

# BEAUTY LAUNCHPAD

SEPTEMBER 2019

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THE OFFICIAL PUBLICATION OF INTERCOIFFURE

## FALL TRENDS!

The season's  
hottest hairstyles  
straight from the  
runway

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go-to snipping tools

### *Duality*

Vivienne Mackinder's  
latest collection highlights  
the modern woman











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Photo: Andreea Angelescu

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### PUBLISHER/CEO

Deborah Carver  
800.442.5667 x219  
deborah.carver@creativeage.com

### CHIEF OPERATING OFFICER

Jeff Black  
jblack@creativeage.com

### VICE PRESIDENT/CFO

Mindy Rosiejka  
mrosiejka@creativeage.com

### EDITORIAL DIRECTOR

Stephanie Lavery  
slavery@creativeage.com

## "What's your favorite fall beauty trend?"

### EDITORIAL

#### Executive Editor

Alyson Osterman-Kerr  
800.442.5667 x201  
akerr@creativeage.com

"I can't get enough of the 'more is more' trend with barrettes. Pile them on, I say!"

#### Managing Editor

Karie L. Frost

#### Associate Editor

Jasmine Brown  
800.442.5667 x229  
jbrown@creativeage.com

#### Contributing Editors

Emilie Branch, Francesca Moisin, Tracy Morin

### ADVERTISING

#### Account Executives

Shanda Ogas  
800.442.5667 x220  
sogas@creativeage.com  
Diane Walker  
800.442.5667 x221  
dwalker@creativeage.com

#### ADMINISTRATION

Director of Educational Development  
Melanie Kopeikin

#### Accounting Manager

Lourdes Nuno

#### Accounts Receivable Manager

Viktoriya Milshteyn

#### Special Projects Manager

Sashy Rodas

### ART

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Danielle Caseñas

#### Graphic Designer

Laura Fenwick

#### Pre Press Manager

Sophia Freeman

### WEB

#### Creative Director-Web

Ryan Boydston

#### Director, Social and Digital Media Content

Amy Dodds  
adodds@creativeage.com

#### Digital Editor/Ad Ops

David Simpson

### CIRCULATION AND PRODUCTION

#### Circulation Director

Barbara L. Shepherd

#### Email Marketing Manager

Steve Verba

#### Audience Marketing Manager

Jamie Andrew

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"Big hair! The more volume the better."

"I love doing a glittery lip and eyeshadow for nights out."

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# On My Radar



*Alyson*

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

## Small Changes

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

► **I'M A CREATURE OF HABIT.** I wake up at the same time every morning (5:30 a.m.), wear my hair the same way (long, sleek and down) and opt for my preferred wardrobe color (black). But this season, as we transition from summer to fall, I'm setting a personal goal to change up my style in little ways that will hopefully make an impact. For instance, I'm hopping on the hair accessories bandwagon by integrating whimsical headbands and barrettes into my rotation, and getting instant bangs thanks to fun hairpieces by Raquel Welch (hairuwear.com). I'm also looking to the runways for hair inspo, like those showcased in our "Bigger, Bolder, Badder" feature—flip to page 46 to see top looks from the fall/winter catwalks.

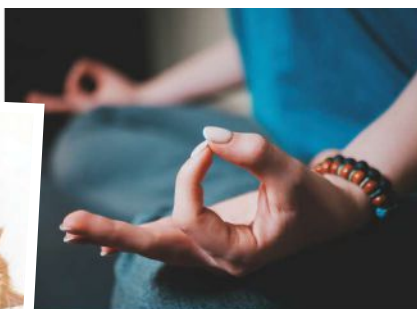


### WATCH

Ever since Netflix series "Russian Doll" got picked up for a second season, I've been anxiously awaiting a release date. Season One is a must-see—even if you don't care for the storyline (which, IMHO, is amazing), just looking at actress Natasha Lyonne's stunning curls and vibrant red haircolor are worth the watch. Season Two, please come soon!

### MEDITATE

Take a moment and download the Breathe app for days that overwhelm you—it provides an easy and gentle way to center yourself during chaotic moments.



### FOLLOW

Beauty Launchpad education team member and Cosmoprof Licensed to Create winner Adina Pignatare's (@adina\_pignatare) multidimensional blondes are a thing of beauty.



### WEAR

Speaking of a tiny change that makes a difference: colorful mascara. During the daytime, I love layering a coat of blue or purple over a traditional black formulation for a subtle pop of color, and for evening, layering on the shade one coat thicker.

CLOCKWISE FROM TOP: HEADSHOT, COURTESY OF OPI SALON AND BEAUTY COACH; NETFLIX; THE HOLLYWOOD ARCHIVE/ALAMY STOCK PHOTO; BIGSTOCK/2; @ADINA\_PIGNATARE





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# Trendsetters

RUNWAY  
CELEBRITY  
SALON STYLE  
INSPIRATION

How do you style blunt bobs? Check out page 20 for an array of takes on the angular cut.



► **IN HAIR DESIGN**, shapes either fall sharp—like a blunt-cut bob—or rounded—like an arcing finger wave. The two extremes have swelled in popularity as of late, with the straight, clean edges of bobs taking up space on Instagram feeds and curving, molded swirls dominating the season's catwalks. Both are worth your consideration, as any in-demand stylist would readily agree; just witness the many mane looks A-list beauty-maker Andrew Fitzsimons has created for his adoring clientele. From gelled-back wet looks to extreme kinks, he delivers a wide range of styles to keep his celeb clients on top of their hair game. Flip to page 16 to be inspired.



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# Shape Makers

BACKSTAGE TRENDSETTERS SOUGHT TO ADD A BULLET POINT TO THEIR ENVIABLE RÉSUMÉS: STYLIST AS SCULPTOR. —KARIE L. FROST

► **WITH COPIOUS AMOUNTS** of gel as their instrument, the season's more daring hairstylists took their unfinished clay—tresses—and chiseled them into everything from hairpin curves to Baroque-inspired swirls. Shapely finger waves found themselves recast several times over: At Lutz Huelle, a single cascade of liquid-like waves elevated an otherwise normal downstyle; at J.W. Anderson, pillow-y arcs hugged the perimeters of the forehead. Elsewhere, tress shape-making took a turn toward Donatello-level greatness. Conjuring hair to defy its nature, Iceberg hair lead John Vial sculpted strands into triangles that seemingly levitated above the head. His tools: loads of gel, a steady blast of heat and—wait for it—a ruler. For Redken global creative director Guido Palau, a fine-tooth comb, gel and unwavering patience beget the intricate swirls of glossed hair that laced across models' foreheads at Burberry. There's no denying that these types of styles require vision, the right setting and loads of time, but, as Italian sculptor Michelangelo said, "Genius is eternal patience."



FENDI



J.W. ANDERSON



LUTZ HUELLE



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TOP LEFT: MATTEO SCARPELLINI/MAXTREE.COM; ANDREEA ANGELESCU (4)





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# Going the Extra Mile

CELEBRITY STYLIST ANDREW FITZSIMONS DISHES ABOUT TOP LOOKS HE CREATED FOR HIS A-LIST CLIENTELE. —JASMINE BROWN

► **FROM JUMPING ON A PLANE** to style Ashley Graham for the Met Gala to getting the Kardashian clan ready for their close-ups on the red carpet, it's all just a typical day for Andrew Fitzsimons. The Dublin-born stylist began honing his talents in the Paris fashion scene before transplanting to New York City where he took his love for beauty and began building an impressive celebrity clientele. Now, with more than 406k Instagram followers, several magazine covers (think *Vogue* and *Elle*), and countless red-carpet looks under his belt, it's safe to say that Fitzsimons has left his mark on the hair industry. Here, the in-demand stylist handpicks a few favorite looks he has created.



ANDREW FITZSIMONS  
(@ANDREWFITZSIMONS)



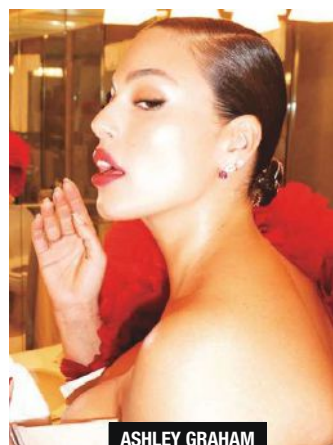
JOAN SMALLS

▲ "For this look, we wanted to complement the menswear-inspired dress Joan wore with something that was highly structured, but still feminine. We remixed the usual tight topknot by twisting it all over itself to create a super chic and modern style."



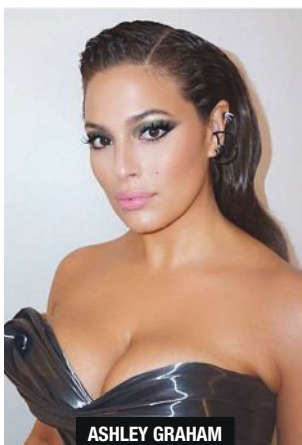
KHLOÉ KARDASHIAN

▲ "I recently missed seeing Diana [Ross] perform in Las Vegas due to last-minute plane issues, and Khloé knows how much I love her, so she kindly asked me not only to style her hair for Ms. Ross's party this year, but also to attend with her! The night was such a dream come true, and Ms. Ross loved Khloé's hair so much that she asked me to make her a similar wig!"



