes. Rinse.

→ @goldwellus





Emma Roberts

COLORIST

NIKKI LEE (@nikkilee901)

BEHIND THE COLOR: Lee affectionately calls this rooty blonde shade "sunrise blonde," as the color reminds her of a sun peeking out from behind a hill.

- 1 Highlight the entire head using Joico Blonde Life Powder Lightener with 20-vol. LumiShine Developer. (Lift a bit darker than
- 2 At the shampoo bowl, take a darker color and smudge the roots so the highlights don't look stripy. (Used here: Joico LumiShine Demi-Permanent Liquid 6N + 5-vol. LumiShine Developer.) After approximately 5 minutes, run LumiShine Demi-Permanent Liquid 9NV + 10SB with 5-vol. LumiShine Developer through ends.
- 3 Process for about 10 minutes, rinse, and then seal with Joico Blonde Life Brightening Masque.

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Perfect Partnership

PROS SHARE THE BENEFITS OF PARTNERING WITH R+CO IN THEIR SALON.

> R+CO IS DEDICATED TO ELEVATING THE STYLIST COMMUNITY. The brand, founded by industry-leading stylists Howard McLaren, Thom Priano and Garren, features 100-percent vegan plus gluten-, paraben- and sulfate-free formulas that deliver optimum performance behind the chair while meeting the demands of today's discerning clients. Salons that partner with R+Co receive a full line of stylist station products and complimentary back bar supplies with their opening order—these rewards continue to build via a point accrual system. As soon as the first order is placed the brand is on call, with representatives from the corporate office and within the local area available to assist in maintaining profitability. R+Co stylists are also encouraged to take advantage of education classes, which are offered consistently throughout the year.

To learn first-hand about the benefits of partnering with R+Co for your salon, *Beauty Launchpad* checked in with two salon owners to hear about their motivation for carrying R+Co products, and how this has contributed to their overall success.

DEEP ROOTS SALON

Beauty Launchpad: Why did you choose to carry R+Co? Melanie Packer and Haven Tibbetts: R+Co has a modern feel and eyecatching packaging that fits well with our image. We trust R+Co products to meet our quality and performance expectations.

BLP: What are the benefits of partnering with the brand?

REC UNIT TO STATE OF THE PROPERTY OF THE PROPE

MP AND HT: R+Co does a great job educating its clients and offering support through product knowledge as well as cutting/styling courses. We also enjoy the option of using points we've earned toward education or product.

BLP: What makes R+Co unique?

MP AND HT: Our location [Austin, Texas] is a city where people value safe, natural and quality ingredients in their products. Our clients appreciate that R+Co is formulated without parabens or sulfates and is vegan, cruelty-free, oluten-free, and color-safe.

BLP: How do customers respond to the products?

MP AND HT: The products smell great and transition well from the chair to at-home use, and our clients like the variety of options for styling different hair types and needs.

BLP: How has the partnership helped your business?

MP AND HT: New clients seek us out for being an R+Co salon. In addition, R+Co offers cutting and educational courses to help keep our stylists current with the latest trends and techniques.

BLP: What would you say to a salon owner who is unsure of what product line to carry?

MP AND HT: Identify what your clients want while considering costs. R+Co is sold at a great price point, easily transitions to at-home use, and uses quality ingredients—all in attractive packaging. It's a

great fit for any high-end salon!











VIRTUE SALON

Beauty Launchpad: Why did you choose to carry R+Co?

Melanie Guzzo: We're a 100-percent vegan salon—once we caught word that R+Co was reformulating to make its line fully vegan by 2019, we were ready to jump in with both feet. R+Co's artistry in packaging and overall branding always attracted us; we care a lot about the atmosphere and vibe of our space and wanted to carry the line because it matched us so well.

BLP: What are the benefits of partnering with the brand?

MG: R+Co constantly innovates and keeps us in the loop on everything—we hear about products before they launch! We've had amazing classes and inspiration opportunities since we joined with R+Co—even experiencing education with Douglas McCoy and Howard McLaren. R+Co does an excellent job marketing to the consumer; our guests recognize the products and are eager to try them out. Plus, the rewards system for "NFR" (not for resale) products is honestly an incredible perk of carrying R+Co. We earn points based on what

we purchase and can redeem the NFR points at any time. As a midsize salon, we consistently take advantage of the points to replenish our back bar. We never have to wait until the quarter ends to take advantage of our loyalty points or figure out where to store excess product. The online ordering platform is also exciting and easy to use. Last but not least, the brand leaders are extremely inspiring and we appreciate their commitment to making and sharing art.

BLP: What makes R+Co unique?

MG: The products themselves are extremely versatile (they work well on wet or dry hair). R+Co provides informative videos for each product so you can learn about their specific uses. In my opinion, the fact that consumers are aware of the brand is also a unique selling point. R+Co's Instagram presence is excellent, which makes our team more excited

BLP: How do clients respond to the products?

to be part of the brand's mission.

MG: Honestly, the products sell themselves. Clients always say, "Oh! You carry this line? I've seen it before!"

The products each have a unique name, packaging and purpose, which our clients love—and they're obsessed with the way the products smell.

BLP: How has the partnership helped your business?

MG: R+Co is easily the most exciting brand we've ever partnered with. We haven't even tried to push the line because there's no need; it flies off the shelves. We've had our best year in retail sales to date simply because the products work for our people.

BLP: What would you say to a salon owner who is unsure of what product line to carry?

MG: My advice is to find a product line that is obviously innovating. Innovation is exciting for hairdressers, and people want to be part of the next big thing—which R+Co definitely is. The products do what they say and are user-friendly in every way. When we were in the beginning stages of trying out the line, the people at R+Co were extremely generous. We've never once had to pay out of pocket for back bar, which is very helpful for any salon business; R+Co offers great support!



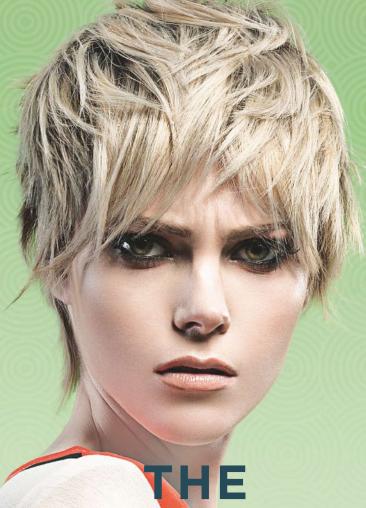
THE LATEST ENDEAVOR FROM AFFINAGE SALON PROFESSIONAL IS AN EXPLORATION IN VARYING TEXTURES. –ALYSON OSTERMAN-KERR



Twilight Texture, by Tracey Devine-Smith for Affinage Salon Professional (@affinageamerica), is a collection of varying looks that shine the spotlight on organic-looking (yet fine-tuned!) finishes on diverse hair types. "Since the focus of this shoot was on the styling, we wanted to showcase the looks in black and white to really emphasize that element," says Devine-Smith. "It was definitely a different experience for our team, as we still had to color the hair, but get the balance of shades and tones just right so that they would read well in black and white and complement the models' textured looks. We put in long hours to execute this collection, but seeing the final results made the work worth it!"







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BEYORD BANDING RANDING BASICS by Francesca Moisin

Top influencers share advice on how to create a winning brand.

