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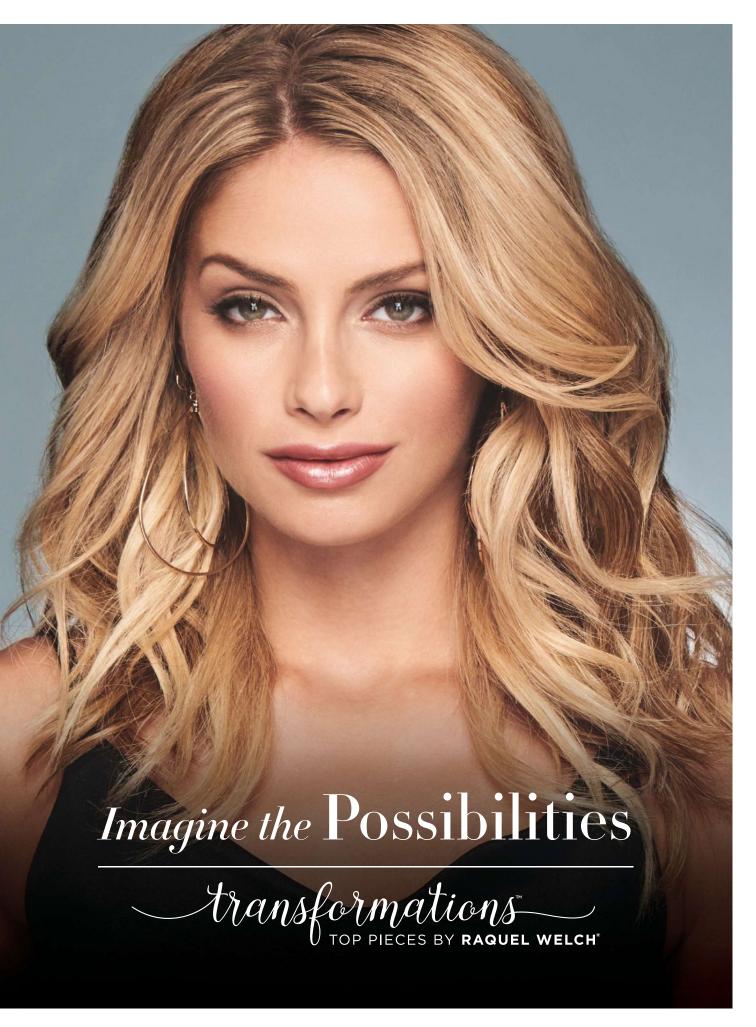
These versatile top pieces are specially designed to add more volume to any hairstyle, conceal thinning hair along the part line or at the temples, or simply change up her look. Imagine the possibilities!

#### RAQUELWELCHWIGS.COM/TRANSFORMATIONS

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<u>STEP</u>



## The first two steps for the

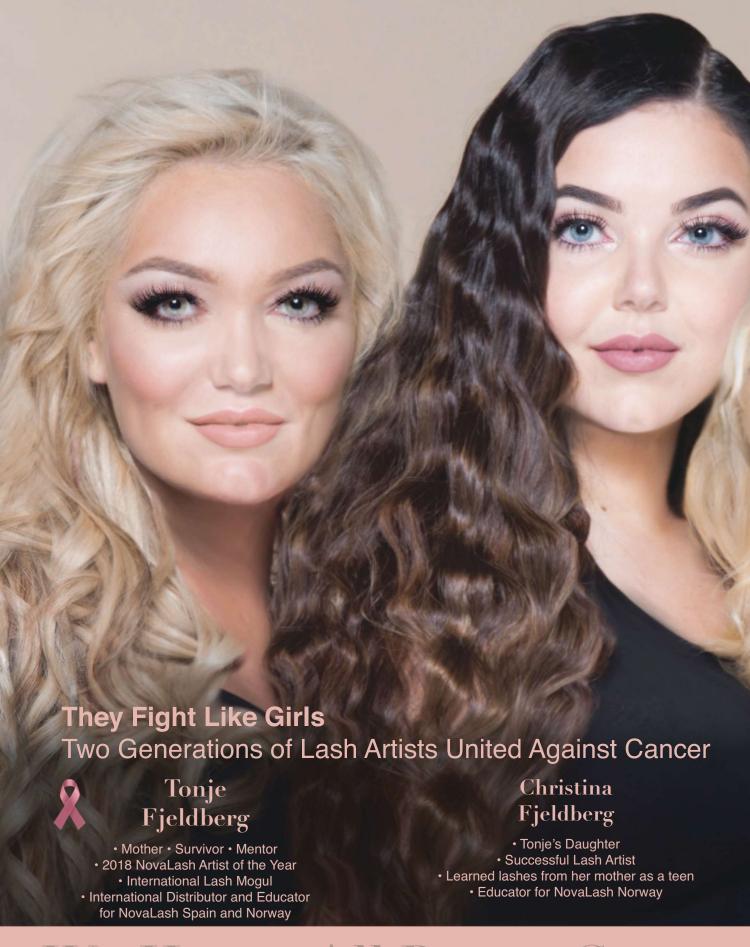
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**34** Celebs rock dip-dyed hair hues; top color preservers; trending launches

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Collin Anthony

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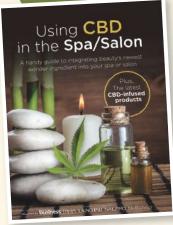
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"Maintaining a

young mind and

not falling into

the trap of what

others think your

style should be

at a certain age.

#### "What's your secret to aging beautifully?"

"Laughing with my 4-year-old son reminds me to not stress about the little things, which many of us do as we age: also, chasing after him keeps me in shape.'

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# On My Radar





# **Trailblazers**

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

➤ IN THIS ISSUE, I'm thrilled to unveil the winning artists in our annual 30 Under 30 competition, wherein our team had the difficult task of selecting 30 colorists (among thousands!) under the age of 30 who are shaking up the professional beauty industry. Flip to page 48 to see the winners. And since this year's selection process was particularly tough (the talent in our industry is immense!), we've expanded our list to include the top 50 colorists on our website, beautylaunchpad.com—log on for even more inspo from the industry's brightest young stars.

#### WINNERS' CIRCLE

HEAR FROM SOME PAST 30 UNDER 30 WINNERS!



# JOSH BOYNTON (@JOSH.DOES.HAIR):

"After being featured in Beauty Launchpad's annual 30 Under 30 list, my confidence has skyrocketed as an artist and stylist. I feel like we're all hard on ourselves at some point, and I'm super hard on myself when it comes to my work. Beauty Launchpad has given me the biggest confidence boost I could ever ask for. I still can't believe I made the list!"



MAGGIE HANCOCK
(@MAGGIEMH): "Being on the
30 Under 30 list really boosted
my confidence as a colorist;
it gave me validation that my
hard work was paying off. It
also pushed me to continue
developing my skills."

## OLIVIA SMALLEY (@OMGARTISTRY):

"I still talk about the time I was chosen to represent 30 amazing colorists under 30 years old—I wear it as a badge of honor. I hope all young colorists work hard and really learn their craft!"



#### **▼ TAYLOR RAE (@TAYLORRAE\_HAIR):**

"Being selected for 30 Under 30 was career- and life-changing in so many ways. It gave me confidence knowing that all my hard work was paying off, and it opened up many opportunities for me to propel my career forward! I'm forever thankful to Beauty Launchpad for this recognition, and look forward to seeing this year's talented stylists."



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#### **Trendsetters/Runway Report**





# Give It a Whorl

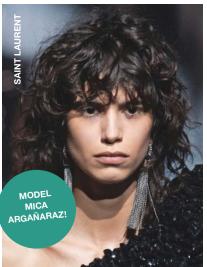
THE BEST BANGS ARE LEFT TO WAVE AND SWIRL AS THEY PLEASE. —KARIE L. FROST

**BANGS: THEY'RE SIDE-SWOOPED,** pinned, slicked, and ironed, but rarely ever do we see them as freeform—or even intentional curls on the catwalks. And yet, models like Mica Argañaraz and Lily Nova rarely compromised their swirling fringes on the runways, the latter walking nine shows total in which only two found her curly curtain concealed. It's a movement that mirrors the current natural texture zeitgeist-and even some shows, like Fashion East, fabricated tightly coiled fringes, each ringlet twirled in defiance against the typical sleek-bang norms. So, go ahead and snip some bangs into your textured-hair clients' mops; it's a whole new whorled!









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# Of Art and **Architecture**

WHAT'S INSPIRING INDUSTRY LEGEND AND EPONYMOUS BRAND FOUNDER PHILLIP WILSON.

—AS TOLD TO ALYSON OSTERMAN-KERR

#### 1 FAMILY

My wife Mary and my two sons, Ty and Ross, are my driving forcethey give unconditional love and support.

#### **2 ARCHITECTURE**

My favorite type of architecture is mid-century modern (made prominent from the 1930s through the 1960s) because of its clean lines.

#### **3 PHOTOGRAPHY**

I've worked with some of the very best photographers, and watching them work and seeing the results they achieve is amazing; it's something I would love to personally explore more in the future.

#### 4 CARS

There's something about the lines and overall designs of cars that I find very interesting. I also appreciate how the auto industry is always evolving.

#### **5 STREET ART**

I absolutely love the rawness of graffiti. When I view street art, I actually feel the artist's energy and am inspired by the awesome illustrations and colors.

#### **6 COSMETOLOGY STUDENTS**

They're so open and hungry to learn, and have a love for this industry that's deeply profound.

#### **7 EXPERIMENTATION**

I love playing with new ideas on mannequins. You can't make a mistake; you can only learn!









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#### Trendsetters/#Instagood









# BRUNETTE BOMBSHELLS

*—AMY DODDS* 

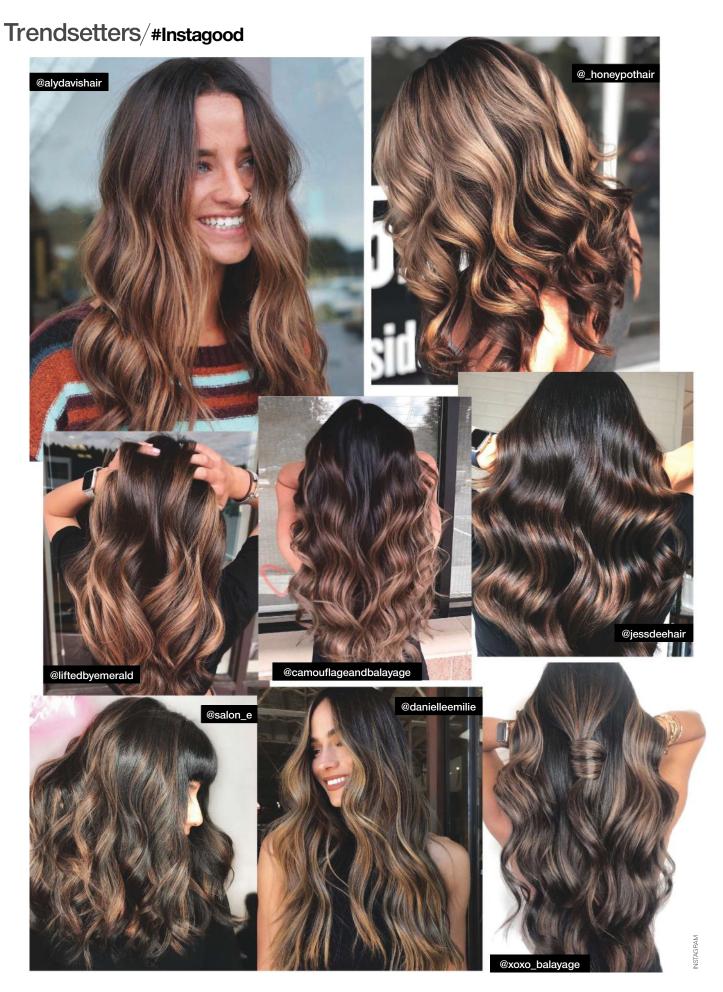
➤ AS THE DAYS GET LONGER and the air gets cooler, so too do tones turn to the darker side. But today's clients aren't looking for a one-and-done application. They're looking for three things: dimension, dimension, dimension. When choosing the right tones for your brown-haired beauties, make sure they complement the clients' skin tones, says *Beauty Launchpad* Education Team member Aly Davis (@alydavishair). "You could do the most beautiful application, but if the tones don't suit your clients, chances are they'll always feel something is off," she remarks. What's more, consider what your client wants her end result to look like when choosing which technique to lighten her dark tresses, says Amy McManus (@camouflageandbalayage). "You're lightening hair almost the full length of the spectrum, so it takes time and patience to get there," she explains. "Balayage creates soft nuances that foiling doesn't. Both are effective, but foiling is faster and more tonal control will be achieved. Balayage leaves warmth in the hair."