ASHLEY GRAHAM

▲ "Because Ashley's dress was so dramatic, we decided to go with a simpler look by creating a side part with a very tight, low bun. I wanted a polished, drier shine (as opposed to a wet look), which I juxtaposed with chains incorporated into the hair to intertwine with the Met Gala theme."



ASHLEY GRAHAM

▲ "I love a wet look for a high-fashion moment, and on this occasion, Ashley's dress absolutely called for it! I gave her hair a strong, almost menswear-inspired part to complement the gorgeous structure and femininity of her dress."



SHAY MITCHELL

▲ "Cher is one of my biggest style icons, so I love getting to do 'Cher hair' on my clients! The trick is to use just the right amount of product to ensure not a single hair is out of place and add brilliant shine."

CLOCKWISE FROM TOP LEFT: ANDREW FITZSIMONS; STARFRENZY/BIGSTOCK; INSTAGRAM/@ANDREWFITZSIMONS (4)



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# Team Spirit

WHAT'S INSPIRING AMERICAN CREW GLOBAL ARTISTIC DIRECTOR PAUL WILSON.

—AS TOLD TO ALYSON OSTERMAN-KERR

## 1 MY SON'S ART

You can't watch my 14-year-old son, Emmett, create his abstract paintings and not be inspired. I love the result, but it's his process that I find the most awe-inspiring—freeform expression from an intriguing young mind. (emmettkyoshiart.com)

## 2 OUR INDUSTRY

The very notion that we could create art that directly impacts the way clients feel about themselves is what drove me to do what we do.

## 3 ARCHITECTURE

The idea that foundation and structure pave the way to a timeless creative statement is as fascinating as it is inspiring.

## 4 MY TEAMS

From our apprentices to our veteran stylists, barbers and colorists, the extraordinary work that's crafted from everyone at Art+Science Salon (Evanston, Illinois) teaches and inspires me as much as our collective commitment to excellence. Additionally, the collaborative methodology that drives the American Crew all-star team inspires through a global influence and an unwavering desire to be the best at what we do.

## 5 DRAWING

Drawing unlocks my creativity. Having a pencil in my hand and thinking about what I want to see sends me down a path of putting my thoughts into actions.

## 6 JAPANESE CULTURE

Tradition and discipline underscore the Japanese culture, but it's also the creative soul of the language, the martial arts and the expression of fashion from the youth street scene that are all sources of inspiration.



HEADSHOT: COURTESY OF AMERICAN CREW; 1, 2, 4, 5: COURTESY OF PAUL WILSON; 3: JAKUB GORAJEK/UNSPASH; 6: JIC3211/UNSPASH



Hair: Tori Gill

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IG TREND ALERT:  
*BLUNT BOBS*  
—AMY DODDS

➤ **WHETHER IT'S SLEEK** or lived-in, vibrantly colored or natural-looking, center-parted or with bangs, the cut of the moment has to be the blunt bob. Edgy yet clean, extra yet understated, this cut is one we're sure your fashion-forward clients will be asking for all season long.



TOP LEFT: @SANDYGOLDSTEIN; INSTAGRAM



@marisacuts



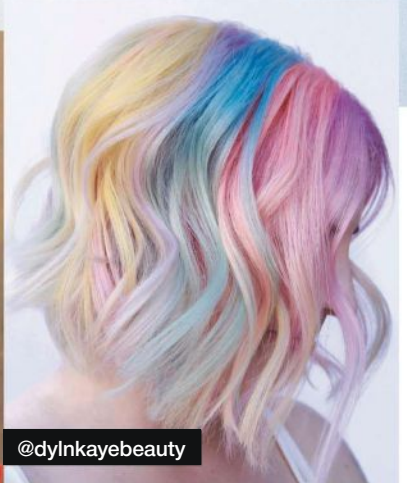
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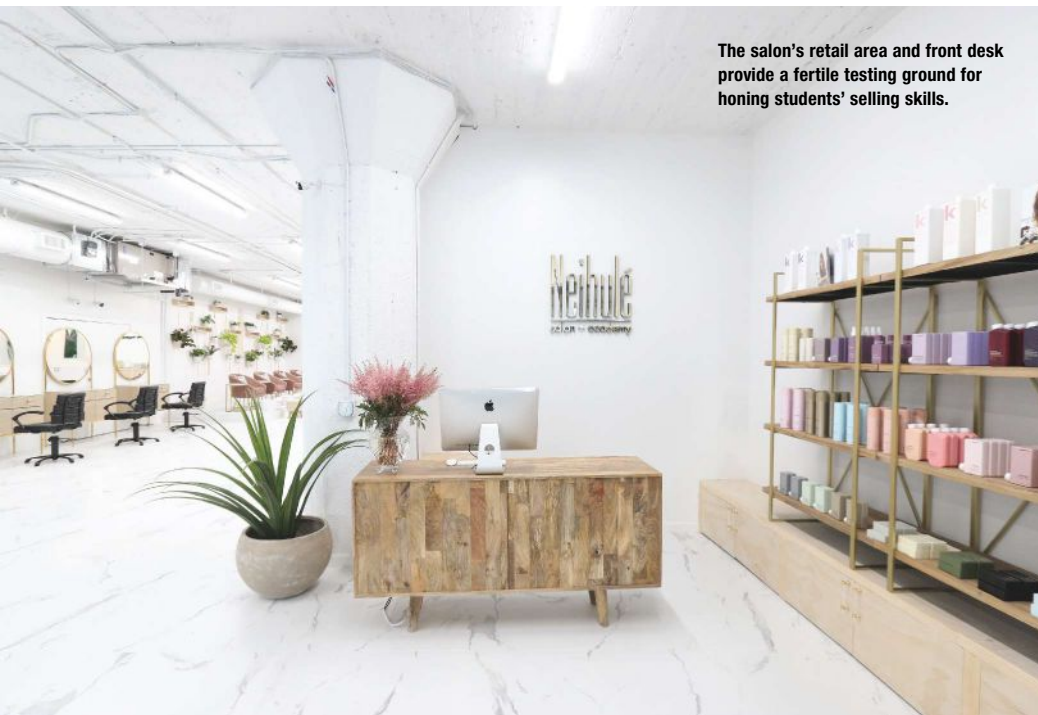


@vanessakelly06



INSTAGRAM





The salon's retail area and front desk provide a fertile testing ground for honing students' selling skills.



NUMBER OF  
CHAIRS:  
**18**

# Higher-End Learning

A BOHO-SLEEK SALON SETTING—PLUS OPPORTUNITIES WORKING RED CARPET EVENTS—PREPARES COSMETOLOGY STUDENTS FOR THE WORKING WORLD AT NEIHULÉ SALON + ACADEMY OF BEAUTY. —KLF

## Neihulé Salon + Academy of Beauty / Los Angeles

### ► INSIDE STORY:

Husband-and-wife duo Atouzo and Yvonne Neihulé know what it takes to be successful. Opened in 2008 in Downtown Los Angeles, their flagship salon drew numerous celebrities and they quickly found themselves busy catering to the litany of events that being on the A-list brings—namely the Oscars, Grammys, ESPYs, and so on. But over the span of nearly a decade, the two recognized a dearth of fresh-out-of-school, *salon-ready* talent to assist them. “One thing we came across more often than not was how green some of these new beauty school graduates were,” says Atouzo. He laments that often these newbies lack practical skills necessary for excelling, and become stuck in post-school assistant programs for two—sometimes three—years, and in some cases, eventually burn out and leave the industry altogether. To change this, the duo opened Neihulé Salon + Academy of Beauty in 2018. “We wanted to create an academy where students aren’t only taught how to pass the State Board exam, but also ... to get them ‘salon-ready’ by the time they graduate,” he says. Their answer: what Atouzo calls a “hybrid” concept

where salon and school mesh, and cosmetology students attending the Academy work in tandem with seasoned stylists during eight-hour-a-week externships in addition to their regular curriculum. “Our students have a chance to assist and learn hands-on new and on-trend techniques and ask questions from seasoned stylists as they go through our programs,” he thrills.

Opened in the Fashion District of Downtown Los Angeles—which Atouzo notes is central to many smaller cities in the county, making it highly accessible to students—the Academy sheds any sense of being a school; its high-end decor, designed by the duo, combines midcentury modernism with bohemian flourishes. “Our vision was to create a space that felt more like a posh salon instead of your typical beauty school,” Atouzo reasons. “We also wanted to give the clients getting student services the same experience they would encounter paying full price at a high-end salon.” To that end: Palette-cleansing white and lightly veined marble—which Atouzo says “stays in line with our signature style”—provide a pristine backdrop





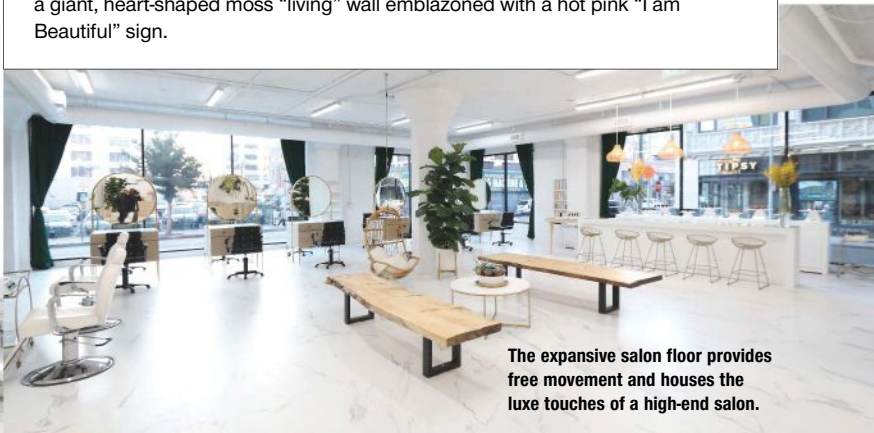
Hanging plants and blush-pink pedicure chairs lend the space soft pops of color.