Any stylist with a smartphone and a head of hair can snap a photo and launch an Instagram account. Posting is that simple—but branding is an altogether different beast. Those online gurus we call influencers are successful precisely for one reason: They cracked the branding formula. Success often followed bouts of failure, yet no online authority with established credibility grew their subscriber count or client base by accident. Because few industries rely on social media more than beauty, we tapped top influencers for their triedand-true tips on how to create a winning personal brand, and stay on message while promoting it.



WHAT IS A BRAND?

"Many people mistakenly think a brand is a logo, or a name written in cool font or vibrant colors compiled together, but those are just elements that comprise a larger picture," says Jamie Dana (@jamiedanahairstylist), educator and owner of Pin and Plait Studio in Lake Forest, California. "The way you speak, the types of images you post, how you show up on videos or connect with your audience—these are the core facets of a successful brand."

On a deeper level, branding means determining who you are as a hairdresser or artist, and then compressing those disparate components into a single unified presence that can stand out in the sea of social media. "From styling to color to signature looks, consistency is key," says Larisa Love (@larisadoll), Joico brand ambassador and owner of Larisa Love Salon in Studio City, California.

A social media brand is a powerful connection tool. "Platforms can simultaneously reach existing consumers, ideal prospective clientele and members of your working teams," says Jamie Sea (@prettylittleombre), educator and owner of SALT salon in Cheshire, Connecticut. "If your brand has a strong heartbeat, it will energetically attract the right people."







JAMIE DANA



WHY YOU SHOULD CARE

Here's the truth: We're oversaturated with online influencers. The world doesn't need just another beauty blogger, which is why it's more essential than ever to identify and highlight those qualities that make you a braid buff or master of #unicornhairdontcare. "In other words, when you're speaking to everyone, you speak to no one," Sea explains. Think quality over volume. "The niche you occupy in real life is the same one you want to share online," agrees Elizabeth Faye (@heyelizabethfaye), educator and owner of Elizabeth Faye Salon in Saint George, Utah. "You don't have to be good at everything, just one or two things." Marketing strategies, which may loom as overwhelming tasks, suddenly feel simple when the pivot point becomes a pro's proven skill set. From tutorials to tags to testimonials, all elements of a personal brand should circle back to the distinguishing factor that makes each stylist unique. "I screwed it up a lot," laughs Faye. "I had to selfreflect, then rebrand many times, because I'd get inspired by other people's pages or designs rather than focusing on what fills me with joy."

SOCIAL MEDIA BRANDING TIPS

FIND YOUR AUDIENCE

Dana started by inventing her dream client. She considered a wide variety of qualities, such as her consumer's physical attributes, preferred hobbies and pastimes, and top life and beauty challenges. Then the pro dove into deeper detail: Where does she shop? What's her favorite cocktail? "I created this person I speak with and listen to, and even gave her a name, which is 'Brynn,'" says Dana. Every action she now takes on social media—photos, captions, Stories—is in consideration of how Brynn, the myopic representation of Dana's vast audience, will respond. That's enabled her, the stylist, to form deeper, more meaningful connections within the abstract blogosphere. Here's the ironic side note: A real woman named Brynn, who looked identical to the conjured avatar, did start following Dana shortly after the completion of that exercise. "I used to wonder if I manifested her," laughs the pro.







GET PERSONAL

A cool logo alone can't make a brand because viewing it evokes little emotion. At the end of the day, people use social media because they want to feel somethingconnected, validated and elevated. "My page initially started with transformative hair photos," says Sea. "But as time went on, I realized I needed to disclose more of myself and what I believe in order to convey the happiness I feel when creating magic behind the chair." A random professional posting before-and-after imagery is less accessible than a real stylist with a story. "It can feel uncomfortable or even narcissistic to stand in front of a camera, but your audience can't bond with you unless they get to know you," says Dana. Get past any initial "ick factor"-you're not being braggadocious!and flip the lens to show up on Instagram Stories or Facebook Live. At minimum, each profile must include a headshot, and one out of every 10 posts should include a more personalized snapshot that exposes some aspect of the stylist's life, from work reveals to glimpses of time spent servicing other parts of the community. Whether serious or offbeat, here's the chance to take a chance. "The point is to reveal the stylist behind the curtain, because 'the Great and Powerful Oz' is not an engaging figure," Dana explains.







TEACH IT FORWARD

Only post great content—that goes without saying. "If the background is busy, blurry or messy, scrap that shot," says Love. "Edit for clean, visually compelling work." Then, think beyond still images. Strong brands educate their followers via short tutorials, how-to instruction videos or inviting product demos. Overstimulated millennials and Gen Z viewers won't stick around for long-form content, so keep the lessons bite-size. "Education content always hits well," says Love. Apart from informing existing clients, quick video guidance on how to blow-dry bangs or correctly use dry shampoo can help attract potential new ones. "A stylist giving away valuable free information will appeal to customers who are eager to discover what more they might learn when actually sitting in that chair," says Dana.

This year, the pendulum swung back to earlier days of Instagram, when photos and videos were less perfectly curated. That means you can look undone online. "I turn up without makeup or filters, because I'm a real human and I know my audience likes to know that," Dana continues. Instagram Live, on the other hand, has become more useful thanks to a modern revamp that now lets participants save and repurpose videos to IGTV. (Videos previously expired after 24 hours.) "Posting videos allows viewers to stay on your page longer, meaning the algorithm changes and your content gets shown more on their feeds," says Love. YouTube is a powerful channel for sharing tips and techniques, though it may require a larger time investment than Instagram, Snapchat or Facebook. Says Dana, "I have a video editor and help behind the scenes because of the extra effort needed to craft content."



PRACTICE TACTICAL TAGGING

Hashtags are essential tools for helping users easily discover messaging and content, which is precisely what makes them so ubiquitous. "Use hashtags," urges Love. "More importantly, generate a memorable personal hashtag that's on-brand for your business, so that with a single click anyone can access all your images and work." Not all hashtags are created equal, so get imaginative with lettering. Think #wakeupandmakeup or #curlsforthegirls, as opposed to their less-catchy counterparts. Companies like Sprout Social provide mediamanagement software plus analytics tools to help brands identify hashtags and platforms that can trigger greatest growth.



REVISE YOUR DEFINITION

"Don't think of your followers as customers," suggests Faye. "Rather, tweak that characterization so that clients become members of your community." Each stylist is uniquely positioned as an expert in her tribe. When brands evolve through the natural process of expansion, a stylist might lose customers—but community members remain loyal. "I've grown from working behind the chair to being an independent instructor to owning a salon to heading an education company, yet through those many shifting phases I've continued serving the same people," says Faye. "Your community will want to help you and tell others about you."

WHAT NOT TO DO

You're well on your way to creating a personal brand, but with all exercises in brand-building, there are pitfalls that might not be easy to spot. Our pros share their branding no-nos to avoid.

"Don't only post hair," says Sea. "My COPE Method workshops relay the importance of evoking emotion, not just putting up good work."

"Don't think you need a large investment to launch a brand," says Faye. "Consider trading services with other artists." Think: images shot by a photographer in exchange for a free makeover. This win-win is collaborative and helps build community.

"Don't copy other artists," says Love. "Be original and authentic."

"Don't highlight professional work that goes off-brand," says Dana. "If you don't like doing unicorn hair, don't post it—even if you think your vivid color will get a lot of likes."

Attract the audience you hope to serve.