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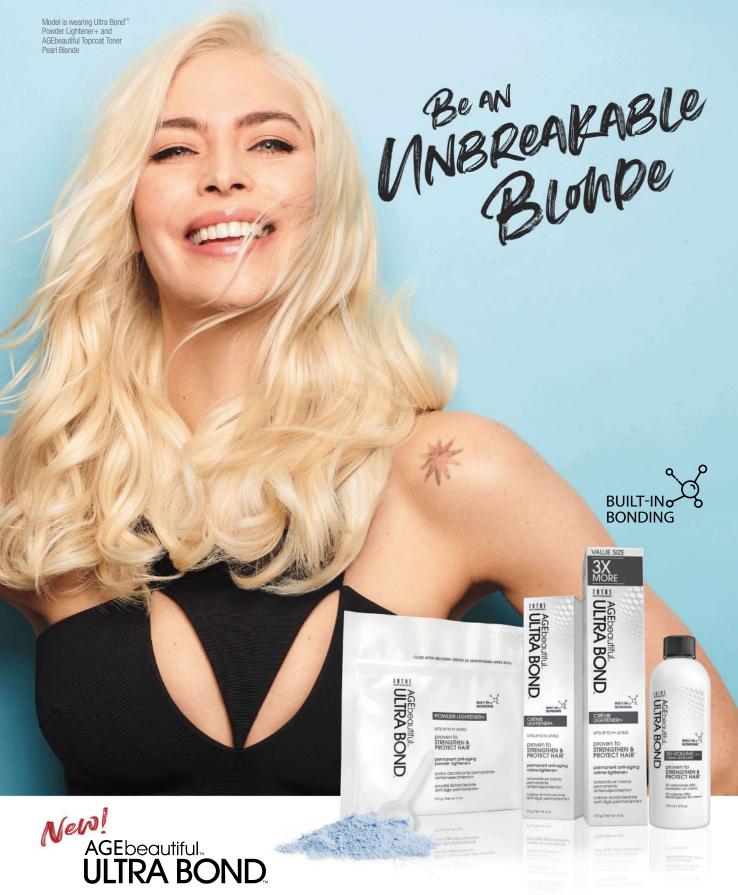
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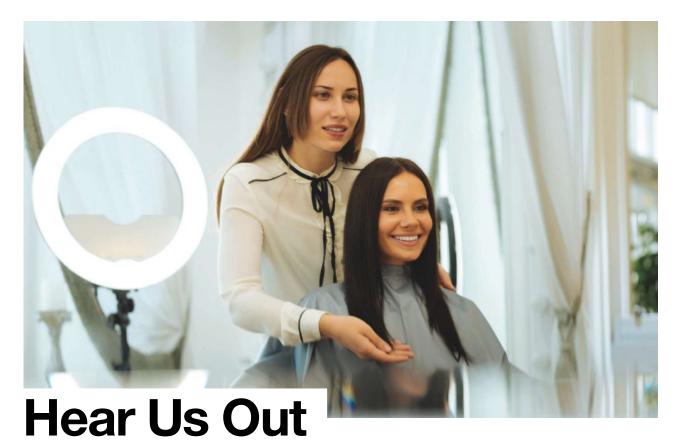


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10TOS FOR HAIR CREATORS







NINA TULIO, SALON BUSINESS COACH, SHARES THE TOP FIVE WAYS YOU CAN MAKE CLIENTS TRULY FEEL HEARD—AND THUS RETAIN THEM AS LOYAL REGULARS OVER THE LONG TERM. —TRACY MORIN

➤ IN A RECENT POLL CONDUCTED among 200-plus clients by Nina Tulio (@nina2leo), a salon business coach at 1N Agency (and former stylist and salon owner), she requested the top reason clients flee—and was blown away by the result: The stylist wasn't listening to her clients' needs. "As a close second, the clients simply got bored," Tulio reports. "Today, with access to so many stylists, the concept of loyalty has changed." To ensure your clients don't partake in these too-common complaints, Tulio shares her top five tips for ramping up retention.

#### [1] CREATE THOROUGH CONSULTATIONS.

Consultations prove to be the key foundation for establishing relationships; Tulio recommends slotting 15 to 30 minutes for new guests. "Yes, time is money, but think long-term—those 30 minutes can gain you a 10-year loyal client," she explains. "You get to know the client face-to-face, taking the time to discuss desired looks, needs and future hair goals in a deeper conversation."

#### [2] DON'T GO MIA MID-SERVICE.

Clients require constant tending-to—not only at the chair, but also during downtimes (e.g., processing). "Check on them a couple of times, instead of checking out," Tulio recommends. "Ask if they're comfortable, if they need a beverage, if the WiFi is working properly, etc., and they'll feel extra cared-for."

#### [3] SEEK FOLLOW-UP FEEDBACK.

Within 72 hours, follow up with an email to first-time clients (the trickiest to retain). Extend a thank-you for visiting and attach a survey—five questions or less—for feedback: Would you return or recommend a friend? How would you rate the overall value? "Positive or negative, feedback is a gift—it says you care about clients when they're here *and* after they leave," Tulio notes. Bonus: Add a personal touch with handwritten thank-you cards by mail.

#### [4] RETAIL SMARTLY.

As Tulio notes, studies show that clients who purchase retail enjoy a more loyal bond with their stylists; after all, retailing demonstrates you have their best interests (and haircare) at heart. The key? Reprogram your approach from "sales push" to education, detailing product info and benefits at every service step.

#### [5] UP YOUR EDUCATION.

To offset boredom, invest in education on a monthly (not yearly) basis, then show off and recommend new techniques or styles to clients. "As the expert, it's your job to offer suggestions and keep fresh, on-trend and relevant," Tulio concludes. "If you're not offering anything new, clients will seek another stylist."



# Hiring Your Dream Team

HERE'S HOW TO MAKE THE RECRUITING PROCESS WORK FOR YOU SO YOU CAN START SCOUTING YOUR NEWEST STAFF MEMBERS, STRESS-FREE.

—EMILIE BRANCH

> A SALON IS ONLY AS STRONG as its styling team. Bringing in new stylists allows for a fresh perspective on the floor, reinforces a collaborative work environment and helps build a client base. To successfully integrate the right stylists into your salon family, Ronit Enos, business strategist and performance coach, shares that you should be spending an allotted amount of time each week on hiring. "We usually recruit when something happens. It's a reactive task, but in reality, we should always be mindful and proactive about it so we can control the process," says Enos. Here, she shares advice on hiring your dream team.

#### Plan and Budget

The main question to consider when recruiting new staff is how much you can afford to spend on the process; this will inform how many people you can recruit (and how quickly) without risking your business financially. According to Enos, you should have three months' worth of expenses (think: prospective hire's hourly wage plus your time invested training plus tax each month) saved up to comfortably employ new talent. This includes wage payment as well as training-time expenses.

Ultimately, onboarding isn't cheap, but it's worth it because of the stylists you attract. "If you want to be noticed, you need to make noise so new talent will notice you—and that's an investment," says Enos. "Allocate money each month toward marketing to new hires and development."

#### Identify the Ideal Candidate Profile

Before hiring, you should be sure of who you want on your team. Think

about your best-case scenario hires and consider all variables, including their ideal energy level, whether they would work full- or part-time, their skill set, and even small personality details, like if they're morning people. Enos recommends creating a vision board outlining your ideal recruits and a career blueprint of how they would be able to grow through your business platform including their earning potential. "You need to know who is the best match for you and your environment," says Enos, who shares that identifying what you *don't* like in a candidate is as important as what you do.

# Systemize the Interview Process and Training

After you've successfully hired, automate the process to save time going forward. "Teach the system to a manager or associate so you can free up your time and work on other projects," Enos advises. Don't be afraid to delegate: "When you become a leader in your company, you don't need to do everything," she reassures. Not only do you benefit from this organization, but you also create a strong first impression for potential candidates by demonstrating a clear handle on workflow. "When there's a systematic process, everyone feels confident, guided and supported," she explains.

# Be Clear About Responsibilities and Expectations

Training can also be automated without being hands-off. A learning tool, such as a video, can help manage the expectations of new staff while relaying the same message to multiple people (at various intervals) in a fun

and memorable way. In addition to using videos for onboarding, Enos advocates videos for technical training. Whether you use a specific platform (Enos suggests Loom or Zoom), record with your phone or outsource completely, the results are the same. "When you're clear about expectations, fewer mistakes are made and your employees are more efficient," shares Enos. "They understand your culture and how to embrace it—and then they thrive."

#### **Track Your Success**

After you have gone through the process, take a step back to determine how it worked out, taking time to analyze your successes and struggles. "It's crucial to have a good understanding of the results to measure success and improve," says Enos. "Evaluate the performance of your team and your systems, ask for feedback from clients and employees, observe these changes, adjust, and relaunch." An effective recruitment strategy is as successful as your ability to source candidates, so cast a wide net, whether you turn to schools, social media or salon-targeted platforms such as Canvas Recruit, where salon owners can connect to stylists through their portfolios.

Ultimately, your staff represents you and ideally functions more like partners than employees, which is why it's important to have a plan and be selective when proactively hiring. "Think of it like Match.com," says Enos. "A good marriage starts with knowing what the best match is in terms of the social, the personal and even the professional—it's all necessary to lay the groundwork."







### Live & Learn/Social Studies

# Story Tellers

LEARN THE INS AND **OUTS OF CREATING** STRONG CONTENT FOR INSTAGRAM STORIES.



> MORE THAN HALF of all Instagram users are watching Stories every day, so it's never been more important to not only know all that Stories has to offer, but also master the art of creating great content. We reached out to Beauty Launchpad Education Team member Adina Pignatare (@adina\_pignatare) for her best IG Stories suggestions.