## WHAT'S UNIQUE

**GIVING BACK:** Inspired after watching the documentary *Good Fortune* about Paul Mitchell cofounder John Paul DeJoria, Atouzo and Yvonne Neihulé created the Neihulé Family Foundation. "Our vision is to give free tuition to foster kids and rescued women from sex trafficking so that they can create a livelihood for themselves by becoming beauty professionals," says Atouzo.

**HYBRID POWER:** Blending the trappings of a high-end salon setting with topline education gives students the practical experience necessary to hit the salon floor running come time for graduation.

**SELFIE MADE:** Clients can capture their hairstyle for IG with a glam backdrop: a giant, heart-shaped moss "living" wall emblazoned with a hot pink "I am Beautiful" sign.



The expansive salon floor provides free movement and houses the luxe touches of a high-end salon.



The Academy's selfie wall acts as a lush backdrop for that perfect hair snapshot.



A separate classroom affords ample area for structured learning.

to gold hardware, vintage-style mirrors, birch and pinewood furniture, a rattan hanging egg chair and lighting fixtures, blush-pink accents, and high-contrast black signage and styling chairs. Copious amounts of plants—some hanging in macramé slings, others sprouting from the ground—further play to the California boho vibe.

While the luxe setting, mentorships and advanced education are definitely alluring, ambitious students with red carpet aspirations should take note: The Academy affords them a taste of what working as a Hollywood "it stylist" entails, thanks to the salon's 12-year partnership with both the Oscars' and Emmys' Governors Ball. "Our students will be given the opportunity to assist or work on such events along with all the other award shows we do," Atouzo says. Upon graduation, students can audition to work as an assistant or stylist at Neihulé (with two more locations in the works) or, should they seek work elsewhere, the Academy of Beauty offers job placement with affiliate salons. Wherever they end up, they'll be ready.

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**REFRESHMENTS:** Champagne, wine, beer, coffee, tea, soda, and more

**TYPICAL CLIENTS:** "Our clientele base is a mixture of business professionals, artists, the Hollywood industry, fashion designers, Downtown L.A. residents, and students," says Atouzo.



# Live & Learn

EDUCATION

TIPS

SOCIAL MEDIA

Q&A

How do you price your color corrections? Flip through to see if your strategy is serving you and your clients well.

► **A HEALTHY CAREER**—one that sustains through both the highs and lows—involves plenty of motivation, which, according to business strategist Ronit Enos, requires constant attention. She shares seven ways to tend to your ambition to keep disillusionment at bay. Sometimes a peer can motivate your creativity, and one that stands top of mind for many is educator extraordinaire Rebecca Taylor (@rebeccataylorhair). She answers your questions—including dishing on her favorite motivational books (they might surprise you!)—on page 28. Of course, colorists are motivated to create their best work of art with each and every client, but what happens when you're fixing another stylist's misstep? Color corrections are big business these days, but the services can be complex to maneuver moneywise; we explore ways to price them, plus how to justify your pricing to clients, on page 26.





Wake up on the right side of the bed with these motivating tips.

# What's My Motivation?

RONIT ENOS DIVULGES BEST PRACTICES FOR MAINTAINING MOTIVATION IN ORDER TO FLOURISH ON BOTH A PERSONAL AND PROFESSIONAL LEVEL.

► **“IN ORDER TO CREATE** the life you want, you need to master keeping yourself motivated so you can take the kind of action needed to attain your goals—which, for most people, are financial freedom and a happy life,” says business strategist Ronit Enos. Although getting motivated is easy enough, *staying* motivated can be tough. “Motivation is something you have to work on all the time,” stresses Enos. Here, she shares seven top tips for staying motivated no matter what life throws at you.

[1] **KNOW WHAT YOU WANT.** Having definitive goals sets roots that reach deep and helps anchor the desire for achievement.

[2] **GET UP EARLY.** Early rising allows time for doing the tasks needed to make you strong, healthy, and mentally and emotionally fit before the workday starts.

[3] **CREATE A MORNING RITUAL.** Small practices done every a.m. center you, help you be in the present and make you mindful of the fact that you have a whole day before you. Try meditating for 15 to 20 minutes, going to the gym, or writing down things you're grateful for and goals for the day.

[4] **EXERCISE.** Breaking a sweat releases feel-good chemicals and makes you stronger, as well as provides a feeling of

accomplishment that lends itself to greater self-confidence.

[5] **STAY CONNECTED.** Attend industry shows and surround yourself with like-minded salon owners and stylists. Not only is forging relationships with others good business sense, but also making peer connections helps to keep you motivated and hold you accountable.

[6] **BE INSPIRED.** Whether you read self-help books, visit blogs, listen to podcasts, consume YouTube videos, or scroll through IG feeds, fill your mind with the wisdom and experience of the thousands of inspirational teachers and education out there—which may well include your pro-beauty peers!

[7] **DWELL IN WINS.** According to psychologist Rick Hanson, MD, author of *The New York Times* bestseller *Hardwiring Happiness: The New Brain Science of Contentment, Calm, and Confidence*, our brains lay down neural patterns rapidly when negative events happen. On the other hand, good things happen all the time, but they don't make as big an impression on our brains. To counter this negativity, Hanson recommends savoring the positive. When something good happens, dwell on it for 30 seconds or so, relishing how nice it feels and how happy you are that it came to be. And feel free to reward yourself for your victory; you deserve it.

# Corrective Measures

EXPERTS WEIGH IN ON WHAT CONSTITUTES A COLOR CORRECTION—AND HOW TO FAIRLY PRICE THESE OFT-COMPLICATED SERVICES FOR BOTH STYLISTS AND CLIENTS.

—TRACY MORIN

➤ **THE DEBATE RAGES** on over what exactly constitutes a color correction—not to mention how to explain and appropriately price these services for clients. “Defining corrective color can be tricky,” admits Jamie Pressman (@hairmeroar), owner/stylist of Ginger and Blondie in North Haven, Connecticut. “When you’re fixing an at-home job or someone else’s work, it’s corrective. And, anything that takes more than three hours is likely a corrective color.”

Similarly, Chad Kenyon (@chadkenyon), Olaplex ambassador and celebrity stylist at Los Angeles-based Ramirez | Tran Salon, defines the service (or series of services) as reversing unwanted results of previous color service(s). Though they’re often performed on new clients, current clients (think: actresses seeking total hue revamps) are also common candidates—requiring a bit of forward planning. “My job is to soften or erase my previous color work and create the specific new color my client envisions,” Kenyon explains. “I must formulate in a way that delivers the desired results, yet can be manipulated to create the *next* new look, without compromising the integrity of my client’s hair.”

## Step By Step

Pressman notes that a corrective color may entail resaturation of bleach on color bands or glazing several times to neutralize stubborn pigments. In essence, Kenyon adds, it’s all about erasing the existing and creating the new—which may include stripping

color, filling the hair with previously removed underlying pigments (to ultimately go darker), and offering strengthening treatments as necessary to restore the hair’s integrity prior to the color service.

“One type of color correction I do often: converting or transitioning a new client’s previously foiled highlights to my color-melt aesthetic,” Kenyon details. “I balayage to diffuse away all of the existing regrowth (aka foiled lines of demarcation) and simultaneously create new, hyperrealistic light and depth with strategic balayage painting and placement.”

## Talk Time

Considering the potential complications that surround corrections, how should a stylist break down the service to a client—and communicate why it’s worth the cost? Kenyon advocates in-depth, detailed consultations, explaining the correction’s procedures, upkeep and options for altering the color in future services. “All of my clients sign a waiver that clearly states it may take an unexpected number of services to achieve the desired result, with the prices of any and all color services I may need to get the look,” Kenyon relates. “I never convince a client to do any color service—if she’s not 100 percent on board, neither am I!”

Pressman also uses the crucial consultation to clearly communicate pricing and avoid surprises—and to clarify that results may vary. “I’m up-



front and honest with corrective colors as I’m never 100-percent sure of how far I’ll be able to push the hair in one session, and I like my clients to know that going in,” Pressman explains. “It’s a ‘let’s see what happens’ approach, rather than ‘I guarantee you’ll get this color.’”

## Price Points

Though some stylists may offer corrections as a color package, Kenyon charges per service. “Charging a set amount as a package can get tricky, especially when a client doesn’t fully disclose her haircolor history,” he notes. “You can end up doing a dozen extra services that you didn’t initially imagine necessary to achieve a look—and therefore giving away your time and supplies.”

Meanwhile, Pressman prefers to charge hourly for corrective color. “Charging hourly ensures not having to skimp on bowls of lightener, bond builders or extra glazes that are necessary to get the job done,” she reasons. Both approaches to pricing work; you’ll need to determine what makes sense for you and then be completely transparent with clients so there are no surprises.