Through ILLICK and ILLICK

IN HONOR OF HAIR LOSS AWARENESS MONTH, LEARN THE SCIENCE BEHIND THINNING TRESSES, BROWS AND LASHES—AND HOW TO COMBAT AND PREVENT THEM WITH THICKNESS-PROMOTING TIPS, TRICKS AND PRODUCTS.

by TRACY MORIN

Jim Markham, founder and CEO of ColorProof Color Care Authority, notes that, according to the American Academy of Dermatology, 40 percent of American women will experience thinning hair at some point in their lives. But the causes—and therefore prevention and treatment techniques—can vary greatly. Here, we check in with leading haircare, lash and brow experts to determine how beauty pros can best proceed when faced with clients who crave a dose of added fullness.

ROOT CAUSES

Heather Ka'anoi, artistic director for John Paul Mitchell Systems, notes that aging, stress, hormonal imbalance, excessive styling, inadequate nutrition, pregnancy, an unhealthy scalp, heredity, breakage, dramatic weight loss, hypothyroidism, or an iron deficiency can cause hair loss. To identify the range of causes, Syrenthia Quinones, brand education manager for Nioxin, sums them up in six general categories.

GENETICS: A family predisposition to thinning hair involves natural, agerelated hormonal changes caused by the conversion of testosterone into the toxin dihydrotestosterone (DHT), which can be inherited from a mother or father. **STRESS AND TRAUMA:** Stress can produce increased levels of testosterone, which converts to DHT, interrupting the hair growth cycle. Stress also constricts the blood supply through the capillaries, restricting oxygen, nutrient uptake and vitamins to the follicle.

HEALTH: Underlying issues may include a malfunction of the hormone-producing thyroid or the natural changes women experience after pregnancy and menopause.

ENVIRONMENTAL: Air and water pollutants, chlorine, metals, and minerals left in the hair and on the scalp—as well as pseudo-estrogens and toxins from within our bodies—can contribute to thinning.

MEDICATION: Hair follicles are extremely sensitive to changes in the body—e.g. hormonal therapies like birth control, steroids, specific chemotherapies, and

medications for blood pressure, diabetes, heart disease, or acne.

NUTRITION AND DIET: High consumption of animal fats, rapid weight loss and liquid protein diets can result in a lack of amino acids, biotin, iron, protein, and zinc—all essential for healthy-looking hair.

With these main culprits in mind, experts can break down how each affects the hair. Amir Yazdan M.D., founder of GroMD, explains that hormonal concerns, generally caused by elevated levels of DHT or menopause, create an imbalance of estrogen and progesterone, while conditions like polycystic ovarian syndrome (which can increase testosterone levels) or a thyroid imbalance may be to blame. April Cox, national trainer for Eufora, adds that everyone has testosterone in their bodies, as well as the enzyme 5-alpha reductase—but when testosterone and 5-alpha reductase couple together, that forms DHT, creating havoc on scalps, thinning the hair bulb and, in turn, creating thin hair and lock loss.

Markham remarks that at various times of life, the capability of hair follicle stem cells decreases, inhibiting the ability to regenerate the cells responsible for new growth. Rising levels of DHT cause follicles to shrink and produce thin, atrophied hair (and eventually stop producing new hair altogether). Stem cells, which contain the chemical messengers responsible for hair production, increasingly fail as we age, and the follicle is unable to generate a new, healthy growth phase—resulting in aging scalp tissue, thinning hair and graying. "There's also poor microcirculation

and buildup. A poor blood supply results in sluggish cell turnover, leading to the buildup of sebum and dead skin cells that plug the follicle, preventing hair growth," Markham notes. "Finally, there's the failure of new growth to anchor: As tissue repair mechanisms fail, the new, weakened hair is unable to anchor properly and begins to fall out."

To complicate matters further, Michelle Blaisure, product development director for Bosley Professional Strength, reports that hair loss is often multifactorial; your client could have a myriad of causes at play, including genetics. "About 20 percent of women thin due to an inherited condition known as female pattern hair loss—the same inherited predisposition (androgenetic alopecia) that causes up to 66 percent of men to lose their hair by age 60," Blaisure details. "This genetic predisposition causes the follicle in the crown and hairline to be sensitive to DHT, which, over time, shortens the hair life cycle, producing finer and weaker tresses, and can lead to changes in density. Men can go completely bald, often starting in their late teens or early 20s, while women experience diffused thinning



and may notice it in their mid-30s and 40s, when perimenopause starts." Additionally, aging causes the hair growth cycles to slow, leading to a higher percentage of hair staying in the resting cycle—which, over time, leads to density and diameter changes: less hair, texture alterations, and weaker, drier, frizzier locks as hair loses its lipid layer.

Stress, a more common agent for hair loss in women, causes an increase in cortisol (the stress hormone), which over

ANY TYPE OF TRAUMATIC **EVENT CAN ALSO** DISRUPT THE HAIR CYCLE. LEADING TO SUDDEN EXCESSIVE SHEDDING."

-MICHELLE BLAISURE

time "steals" hormones and nutrients the body needs to function well, leading to imbalance and deficiencies. "Since we don't need hair to live, hair is last in line to get what it needs to grow in a healthy manner," Blaisure explains. "Any type of traumatic event can also disrupt the hair cycle, leading to sudden excessive shedding (typically happening about three months after the event), but this will usually self-correct after a few months." Additional culprits,

THINNING TLC

Whether at home or in the salon, certain measures can help care for hair that's thinning so the problem doesn't worsen. Syrenthia Quinones shares 10 tips you can give your clients.

- 1 | Wash regularly to help rid the hair and scalp of buildup from products and oils. Use a cleanser and conditioner that moisturize both the hair and scalp.
- 2 | Towel-dry gently. Use as little force as possible when drying to help reduce breakage and tangles.
- 3| Dry with medium heat; high heat can cause significant breakage and damage. Or let hair dry naturally!
- 4| Invest in a boar bristle brush. Softer bristles are gentler on the scalp and strands; the density of the bristles spreads out pressure more evenly.
- 5| Brush the ends first. Avoid using too much force, and gently work toward the roots to avoid tangles and breakage.
- 6| Wear a loose ponytail. Pulling hair too tight strains the roots

- and causes stress along the hairline, contributing to breakage.
- 7 | A three-minute scalp massage helps increase blood circulation to the roots and thereby carry nutrients to the scalp.
- 8 | Hair growth begins inside the body, so maintain a proper diet and lifestyle. Avoid smoking and heavy alcohol consumption. Eat nutrients and foods important for hair growth.
- 9 For long hair, styling in a braid before sleeping helps reduce
- 10 | Condition regularly—it's essential for nourishing strands and makes them stronger and more resistant to damage. Use an occasional deep-conditioning mask or in-salon treatment for added benefits.

she adds, can be chemical processes (think relaxers and bleach) if they cause damage to the scalp, leading to inflammation, breakage and hair loss; this can even extend to overuse of dry shampoo.