#### **STAY ON BRAND**

While Stories can and should be used for giving your followers a look at who you are behind the scenes, it's important to nevertheless maintain your brand's identity. Pignatare says to keep the look cohesive. "I keep my font and GIFs similar throughout the whole Story," she explains.

#### **TELL A (QUICK) STORY**

There's a reason why the feature is called Stories. Have a basic plot in mind for prerecorded content, such as a makeover or haircolor tutorial. But make it snappy—people don't have the time or patience to watch content that doesn't grab their attention. "Try to keep each slide different," recommends Pignatare. "You don't want your story to become one long video." She uses the Videoshop app to compress videos into 15-second increments. "Most people don't watch the full story without tapping through, so make it short and to the point," she advises.

#### **DON'T POST TOO MUCH**

Ever go on someone's Stories only to see a million little dots at the top? That visual alone is immediately overwhelming. Yeah, it's best to keep the number of slides on the lower side. "Keeping your Story under 10 slides is so important," stresses Pignatare. "People get bored easily. If it's too long they'll exit or skip to the next Story."

#### **USE ALL THAT INSTAGRAM STORIES HAS TO OFFER**

Instagram is all about engagement, and Stories offers many ways you can get your viewers to engage with your content. "Use the Instagram Stickers. Have people vote by creating a poll. The 'Ask Me a Question' Sticker is so popular, too," says Pignatare. Tag the brands you are using and/or want to work with (including @beautylaunchpad!) and they'll get a copy in their direct messages. And, if you do a voiceover, make sure to select a GIF that notifies viewers to watch with their sound on. "That way people know to listen, since they often have their volume off," explains Pignatare.

#### **BE YOURSELF**

Ultimately, Stories provides another way to show off your talents. "Believe it or not, people love to know who is behind the camera or hair," smiles Pignatare. You can reveal your fun side, your playful side or your hardworking side, but no matter what, remember to have fun while you do so!





#### Beauty/Look of the Moment



### WHAT'S TRENDING

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



Crafted with a detachable cushion, Olivia Garden OG Brush Collection features 12 brushes that smooth and add shine to all hair types. @oliviagardenint



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R+Co

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Shampoo and
Conditioner work in
tandem to moisturize,
nourish and tame frizz
with provitamin B5
plus rice bran, açaí
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Condition

Agadir unveils new packaging across its argan oil line with a golden-hue design inspired by its core ingredient. @agadirint

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Essie Winter 2019
Collection features six
limited-edition shimmering
hues inspired by the
holiday season. (Shown:
Let It Bow) @essie



"I can now place up to 15 lash extensions on one natural lash," enthuses beauty pro Jessica

**Baird of NovaLash** 

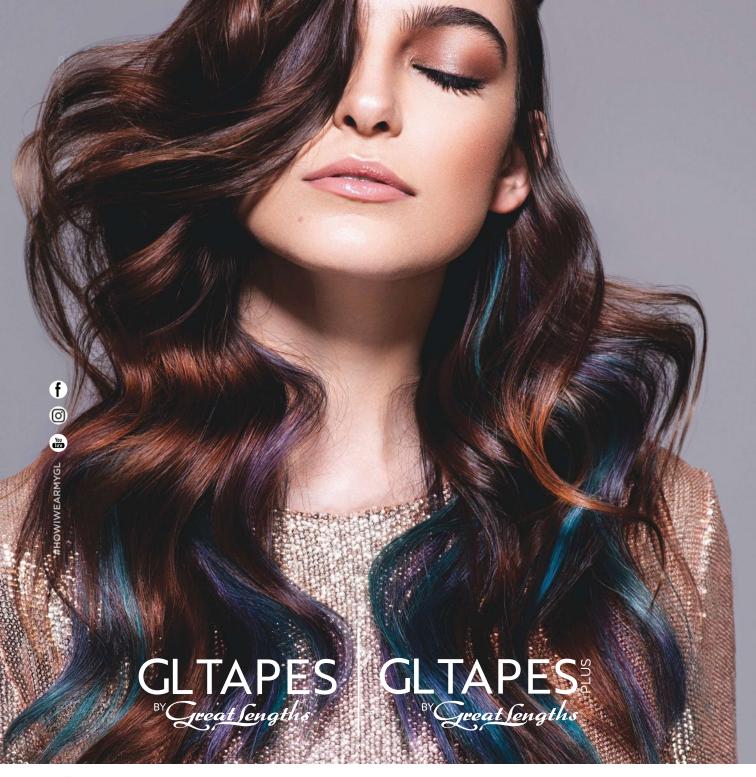
London Volume



**BaBylissPRO GoldFX**'s cordless lithium design uses a completely exposed T-Blade to achieve edge-ups, hard lines and other detail work. @babylissprousa







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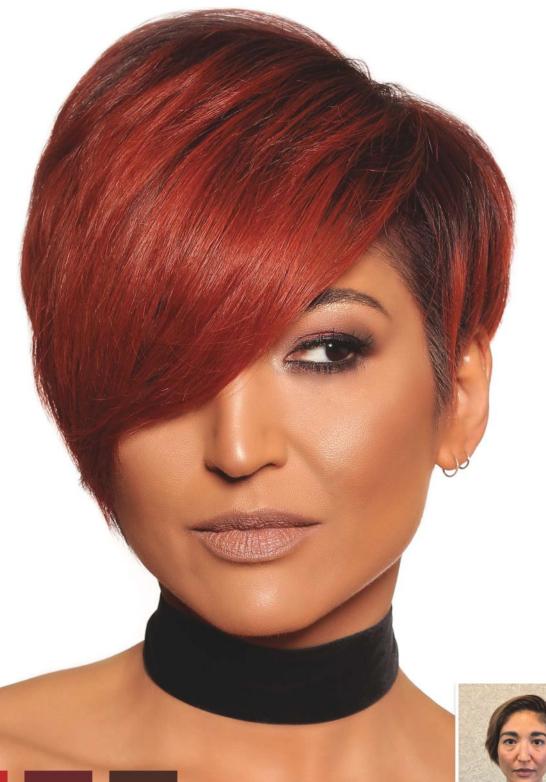


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# HAIR: CHRISTINA KREITEL AND OLIVER SHORTALL; PHOTOGRAPHER: JOSE RODRÍGUEZ; COURTESY OF KENRA PROFESSIONA.

#### Cool Dimension

KENRA PROFESSIONAL DIPS INTO COOLER TERRITORY WITH THIS SULTRY BRUNETTE DESIGN. -AO



CosmoProf artistic team member Christina Kreitel and Kenra Professional national artistic manager Oliver Shortall are playing it cool by tapping Kenra's Natural Ultra Ash pigments to usher in "more lived-in, dusty looks," Kreitel notes. "I'm noticing a shift in that clients want to be cooler." Enter this issue's cover look, which Kreitel describes as "refined yet natural-looking, even while it's growing out."

#### GET THE LOOK

Step 1: Prep hair with Kenra Color Porosity Equalizing Spray to allow for even color absorption.

Step 2: Divide hair into 4 quadrants, then apply Kenra Color Permanent 3NUA to the base of each quadrant to create a deep root smudge.

Step 3: Using a diagonal parting starting in the back quadrant, melt Kenra Color Permanent 3NUA at the roots into Kenra Color Demipermanent 5NUA from midlengths to ends.

Step 4: Using the same diagonal parting technique as the previous step, melt Kenra Color Permanent 3NUA into Kenra Color Demipermanent 6NUA from midlengths to ends. Continue alternating throughout the back quadrant and follow this same pattern in the front quadrants.

Step 5: Process for 30 minutes (or 40 minutes if the client requires gray coverage). @kenraprofessional





CosmoProf artistic team member Christina Kreitel (@christinakreitel) and Kenra Professional national artistic manager Oliver Shortall (@oliver\_shortall)



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

-KLF







#### **SEEING RED**

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



#### ROLLER SYNC

The integrated textured roller on this genius comb aids in even distribution of whatever product you desire—deep conditioners and haircolor, for example—ensuring a more consistent saturation and making it a perfect tool for seamless color melts. Bonus: The roller removes for easy cleaning. **Product Club Color Comb** @productclub



#### **UNBREAKABLE** B(L)OND(E)

Formulated to enforce hair's natural bonds in order to stave off weakening during the lifting process, this bluetone lightening powder lifts up to 9 levels and is suitable for both onand off-scalp application.

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**AGEbeautiful Ultra Bond Powder** Lightener @zotosprofessional

#### **NEED FOR SPEED**

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





#### TURN UP THE TONE

For clients seeking more toning power between salon visits: This mask acts as a refresher, neutralizing unwanted yellow and brass in just five minutes while also helping to strengthen and moisturize hair for enhanced light refraction. Available in a 250ml. bottle and 30ml. packets. Redken Color **Extend Blondage Express Anti-**Brass @redken

#### **BLONDE CLAY MATE**

This 7-level-lifting lightener's soft-tosolid formula allows you to go foil-less during balayage and freehand painting, thanks to the outer shell it forms around hair that not only magnifies lifting power, but also protects uncolored hair from product transfer. Schwarzkopf **Professional BLONDME Bond Enforcing** Premium Clay Lightener 7+ @schwarzkopfusa





#### A DROP WILL TONE YA!

Platinum and golden blondes in need of a revival? Easily transform shampoo, conditioner or any creambased styling product into a toner by mixing in a few drops of these blonde boosters. Rinse them out or leave them in hair for your preferred intensity. Keracolor Keracolors Gold and Violet Toning Drops @keracolorhair



Perfect for clients with compromised hair Level 8 and higher, these lowpH formulas deposit a high-gloss, sheer toner that will not shift or lift the natural base. Available in four shades: Sheer Violet, Sheer Ash, Sheer Steel, and Sheer Nude. Matrix ColorSync Sheer Acidic Toner @matrix





#### Pantone Alert! **CHILI PEPPER**

Intrigued by color forecasting company Pantone's Fall/Winter 2019 shade predictions, the ColorDesign (@colordesignhair) artistic team zeroed in on Chili Pepper, a spicy red, as a primary focus, with Orange Tiger and Sugar Almond as dimensional supporting shade inspirations, to create a haircolor design that's complex yet nuanced. Here, the team shares its formula.

Formula 1: 30g. 1.10 + 30g. Clear Permanent Color + 45g. 30-vol. Developer

Formula 2: 12g. 5.77 Permanent Color + 12g. 6.44 Permanent Color + 6g. 7.44 Permanent Color + 6g. 7-vol. Developer

Formula 3: 30g. Ammonia-Free White Powder

Lightener + 45g. 5-vol. Developer

Formula 4: 40g. Fun&Glam Extreme Red + 15g.