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## Live & Learn/Burning Questions

# You Asked, Rebecca Taylor Answered



REBECCA TAYLOR  
@REBECCATAYLORHAIR

Rebecca Taylor is a force to be reckoned with. She has amassed a huge following on IG (642K as of press time); became a social media education forerunner in starting her own Facebook learning page, HEF Academy; and doubles as a creative colorist for Redken, a Sexy Hair ambassador and cofounder of Trillion Tones. We asked her to take over our page and answer your burning questions.

**What do you recommend when finding out what colors complement the client? —@exiloveseva\_enzo**

I feel like definite rules exist when it comes to colors that complement skin tone, but you can always bend or adjust the rules of complementary tonal values to suit any client or color scenario. For instance, some people think they can never go blonde. There's a shade of blonde that will suit any and every complexion. You just have to do something to anchor it, like add a shadow root that's complementary to the client's skin tone.



**Can you talk about etiquette in regards to receiving free product from a company? Or is there really even any etiquette? You are always so gracious to the companies that gift you with products. —@theconfidentcolorist**



You should always say thank-you to companies that take the time to send you a product. Now, you may not be able to say thank-you publicly if you're connected to a brand, but consider sending your feedback via direct message to the company. But just because you're sent a free product it doesn't mean that you—the artist or content creator—are obligated to talk about the product. It should be organic—be honest and transparent.

**What are some of your favorite motivational books? —@bridget.house**

Some of my favorite books are *Calm the F\*ck Down* by Sarah Knight, *You are a Badass Every Day* by Jen Sincero and *Girl, Stop Apologizing* by Rachel Hollis.

**What's your outta-this-world dream? —@silverkittenhair**

Continuing to do what I love, being relevant and still very active in this industry, continuing to inspire and be inspired, evolving, and being happy and healthy.



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





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# Style with Ease

WHETHER CLIENTS WANT TO KEEP HAIR STRAIGHT OR CREATE CURLS, OLIVIA GARDEN HAS ALL THE TOOLS YOU NEED TO EFFORTLESSLY SWITCH UP THEIR TEXTURE.

**PRO TIP:** Diffuse hair on high heat, but at a low air speed, for optimal ringlets.

## COIL CRUSH

**STEP 1** Begin with wet-to-damp hair, applying a firm-hold foam consistently throughout to plump up texture.

**STEP 2** Choose your brush depending on your client's hair type. If she has voluminous natural curls, reach for the OG Brush Detangler for Medium-Thick Hair.

**STEP 3** Add the diffuser attachment to the Ceramic + Ion High Performance Professional Hair Dryer to activate the curl, lifting and twisting in a circular motion as you diffuse until spirals form.

## YOUR POWER TO CREATE

The Ceramic + Ion High Performance Professional Hair Dryer—weighing in at only 14 oz.!—is equipped with a powerful 1,875-watt motor for fast drying and three heat settings, including a cool shot button. The dryer operates at two speeds and features an easy-to-clean, removable air filter. With an ergonomic handle design and a 9-ft. cord, this dryer makes the perfect addition to your thermal styling arsenal. The Ceramic + Ion Dryer also comes with a 65mm. concentrator nozzle for precision drying, an 80mm. concentrator nozzle for extra-long barrel brushes and a storage bag. The Ceramic + Ion Dryer is certified under a limited two-year warranty.



Ceramic + Ion High Performance Professional Hair Dryer



Ceramic technology helps guard against heat damage, while an ionic generator seals in moisture and eliminates frizz.

The Ceramic + Ion High Performance Professional Hair Dryer features an easy-to-clean, removable dryer vent.





**PRO TIP:**  
Create diagonal partings that follow the shape of the head while flat ironing; this allows the hair to fall naturally once straightened.

**THE OG BRUSH COLLECTION**

The OG Brush Collection features the Detangler, specifically for Fine-Medium and Medium-Thick hair, while the Smooth and Shine Styler provides a glossy finish on all textures.

When was the last time you deep-cleaned your brushes? With a removal cushion integrated into the design of the Detangler, reaching every nook and cranny has never been easier.

# STRAIGHT AND SLEEK

**STEP 1** Before prepping with styling products, detangle tresses using either the OG Brush Detangler for Fine-Medium or Medium-Thick Hair.

**STEP 2** Concentrate the heat from the Ceramic + Ion High Performance Professional Hair Dryer using the HeatPro Thermal Round Brush HP62 for a smooth and shiny finish. Begin blow-drying at the nape of the neck, working up toward the top of the crown. Use the Fingerbrush Vented Paddle Brush to blend together.

**STEP 3** Divide hair into sections and straighten using the Ceramic + Ion Professional Flat Iron. To tame edges and flyaways, glide the CarboSilk Cutting & Styling Professional Comb into the hair in front of the flat iron, using Double Clips to keep the section clean.

**STEP 4** Finish the look with a few strokes of the On the Go Smooth & Style Brush to seal in shine.

## Ceramic + Ion Professional Flat Iron



**YOUR POWER TO SHAPE**

Made with quality ceramic and ionic floating plates, the 1" Professional Flat Iron allows you to both straighten and curl with ease. The iron features high-performance, dual-ceramic heaters; instant heat-up and temperature recovery; 11 digital temperature settings; a premium ion generator; an ergonomic thumb rest for maximum comfort; and a travel lock. Additionally, a heat-resistant mat pouch protects surfaces from damage and a two-year limited warranty keeps your investment in top shape.

Shop the full collection at [store.oliviagarden.com/products](http://store.oliviagarden.com/products).



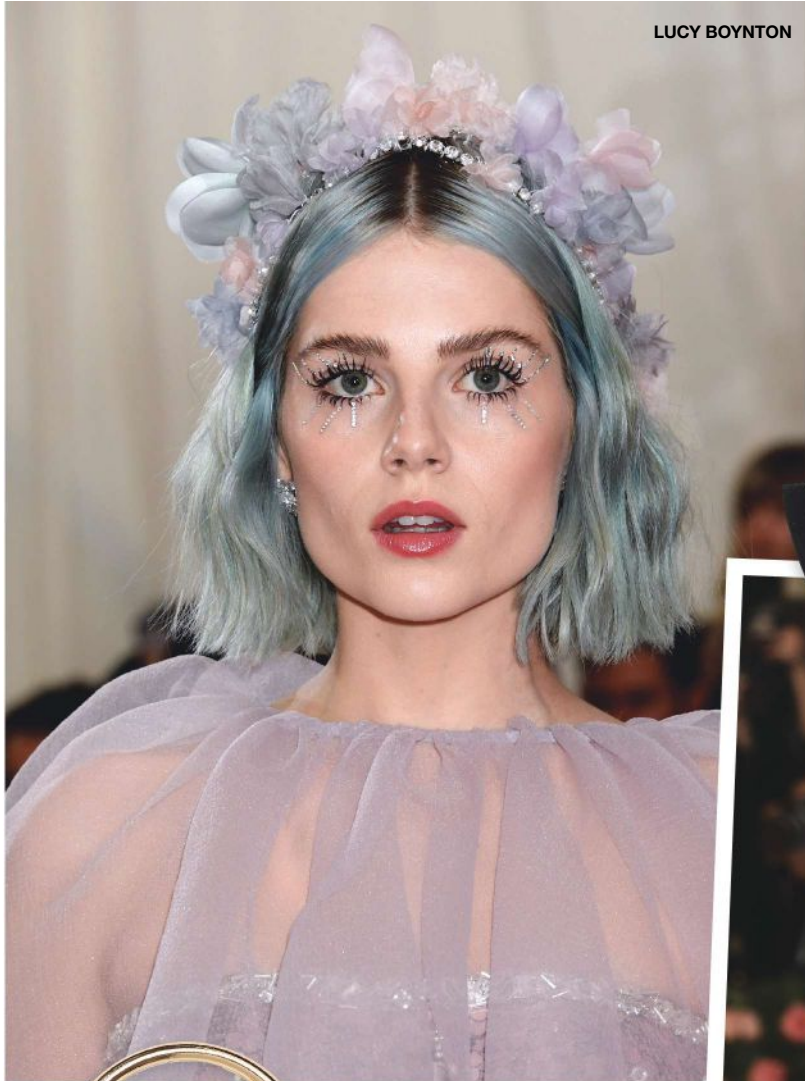
## Dress Up Tresses

► FROM LUCY

Boynton's tulle flower crown to Hailey Bieber's classic black bow, celebs pulled out all of the hair-topping stops at this year's Met Gala. Source charming pieces like these to lend locks a dose of whimsy. —JB

STELLA  
MAXWELL





LUCY BOYNTON

“There are so many unique hair accessory options to help amplify clients’ personal style,” says Sarah Potempa, celebrity stylist and inventor of The Beachwaver Co. “I love using quick and easy options to dress up a look, like a hair tie with a gold cuff or a scrunchie—which are totally having a comeback that I’m here for!”