Health states or conditions also play a role: During pregnancy, hormone levels are high, but after childbirth, hormones return to their normal range-so all of the hair that didn't fall out during pregnancy suddenly sheds at once. "This also starts at about three months and usually self-corrects over time," Blaisure notes. "Alternatively, many autoimmune disorders can cause hair shedding, and women seem to be more prone to these conditions." Dr. Yazdan points to autoimmune conditions—a classification of conditions wherein the body attacks itself, which can include destroying the hair follicles-such as alopecia areata, frontal fibrosing alopecia and many more—as

culprits. "Medications such as hormone replacement and birth control pills, steroids and, of course, chemotherapy, may cause hair loss, but differently in different clients," adds Blaisure. Side effects of medications or chemotherapy treatments can generally be reversed if treated early, Dr. Yazdan explains, and notes that trauma, such as traction alopecia, accidents, surgeries, etc., can lead to short-term loss that can pass over time. Furthermore, Blaisure says, studies show that deficiencies in certain nutrients—namely vitamins C, D and B12, and minerals such as iron, zinc and omega-3 fatty acids—may contribute to hair loss. And, as hair is part of the skin structure, when the scalp receives sun damage, this injury can also impair the follicle.

Finally, according to Bridgette Hill, aka "The Scalp Therapist," the location of the thinning can assist with determining if the

THE HAIR LOSS PLAN AND PRODUCTS TO TREAT REACTIONAL THINNING WILL BE NEEDED TEMPORARILY. WHEREAS A **GENETICS-RELATED** HAIR LOSS PLAN AND PRODUCTS **WOULD INVOLVE A** LIFETIME CHANGE IN HER OVERALL HAIR **REGIMEN."** —BRIDGETTE HILL

cause is reactional or genetic. "Thinning around the hairline generally indicates a genetic predisposition, while allover thinning with no definitive bald patches typically points to reactional thinning," Hill details. "The hair loss plan and products to treat reactional thinning will be needed temporarily, whereas a genetics-related hair loss plan and products would involve a lifetime change in her overall hair regimen."

According to Markham, the best defense against hair loss is preventative care. "An ounce of prevention is worth a pound of cure—you wouldn't wait for your teeth to fall out before you start brushing," he says. "Just like using skincare products early on helps prevent wrinkles, treating your scalp and hair, while you still have it, will help stave off hair loss." His advice: Educate your clients on how to care for their scalp properly to deter future loss.

PREVENTATIVE MEASURES

However, Dr. Yazdan explains that prevention depends on what's causing the hair loss. "For trauma or traction alopecia, remove whatever is causing pulling on the follicles," he advises. In the case of traction alopecia, examine the client's lifestyle for common culprits—think ponytail holders, tight-fitting hats, headbands, clips, hairstyles, and non-water-soluble

TECH SAVVY

New formulas and gadgets feature cutting-edge technology to tackle thinning hair.



Created by NASA scientist Tamim Hamid, Theradome EVO LH40 home-use laser helmet contains 40 proprietary lasers that deliver at 680 nanometers "the optimal wavelength for the deepest penetration of up to 5 millimeters into the hair follicle," according to the company. "It delivers maximum power by increasing blood flow and allowing the nutrients your hair needs to stop hair loss, thicken existing hair and promote new growth." The helmet, featuring a built-in speaker with voice command to update the user of its status, automatically turns off when the treatment is completed. @theradome



HairMax, a pioneer in laser hair growth, recently launched HairMax for den • si • ty that incorporates a targeted delivery system, a proprietary NRG8-pLEXTM formula and a light-activated ingredient to help protect against biological aging and transform thinning hair. The new system targets the scalp directly with various active ingredients to energize and nourish hair and scalp: adenosine triphosphate (ATP), apple stem cell, reishi mushroom, caffeine, niacinamide (vitamin B3), along with a custom zinc and amino complex. A unique targeted delivery system utilizes liposome technology to carry the active ingredients that help protect hair against biological aging and environmental stress. @hairmax

styling products with petrochemicals (e.g. petroleum-based gels and alcohol-based sprays) that clog the follicle and dry the scalp. "Repetitive points of tension or pressure on points throughout the hair and scalp can lead to broken hair patches and thinning spots," Hill says. "To combat traction alopecia, lubricate and moisturize more than normal if your client wears a ponytail or headband; a layer of moisture gives the hair fibers more elasticity, so they're less prone to breaking. Also advise that she avoids clipping or wrapping the hair with too much tension."

With medications that interfere with hair growth, Dr. Yazdan notes that clients can consult with their doctors on alternatives. "Autoimmune conditions require steroid and anti-inflammatory injections, followed by close supervision from a doctor," he says. "And hormonal causes are treated by lowering levels of DHT or balancing out hormones that aren't within normal range."

If hair loss runs in the family, Blaisure advocates products that support healthy hair growth. "Minoxidil has been shown to be effective, especially for women, but since there is no cure for genetically driven loss, this must be incorporated into daily routines to maintain results," she explains. Her other tips for clients: Periodically use a scalp scrub to help stimulate and remove cellular and product buildup from the scalp and hair. Platelet-Rich Plasma (PRP) injections, administered by a licensed professional, have also shown promise in helping to stimulate growth.

Hill agrees that a multipronged approach is required for thinning hair. "The key to prevention and/or minimizing hair loss: Incorporate scalp care and take action early," she stresses. "Hair loss prevention must address the cell, the surrounding tissue and the blood—working internally and externally." For family history-related hair loss, Hill recommends quality supplements, as well as topical solutions that increase cellular turnover and keep the hair in its growing phase for longer periods of time. But, she adds, one simple change to help combat hair loss is to create scalp care routines by pretreating domes with oils that aid in circulation—for example, orange and lavender oils, which encourage cellular turnover.

THIN LINES

Recommend these scalp-nourishing and hair-thickening products for those with stressed tresses.









Bosley Professional Strength Follicle Energizer boasts stimulating activators and keratin-strengthening pentapeptides, increasing cellular energy and microcirculation in the scalp to support healthy hair growth in areas of low density. @boslevpro

2 ColorProof Color Care Authority BioRepair-8 Anti-Aging Scalp & Hair Therapy Kit is designed to prevent and combat thinning hair by working at the biocellular level to stimulate, energize, nourish, and restore the scalp. @colorproofhair

3 Eufora Thickening Regimen Kit assures 30 days to thicker, fuller hair with advanced technology-including the exclusive ProAmino Cell Complex, which helps to nourish and protect the scalp, stimulate the follicle, and prevent follicular atrophy. @euforainternational

4 GroMD Hair Loss Shampoo & Conditioner tackles thinning hair with a proprietary blend of DHT blockers, plus anti-inflammatory ingredients to help reverse thinning and revert the follicles to produce healthy hair again. @gro.md

Nioxin System Kit 1 strengthens, nourishes and bestows thicker-looking hair with Cleanser Shampoo, Scalp Therapy Conditioner and Scalp & Hair Treatment.

6 Rejuvenol Nioclinic Care is a synergistic regimen of products for fine and thinning hair, combining gentle cleansing with scalp treatment and therapy products to improve the scalp's environment and sustain visually younger and thicker hair. [Not all products shown] @rejuvenol

Surface Awaken Scalp Elixir features sandalwood extract to stimulate the scalp, speeding the delivery of D-biotin, vital nutrients and essential microminerals to the cellular generation area of hair. @surfacehairhealth

Tea Tree Scalp Care Anti-Thinning Regimen-including Shampoo, Conditioner and Tonic-is a preventative system that contains proprietary Regeniplex Botanical Blend to promote healthy hair and scalp. @teatreehaircare

 Kenra Professional Platinum Thickening Mousse increases the density of the hair shaft by up to 150% in addition to providing humidity defense. @kenraprofessional

EXTENSION LEARNING

Though Cox admits that hair loss or thinning-hair clients often request extensions or wigs, too-tight "solutions" can cause traction to the already stressed hairline, while extensions may potentially pull on the follicle, causing even more loss and possible damage. "I try to evaluate for each guest the pros and cons, and have a conversation about which weft system is best for her particular hair type and need," Cox says. "For instance, with a guest who suffers from trichotillomania (pulling out her own hair), more longterm extension solutions and wigs provide a great option."