Explosive Yellow + 5g. Atomic Green

Formula 5: 30g. Direct Color Dark Copper Blonde + 10g. Fun&Glam Fresh Orange

- 1 Clarify hair using ABBA Detox Shampoo. Apply ColorDesign Reconstruction Oil for five minutes. Rinse and towel-dry hair.
- 2 Comb hair and section into four quadrants. Apply Formula 1 to damp hair using a balayage technique through the mid-shafts and ends to soften and lighten. Process for 20 minutes. Shampoo with ColorDesign Reconstruction Shampoo. Apply ColorDesign Reconstruction Oil for five minutes and rinse.
- 3 Section dry hair into four quadrants. Using the ColorDesign Shadow Base technique, apply Formula 2 in 1/4-inch diagonal back partings 2 inches deep.
- While color is processing, apply Formula 3 to the midshafts through the ends on diagonal back slices. Proceed to the front and alternate back-to-back slices. Process for 45 minutes.
- **5** Remove foils. Wash with ColorDesign Reconstruction Shampoo and rinse. Apply ColorDesign Reconstruction Oil for five minutes. Rinse and blow-dry hair until it's 100-percent dry.
- 6 Apply Formula 4 to the shadow root and Formula 5 to mid-shafts through ends, making sure to melt the two colors together to avoid any lines of demarcation. Process for 20 minutes. Rinse with ColorDesign Reconstruction Shampoo followed by ColorDesign Reconstruction Oil and Mask.





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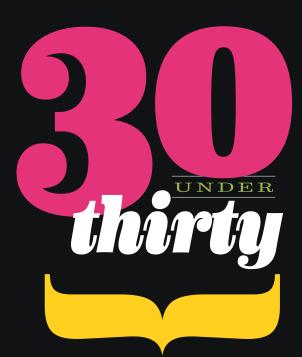
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Create Boldly. Live Boldly.





Hue has never looked hotter, thanks to the vibrant talents of these rising color stars. Get to know this year's crop of up-and-coming colorists: how they got started, where they find inspiration and what their dreams hold for tomorrow.

by Francesca Moisin

\*colorists appear in random order

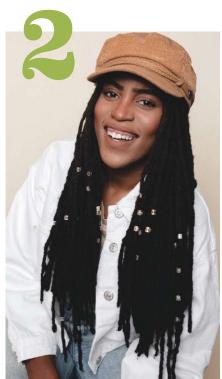


Preferred color lines: Pulp Riot, Faction 8 My goals: Become a Pulp Riot platform artist and educate with the brand internationally. My favorite technique right now: Anything prism—halo, over-directed, single panel.

I love how a simple change in the direction of the color placement can make color flow so differently from normal melts of rainbow hair.

Top hue tip: Just remember: Keep your head above the water! Oceans, pools and hot showers will fade hues, so clients should make dry shampoo their new best friend.

@adlydesign



#### Sabrina Bias | 26

Salon: The Hair Witch Studio,

Chicago

Preferred color line: Paul

Mitchell

#### I became a colorist because:

I've lived in areas with varying ethnicities and hair types; hair was the first time I came across color that didn't discriminate or show race bias. I fell in love with color that's free of politics and policies.

My mentor: Without a doubt, my dad. Life's given him a lot of lemons. But if I could nail down his recipe, I'd be in lemonade sales.

#### My inspiration comes from:

Chicago, a city of Midwesterners who come from small towns and want color that feels trendy, which their dads won't notice and moms won't cry about. It's also home to local creatives born and raised in the thick of street art. This city and its people are full of inspiration.

#### Rachel Rush | 29

Salon: City Salon Suites, Frisco, Texas

Preferred color line: Goldwell

I became a colorist because: In kindergarten, I taught myself how to French braid my dolls' hair. By college. I was doing full haircuts on my volleyball teammates. I finished freshman year and enrolled in

My mentor: My dentist! When Dr. David Toney comes to get his hair cut, it's my turn to listen, because he always brings words of wisdom. He's the reason I take meticulous client profile notes and start with detailed consultations.

My inspiration comes from: Geometric shapes especially isosceles triangles. Diagonal lines lend softness, while a horizontal color placement can create bold impact.

@rachel.rush





#### Kat Collett | 28

Salon: With Love Salon, Kansas City, Missouri Preferred color line: Pulp Riot

I became a colorist because: Color is painting, and painting has always been my creative outlet. Chemistry was also a favorite class in high school.

My favorite techniques right now: I have two, and they're totally different: extremely soft pastels, which give subtle kisses of unnatural color, and blending fashion hues with natural tones for a lived-in look, because it's a refreshing change from bleaching every head.

My inspiration comes from: Daily life and nature—the skyline of a city, how the sun makes prisms on a window, or the many contrasting colors found on the small wings of a butterfly.

@katkolors



#### Montana Schmidt | 26

Salon: Kevin & Co, Danville, Illinois

Preferred color lines: TIGI, Oligo Professionnel I became a colorist because: I was unhappy when I first started as a stylist. Perms didn't come naturally; cuts made the day go by slowly. Then I found color, and it became my instant passion.

My goals: To do hair for musicians and go on tour. An idol of mine had that job for a while, and his stories lived up to

Best part of my job: The nerd in me loves the chemistry and mathematics behind coloring. I love figuring out formulas. Rarely do I use a single tube of color. I'd say 90 percent of my clients have dimensional tones, formulated to find the perfect shade for each complexion.

@paintslikeschmidt

#### Asil Simsek | 27

Salon: Salon Lexington, New York

Preferred color lines: Wella Professionals, Truss Professional

I became a colorist because: I was 14 years old and didn't want to go to school, so I found a job at a salon as an assistant to the makeup artist. One day she didn't show up, so the owner asked me to help with hair.

My proudest accomplishment: I moved to the United States from Turkey four years ago, so opening my own salon and education space with my partner, Mustafa Avci (@mustafaavci), is a big accomplishment.

Best part of my job: In three hours, you can change someone's mood, confidence-and life. @asil





#### Crystal Kim | 28

Salon: Hair Sensationz. Corona, California

#### Preferred color lines:

Schwarzkopf Professional, Fanola

#### I became a colorist

because: I was a scene kid, obsessed with scene culture and its funky colors, crazy styles and razor cuts.

My mentor: Hands down, Linh Phan (@bescene). He taught me everything I know, and still teaches me something new every time we work together.

My favorite technique right now: I love the money piece trend. It frames faces so beautifully, and really brightens any look.

🕝 @instylebycrystalk





#### Allyson Marie Gregory-Neri | 28

Salon: Allyson M Hair, Poughkeepsie, New York

Preferred color lines: Paul Mitchell, Truss Professional, Fanola

My favorite techniques right now: Blended, "melty" hair color. Lived-in hues and blondes are my jam! I love using multiple techniques: teasy lights, faded

foils and painting. My mentors: Nina Tulio, Britt Seva, J Ladner, Gina Bianca, and Lo Wheeler Davis have all contributed to my mind-set and growth, whether they know it or not.

Top hue tip: Pre-toning with no-yellow or blue shampoo is a game-changer. And when I paint, 8 times out of 10 I use my hands to create a gorgeous blend.

@allyson\_m\_



#### Reema Jaber | 29

Salon: Hair by Reema, Mississauga, Canada Preferred color lines: Aveda, Schwarzkopf Professional

I became a colorist because:

I started painting with acrylics in high school, and later enjoyed making clients my canvases and using Instagram as an artistic outlet. I don't think you can do hair if you don't love art.

Best part of my job: Color corrections are my area of expertise. Almost every client comes requesting that service.

My favorite technique right now: Foilyage, due to its versatility. Most of my guests have dark, coarse hair, yet I'm still able to customize each look.

@hairbyreema





#### Tatiana Salcedo | 24

Salon: Steele Hair Gallery, Jacksonville, Florida Preferred color line: ColorDesign

My mentor: My amazing mother. As a little girl, I was always mesmerized by her expressions of creativityfrom watching her decorate our house for parties, to the incredible outfits she wore. My artistry comes from her. Best part of my job: The feeling of joy and empowerment guests experience when they get a color change, as evidenced by that sparkle in their eye, is so rewarding even though the process isn't always easy!

My goal: I hope to one day become a celebrity hairstylist.

@tatismidastouch



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#### Chelsea Palasek | 26

Salon: Katherine Jon Salon, Port Jefferson Station, New York

Preferred color line: Eufora

I became a colorist because: I always admired the beauty industry—but I didn't fall in love with color until I became an apprentice at age 16 and started formulating specific hues for every guest.

My proudest accomplishment: I've been the assistant trainer at my salon for several years, and it's so rewarding watching our newcomers learn and

My inspiration comes from: Social media. Chelsea Caruso is someone on Instagram who changed my life behind the chair.

@chelsea.palasek

#### Holly Allen | 28

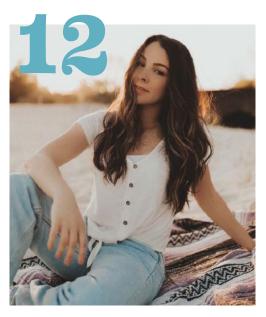
Salon: Blend, Milford, Connecticut Preferred color lines: Wella Professionals, Redken

My goals: Own a small, unique salon where I can host classes to share tricks and techniques I've learned along my journey.

Top hue tip: Using Matrix Biolage Raw Acidic Milk Rinse after a coloring service helps rebalance hair's pH. It makes strands feel smooth and soft, and the smell is amazing.

My favorite technique right now: Root smudging. I love the softer, more natural feel it lends when doing foil work, and clients appreciate the grow-out and longevity because there are no harsh lines or bands.

@knotjustbalayage





#### Alyssa Wiener | 27

Salon: SoNo Academy, Norwalk, Connecticut Preferred color lines: Scruples, Oligo Professionnel

I became a colorist because: I colored my hair for the first time in eighth grade. Fastforward to high school, and I was trying out a different shade each week. A stylist I met to fix my damaged tresses asked if I'd ever thought about going to cosmetology school, and that's when I realized it was the perfect match.

Top hue tip: Advise clients to keep color looking fresh by washing hair in ice-cold water, ideally no more than twice weekly.

My inspiration comes from: Mother Nature, the best artist. She can do a color melt like no one else.

@alyssawiener



Salon: The Craft Colaborative, Virginia Beach, Virginia

Preferred color lines: Goldwell, Pulp Riot I became a colorist because: I was always the oddball in a corner, Googling different chemical compositions just for fun. The idea of blending science and artistry to challenge accepted beauty concepts is the standout reason I chose this career.

My mentor: Rebecca Taylor. She's always lent an ear and given solid, unapologetically real advice. Her work is stunning and uniquely

My inspiration comes from: Feelings, lyrics, science, living beings, inanimate objects-it can be as simple as a traffic cone, or as complex as a literary quote. My best work happens when I let little things around me evoke an emotion that I rearrange into visible, wearable hair color.

@thecolorchemist



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#### Caitlin Sullivan | 28

Salon: Alchemy Hair Studio, Shreveport, Louisiana

Preferred color line: All-Nutrient My goals: Open a local salon focusing on artists where I can help stylists curate the type of hair vibe that's true to each client's personality, while also nurturing a work environment that propels growth.

Top hue tip: Finish your color service with a gloss. It seals hair cuticles, guarding against direct impact from harsh elements for vibrant color that lasts

#### My favorite trends right now:

Holographic hair and neons. I love that the industry is finally saying, "Whatever, let's make art and break some rules."

@hairwaytokale



Salon: Studio 317, Guilford, Connecticut Preferred color lines: All-Nutrient, Original Mineral

I became a colorist because: In school, I'd leaned toward cutting and styling, but I balayaged for the first time five years ago and fell in love with color.