Beachwaver Co. Accessories  
@thebeachwaver



HAILEY BIEBER



Cricket Oh Beautiful Metallic Hair Accessories Collection  
@crickettools



Pink Pewter Accessories  
@pinkpewter

# WHAT'S TRENDING

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



**PARODI Professional Care Illuminating Body Polish and Hydrating Body Moisturizer** duo works to gently smooth and nourish skin with a blend of amica, patented HypeauPro complex, and cacay and magnesium oils. @parodicare



Providing the glide necessary to engage with painful tangles, **MOP Pear Detangler** unravels knots minus breakage using a blend of pear fruit juice and sea kelp extract. @mop\_hair\_products



**Nirvel Professional Hair Make Up** features 12 temporary colors inspired by emotions and moments with hues like purple Fighter and copper Passionate. (Shown: #Cobalt) @nirvelprofessional\_official



Available in five shades, **Grande Cosmetics GrandeLIPSTICK Plumping Lipstick** taps hyaluronic acid to moisturize while plumping pouts. (Shown: Wine Down) @grandecosmetics



**Olivia Garden Professional Ceramic + Ion Flat Iron** boasts a slew of high-tech features, among them 3-D floating plates, 11 heat settings and exclusive Ceramic + Ion Technology to both straighten and curl hair with ease. @oliviagardenint



Featuring haircare, styling, beard, and skincare goods, the full **1919 by WAHL Professional** line gives men's groomers everything they need for tending to clients. @wahlpro

COURTESY OF MANUFACTURERS: NIRVEL: ARMANDO SANCHEZ





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- *BHA/BHT*



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# SHINE ON

*Clients' strands lacking luster after their summer spent in the sun? Extensive exposure to UV rays, saltwater and chlorine—on top of chemical processing—can leave hair dry or frizzy. Enlist these glossing goods to resuscitate sheen.*



**Aloxi Essential 7 Oil Dry Oil Shine Mist** @aloxihair  
Glossing Ingredients: Olive, grape, sunflower, geranium, clary sage, jojoba and walnut oils



**DevaCurl High Shine Multi-Benefit Oil** @devacurl  
Glossing Ingredients: Coconut and sunflower seed oils



**Oribe Après Beach Wave and Shine Spray** @oribe • Glossing Ingredient: Hydrolyzed wheat protein



**CHI Shine Infusion Hair Shine Spray** @chihaicare • Glossing Ingredient: Positively charged silk molecules



**Agadir Hemp & Wine Gloss Spray** @agadirint  
Glossing Ingredients: Hemp seed oil and resveratrol



**Eufora Style Gloss Dry Shine Spray** @euforainternational  
Glossing Ingredient: Coconut oil



**R+Co High Dive Moisture + Shine Crème** @randco • Glossing Ingredient: Provitamin B5

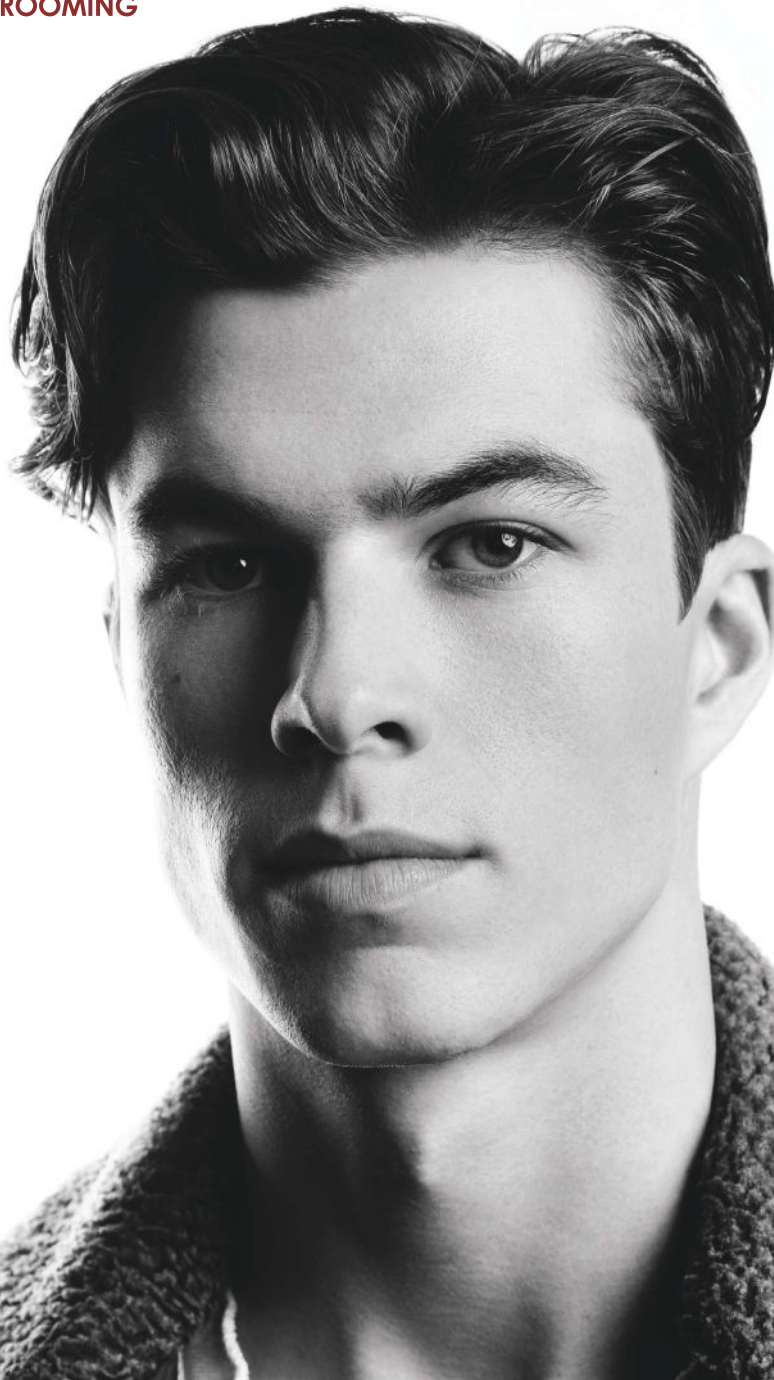


**Goldwell Just Smooth Diamond Gloss** @goldwellus  
Glossing Ingredient: Dimethicone



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**1919** by **Wahl Professional** supports hair health and delivers versatile applications for a finishing look.

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# MAKE THE *Grade*

School is back in session, which means clients will be searching for kid-friendly options for styling their little one's hair. From naturally derived shampoos to gentle detanglers, keep your retail space stocked with these A+ picks.



**Babo Botanicals Baby Face Mineral Sunscreen's** sheer SPF 50 formula contains 100-percent non-nano zinc oxide and lasts up to 80 minutes.  
[@babobotanicals](#)



After a day of play, **Denman Junior D Toddler Brush** provides snag-free styling thanks to an air-cushioned pad and soft, ball-tipped pins.  
[@denmanbrush](#)



**Rejuvenol Children's Care Nourishing Shampoo and Conditioner** cleanse, detangle and mix residue buildup with jojoba oil and vitamin A.  
[@rejuvenol](#)

**Little Green Kids Detangling Shampoo** gently cleanses and unsnarls locks thanks to a bounty of botanical extracts.  
[@littlegreencares](#)



**WetBrush Disney Princess Collection** highlights six classic Disney princess favorites and features the brand's proprietary IntelliFlex bristles with soft tip technology.  
[@thewetbrush](#)





# HEADLINERS

“UNRESTRICTED”

ATLANTIC CITY, NEW JERSEY OCTOBER 27<sup>TH</sup> & 28<sup>TH</sup>

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# Bigger is Better

From left: Au Naturel, Dulce de Leche, Wine Down, Mauve Along, and Red Stiletto



► **PUCKER UP AND BAT YOUR LASHES:** Grande Cosmetics is unveiling its latest beauty enhancers. With a triple-threat lipstick derived from kiss me quick flower extract and a lash-plumping mascara with castor oil built into every swipe, enhancing your clients' beauty has never been easier. "I established Grande Cosmetics with the vision that all women should feel glamorous every day and am committed to delivering beauty solutions that work with visible results—and these new launches are no exception!" says brand founder and CEO Alicia Grande.

## GRANDELIPSTICK PLUMPING LIPSTICK

### Plump from the Core

Made with a 3-in-1 formula that combines the moisture of a lip balm, the rich pigment of a lipstick and the transformative power of a plumper, GrandeLIPSTICK Plumping Lipstick "nourishes pouts from the inside out," says Grande. GrandeLIPSTICK Plumping Lipstick took a year and a half to formulate and create. Grande made combining three lip products into one a deliberate time-saving goal and, though she found the formula challenging to develop, she was inspired by her own needs. "As an on-the-go woman, I always knew that I wanted to create a lipstick that combined all of my favorite lip products into one convenient product, and it took a long time to find the best ingredients to make that happen," she explains. The plumper adds volume to any pout, working overtime to fill in lip lines and give the wearer a younger appearance. GrandeLIPSTICK Plumping Lipstick is available in five shades of pigmented, satiny finish.

### Performance-Driven Active Ingredients:

- **Kiss me quick flower extract:** An anti-aging, moisturizing active that stimulates collagen production and contains volumizing properties.
- **Sucrose cocoate:** Derived from coconut oil and beetroot; known for its nourishing qualities.
- **Hyaluronic acid:** Moisturizes and improves firmness; helps plump.