Monique Hale, owner of Extension Bar LA, believes that with proper consultation and stylist education, extensions can be suitable for about 90 percent of clients. "But ask the right questions," she warns. "Why do they want them? Why is their hair thinning—are they on any medication; have they had any surgery and been under any anesthesia; or is it alopecia? If they're the right candidate, extensions change lives!" In cases of clients with traction alopecia, Hale recommends a hair vitamin—and does not apply extensions unless cleared by the client's doctor. "But I have seen extensions over the course of six months make hair stronger, longer and healthier with proper installation and educating clients on how to take care of them at home," Hale adds.

Hill agrees that integrating extensions and wigs into a long-term haircare plan can be done in a healthy way, and properly applied extensions can be an excellent tool for transitioning into a healthier haircare regimen. "All hair types benefit from investing in a quality pair of clip-in extensions to add temporary fullness and length," Hill concludes. "But finer-hair clients should minimize any technique that puts tension on the individual strands of hair (such as beading)."

Quinones believes that extensions and wigs are ideal for temporary enhancement-if the client is willing to invest in maintenance to keep their scalp

CONSULTATION KEYS

EXPERTS AGREE: The consultation is a must for thinning-hair clients. The consultation is where you can "establish yourself as the expert, but know your limits," says Syrenthia Quinones, brand education manager for Nioxin. "Educate yourself on the topic. As the professional, it's your job (and duty) to identify and address any concerns you or your client may have, so don't wait for your client to uncomfortably bring up the topic." Here, pros offer top advice for broaching this sensitive subject—as well as providing solutions.

Speak plainly. Impart your knowledge in a way she will understand. Ask direct questions and discuss your observations. Sounding judgmental or flippant could shut down the dialogue right away. Active listening plays a major part: Your client needs to know she is being heard, so repeat her concerns back to her so she knows you're listening. Finally, the mirror is for reflections, not consultations. Instead, get on her level: Pull up a chair, seated next to or in front of your client, to create a relaxed environment. Be mindful of your posture and body language; for example, folded arms can send the message of a closed-off stance. Don't rush the conversation. This is a sensitive topic for some, so it may take time for your client to open up; book yourself ample time for an uninterrupted consultation. Before you touch your client's hair or scalp, hear her concerns, build trust and then ask to perform a thorough hair/scalp analysis (going right into the analysis without asking may put her on the defense and feel rushed)." -Syrenthia Quinones, brand education manager, Nioxin

Asking the right questions is the key: 'What are you enjoying about your hair?' 'What are your challenges?' 'Are you achieving your desired amount of fullness and volume?' 'How has your scalp been?' These questions give you the opportunity to help." - Jackie Yochim, development, Surface; manager, Visions Salon & Spa

Be empathetic, respect your client's privacy by being discreet, and be open to any questions she may have. We teach our stylists to lead the conversation by gently asking one of the following questions: 'Have you noticed any changes to your hair and scalp?' 'Does hair loss or thinning run in your family?' 'Your hair density does not seem as full as it did during your last visit; have you noticed more shedding than usual?'" —Jim Markham, founder and CEO, ColorProof Color Care Authority

When recommending products based on specific thinning concerns, it's important to suggest the products be applied to the entire hair and scalp to address and prevent future hair loss." —Heather Ka'anoi, artistic director, John Paul Mitchell Systems

For new clients, creating a checklist that you can have them fill out can be an easy way to gather information. Also, look at clients' grooming practices. Do they shampoo frequently or once a week? Do they want volume or just need to slow the thinning? Some products need to be used when the clients shampoo, but others can be used daily on the scalp, even if they don't shampoo-a great option if they need to protect their hairline or have just one area that is thin. However, if thinning is extreme, recommend they see a doctor or dermatologist." - Michelle Blaisure, product development director, Bosley Professional Strength

COURTESY OF MANUFACTURERS

EDUCATING YOUR CLIENTS NOT ONLY PRESERVES THE HEALTH OF THEIR HAIR AND SCALP, BUT PROTECTS YOUR WORK AND KEEPS THEM COMING BACK TO YOU!" -VICKI CASCIOLA

and natural hair healthy. "With a variety of extensions on the market (clip-in, bonded, tape-in, sew-in wefts, etc.), each has a specific maintenance regimen to ensure longevity, integrity and best results," Ouinones details. "Adhering to these regimens is imperative. Wigs, with both synthetic and natural hair options, typically cover the entire head, creating a barrier over the scalp and the natural hair." She recommends giving the scalp a chance to "breathe" by removing the wig, cleansing and moisturizing the scalp and natural hair with conditioner—all essential to maintain a healthy environment for hair and scalp. And, to help combat traction alopecia, advise clients to take breaks between braiding services, and ensure styles aren't too tight (especially around the hairline area, where locks are more fragile).

Vicki Casciola, educator for Hairtalk, notes that the client's hair length and lifestyle are two of the most important considerations for successful extensions results. "If your client is experiencing more extensive hair thinning/loss and the scalp is exposed, look for options with maximum coverage and a comfortable, safe and semipermanent solution," Casciola advises. "The weight of the enhancement should be evenly distributed around the head to relieve any tension stress in certain areas." Meanwhile, stylists can help clients prevent traction alopecia by showing them proper styling and haircare, and how to avoid repetitive stress to the hair in any particular direction or area. "Educating your clients not only preserves the health of their hair and scalp, but protects your work and keeps

them coming back to you!" Casciola says.

Kristen Colon, educator for Hotheads, believes that everyone is a good candidate for tape-in extensions, so long as they're not currently experiencing hair loss for nongenetic reasons (such as medications or chemotherapy). For her clients, Colon takes before-and-after pictures, as well as a photo at each touch-up appointment before reapplication so clients can see the continued growth, strength and protection of the natural hair's integrity. "It also ensures that there isn't any damage happening," Colon adds. "I use single-sided tape with the use of a single extension piece around hairline areas so there isn't too much weight in those finer spots. It's all about customizing based on clients' natural existing hair."

LAY IT ON THICK

Fill out thinning hair safely with these enhancements.



Hairdreams MICROLINES System easily adds volume for fine and thinning strands-even for clients with serious hair loss and bald spots-via high-grade, handselected 100-percent real human hair, plus a gentle, nondamaging integration process. @hairdreamsusa



Hotheads Hairwear offers top-of-thehead hair enhancement without shaving or bonding, secured between two tape tabs that provide nondamaging attachment sites that seamlessly secure the piece to the client's head. @hotheadshairextensions







Great Lengths USA Tapes Plus offer the appearance of natural hair growth at the top of the adhesive-ideal for parted areas or for clients with very fine hair. @greatlengthsusa

AS WE AGE, BROWS AND LASHES CAN BECOME SPARSE, JUST LIKE THE HAIR ON OUR HEAD DOES." -MICHELLE BLAISURE

LASH AND BROW LOSSES

What happens when hair loss or thinning affects the lashes and/or brows? Lynn La Palermo, owner of Occhi' Lash & Brow Studio and Occhi' Lash Institute, explains that lash and brow thinning can differ from hair thinning, but similarities exist. For example, lash/ brow loss can also be caused by traction alopecia—for example, longtime wearing of strip lashes or waterproof mascara, or tweezing brows thinly for so long that a fuller brow is no longer possible. "We try to determine the source: clients' own self-abuse, medications, illness, drastic weight loss, etc.," Palermo explains. "For illness, if they're in the recovery cycle, we recommend a supplement (a biotin complex) combined with a topical growth and conditioning serum to help regrow brows or lashes."