My proudest accomplishment: Becoming an independent stylist by age 22. I'd only been licensed three years before jumping headfirst into renting a chair, and now I'm the most successful I've been.

Best part of my job: No two heads are the same. I love giving every guest her own unique color experience while simultaneously getting to explore my creativity.

@paintedby.t





#### Michelle Savic | 23

Salon: Radiance Salon & Medi-Spa II. Leesburg, Virginia

Preferred color line: Keune

My goals: Become a celebrity stylist and educator. I've always loved Hollywood, and it's my dream to one day showcase my talent in the entertainment industry.

Best part of my job: Turning that chair around—the moment you see not only what you just created, but also your client's priceless

My favorite techniques right now: I paint and draw as a hobby, so balayage and foilyage are a fun way to utilize that skill set.

@hairby\_michellesavic



Sean Michael | 29

Salon: Salon Beau, Andover, Massachusetts

Preferred color lines: Joico, Redken, Product Club

I became a colorist because: Instead of playing Game Boy as a kid, I'd go with my mom to the salon and watch how she'd light up after getting her color done. I had three younger sisters and a handful of girl best friends whose hair I did for high school dances. From a young age, I've loved making people feel beautiful.

My proudest accomplishment: I work day in and day out—which sometimes gets me in trouble with my boyfriend. But it enabled me to open my salon by age 23, and I'm proud of the community of stylists I'm building on social media.

My favorite techniques right now: Dimensional balayage strikes the perfect balance of depth and brightness. Additional favorite techniques include air touch, teasy lights, babylights, and shadow roots.

(a) @seanmichaelhair

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#### Gina Ambrosini | 26

Salon: CKC Salon & Keratin Bar. Fairfield. Connecticut

Preferred color line: Wella Professionals My goals: Travel the country in a Volkswagen bus, teaching other stylists. Our industry is so empowering and inspiring, but sometimes people get discouraged. I'd love to share my passion and experience behind the chair.

My mentor: My mother, a fellow stylist. She's the reason I'm here.

My inspiration comes from: The changing seasons. Living in New England means I get to experience all four, which translates to shifting hair hues.

@notyourgmashair



Kylie Bussing | 26

Salon: The Hair Company, Nashua, New Hampshire

Preferred color line:

Goldwell

I became a colorist

because: Though always itching for a way to release my creative energy, I never found the right outlet until signing up for beauty school-which I did as a last resort. I had no idea it would become the greatest love I've ever known.

Top hue tip: Think longterm when creating a color story. Some techniques and placements allow for increased longevity, such as implementing shadow roots with fantasy colors or color melting into a natural base.

#### My inspiration comes from:

My clients' personal styles and aesthetics, along with Instagram and other socialmedia mood boards.

@kyliebussinghair



#### Chloe Jones | 28

Salon: Avenue 42 Salon, Richmond, Virginia

Preferred color lines: Keune, Redken

My goal: Stay open to education. I never want to be a stylist who thinks she knows it all because our industry is forever changing, and it's essential to keep pace with current trends.

My proudest accomplishment: Going from assisting full-time to filling my book within a year. I

spent countless hours on social media, advertising myself and my services to build a brand and attract my dream clientele.

My favorite technique right now: I love to melt blondes

darker. There's nothing more satisfying than taking someone to the dark side!

@createdbychloej



#### Miah Allison | 24

Salon: Independent stylist and suite renter, Joplin, Missouri Preferred color line: Schwarzkopf Professional I became a colorist because: I used to watch hair and

makeup videos on my family's soundless desktop computer when YouTube first became a thing. Once I started cosmetology school, I became obsessed with color.

My proudest accomplishment: I mean, can we talk about this interview? Is this really happening? I'm just a Midwestern mama trying to live her dream.

My inspiration comes from: Staying educated. We live in a world with so many resources, and I love taking full advantage. My guilty pleasure is staying up to complete online classes. I know-I'm a wild one.

@primpin\_aintt\_easy



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COOL BASE COLOR FADES COOL



Salon: Plaza 100, Dartmouth, Massachusetts

Preferred color line: Pravana

I became a colorist because: I grew up on the south coast of Massachusetts, where it's all about whaling and Portuguese heritage. Before doing hair, I went to a vocational high school and took technology courses, but I always knew I wanted to be in beauty.

Top hue tip: I now do mostly vibrant colors—unicorn

and mermaid clients—and always add a bond builder to my vivids for an extra boost of strength and shine.

My favorite technique right now: Shine lines or

negative hair sections. Leave blonde somewhere in the palette of a melt to break up the vivid and create that cool effect.

@supvalerie





#### Aly Davis | 24

**Salon:** R Cribb the Salon, Myrtle Beach, South Carolina

**Preferred color lines:** Paul Mitchell, Redken, Fanola, Truss Professional

My proudest accomplishment: Becoming a fully booked stylist within nine months of getting licensed—something I was told might take years to accomplish.

**Best part of my job:** Customizing color to suit each individual guest. I'm a firm believer that one size does not fit all, so understanding color theory, techniques and placement has enabled me to deliver varied results.

My favorite technique right now: Wet balayage. It takes less time and product, and it's applied on a clean canvas where the pH of hair has already risen, giving greater lift.

@alydavishair

#### Lauren Austin | 27

Salon: 1213 Hair Studio, Richmond, Virginia Preferred color lines: Davines, Redken My proudest accomplishment: I've been published in local magazines, taught balayage with a company, and recently—after taking many technique classes—become strictly a colorist.

My mentors: Lo Wheeler Davis; Aly Davis; Becky Miller; Debbe Salvino; Jamie Sea; and my boss, Kelly Cahen.

My favorite technique right now: I recently started teasy lighting, and I'm in love—the technique creates such a gorgeous blend for so many different clients.

@laurenaustin\_stylist





#### Bianca Rose | 29

Salon: The Bianca Rose Salon, Cincinnati Preferred color lines: Crazy Color, Colortrak, Fanola, Redken

I became a colorist because: I used to grab my dad's "Magical Mystery Tour" album by The Beatles, just to admire the colorful cover art. I've always been a creative soul.

My goal: Full circle for me would be returning to the classroom as a teacher. I want to give back to this industry, and a good instructor can make all the difference.

Top hue tip: Using direct dyes to correct color is a huge time-saver. Whip up some pastel pink to neutralize faded minty green, or take a silvery blue to mitigate warm orange tones.

@hairbybiancarose



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#### Courtney Gann | 29

Salon: Tribe Salon, Lebanon, Missouri Preferred color line: Pulp Riot

Best part of my job: Having a vision in my head of what I want to do, and then watching it come to life through successful execution.

Top hue tip: At-home hair care is crucial to color longevity. Think color-safe shampoo, low-heat settings and heat-protectant spray for styling.

My mentors: I admire David and Alexis Thurston for both their color skills and work ethic. I'm always striving to learn from what they're doing.

@courtgannhair



Preferred color line: Kenra Professional My mentors: Christina Kreitel and Sarai Speer are two of my favorite colorists. They're such talented artists, and unapologetically themselves.

Top hue tip: The tools we use make a huge difference in our color results. When creating a lived-in balayage look, I keep plenty of clean brushes on hand for both application and to sweep away unwanted product, resulting in the perfect color melt.

My favorite technique right now: I love all things blonding, especially lived-in color with bright accent work around the face.

@kellyjo\_hair





#### Kristen Ewing | 27

Salon: Adaline Claire, Austin, Texas

Preferred color line: Oligo Professionnel

I became a colorist because: I wanted to master a skill I hated at first, believe it or not! It was hard for me to understand color theory, and I was always slow. But when the ombré and silver trends popped, I decided to dip back in. Balayage presented a special challenge, and I'm always up for that. I put my mind to it and became a pro.

My goals: Create an educational academy in Austin that gives stylists the ability to truly master any technique, and then apply it to their clientele. I also hope to become a platform artist, educating around

My proudest accomplishment: I taught my first platform show this year at Austin's Oligo Blacklight tour. It's special when you can make a room of 200-plus people laugh and just enjoy education.

@kristen.lumiere



#### Danielle Hecker | 25

Salon: Moxie, Scottsdale, Arizona Preferred color line: Schwarzkopf Professional

My goal: I want to stand out and make a reputable name for myself, so when someone sees work I create they automatically think, "That looks like @hairhecker!"

Top hue tip: Malibu C treatments remove product and mineral buildup, helping hair achieve its intended vibrant hue.

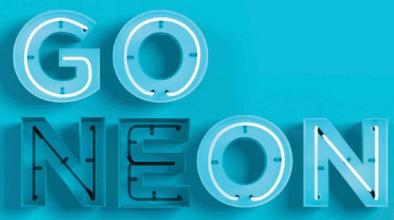
#### My favorite technique right now:

Chunky-which might sound crazy! But I love that super dimensional hair is back via the contrast I've been seeing in both balayage and highlights.

@hairhecker



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#### **BLONDE WITH A BOND**

Phan and Hancock opt for BLONDME for all their major color transformations because "there really is no other lightener like it," they share. The products are capable of lifting *all* hair types to Marilyn Monroe levels of blonde, which is perfect for stylists who have clientele with very dark pigmented hair. "Our favorite thing about BLONDME is obviously the truly unmatchable lifting power that it has," they emphasize, adding, "We need all the power we can get."

All ingredients in BLONDME are designed to give clients the best blonde experience—meaning maximum lightening performance while preserving the bonds in the hair. "We achieve the lightest lifting level by using BLONDME with built-in BOND Enforcing Technology. This ensures hair is protected during any blonding service," they stress.

The BOND Enforcing Technology is what makes the BLONDME range so unique—there's no need to add any bonding additive because it's already present in the color and care range. Succinic acid creates a protective layer when lifting the hair, which protects hair bonds during the service, while hydrolyzed keratin and marula oil add shine and smoothness. "The magnesium citrate in the care range helps to create new bonds, balances pH levels and stabilizes the inner structure of the hair," the duo explains.



#### PHAN AND HANCOCK'S BLONDME TIPS AND TRICKS

#### DON'T UNDERESTIMATE THE LIFTING POWER OF BLONDME.

"Stylists should know that BLONDME is very powerful," explain Phan and Hancock. For this reason, it's best to avoid a high developer for everyday bleaching. "Doing thin highlighting to the scalp requires only 7-vol. Developer on any level of hair," they continue. "Get comfortable with 7-vol., then work your way up if you have to use higher developer."

USE FINE SECTIONS ON DARK HAIR. "When bleaching dark hair, be sure that your sections are fine enough that when you lay one on the palm of your hand you can see skin through the section," say Phan and Hancock. "This will ensure maximum lift."

#### THERE'S NO NEED TO USE HEAT WITH

**BLONDME.** Instead, "place a towel lightly over your client's head to incubate her natural body heat and decrease processing time," Phan and Hancock advise.

# RETRO CLASSIC

One woman, three looks: Saphira brings contemporary perspective to classic hairstyles in its brand-new endeavor.

-ALYSON OSTERMAN-KERR

For Saphira hair care's Retro Classic collection, the brand tapped hairstylist Tory Tomlinson to capture the styling moments of "what was, what is and what will be" in the professional beauty industry, wherein classic 'dos transcend the test of time. "As important as it is to live in the moment and trend toward the future, it's equally important to remember where these trends emanated," reminds Tomlinson.