## GRANDEDRAMA INTENSE THICKENING MASCARA WITH CASTOR OIL

### A Show-stopping Solution

Grande and her team created the GrandeDRAMA Intense Thickening Mascara with Castor Oil following the success of cult favorite, GrandeLASH-MD Lash Enhancing Serum. After learning the messy ways that some clients were applying castor oil to their lashes, the brand took matters into its own hands, adding the superstar ingredient to a no-brainer product used daily: mascara. Granted, it took more than two years to develop the dramatic, no-flake formula from start to finish: “I tested hundreds of mascaras and worked with top chemists to find a formula that leaves lashes thick and luscious in one swipe, with a true buildable formula that doesn’t flake and is long-wearing,” says Grande. The result—thick, healthy-looking lashes—is the obvious payoff.

Perhaps the most striking feature of the formula is the way it wears. Instead of mimicking other volumizing mascara formulas on the market, which can uncomfortably cling to lashes (making removal difficult and leading to lash loss), GrandeDRAMA Intense Thickening Mascara with Castor Oil glides off the lashes with ease when coupled with makeup remover. Bonus! The accompanying mascara wand boasts a design that combats clumping. The subtle hourglass-shape brush isn’t overly dense, allowing for maximum separation and volume.



### Performance-Driven Active Ingredients:

- **Castor oil:** An omega-9 fatty acid rich in vitamin E; promotes stronger, thicker, bolder-looking lashes while preventing breakage.
- **Natural wax blend:** Offers the perfect buildable formula.
- **Film-forming polymers:** Improve gloss and shine.
- **Hemispherical powders:** Reflective qualities that promote natural brilliance.

### PROVEN RESULTS

“There’s nothing better than a product that provides visible, long-term results; clients will love that they’re getting extra benefits from makeup they wear every day,” notes Grande. “These products are proven and studied to perform,” she adds—meaning your clients will come back for more. “GrandeDRAMA Intense Thickening Mascara with Castor Oil and GrandeLIPSTICK Plumping Lipstick both feature results-driven formulas with powerful skincare benefits.”

### After applying GrandeLIPSTICK Plumping Lipstick:

- 100 percent of participants agreed lips felt moisturized\*
- 90 percent of participants saw fuller-looking lips\*

### After applying GrandeDRAMA Intense Thickening Mascara with Castor Oil:

- 97 percent saw dramatic lash volume\*
- 94 percent saw thicker-looking lashes\*

*\*Results are based on a consumer perception study. Results will vary. These products are proven and studied by third-party consumer testing.*

## Vivienne Mackinder and team dream up looks for the working woman.

During a three-day photo shoot workshop, legendary hair artist Vivienne Mackinder guided and art-directed talented stylists in the craft of executing hair for editorial photo shoots. The result? *Duality*, a collection that centers on the multidimensional working woman who requires you to masterfully deliver looks that run the gamut to suit her mood. This client is ever-evolving and in constant pursuit of change, whether through a bold, blunt cut with hard lines or soft, feminine texture. “Stylists want to take their work to the next level beyond an Instagram post, which was the inspiration for this workshop,” says Mackinder. “The team members who helped deliver this compilation were able to truly conceptualize beautiful hairstyling that, though very editorial, can also serve as a jumping-off point to everyday work behind the chair.”

# DUAL

—ALYSON OSTERMAN-KERR

### Celebrity Style

For this look, the hair team alternated curl patterns with ¼-inch-barrel and ½-inch-barrel curling irons. The team pinned one side away from the model's face to open it up according to Vivienne Mackinder's Face Shape Design featured in the “Who is sitting in your chair” course on HairDesignerTV [her education portal], and then molded the fringe to evoke Hollywood glam.

HAIR AND ART DIRECTION: VIVIENNE MACKINDER; HAIR TEAM: DELAYNE LABOUE, MARY SMITH, LEBLEU AND LISA SCHOOR; PHOTOGRAPHY: JULIA POGODINA; MAKEUP: DAVID MADERICH; FASHION: NIKKO KEPALAS



## Playing Rough

This 'do is a little bit sexy, a little bit rock 'n' roll: The team added styling paste to a classic pixie cut for disheveled airiness, culminating in a loosely styled—but perfectly executed—effect.

# ITTY



## Hard Lines

An asymmetric bob with sharp lines best befits the most self-confident of clients who dare to defy conventions.







### **Sleek and Chic**

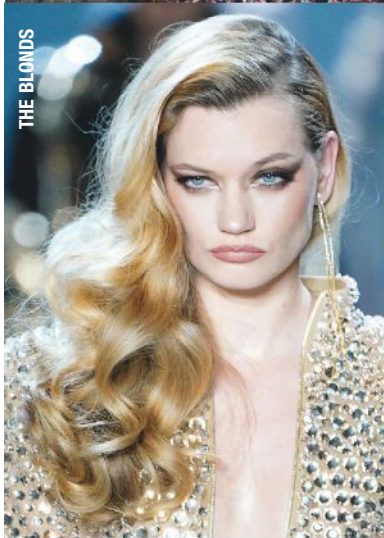
**A powerful woman deserves a style that completes her indomitable nature; hence, a sleek, flat-ironed pixie with strong perimeter lines elegantly works to complement the wearer's fierce personality.**



# BIGGER, BOLDER, *BADDER*

There's no time like the now to embrace bombastic hair—and we're willing to bet your clients are ready to go big or go home. *BY KARIE L. FROST*

**LET'S FACE IT:** Minimalism in hair is no longer a trend. Sure, the “I woke up like this” aesthetic still gains a sliver of our attention, but it's the looks that take grit to create and guts to pull off that awaken stylists' inner creator—and it's these same looks that dominated the fall/winter runways. While not every client will request sky-high beehives or dizzy-making braids, count this as truth: By beefing up on what comes from the catwalks, you'll be prepared for whatever big, bold, badass requests come your way.



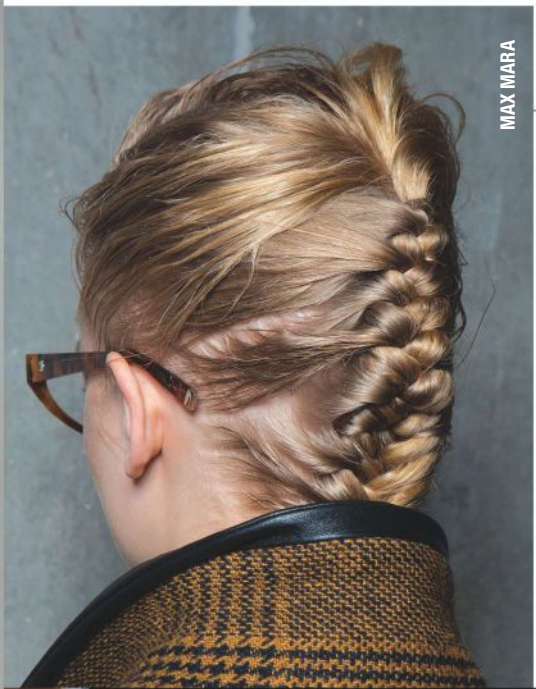
## *DO THE DISCO*

From tightly crimped and favorably fluffed to sexily swerved to one side, disco-approved waves danced their way onto the catwalks—and, without a doubt, will hustle into your chair. Be prepared with an assortment of wands, irons and, for those with adventurous tress aspirations, crimpers.





ULLA JOHNSON



MAX MARA



CUSTO BARCELONA



PRADA

## PLAIT WATCHERS

Anyone keen on Instagram knows full well that the average three-strand braid buckles under the pressure of today's intricately woven creations. Simpler braids, however, certainly hold a place in clients' hearts—but give them a twist, like waist-skimming pigtails, a fishtail fauxhawk or a rolled and wrapped side-pony plait.





## VOLUME'S UP

Ready your teasing comb: 'Tis the season to build texture and height into both body-full downstyles and towering updos. Clients lacking the necessary density to support such outsized dimension? No worries—nothing a few extra hairpieces (or even a wig!) can't fill.



BADGLEY MISCHKA, JANIE KRATOCHVIL, TIBI, COURTESY OF AVEIDA; HEAVEN PLEASE+; COURTESY OF THE RIVIERE AGENCY; PAOLA HERNÁNDEZ; ABNER JAMES; ANDREA ANGELESCU (3)



BADGLEY MISCHKA



TIBI



HEAVEN PLEASE+



PAOLA HERNÁNDEZ



OSCAR DE LA RENTA



BYBLOS



GCDS

## RIDE THE PONY

They went low. They went high. They even doubled. Never one to go gentle into that good night, ponytails popped up as a favored way of containing strands—and secured their rightful place in fashionable hairstyling.



## CLIPPING OUT

Stacked, scattered or singular, barrettes felt fresh thanks to offbeat—and sometimes slapdash—placement. While backstage beauty arbiters trended toward a more-is-more approach, one standout clip pinned askew carries the same impact and can be your ticket to transforming just about any style you dream up.