However, brow loss from ongoing medications may not respond to these solutions, leading clients to permanent makeup options like microblading or powdered brows. For combating lash loss, Palermo opts for a soft Volume lash extensions set—but only if it won't damage the integrity of clients' own lashes. "Never compromise the integrity of the lashes by going too long or too thick," Palermo stresses. "The application technique remains the same, but you might use thinner lash extensions and less adhesive, focusing more on maintaining the health of natural lashes." Palermo's advice: Look for natural lashes in a growth stage as well as lashes that can hold a minimum of two .05- or .03-millimeter lashes, and evaluate the overall health of the eyelid—e.g. no existing inflammation or irritation. "The technician needs to be the professional and take the upper hand," Palermo concludes. "The lash extensions clients want might not be best for them, especially for weak or thinning natural lashes. If the extensions are too heavy and fall off, clients will notice gaps and broken lashes, and they end up blaming the technician. Or, when using more adhesive to get heavier lashes to hold, the clients return and say they hurt." In other words, direct the client; take into consideration what she wants, but know what the client's lashes can handle. Educate the client and use encouragement—for example, say, "As your lashes get healthier, we can do more, but we need your lashes in a more stable place to give you fuller or longer looks."

Dr. Yazdan agrees that traction alopecia affects brows via repeated plucking, but can also be related to medication side effects. Blaisure adds that eyebrow and eyelash thinning can also occur with specific conditions like alopecia areata and thyroid disorder. "As we age, brows and lashes can become sparse, just like the hair on our head does," she notes. "But products on the market are designed to support growth of lashes and brows."



LUSHER LASHES AND BROWS

Tend to sparse lashes and brows with these visual helpers.



Ardell Stroke a Brow Feathering Pen fills in thinning brows with

natural-looking results thanks to a fine, tapered precision tip that creates the look of individual brow hairs. @ardellbeauty

Grande Cosmetics GrandeLASH-MD Lash **Enhancing Serum**

helps improve length, fullness and thickness via a proprietary blend of vitamins, peptides, amino acids, and conditioning ingredients that promote shiny, lush, longer-looking flutter. @grandecosmetics

neuLash Professional Lash Enhancing Serum

is fortified with patented Active Evelash Technology and WideLash to help lashes appear noticeably softer and longer in as little as three to four weeks. @skinresearchpro

NovaLash Lash+Doctor.

an advanced evelash and eyebrow serum, contains a powerful revitalizing complex that uses peptides, natural plant extracts and multivitamins to combat lash loss caused by follicle aging. @novalashusa



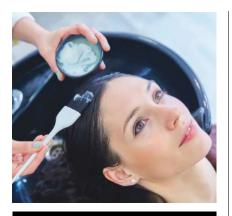
services into daily repertoires.



BODY BUILDERS

EXPERT: Andrea Adams, stylist at LifeSpa in Gaithersburg, Maryland, and international trainer for easihairpro BREAK THE ICE: To start the add-on conversation, think show, not tell. Avoid turning off a client by suggesting an expensive extra service, and instead illustrate how hair extensions can infuse va-va-voom volume and length by sporting them on your own head. "Wear it to share it is my best piece of advice," says Adams. "When you specialize in hair additions, you gain credibility by acting as a model." Get the person in your chair to ask how you achieved fab hair, and the service is as good as booked. "Our guests look to us for advice on hot trends," continues Adams. Staying in the know is part of a stylist's job. WHAT TO CHARGE: Consider a formula based on client need plus the look she hopes to achieve. Many companies (like easihairpo) take the guesswork out of pricing by providing fixed amounts for each specific style, along with à la carte options. **HOW TO PLAN:** Extension application times run the gamut, anywhere from five minutes (clip-ins) to upwards of four hours (keratin hot fusion), with prices varying accordingly. Generally speaking, think simple if you're suggesting add-ons, as most guests won't have extra chair hours to spare. Tape-in and clip-in wefts (15 to 45 minutes) are best bets. "I also pride myself on being on time for clients, so I know well in advance if I'm falling behind and can adjust my options accordingly," shares Adams.

MARKETING MATTERS: Signage is a great conversation-starter, but in this case, less is more. "Too much signage feels overwhelming," warns Adams. She further advocates for contests that require online engagement. "It's 2019, and if you're not marketing yourself on social media, you're killing your business," she adds. As an inherently visual platform, Instagram is a useful tool-especially for weft-assisted hairstyles.



SMOOTH OPERATORS

EXPERT: Rachel Chambers, owner of Identity Salon in Stanwood, Washington BREAK THE ICE: "Clients are there for your knowledge," says Chambers. "As professionals, it's our job to provide authentic solutions to tress problems." Don't be shy-most non-pros crave a glimpse inside your expert head. A solid consultation is the foundation of this relationship, when customers ask questions and hairdressers deliver tips. WHAT TO CHARGE: There are as many smoothing treatment options as individual strand issues, so it won't make sense to establish a single, universal price. Instead, Chambers suggests creating a guide that follows this equation: hair type (texture, porosity, condition; with higher costs for damaged hair) plus product price plus time investment equals price point. **HOW TO PLAN:** Suggest the hair smoother that most specifically addresses each guest's need. For example, Chambers loves to recommend a Keratin Complex Express Blowout or Vitalshot Bond Rebuilder to color clients. "I can complete that treatment in only 15 minutes, while also ensuring a smooth finish and locking in color," she explains. If the solution to a problem is a smoothing treatment that requires too much additional time, she offers a discount for a later date. **MARKETING MATTERS: Promotions** are effective ways of retaining clientele. "I include the cost of the retail component into the treatment cost, then send clients home with an aftercare product," says Chambers. "This ensures longevity and supports the next retail purchase." Stylists are the ones who close each sale behind the chair, so educate staff (or stay up to date) on upcoming salon offers, goals and overarching plans. And strengthen your caché as a pro with your regulars; they'll be your walking advertisements. "It's easier to suggest extra services to an existing client, rather than pitch a brand-new customer," shares Chambers.



LASH ENHANCERS

EXPERT: Brittany Wilson, stylist at Nicole Marie's Salon in Syracuse, New York BREAK THE ICE: "Guests should feel like they're coming to the salon to get pampered, not because it's an obligation," says Wilson. Building trust opens the door to organic communication about how customers might get even more out of their beauty experience. Wilson likes this follow-up: "I think you would look gorgeous with lash extensions, and I know the perfect look to flatter your eye shape."

WHAT TO CHARGE: A new, full set runs from \$150 to \$400 for both eyes. "I like to offer a small deal if clients book their hair and lash appointments with me on the same day," says Wilson. Ten percent off a service won't break the salon bank, but may go a long way toward helping clients feel better about costs. **HOW TO PLAN:** Full (as opposed to partial) lash applications generally take two hours to complete. (Most can be maintained with regular monthly touch-ups that require half the time.) Combined with a hair service, however, this same-day add-on might be too much to take on. "I'm a balayage specialist, so clients may already be spending more than three hours in my chair," shares Wilson. As a compromise, she schedules extensions to coincide with glossing appointments that typically take place five weeks out. Urge guests to consider this a day of pampering that will result in refreshed color plus eyepopping lashes.