SUPERMODEL SWOOP

"The voluminous blow-out of 1980s-era Brooke Shields has never really gone away," notes Tory Tomlinson. "I wanted this look to exemplify maximum hold but with a soft, touchable finish. Utilizing the Saphira Sculpting Lotion for the roots and Volumizer Spray for the mid-shafts and ends, I achieved both hold and sleekness."





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### **BLOOD, SWEAT AND BLONDE**

The idea for the shoot came naturally—as did the process of bringing it to life. Phan and Hancock reached out to the team at Schwarzkopf Professional, who fully supported their creative process. "It was very surreal and exciting to actually begin to execute on the idea, along with having the backing of our favorite brand," notes Phan. The duo's passion for the project carried them from start to finish. "People only see the final, beautiful pictures on Instagram, but they have no idea how much blood, sweat and literal tears went into making this happen. We put our all into it-and so did Schwarzkopf USA," says Phan.

### THE RIGHT TO LIGHT

Through the "One Nation Under Blonde" campaign, Schwarzkopf Professional is successfully demonstrating multitudes of blonde. "People may think that healthy, high levels of blonde are only achievable if the client has fine, straight, natural Level 6-and-above hair; however, by taking the correct steps and using BLONDME—as well as the right aftercare—it truly is possible for anyone, with any hair texture or ethnic background, to have light hair," says Hancock.



MODELS BREAK THROUGH THE STIGMA OF GOING BLONDE.



The goal of "One Nation Under Blonde" is to inspire hairdressers to push themselves creatively and, ultimately, to have more ethnic diversity in the blonde world, breaking any stigmas that might come with it. "After all, anyone can be blonde!" exclaims Phan.

## A GROWING BLONDE NATION

Of course, without the right tool, a believable blonde would be just another hair hope. BLONDME is changing the reputation of lighteners thanks to its ability to lift while it rebuilds. With blonde being easier than ever to achieve, there's a whole world eager to make the switch. "We love watching 'One Nation Under Blonde' grow and trend on Instagram. It's crazy! Seeing the hundreds of tagged photos of people pushing the boundaries of blonde has been truly heartwarming," smiles Hancock.

ALL ETHNICITIES CAN EMBRACE BEAUTIFUL BLONDES.



Though aging is a fact of life, we all struggle with the inherent challenges of getting older. Gray hair, tress fall, wrinkles, and fine lines are among top beauty concerns—yet shifting societal views plus a wealth of new, efficacious products have also made this a better time than ever to embrace our age. We consulted top experts and hit up the hottest pro brands for the latest developments in antiaging.

#### **GRAY DAYS**

To be clear, there's nothing wrong with going gray. It's a natural part of life and aging, as evidenced by dames like Diane Keaton and Helen Mirren who've chosen to embrace their inner silver goddess. But why does hair turn gray? Chalk that up to melanin, a pigment found in human hair and skin, of which there are two types. Eumelanin is dark (brown or black), while pheomelanin is light (yellow or red). As we age, the pigment cells in our hair follicles gradually stop reproducing. Some doctors call it the 50/50/50 rule: Roughly 50 percent of people have 50 percent gray hair by age 50. Caucasians gray first, followed by Asians, then African-Americans—though scientists haven't quite determined why.

This beauty concern may feel sensitive, but stylists can help. "Communication is key to solving issues, so offer clients a complimentary consultation before booking an appointment," suggests Jack Martin, owner of Jack Martin Salon in Tustin, California. "Prepare the questions you want to ask in advance, then determine which coloring solution might work best according to specific lifestyle needs." While some may choose to color silver strands on a regular three- to four-week basis, for others, a salt-and-pepper look appeals. "Rather than removing white. I often offer to add additional silver accents around the face, and discuss modern cuts to suit such styles," Martin explains. Even natural gray hair needs maintenance: At the very least, purple shampoo boosts icy-silver highlights while nixing brassy undertones. "Here's one important tip I give clients worried about going fully gray: Go to a shop and try on a gray wig," Martin relays. "That will give you a better sense of whether you're ready for a major change."

#### **BRITTLE BURDEN**

Cellular turnover slows down with aging—that's a fact. When it comes to scalps, decreased rejuvenation causes hair to lose elasticity, leading to dry or brittle

locks. "As we get older, we also produce less protein and amino acids, which are the building blocks for strong, youthful tresses," says Jackie Yochim, Surface vice president of product innovation and development. Yet here's the good news: Scalp-specific services, as well as the right products, can stimulate growth and nourish follicles. "You'll see results from antiaging botanicals, such as peppermint, cayenne, lysine, saw palmetto, and amaranth protein found in masks," says Yochim. An in-salon—or even at-home—scalp exfoliation can revitalize by first removing excess sebum, then nourishing dry tresses. Vitamins containing biotin and silica have likewise proven effective at combating brittleness.

#### LESS TRESS STRESS

It's normal to lose approximately 100 hairs per day, regardless of age. But as we mature, follicles diminish in size, until eventually they produce a strand that's hard to see. When that happens, scalps can present with the appearance of baldness. Genetics are further responsible for tress loss. "Androgenetic alopecia, also known as male- or female-pattern hair loss, is caused when a person has a sensitivity to the hormone DHT," says Hannah Reid, American Hairlines women's hair replacement specialist. Those susceptible to DHT's effects on the scalp may experience shrunken follicles and shorter hair-growth cycles, thus causing strands to fall out faster. "In many cases, if women are beginning to experience thinning, they'll tell their stylist right away," notes Reid. "Be compassionate, and try to read your client's comfort level when addressing this topic." Maintain some level of privacy; don't talk loudly in front of other guests. Those interested in cosmetic treatments now have a wide array of options, ranging from hair additions and wigs to medical lasers and hair replacement. "The best way to help clients is to first educate yourself on the basics of tress loss, so when guests come in with questions, stylists can be prepared with sensitive answers," says Reid.

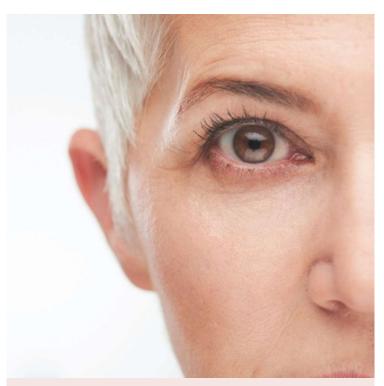
# MILLANN/ISTOCKPHOTO; COURTESY OF MANUFACTURERS

#### SKIN YOU'RE IN

"There are a variety of reasons why skin begins to show discoloration, fine lines and wrinkles, loss of firmness, and lack of radiance with aging," says Leslie Baumann, MD, boardcertified dermatologist, author and researcher based in Miami. A lifetime of accumulated sun exposure and free radicals plays a big role in hyperpigmentation, which may occur as flat, dark spots called solar lentigines. These appear on faces and hands when melanocytes (cells that produce the pigment melanin) increase in skin. Seborrheic keratosis (SK) is a raised brown or black mole-like growth that's harmless—but should be distinguished from melanoma skin cancer by a dermatologist. "Solar lentigines are best treated with Intense Pulsed Light (IPL) therapy or lasers, because the pigment is deep in the skin, so topical lighteners won't work," says Baumann. Offering clients a retinoid- or alpha hydroxy acid-containing product can also help diminish their appearance over time—so long as they apply it regularly. "SKs can be burned with liquid nitrogen, or via a new in-office treatment called Eskata that uses hydrogen peroxide safely and effectively," Baumann reveals.

Wrinkles mainly happen due to loss of collagen, caused by UV light pollution and free radicals that break the protein down. "Like scaffolding for skin, collagen gives our dermis strength," Baumann explains. "When it's lost, skin gets thinner and develops fine lines." She notes that the top way to help minimize the appearance of wrinkles is vigilant sunscreen use. Retinoid cream or retinol further works to prevent collagen breakdown.

Loss of dermal radiance and firmness, combined with increased dryness, occurs when skin's natural barrier gets damaged by "lazy" cells making less lipids. "UV exposure, free radicals, friction, and stress all further lead to dehydration," says Baumann. "Transepidermal water loss, or TEWL, refers to skin that can't hold onto water." Advise clients to avoid foaming cleansers, as they strip lipids. Retail them barrier-repair moisturizers containing ingredients like shea butter, stearic or palmitic acid, which help restore skin's balance of beneficial fats.



# At Long Lash

LASHES (AND BROWS) ARE LIKEWISE PRONE TO BRITTLENESS AND DECREASED DENSITY THAT COME WITH AGING. THESE OFFERINGS CAN HELP.



# neuLASH Professional **Lash Enhancing Serum** boasts five bioengineered polypeptides, essential proteins and antioxidant vitamins to help short, brittle or sparse lashes look noticeably softer, lusher and longer in as little as three weeks.



Castor oil, best known as a beloved DIY treatment for fortifying lashes, is the hero of **Grande Cosmetics GrandeDRAMA Intense Thickening** Mascara, a new launch promising density and fiber vitality. @grandecosmetics



**RevitaLash Cosmetics** Aquablur is a gentle gel that moisturizes delicate eye areas to support lash and brow health. Oil-free and infused with beneficial ingredients like biotin, sea kelp and panthenol, it further guards against environmental stressors. @revitalashcosmetics



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- Ocuccio Naturalé
  Pomegranate & Fig Butter
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  moisturizers for hydrated,
  smooth-looking hands and feet.

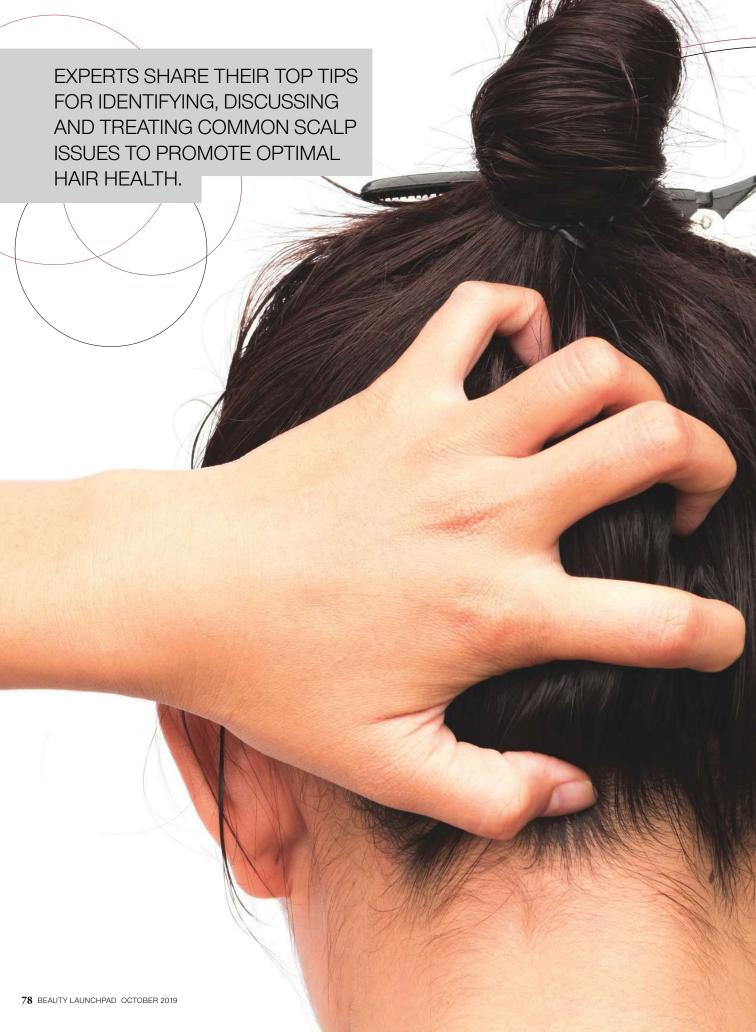
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- •An exclusive blend of glycopeptides, plant stem cells and collagen promises agedefying results—read: firmer skin after one hour—when using **Glo**

- Skin Beauty Phyto-Active Firming Mask. @gloskinbeauty
- Hyaluronic acid, long a dermatology darling for increasing moisture and plumping skin, fuels the revitalizing properties of La Roche-Posay Hyalu B5 Serum. @larocheposayusa
- Women's hair most commonly starts thinning near the crown and temples, which makes Sonata Transformations Top Pieces by Raquel Welch the perfect clip-in topper style, ideal for layered cuts.
  @raquelwelchwigs
- ②HempBeauty Revive + Rewind Eye Cream calls on the buzziest ingredient du jour, CBD oil, to reduce puffiness and inflammation while stimulating new cell production.
  @hempbeauty\_pro

- Start at the salon and then finish at home with **Lakmé**i.Plex three-step antiaging hair formula, which combines a bond strengthener, reconstructive treatment and protective mask—perfect for aging strands.