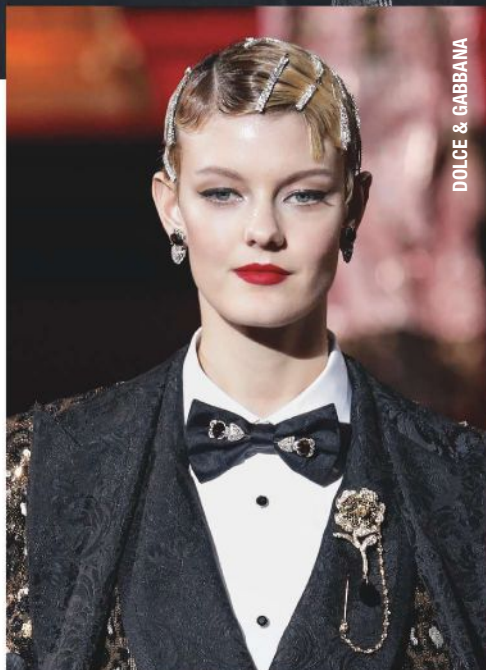
ASHISH



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FROM THE SIDE!



# GET THE LOOKS

NO TREND CAN BE AS BIG, BAD AND BOLD AS THESE WITHOUT THE PROPER PRODUCTS TO SUPPORT IT. TRY ONE OR ALL OF THESE OPTIONS WHEN CHURNING OUT YOUR CREATIONS.

## PLAIT WATCHERS



- 1 Prep with proper moisture: **Agadir Moisture Masque**
- 2 Ready for tight weaves: **Malibu C Leave-In Conditioner Mist**
- 3 Grant braiding grip: **Kenra Professional Flexible Fiber 11**
- 4 Once plaited, seal loose ends: **Trissola Chia Hair Smoothing Oil**
- 5 Secure the style sans crunch: **Innersense Organic Beauty I Create Finish**

@agadirint, @malibucpro, @kenraprofessional, @trissola, @innersenseorganicbeauty

## RIDE THE PONY



- 1 Create a working foundation: **Schwarzkopf Professional OSiS+ Topped Up Gentle Hold Mousse**
- 2 Banish bumps and flyaways: **Denman Brush D92 Edge Tamer**
- 3 Impart serious shine: **Nirvel Professional Glossstyl Intense Shine Spray**
- 4 Lock it up, hold it down: **Lakmé K.Style Control Pliable Natural Hold Spray**

@schwarzkopfsusa, @denmanbrush, @nirvelprofessional\_official, @lakmeusa

## VOLUME'S UP



- 1 Build more body: **Great Lengths USA Tapes Plus**
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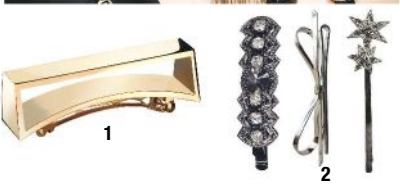
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# A CUT ABOVE

Learn all about today's hottest snipping tools, and how to care for them.

by Francesca Moisin





Where would stylists be without their snipping tools? These essential shears, clippers, trimmers, razors, and cutting combs are more than mere gadgets—they serve as extensions of a hairdresser’s arms. And like precious limbs, they need protecting. “Stylists’ tools require proper maintenance to ensure maximum longevity,” says Frank Soto, BaBylissPRO lead educator. At minimum, federal and state requirements legally mandate that all professional stylers must be regularly sanitized. Yet, Barbicide is only the beginning.



## SUSTAINING SHEARS

Start by handling shears gently—never toss them on a station counter and strive to avoid dropping them as that can dull blade edges or cause misalignment. It's not excessive to wipe shears with a damp towel multiple times during the same cut. Doing so nixes hair shards or oils leached from skin, which may interfere with the scissor's ability to snip. "I also clean my blades using alcohol and a cotton ball after cutting hair following a chemical service," says Mandy Kinn, Olivia Garden educator. Never let water drops or cleaning solution evaporate on shears because buildup can corrode the metal surface. Proper daily cleansing involves a rinse with soapy water, followed by thorough drying with a clean rag. Next comes oil. "At the end of every day, I dab oil at the pivot point of shears," says Kinn. Keep scissors open to 45 degrees and gently rub a small dollop of oil into the center joint, using a soft cloth. "Lubrication keeps the motion of the blades fluid, as does removing any residual hair or overlooked debris," Kinn continues. Along with being sharp, shears must feel comfortable in their owner's hand. Optimum cutting performance may be compromised when tension is too tight or loose, so adjust the tension dial as needed after prolonged use. Finally, store properly sanitized, dry shears in a protective case lined with soft, absorbent material that wicks away moisture and guards against environmental stressors.

## CONSERVING CLIPPERS

While most clippers come equipped with their own brush and cleaning kit, some pros opt for an old toothbrush as the preferred means of digging deep into tiny crevices to scour away deposits that may grind like glass between blade teeth if left unchecked. Next, ensure blades are properly aligned prior to every service because crooked teeth can easily nick necks. Hold a clipper sideways and look down its length, checking for blades that are parallel with the cutter blade. "Knowing your tool is key," says Soto. "It's not always necessary to replace a tool if it doesn't cut—sometimes you can just swap a blade or get it sharpened."

## RETAINING RAZORS

"I change the blade of my razor after one or two haircuts," shares Kinn. Diligent blade changes help prevent tress snagging. After carefully removing a



used blade, clean the razor body with rubbing alcohol and cotton balls to dispel surface impurities like oil, lotion or styling product. "Buildup can prevent a blade from sliding through hair seamlessly, or staying in place properly," explains Kinn. Remember: H<sub>2</sub>O is rust's best friend. Several quick blasts with a blowdryer can thoroughly banish moisture and keep this tool sparkling in a stylist's arsenal.

## PRO COMB TIP

Don't forget your combs! Soak combs in liquid sanitizer for up to 10 minutes—max. Never leave them plunged overnight as chemicals in the solution may start to break down the materials from which your combs are made.

## CHOOSE WISELY

Not all shears are created equally. Cherry Petenbrink, Olivia Garden artistic director, shares her top tips for selecting the right tool.

**MOST ESSENTIAL:** Make sure the shears' weight, shape and blade length feel comfortable in your hand.

**CLOSELY CONSIDER QUALITY**—which isn't always dictated by price. Superior-made shears can last a lifetime (with the right care) and be affordable.

**RESEARCH WARRANTY** and workmanship prior to purchase. Top brands promise lifetime warranties to repair or replace defective shears at zero charge.

**ONE SIZE DOES NOT FIT ALL.** Choose a variety of shears for clean lines and daily cutting, versus wet- or dry-cutting and layering.

**A STYLIST IS NEARLY NEVER WITHOUT SHEARS**, so select those that prevent stress on wrists and hands. Swivel thumbs and other ergonomic design factors can help ease overextension.







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# Industry Feed

—EMILIE BRANCH

Tonje Fjeldberg Elshaug, educator for NovaLash and founder/CEO of Glimt Lashes & Brows



## A Survivor's Story

Tonje Fjeldberg Elshaug, educator for **NovaLash** and founder/CEO of Glimt Lashes & Brows in Norway and Spain, is making an impact on the lash industry. A breast cancer survivor dedicated to sharing her story, Elshaug proves that, with a positive outlook and strong support system, anything is possible. Having transitioned from a job as a project manager to pursue her dream of doing lashes in 2006, Elshaug became the NovaLash Lash Artist of the Year in 2018, approximately 12 years after beginning her lash journey and two years after her breast cancer diagnosis. Elshaug credits her close-knit circle, including friends, family and the NovaLash team, with helping her beat breast cancer. "NovaLash always supported me," she says of working with the company while seeking treatment.

For those experiencing cancer, Elshaug advises, "Listen to [your] body, keep a positive mind, eat healthy, and laugh a lot. Stay strong by surrounding yourself with positive energy and find out what makes you happy." Your attitude is crucial to getting better, Elshaug continues: "As long as the head is strong, the body can handle so much. I always tried to start my mornings with a 30-minute inspirational podcast or YouTube. I love the sea, so I told my family and friends to drive me there on my sickest days, and went to bed every night after watching a 'feel-good' show on Netflix. Be patient and kind to yourself, give yourself permission to do what's best for you to move forward, and allow yourself time to heal."

If you want to be there for a friend during this trying time, Elshaug emphasizes the power of remaining present. "You can never give too much love; don't spread fear. Tell the person who has cancer that she's beautiful no matter what. I lost my beautiful long hair, lashes and brows, and my nails lifted from my skin, but my husband told me often that I was beautiful," she recounts, adding, "Always make sure that the person never feels alone."

Her message: We can all join together in the battle against cancer by lifting one another up. "My hope is that through sharing our stories and supporting organizations, we can all help make a difference in so many ways. Breast cancer—or any type of cancer—affects millions of women and men around the world; support as much as you can in your unique way," stresses Elshaug. "And to the fighters: Always remember you're stronger than you know."

For every Lash+doctor sold from September through October, NovaLash will make a charitable donation to the National Breast Cancer Foundation.

## Making Magic

When hair tips are considered "tricks," the line between magician and hairdresser begins to blur. To reinforce this overlap, **Moroccanoil** treated guests to an evening of traditional magic with illusionist Dan White, star of "The Magician" at the NoMad Hotel in Manhattan, New York, along with pre-show mane magic featuring live demonstrations by celeb stylist Bryce Scarlett.