MARKETING MATTERS: Make this service readily available on booking apps and list it as a business card item. The power of visual aids can't be overestimated: Post before-and-after photos on social media. Wilson further advertises verbally to existing clients, but twice is the max amount of times to have that talk. "I bring up eyelash extensions during a hair service, then once more when scheduling follow-up appointments," she says. After two "nos," Wilson wraps up by saying, "Okay! If you're ever interested, here's how to book online."

Industry Feed_EMILIE BRANCH



Education for the Colorist

MISSY PETERSON

The American Board of Certified Haircolorists (ABCH) hosted its annual Energizing Summit June 9 to 10 at the Marriott Hotel in Los Angeles, attracting the country's leading colorists eager for education and inspiration. This year saw top-notch classes led by the likes of Cassandra McLaughlin, Joe Santy, Shannon

King, and Nina Kovner, the latter who also moderated a lunch interview with Riawna Capri and Nikki Lee of Nine Zero One salon. We caught up with Beauty Launchpad education team member Missy Peterson of Malibu C and asked her a few questions about why this is one of her can't-miss events of the year.

Beauty Launchpad: Why is it so important to be at this event?

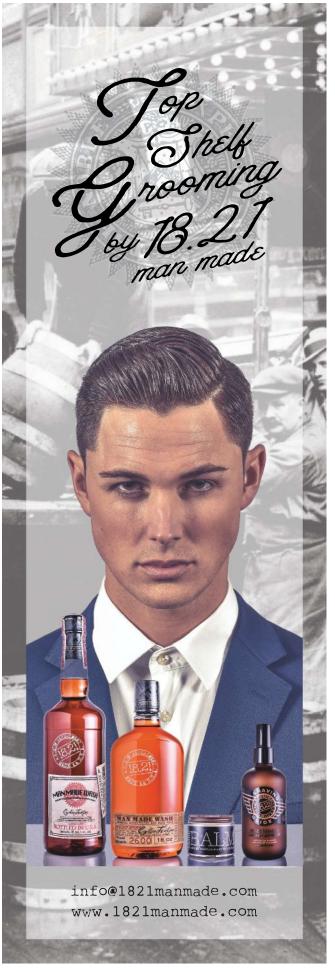
Missy Peterson: At the Energizing Summit, you're talking to top colorists about the science of color and hair, rather than marketing a product. All of the education at the Summit is brand neutral, which really puts the focus on education. I've been ABCH-certified for years, so for me to be asked to teach there is like going to the Super Bowl! There really is nothing else like it.

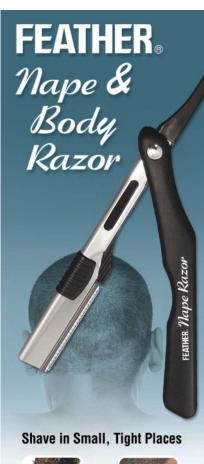
BLP: Tell us about the class you taught, "Ravishing Reds: Friend or Foe."

MP: I talked about the science behind redheads. Many people love creating redheads, but they can be very challenging because of where the color deposits in the shaft and so on. I debunked myths and discussed how important it is to prep your canvas properly. You wouldn't repaint your kitchen without washing off any grease from the walls first, so the same goes for your hair painting. We discussed why it's difficult to keep your reds vibrant, why it's hard to lift redheads and why they tend to brown out. Reds don't brown out just because of the color line-it's because of the minerals in the hair. -AMY DODDS

PARTNERING FOR HAIR RESTORATION

Bosley Professional Strength, the largest nonsurgical hair restoration practice in the U.S., has teamed up with Hair Club, a leading provider of surgical hair solutions, to form BioGraft. BioGraft combines Follicular Unit Extraction, a less invasive surgical technique, in which the hairline is recreated using hair from the back or sides of the head, with Xstrands+, a nonsurgical approach to filling in thinner areas of the hair. After undergoing BioGraft, clients can expect more volume in the hair and a natural-looking, blended hairline. The strategic partnership between these like-minded companies was arranged by the Japanese-based Aderans Co. Ltd., a global conglomerate focused on total hair loss solutions, including counseling, custom wigs and scalp care.









Sideburns



Outline



Guarded blade that stylists can use!



REPLACEABLE BLADES for sanitation SHARP BLADES but won't cut you SMALL HANDLE design JAPANESE quality





Industry Feed

Getting to Know You

MEET THE INDIVIDUALS BEHIND THE INDUSTRY'S LEADING BRANDS.



> ROBERT HAM. Vice President of Global Education for Moroccanoil

MY MAIN GOALS WITH THE COMPANY ARE:

Celebrating the foundation of who we are as a brand while establishing what that looks like in a changing beauty landscape, as well as taking an omnichannel approach to education with increased offerings and opportunities. I'm also focusing on creative expansion of the Moroccanoil look, and a heightened commitment to corporate social responsibility and sustainability.

LEADERSHIP MEANS: Servant leadership. I always ask myself, "Am I focusing on and bettering the people and communities around me?"

IN FIVE YEARS I SEE THE HAIR

INDUSTRY: Committing to the needs of a busy, diversified consumer market and meeting consumers where they're at with experiential touch points. I GET INSPIRED BY: My husband, a strong work ethic

and the "everyday" woman.

MY FAVORITE WAY TO UNWIND IS: This Southern boy likes some good food, good red wine, good company, and watching a good ball game.

MY TOP VACATION DESTINATION IS: Napa, California.

WHEN I THINK OF BEAUTY, I THINK OF: The strength and grace that comes from dedicated individuals persevering against adversity.

I WORK IN PROFESSIONAL BEAUTY BECAUSE: I've seen the impact that helping someone look her best can have.



> RACHEL JUD, Vice President of Salons for **JCPenney**

MY MAIN GOAL WITH THE COMPANY IS: Supporting our family of stylists in achieving their definition of success, whether it's becoming a master stylist, an educator or a salon manager, or simply having the flexibility to pick their kids up from school. JCPenney believes that when we invest in our people and help them live the lives they've imagined, they invest in their clients and we get great results as a team.