  @lakmeusa
- OLuxuriously light yet deeply conditioning, Oribe Gold Lust Nourishing Hair Oil penetrates shafts to impart intense moisture to damaged locks, making each drop worth its weight in gold. @oribe
- OPARODI Professional Care Hydrating Body Moisturizer packs a powerful antiaging punch with its proprietary blend of antioxidants, omegas and rich nut oils, which protect dermis from damage. @parodicare
- Redavid Volumizer features patented Dynagen-R along with hyaluronic acid to plump

- and moisturize each strand for utmost fullness. @redavidhair
- ®R+Co SUNSET BLVD Blonde Conditioner maintains and brightens blonde, gray or white tresses, and helps bestow moisture to coarse strands. @randco
- Repêchage Vita Cura B<sub>3</sub> Serum Complex works to provide youthful smoothness with visible lifting: 58 percent of users saw a reduction in the appearance of wrinkles.
  @repechage
- © Surface Awaken Advanced Therapeutic Treatment System replaces missing proteins and amino acids hair may lack, transforming it from dull and brittle to soft and full. @surfacehairhealth





In reality, a licensed cosmetologist can treat only two scalp conditions in a salon setting once a condition has been diagnosed: dandruff and mild seborrheic dermatitis. "Always put on gloves if you suspect any kind of scalp lesion or debris as some scalp conditions are highly contagious, and practice proper stateissued sanitation rules and regulations," Hill advises. "While all other conditions must be managed by a dermatologist or medical professional, a stylist should acknowledge any changes in the client's scalp and hair and engage in proper consultations to address any concern in its infancy before it can become a larger threat to the overall scalp and hair health." For example, is the client complaining of a scaly, sore or itchy scalp? Are these symptoms visible to the naked eye?

Tony Odisho, president and CEO of Tony Odisho Extensions, agrees that part of the stylist's job is to examine the scalp as the growing ground for healthy hair looking for anything from potentially

- Folliculitis: This is a contagious inflammation of the hair follicle.
- Fungal/bacterial ringworm.

"Most medical scalp conditions relate more to general health and diet, but a contributing factor of some scalp ailments can be attributed to the products that the stylist uses on the client during chemical or styling services," Hill says. "The stylist should do patch testing and incorporate proper scalp cleansing and exfoliation as pre-treatment services, while comprehensive consultations will assist a client in getting to the root of his or her scalp issues and can allow the salon pro to guide the client to consult with a trichologist or dermatologist if needed."

## **ROOT CAUSES**

Hill notes that abnormal hair and scalp conditions can be caused by one or a combination of factors: Genetics, lifestyle, diet, styling habits, environment, health, stress, hormones, and medications may all play a role. For severe problems medical • Fungal/bacterial (contagious): pets, warm weather environments that create more wetness on the scalp

Odisho, for example, witnesses a definite uptick in dryness amid the fluctuating weather at his Chicago-based salon, while tress-taming ingredients like keratin or silicones can clog the scalp. "Scalp problems can be due to a variety of circumstances, such as the use of harsh chemicals; infrequent shampooing and overuse of dry shampoos; stress; autoimmune disorders; a poor diet lacking in vital nutrients; and environmental factors such as pollution, dry/cold weather and sun damage," Blaisure explains. "Or the client may simply be genetically predisposed to certain scalp conditions, like eczema." If a client is experiencing a scalp problem or hair loss, Blaisure recommends questioning the client to help determine the source of the issue and contributing factors, which can provide the stylist with information that can help her make a recommendation-e.g., an anti-dandruff shampoo, different hair products, reducing chemical processes, or seeing a medical pro for a diagnosis.

# "WHEN SEASONS CHANGE, THAT'S A GREAT OPPORTUNITY TO INQUIRE ABOUT ANY AT-HOME HAIR ROUTINE CHANGES."—Bridgette Hill

cancerous lesions to excess buildup. "We may see itching, flaking, scaling, allergic reactions or infections, and we may be able to recommend products such as clarifying or anti-dandruff shampoo in certain cases," he says. "But it's very important to build a relationship with a dermatologist so you can refer the client when you spot problems."

Generally, Hill notes several scalp conditions to watch out for, and their symptoms:

- Dandruff: Skin cells of the scalp shed at a faster rate than normal, creating buildup.
- Seborrheic dermatitis: Occurring in oily skin areas other than just the scalp, symptoms are itchiness, as well as scaly, red skin that may occur with dandruff.
- Psoriasis: Look for bright pink, inflamed skin covered with silvery scales (which may bleed if the scales are removed).

testing may be required, while some issues can be tamed in-salon with treatments that encourage more circulation in the scalp, plus proper shampooing so that the scalp is being properly cleansed and balanced, Hill says. "Because scalp health is affected by a combination of factors, it's often challenging to isolate one particular cause," she adds.

However, Hill outlines some possible causes of various scalp conditions:

- Dandruff: overgrowth of yeast, stress, hormones, excess oil on the scalp, immune system illnesses
- Seborrheic dermatitis: overgrowth of yeast, fatty/poor diet, stress, winter weather
- Psoriasis: bacterial or viral infections, dry air (often worse in winter), injury to skin, stress, excess alcohol consumption, weakened immune system
- Folliculitis: viruses, bacteria, inflammation of ingrown hairs

# **TALK THERAPY**

As Blaisure notes, experts agree that conversation is critical—but when it's time to have that talk with clients, stylists may feel intimidated. How can you approach the topic in a helpful way? "Sometimes stylists are more concerned about making a client comfortable than actually solving problems," Odisho admits. "But many clients are more likely to confide in their stylist than a doctor, so with the proper education and verbiage, stylists can feel more comfortable."

Indeed, Hill recommends engaging with the client and making time to scan the client's scalp and hair prior to every appointment. "Ask questions: 'Have you noticed or experienced any changes in your scalp and hair since our last appointment?'" she advises. "When seasons change, that's a great opportunity to inquire about any at-home hair routine changes." Additionally, if you notice a severe issue (think bleeding or scaly patches), acknowledge what you see



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SKIN RESEARCH

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- 1 Bosley Professional Strength Bos Renew Rejuvenating Scalp Scrub boasts purifying bamboo charcoal to exfoliate and detoxify, while soothing essential oils and moisturizing botanicals nourish the scalp and hair. @bosleypro
- 2 Malibu C Scalp Wellness Collection feeds the scalp with ingredients to help banish flaking, itching and irritation as it refreshes with spearmint and eucalyptus essential oils. @malibucpro
- 3 Neuma reNeu Scalp Therapy calms scalp irritation and flaking with bay laurel leaf extract as it exfoliates follicle-blocking dead skin cells via bamboo stem powder. @neumabeauty
- 4 Oribe Serene Scalp Exfoliating Scrub incorporates physical and chemical exfoliators to cleanse pores, nourish hair and leave domes primed and purified, while alpha hydroxy acid and fruit extracts promote healthy scalp and hair. @oribe



and ask, "Have you felt any changes in sensitivity or tenderness on your scalp?" Identify areas of concern and suggest dermatological care in severe cases.

Blaisure agrees that a consultation is the first step toward treatment especially with a new client. "This can be as simple as saying, 'Tell me about your hair; have you had any challenges?" she says. "This can easily lead into discussing what the stylist sees." Meanwhile, with a regular client, Blaisure recommends taking advantage of that established relationship to bring up any issues with the scalp or hair, and then making recommendations based on the client's responses.

## **TARGETED SOLUTIONS**

Naturally, the proper solutions to a scalp issue depend on the causes. Hill outlines the following possible treatments for various scalp conditions:

- Dandruff: frequent shampooing; antidandruff shampoos containing selenium sulfide, salicylic acid, sulfur, coal tar or zinc; reducing stress and fats in the diet (such as chocolate and cheese)
- · Seborrheic dermatitis: Antiinflammatory, antiseptic prescriptions; frequent shampooing; medical prescriptions; a shampoo with the

ingredients mentioned for dandruff

- Psoriasis: Requires medical care (possibly topical and/or oral prescriptions); frequent shampooing; or a shampoo with the ingredients mentioned for dandruff
- Folliculitis or fungal/bacterial causes: Requires medical care with oral and/or topical prescriptions

However, note that some conditions can look similar, such as dry scalp and dandruff. "With both, we see dry flaking on the scalp, but dandruff is due to a fungal overgrowth, whereas dry scalp is often due to a lack of moisture or oil in the skin," Blaisure explains. "If it itches and has been ongoing, it may be dandruff, and recommending an anti-dandruff shampoo would be a solution; if it's dry scalp, using a moisturizing conditioner or scalp oil can help alleviate the dryness."

On the other hand, Blaisure adds, if the problems are caused by chemical services or products, the client may want to reduce the use of chemicals, cut down the use of problem-causing products or switch the product regimen altogether. "Cleansing the scalp on a regular basis is always recommended—shampooing at least once a week, if not more, especially if your client is experiencing scalp issues," Blaisure says. "When the scalp is not

cleansed on a regular basis, bacteria can build up along with debris and cause inflammation on the scalp, which can lead not only to scalp problems but also to hair loss."

Still, Hill warns, some of the proven active ingredients in those scalp treatments may have adverse affects on the hair fabric, creating a challenge for the stylist. "This is where a certified trichologist can assist: understanding ingestibles, topicals and scalp therapies that can offer scalp relief as well as maintain the integrity of the hair," Hill notes. "For any client who suffers from scalp conditions, use soothing salves and oils designed for sensitive scalps, and create barriers before chemical treatments." These products are also ideal for pre-treatments before shampooing.

