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# Contents

DECEMBER / BEAUTY LAUNCHPAD VOLUME 18/ISSUE 12



## FEATURES

### 64 PORTFOLIO

The Kevin.Murphy team provides an escape from winter in *North*

### 70 READERS CHOICE AWARDS

The best of the best professional beauty products, as voted by you

## TRENDSETTERS

### 20 RUNWAY REPORT

Pigtails take a fashion-forward turn

### 22 HOLLYWOOD SCENE

Scotty Cunha dishes on his top celeb hairstyles

### 24 THE MUST LIST

Makeup artist Sam Visser shares his faves and raves

### 26 #INSTAGOOD

Party-perfect updos

### 30 RISING STAR

Ara Ko warms up the season with her vivid hues

## LIVE & LEARN

### 34 QUICK TIPS

Text message appointment reminders boost your bottom line

### 36 PRETTY SMART

The pros and cons of having a kid-friendly salon

### 38 BURNING QUESTIONS

You asked, salon business expert Dawn Bradley answered

## BEAUTY

**54** Editors share their 20 product picks for the year ahead; plus, frizz fighters

## THE COLORIST

### 42 COVER LOOK

How to achieve the framesi team's crimson cover look

### 44 TIP SHEET

Trending color goods

### 48 HELP DESK

Troubleshooting common color mistakes

## REGULARS

### 16 ON MY RADAR

### 78 INDUSTRY FEED

### 84 ADVERTISER INDEX

### 88 IN INK

Lindsay Wolf

## ON THE COVER

Photo: Andreea Angelescu

Designer: Michael Kors Fall/Winter 2019

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**PUBLISHER/CEO**

Deborah Carver  
800.442.5667 x219  
[deborah.carver@creativeage.com](mailto:deborah.carver@creativeage.com)

**CHIEF OPERATING OFFICER**

Jeff Black  
[jblack@creativeage.com](mailto:jblack@creativeage.com)

**VICE PRESIDENT/CFO**

Mindy Rosiejka  
[mrosiejka@creativeage.com](mailto:mrosiejka@creativeage.com)

**EDITORIAL DIRECTOR**

Stephanie Lavery  
[slavery@creativeage.com](mailto:slavery@creativeage.com)

### "What's your wish for the New Year?"

"To stay positive, spread joy and never stop striving to do better."

**EDITORIAL**

**Executive Editor**

Alyson Osterman-Kerr  
800.442.5667 x201  
[akerr@creativeage.com](mailto:akerr@creativeage.com)

**Managing Editor**

Lotus Abrams  
[labrams@creativeage.com](mailto:labrams@creativeage.com)

**Associate Editor**

Jasmine Brown  
800.442.5667 x229  
[jbrown@creativeage.com](mailto:jbrown@creativeage.com)

**Contributing Editors**

Emilie Branch, Francesca Moisin,  
Tracy Morin

**ADVERTISING**

**Account Executive**

Diane Walker  
800.442.5667 x221  
[dwalker@creativeage.com](mailto: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**

**Creative Director**

Danielle Caseñas

**Pre Press Manager**

Sophia Freeman

**WEB**

**Creative Director-Web**

Ryan Boydstun

**Director, Social and Digital Media Content**

Amy Dodds  
[adodds@creativeage.com](mailto: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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"To keep rocking out with my band and get more fans!"

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# On My Radar



*Alyson*

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

## Best of the Best

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

► **IT'S FINALLY HERE:** Our annual Readers Choice Awards issue, where our team gets the lucky opportunity to unveil *your* top professional beauty product picks! Flip to page 70 to see the full list of winners. And as we celebrate “the best” of the year, our staff is also looking toward the year to come. We’ve rounded up the 20 products you should add to your kit in 2020—turn to page 56 for our selections.

My resolution for the impending year is to continue bringing you the latest business, social media and marketing insight that our industry leaders have to offer, as well as present the newest products and photographic collections to keep you in-the-know and inspired. In celebration of what lies ahead, I’ve also asked a few of our *Beauty Launchpad* Education Team members to share their wishes for the New Year—check them out here!



◀ **J LADNER,**  
**@ITSMRJLADNER**  
“To change more lives through educational events; my mission is to build up this industry so it’s ready for the next generation of stylists!”



◀ **BRIDGET BIDWELL HOUSE,**  
**@BRIDGET.HOUSE**  
“To continue to accept my worth and raise my prices, because I’ve earned it! For a long time I’ve discounted my level of education and experience out of fear that I would lose clients. I’m now realizing that it’s opening up appointment slots for new clients who acknowledge my worth.”