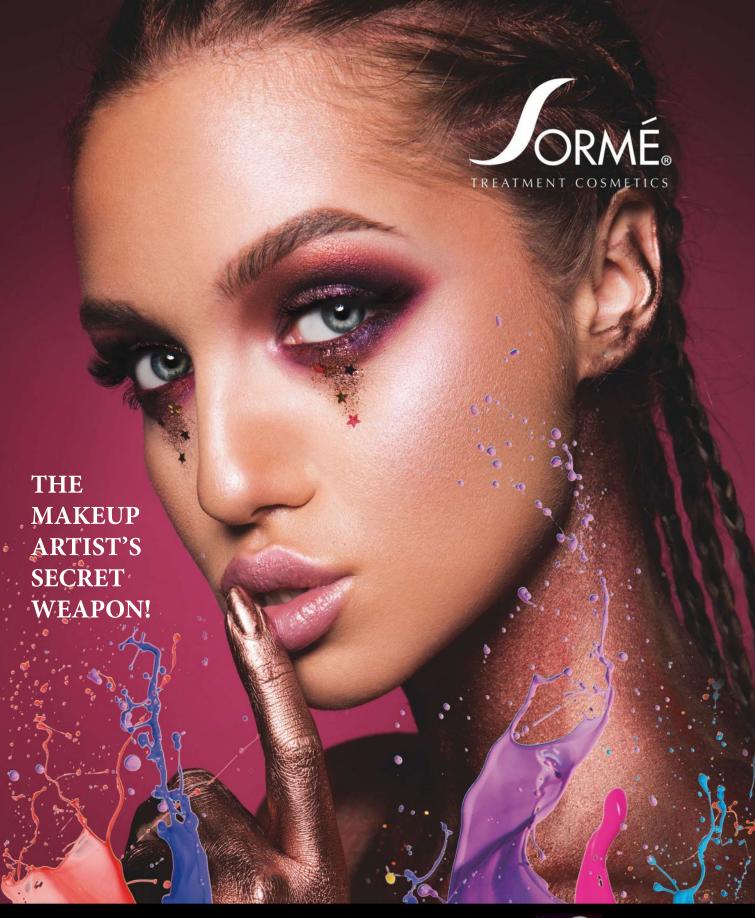
LEADERSHIP MEANS: Recognizing talent in others and helping to remove barriers to achieving our shared objectives.

IN FIVE YEARS I SEE THE HAIR INDUSTRY: Continuing to elevate, innovate and offer even more exciting experiences

I GET INSPIRED BY: The talent of the JCPenney Salon by InStyle stylist family. They're artists, informal therapists and confidence magicians; they hold so much power in their hands to make people feel better, and that ability (and the ripple effect it can create) gets me excited!

MY FAVORITE WAY TO UNWIND IS: Spending time in nature with my family. We love to be near the water or in the woods enjoying the great outdoors.

WHEN I THINK OF BEAUTY, I THINK OF: Unlimited possibilities. Beauty is ultimately about focusing on the positive; you can find beauty in anything or anyone if you try. I WORK IN PROFESSIONAL BEAUTY BECAUSE: It's exactly where I belong. Serving this incredible community of stylists and delivering incredible experiences to our clients is what gets me up every morning.







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Industry Feed

Getting to Know You

MFFT THE INDIVIDUALS BEHIND THE INDUSTRY'S LEADING BRANDS.



> WILLIAM WHATLEY. Creative Artistic Education Director for Robanda International

MY MAIN GOAL WITH THE COMPANY IS: Creating an education team with the talent and passion to teach the most advanced aspects of our amazing industry. **LEADERSHIP MEANS:** Knowing where you're leading, constantly trying to achieve more, pulling those you're leading up beside you, and giving credit where it's due. The biggest responsibility of leading is sharing yourself—you need a team that believes in you before you can be a true leader.

IN FIVE YEARS I SEE THE HAIR INDUSTRY: Thriving. It's often said that our industry is recession-proof; everyone wants to be made to feel and look beautiful. The great thing about our industry is that it runs in cycles; what was in 10 years ago is guaranteed to come back with a little twist.

I GET INSPIRED BY: Everything from the masters of art, music and literature to the most current pop culture. Mainly what inspires me is other people, like seeing beauty school students get excited when they learn something new.

MY FAVORITE WAY TO UNWIND IS: Having a quiet night at home with my soul mate of 22 years, a glass of wine and a good movie.

MY TOP VACATION DESTINATION IS: Europe. I especially love the Netherlands and the Dutch people.

WHEN I THINK OF BEAUTY, I THINK OF: All the faces that have been in my chair and in my life. I truly believe that beauty is in the eye of the beholder and is all around

I WORK IN PROFESSIONAL BEAUTY BECAUSE: I've been in this industry since I was 18 years old, and I can't imagine doing anything else.

IN MEMORIAM

It is with a heavy heart that we announce the passing of Patrick Alès at 88 years old. The legendary Parisian hairdresser, who styled everyone from Catherine Deneuve to Jackie Kennedy, notably went on to found plant-based hair and skincare company PHYTO. Alès served in various leadership positions with the brand for more than 50 years, up until his retirement in 2018. He will be missed by those in his network as well as the industry at large, and is survived by his family and tremendous legacy of plant-based beauty.



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Industry Feed

SPONSORING SUSTAINABILITY

Aveda served as the presenting sponsor of the Fashion Institute of Technology's 13th-annual Sustainable Business and Design Conference: Innovation in Sustainability. The brand kicked off the conference with a panel discussion led by Barbara De Laere, senior vice president and global general manager of Aveda, and featuring Phillip Lim, creative director and cofounder of fashion label 3.1



Phillip Lim, Hannah Bronfman, director of sustainability for SH Hotels & Resorts, and Lauren Letta, chief operating officer of Charity: Water. The panel participants shared their thoughts on the impact and challenges of sustainability, as well as its integration into luxury and future goals, contributing a fashion, hospitality and nonprofit perspective.



Kristyl Rodgriguez (center) takes the Premiere Orlando stage with top stylists Sam Villa (left) and Jen Planck (right).

Beauty **Changes 500** Lives ... and Counting

Update: Now in its sixth year, Beauty Changes Lives (BCL) has awarded more than 500 scholarships to aspiring and licensed beauty professionals since its inception. To celebrate this major milestone, BCL ambassadors and scholarship recipients took to

the 2019 Premiere Orlando stage, relating how the nonprofit is equipping the future generation of beauty professionals for success. Former U.S. Marine and Bellus Academy barbering/ cosmetology student Kristyl Rodgriguez moved the crowd while speaking about her personal achievements, made possible because of the Sydell & Arnold Miller Family Art of Haircutting Student Scholarship. She has since been campaigning for the industry, meeting with legislators from California to Washington D.C. about the job opportunities available in beauty.

BCL recipients have an outstanding success record—95 percent graduate from beauty school and approximately onethird go on to start their own business. "We're honored to have reached the 500-plus scholarship milestone and are well on our way toward changing 1,000 lives. Through initiatives like the Get Your Dream Job campaign, Beauty Changes Lives is changing perceptions about careers in beauty while changing the lives of next-gen professionals," states BCL president Lynelle Lynch.



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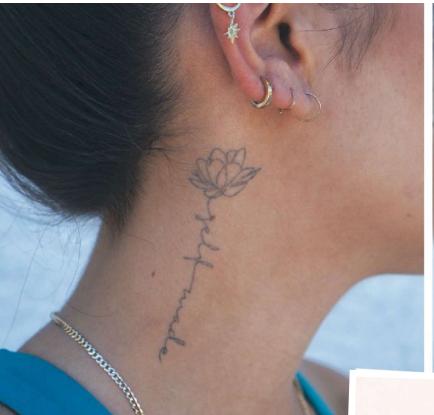
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SCHWARZKOPF PROFESSIONAL ARTIST MAGGIE MAY HANCOCK'S TAKE-CHARGE ATTITUDE IS REFLECTED IN HER BODY ART.

FOR YEARS I SWORE I'd never have any tattoos! But here I am, three tats later. The first tattoo I got is the date of my son's birthday—the best and most significant day of my life—written over my heart. My second tattoo is a small rose behind my ear with my best friend's initials; I loved her deeply, and she unfortunately passed away a little more than a year ago. My most recent tattoo, a flower with a stem reading "self made," is behind my other ear and extends down my neck. The flower symbolizes my growth and journey, as I am personally responsible for who I am today and all that I have worked for. —as told to AO

Follow Maggie May Hancock @maggiemh.







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