Finally, clients with chronic scalp issues should be encouraged to maintain minimal-heat, low-tension hairstyling routines so as not to worsen any present conditions. Hill notes that most scalp conditions can only be controlled (versus completely healed), but stylists can offer preventive scalp services and treatments to keep domes properly exfoliated and cleansed, which assists in managing proper cellular turnover while keeping the hair follicle nutrient-rich.



# Concentrate on Good Hair

Offering clients an additional service, such as a mask, remains one of the easiest ways to increase revenue behind the chair. With a newly released line of salon-only, single-use treatments tailored to improve specific issues such as thinning, dryness and color fade, R+Co's Concentrates—which transform hair in just five minutes—are the perfect add-on option.



Provitamins and oils provide intense moisture and protection against color-ravaging stressors, while a clinically proven complex seals in color and moisture, extending color's vibrancy and dimension.

Suggested Service Cost: \$25

**Standout ingredient:** ChromoHance polymer blend seals the shaft, locking in moisture and color so hair stays silky and vibrant longer.

Claim: Reduces damaged hair and repairs split ends for up to 4 weeks.\*

One treatment retains color vibrancy with visual results for up to 23 washes.\*

Before and after DALLAS

THICKENING
CONCENTRATE
Suggested Service Cost: \$25

Inspired by Texas-style volume, DALLAS
adds instant visual density to locks for

Inspired by Texas-style volume, DALLAS adds instant visual density to locks for "bigger is better" results. Nourishing plant extracts revitalize the scalp, providing the optimal environment for hair growth and serving as the answer to limp locks.

Standout ingredient: Protein-rich quinoa extract contains amino acids to help reduce split ends as it repairs and fortifies fine hair, strengthening and protecting the hair fiber from roots to ends.

Claim: Increases the fullness of fine hair by 2x after one application.\* One treatment repairs damaged hair and split ends with visual results for up to 23

washes.\*



A true antidote to heat styling, reparative extracts deeply penetrate the hair fiber to drench strands in moisturizing antioxidants, making locks instantly more manageable, smooth and supple.

Standout ingredient: Brown algae

Suggested Service Cost: \$25

extract provides nutrients and moisture to both the scalp and hair, helping to nix dryness and frizz.

Claim: Increases moisture levels by 2.5x after one application.\* One treatment repairs damaged hair and reduces frizz for up to 4 weeks.\*

<sup>\*</sup>Clinical test was done on chemically treated hair exposed to extreme damaging conditions of bleaching, washing, blow-drying, and flat-ironing.



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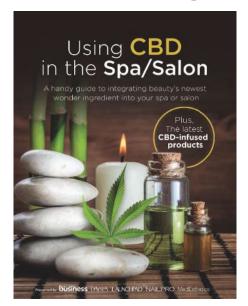
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# Industry Feed\_EB



# **Trending: CBD**

If you haven't noticed, cannabidiol (CBD), a nonpsychoactive cannabinoid compound derived from the cannabis plant, is turning up everywhere in the salon and spa industry these days. From in-demand professional treatments to retail products that are flying off the shelves, CBD is the key ingredient in a slew of hot new launches—including massage lotions, cuticle oils, face and body treatments, cosmetics and hair products—formulated to relieve pain, reduce inflammation, treat skin conditions like acne, and even fight signs of aging.

Creative Age, publisher of probeauty publications such as Nailpro, Beauty Launchpad and DAYSPA, is offering a free e-book to inform salons, spas and other beauty businesses about how to take advantage of this booming consumer trend. The e-book provides all of the information you need to educate your clients about CBD's benefits and product formulation, an up-to-date report on legal developments, examples of how salons and spas are incorporating CBD into their services and retail offerings, and a curated guide to the latest CBDinfused products. To download your free copy, visit beautylaunchpad.com/ CBD.

# Leaping Ahead

R+Co is officially Leaping Bunny certified, signifying that all products by the brand are 100-percent vegan and cruelty-free. "We want to send the message to both the hairdressing community and the greater world that you can have healthy, beautiful hair without testing and harming animals," says Thom Priano, celebrity men's stylist and cofounder of R+Co.



# In Memoriam

It is with a heavy heart that we announce the passing of Jeffrey Davidson, chief executive officer of JD Beauty (JDB) and Goody. Davidson passed away on July 6, surrounded by loved ones. Gary Dailey and Francesca Raminella will continue to execute Davidson's vision as they lead the company through this transition.

"We are deeply saddened by this tragic and unexpected loss," say Gary Dailey, chief financial and operations officer for JDB/Goody and Francesca Raminella, chief commercial officer for JDB/Goody. "Jeffrey was a passionate, smart, dynamic and, above all, caring leader. We will miss him not only as a business partner, but as a dear and good friend. The JDB/Goody team will continue executing Jeffrey's vision as we strive for excellence and success."

# FUNRAISING PAYS OFF

## **Paul Mitchell Schools** reaped the benefits of their nonstop two-month long FUNraising events, generating an impressive \$1.4 million for eight national charities and dozens of local nonprofits. With a 16-year history of philanthropy, Paul Mitchell Schools has now raised more than \$21 million, proving that every cut-a-thon has the power to change the world. To celebrate, the brand held a star-studded gala in Beverly Hills, California, cohosted by the schools' co-owner and dean Winn Claybaugh and television personality Leeza Gibbons, with performances by Mary Wilson of The Supremes and "America's Got Talent" finalist



Paul Mitchell Schools FUNraising Gala cohosts Winn Claybaugh and Leeza Gibbons

# Getting to Know You

MEET THE INDIVIDUALS BEHIND THE INDUSTRY'S LEADING BRANDS.



> JAY ELARAR, CEO of Moroccanoil

#### MY MAIN GOALS WITH THE COMPANY

ARE: To continue pioneering oil-infused beauty through innovative products, programs and education for salonsall while keeping our promise to give back through a variety of charities and sustainability initiatives.

**LEADERSHIP MEANS:** Empowering the team members around me to reach their maximum potential—we're lucky to have amazing talent at Moroccanoil.

#### IN FIVE YEARS I SEE THE HAIR

**INDUSTRY:** Thriving. With the combination of immediacy and detachment created by digital technology, people are longing more than ever for an experience. There's no better place than the salon to disconnect.

indulge and experience personalized, face-to-face service; salons offer an experience that no online retailer can match.

I GET INSPIRED BY: My daughter.

MY FAVORITE WAY TO UNWIND IS: A walk in New York's Central Park with my family. We live close by and love to explore new areas of the park.

MY TOP VACATION DESTINATION IS: The coast and islands of British Columbia. I grew up there and love to go back for vacation to see family and friends.

WHEN I THINK OF BEAUTY, I THINK OF: Confidence and individuality. I WORK IN PROFESSIONAL BEAUTY BECAUSE: It's a fast-paced and dynamic industry where the ultimate goal is to make people feel and look good.



> CHRISSY RASMUSSEN. U.S. Ambassador for Goldwell

#### MY MAIN GOALS WITH THE COMPANY

ARE: To do the best hair possible—this is our North Star-and to help each member of our salon family maximize his or her potential and achieve the perfect balance between family, career and lifestyle.

**LEADERSHIP MEANS:** Leading by example. IN FIVE YEARS I SEE THE HAIR

**INDUSTRY:** Growing exponentially. I believe clients will be more knowledgeable and have better access to finding skilled stylists, which means that stylists need to market and distinguish themselves.

I GET INSPIRED BY: Hard work, hustle and seamlessly blended hair.

MY FAVORITE WAY TO UNWIND IS: Spending time with my family.

**MY TOP VACATION DESTINATION IS:** Any

place that has a sandy beach, so I can get sun while practicing new braids. WHEN I THINK OF BEAUTY, I THINK OF: Feeling good, comfortable and confident.

I WORK IN PROFESSIONAL BEAUTY BECAUSE: I love helping my clients, friends and family feel beautiful.



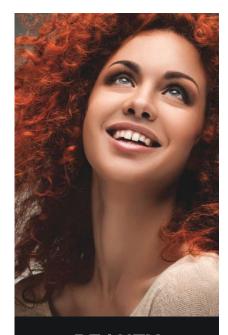
# **BETTER BUSINESS**

Congrats to NovaLash! The brand recently won the The Better Business Bureau's Award of Distinction 2019, which was presented as a testament to the company's commitment to quality in the workplace. "We're a service-driven company, and we're honored to be recognized for the work we put into caring for our clients," says NovaLash chief financial officer Susan Richie.



# Ringing in 15 Years

This past July, Sola Salon Studios celebrated its 15th anniversary. The company has become the largest, fastestgrowing salon suite operator in the United States, with 14,000 independent employees (and counting) working at more than 450 locations. "Only four years ago we were celebrating the 5,000th Sola professional," says Sola vice president of marketing and education Jennie Wolff. "Today, our community is made up of more than 14,000 rock star salon owners, and we couldn't be more proud. We look forward to empowering thousands of future independent salon owners in the years to come."



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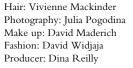
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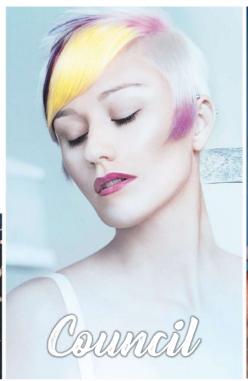


# THANK YOU TO OUR AMAZING ARTISTIC DIRECTORS.

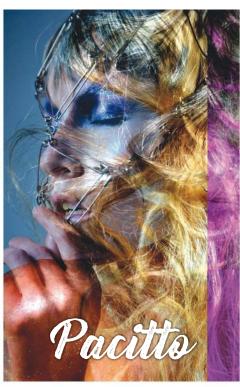
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# It's My Life

SEATTLE-BASED VALIANT BARBER & SUPPLY SHOP OWNER AND BEAUTY LAUNCHPAD **EDUCATION TEAM MEMBER COLLIN ANTHONY EXPLAINS** HOW TATTOOS ARE METAPHORS FOR LIFE.

**THE FIRST TATTOO I GOT** when I was 18 years old says "Never Grow Up." It's still one of my favorite tattoos because it means that no matter how old I get, I'll never lose the kid inside—the happy, imaginative, hopeful, sweet person that a child is. But honestly, I don't have a single favorite tattoo, I love them all—the good, the bad and the ugly because sometimes the most important thing about a tattoo isn't what it is, but who you were or how you felt at the time you got it. I have some really horrible tattoos—just awful—but I love the memories of the times in my life when I got them. It's like when you hear a song from a long time ago and an exact memory pops into your head.

While I was in hair school I was also a tattoo apprentice, and learned a lesson that has stuck with me to this day. My mentor would always say, "Pay your dues." I would recall his words while I was a salon apprentice and wanted to be a senior stylist or a platform artist, before I really knew anything about hair. I would catch myself, step back and echo his words: "Pay your dues."

Getting any large tattoo requires the ability to control your mind because it's a test of endurance. (I think numbing cream is cheating!) I spent more than 30 hours having my back tattooed over a few marathon sessions. I couldn't quit or come back later because the tattoo artist wouldn't be able to line up the stencil again, so I had to learn how to focus on my breathing in order to keep myself still. But when I finished, I realized I grew as a person. It's the same in life: If you gave up on everything that was hard, you wouldn't make it anywhere. Going through the pain of achieving your goals makes you appreciate them more. —as told to AD

o Follow Collin Anthony @collinanthonyhair.

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