To demonstrate how simple hair techniques can work like magic, Scarlett created two looks, first walking attendees through a voluminous, textured style. He began by "tricking" lift, teasing at the root and ultimately finishing the style with a liberal application of the brand's Dry Texture Spray. Scarlett swapped traditional hairspray for texture spray because, he explains, "Dry Texture Spray has more grip than hairspray, especially at the roots." Another Scarlett-approved trick? Apply dry shampoo onto your hairbrush to distribute product evenly and avoid creating any white spots.

Next, Scarlett tackled the pony of the moment, dividing hair into deliberate sections to ensure a slicked-back, bump-free front. "It's next to impossible if you try and do it in one swoop," he reveals of the pony trick. Scarlett secured the style with a clear hair tie (instead of wrapping hair around an elastic) for a more effortless feel. For his final trick, Scarlett filled in the hairline with brow powder, giving the appearance of all-around thickness. "People often think a lot of

looks hairstylists do are hard to achieve and appear almost magical," he shares.

Though magic isn't necessarily involved, genius hairstyling does take sleight of hand—and plenty of it.



One of the "magic" makers of the night: Moroccanoil Dry Texture Spray!





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



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## Industry Feed

### COTY Takes Hollywood

The Hollywood Palladium in Los Angeles has had some amazing acts play its venerable stage over the years, but perhaps none so “hair-raising” as the event that took place on July 21, 2019—namely, the **COTY Professional North American Beauty Envision Awards**, which replaces Wella Professionals’ TrendVision Awards and Sebastian Professional’s What’s Next Awards. Hundreds of beauty pros came along to cheer on 27 hair and nail artist competitors—narrowed down from more than 5,000 pros—from the U.S., Puerto Rico and Canada. Finalists competed in eight beauty categories ranging from Nail Art to Total Transformation, creating looks tied to the “Kaleidoscope” theme during the live competition.

But finalists weren’t left to go it alone. Because COTY believes in education and mentorship, the Beauty Envision Awards incorporated both ideas into the program. Competitors in each category were mentored by industry veterans who guided finalists toward achieving their final looks, while judges looked for high levels of innovation, technique, skill, and creative interpretation of the theme. Mentors included Anthony Cole (Editorial Hair), Diane Stevens (Bridal Hair) and Caroline Kim (Total Transformation), among others. Additionally, each category had its own judge who was a specialist in their field, including Dafydd Thomas, Whitney Burkhart, Kim Bruce, and more.

#### Congratulations to the 2019 Beauty Envision Awards winners!

- Editorial Hair sponsored by ghd: Carly Purdy (Canada), Valvano Salon
- Bridal Hair sponsored by Nioxin: Shakhnoza Azimova (USA), Affinity Hair Academy
- Total Transformation sponsored by Kadus: Daniel Lozada (Puerto Rico), Saline Salon
- Future Star sponsored by COTY School Program: Bryan Nieves Santana (Puerto Rico), Modern Hairstyling Institute
- Men’s Hair sponsored by SebMan: Adrean de la Parra (USA), The Kingly Hair Group Salon
- Creative Hair sponsored by Sebastian Professional: Nico Norris (USA), Vamp Hair Studio
- Nail Art sponsored by OPI: Amy Hwang (Canada), Kumi Nail Beauty Bar
- Color Artist of the Year sponsored by Wella Professionals-USA: Emma Hancock, Moriah Brandon’s Hair Salon
- Color Artist of the Year sponsored by Wella Professionals-Canada: Elena Bogdanets, Figaro Salon
- Mentor of the Year: Dani Zaugg (USA), Taylor Andrews Academy of Hair Design
- People’s Choice Award: Nico Norris (USA), Vamp Hair Studio

Separate from the eight categories competing live, two categories named winners prior to the evening. Jose R. Quiñones of the Peter Cardón Salón received the Elite award, which is an invitation-only category that recognizes the industry’s most influential and creative artists who are part of the COTY Professional Beauty organization. Additionally, the talented stylists at the Harlot Salon were awarded the Salon Team prize for their collective mastery of skill and creativity in cutting and styling.

Of course, no hair event is complete without a dynamic hair presentation. The night included a creative presentation from Wella Professionals global ambassador Darren Ambrose—a multi-model experience that nodded to major moments in fashion and pop culture.

Wella Professionals’ Color Artist of the Year winners received a \$5,000 Visa gift card, \$1,000 Wella Studio voucher, 12-month ongoing digital education on business and technical teachings, and an invitation to attend and compete in the International TrendVision Creative Retreat in Seville, Spain in March 2020. All other category winners received a \$5,000 Visa gift card, \$1,000 Wella Studio voucher, and 12 months of Ongoing Digital education in business and technical teachings.

For more information, and to view the 2019 Beauty Envision Awards replay, visit [beautyenvisionawards.com](http://beautyenvisionawards.com). —AMY DODDS



Emma Hancock, mentored by Sonya Dove (far left), wins Color Artist of the Year, as judged by Ryan Weedon (far right).



Nico Norris wins both the Creative Hair and People’s Choice Awards.





Blade Pullman's (left) and Emma Jankowski's (right) winning looks

## STARS IN THE MAKING

You know the competition is fierce when judges can't pick just one winner. At the **American Crew** 2019 All-Star Challenge, Blade Pullman from Australia and U.S.-based Emma Jankowski showed off skills that garnered them the first-ever tie in the history of the contest. "This year's event not only marked American Crew's 25th anniversary, but also the first time the judging panel couldn't decide on just one winner," says Gillian Gorman Round, global general manager of American Crew. "The two winning styles from Blade and Emma were so different but struck a unique balance, showcasing what we saw as the heritage, present and future of the American Crew man."

Pullman and Jankowski competed alongside 14 other stylists, selected from a pool of thousands. American Crew photographers, including the brand's founder, David Raccuglia, shot the contestant's final looks at MILK Studios in Manhattan, New York, over a two-day period. The winners were selected via a blind judging system, with their submitted photos ranked on a point scale to reflect creativity, technical ability and overall portrayal of the American Crew brand.

"It feels surreal to win this competition," notes Jankowski, who prepared for the challenge by cutting hair daily and "going with her gut." "It's amazing, it's ridiculous and it's indescribable," adds Pullman. "Take the chance and do it," both winners echo, speaking to any potential applicants for the 2020 challenge. "You never know if you don't try," encourages Pullman.

Pullman and Jankowski each received a prize of \$10,000, an American Crew All-Star Challenge global champion trophy, an invitation to become judges for the 2020 All-Star Challenge, a full scholarship to the new American Crew education program, and more.

The brand's global artistic director, Paul Wilson, notes that in addition to being a historic competition, 2019 is a pivotal year for the brand. With 25 years behind it, American Crew is looking forward to the future. "When I think about the next 25 years for American Crew, it's just getting more exciting," he thrills. "Men are getting more engaged and experimental; you've got every hairdresser and barber in the world fully on board to take men's grooming to the next level."



From left: All-Star Challenge winner Blade Pullman, American Crew global artistic director Paul Wilson and All-Star Challenge winner Emma Jankowski



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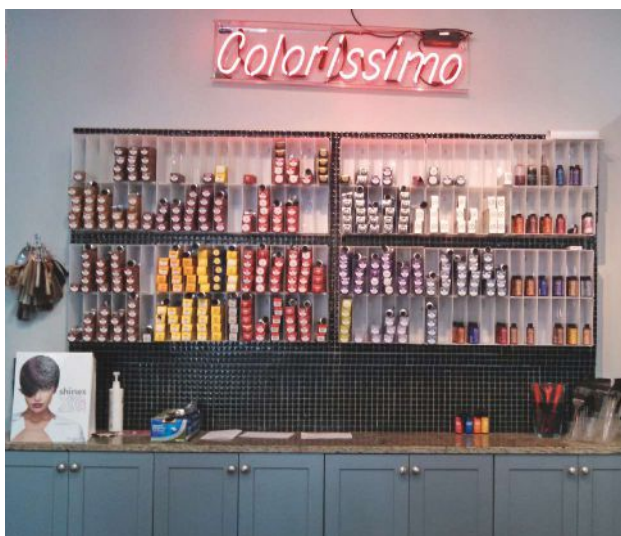
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## Keepin' It Classy

HAIRSTYLIST JESSICA WARBURTON TAPS BODY ART TO EXPRESS HER FANDOM AND, MORE IMPORTANTLY, SIGNIFY HER COURAGE.

➤ I'VE SPENT MORE THAN 600 hours in a tattoo chair, so deciding which tattoos I wanted to focus on for this story was a bit difficult. I have an incredible portrait of performer Lady Gaga, a sleeve full of Disney villains, a full back piece, and am currently in the process of covering the scars that cancer left me; these scars cover my entire abdomen and under my breast area, as I dealt with 12 pounds of ovarian cancer growth along with breast cancer.

I decided to get the Lady Gaga portrait because she really embodies feminine power, equality and self-acceptance. And while I love all my tattoos, my favorite by far is my Ron Burgundy [from the movie *Anchorman*] illustration. I'm a U.S. Army veteran and lived in San Diego for years. In addition, Will Ferrell movies helped me through chemotherapy; hence, I always wanted to get a "You Stay Classy! San Diego" tattoo on the inside of my arm so that when I saluted in short-sleeved uniforms, the officer could get a peek of my ink. Now, I use it to barter at the bar: "I'll show you the most epic tattoo you'll ever see and, if you agree, I get two free drinks." Bartenders go for it every time, and I always get two drinks on the house. —as told to AO



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