◀ **KELSEY DEUEL,**  
**@KELSEYDEUELHAIR**  
“To travel and spread knowledge to other young stylists all over the world. I want to inspire and connect with as many people as possible.”



◀ **CHERRY PETENBRINK,**  
**@HAIRBYCHERRY**  
“To have the world share in peace, love and happiness.”



◀ **RACHEL RUSH,**  
**@RACHEL.RUSH**  
“To become a platform artist and teach more classes, expanding my experience as an educator.”

“What’s your wish for the New Year?”



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# Trendsetters

RUNWAY  
CELEBRITY  
SALON STYLE  
INSPIRATION

A model for Alexander Wang's Fall 2019 runway show hits the catwalk sporting slick-straight pigtails.

► **THE FALL/WINTER RUNWAYS** witnessed a playful twist on the staple ponytail, as pigtails in all lengths and volumes swung their way front and center. But if you're looking for a more sophisticated style for your clients' holiday soirees, we serve up a wealth of updo inspo in our "#Instagood" column on page 26. You'll also find plenty of ideas to mine in "The Sky Is the Limit" (page 22), where celebrity hairdresser Scotty Cunha remembers his favorite starlet styles. And, proving that creative expression can strike from anywhere, hot, young makeup artist Sam Visser shares his top five sources of inspiration in "The Must List" on page 24.







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ALEXANDER WANG



JUNYA WATANABE



NICOLE MILLER



PRADA

# When Pigtails Fly

PIGTAILS ARE BACK IN FULL BINARY SWING.

—KARIE L. FROST

➤ **EVERYONE CAN AGREE THAT PIGTAILS** instantly shave years off one's appearance. What they may argue is that they're too perky, too silly, too childish for a grown woman to wear. To that, runway artists thumb their noses. Witness the high-flying pigtailed at Alexander Wang, where Dyson hair lead Duffy shellacked glassy extensions with loads of hairspray (a cocktail of L'Oréal Professionnel Infinium and Bumble and bumble Does It All Hairspray) and then flat-ironed 2-inch sections into razor-edged shards that clapped at one another as the models stomped. Or the Harajuku girl-inspired pigtailed at Junya Watanabe, brilliantly buoyant and modeled as they should be: in groups of two. Low-slung, mile-long twin braids at Prada have captured the lion's share of the media's attention for the pigtail trend, but other braided duos, like the high-contrast knotted and twisted ropes by ECRU New York creative director Lisa Lobosco for Videmus Omnia and the rainbow-bright multi-braid pigtailed by Oribe hair lead Kien Hoang for Nicole Miller, certainly merit double the love, too. Will this fearsome twosome take the place of the ponytail? Likely not, but they're oh-so-fun—and worth doubling down on.



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# The Sky Is the Limit

STYLIST SCOTTY CUNHA DISHES ABOUT TOP LOOKS HE CREATED FOR HIS CELEBRITY CLIENTELE.

—JASMINE BROWN

► **CELEBRITY STYLIST SCOTTY CUNHA** always kept his eye on the prize when it came to following his styling dreams. After studying at Paul Mitchell The School in Rhode Island, Cunha ventured to California where he worked at Starbucks before landing an assisting gig with A-list stylist Jonathan Antin at his namesake salon in Beverly Hills, California. Here, he studied under Antin for four years and even appeared in his Bravo television reality show, *Blow Out*. Cunha eventually earned a spot at the famed Andy LeCompte Salon in Los Angeles, where he snagged a place on singer Miley Cyrus' glam squad for her world tour. Now, Cunha has worked with a list of celebrities a mile long, including the Kardashian and Jenner sisters, Nicole Richie, Lucy Hale, Kristin Cavallari and many more. Here, the stylist reminisces on a few of his favorite looks.



SCOTTY CUNHA  
@THESCOTTYCUNHA



KOURTNEY KARDASHIAN

2015

▲ “We went for a simple, long, straight hairstyle for Kourtney’s MTV Music Awards Cher-inspired look—and it ended up everywhere! People were obsessed and we thought we were just being chill and laid-back with the style. My fave product for this look is Leonor Greyl Éclat Natural Texture Paste; it’s very light but keeps hair smooth and shiny without feeling sticky.”



2019

JACKIE CRUZ

▲ “I chopped Jackie’s fringe in the front super short for a Kat Von D Beauty campaign; we wanted to give Audrey Hepburn vibes. I used Oribe Gold Lust Nourishing Hair Oil for this look because it made her hair really shine. Plus, I was able to slick the sides with the oil because the product is so light and doesn’t make the hair greasy.”



2018

NICOLE RICHIE

▲ “For Nicole’s House of Harlow campaign, I wanted to work more with her natural texture and waves, so we used a diffuser to dry her hair. I also used Oribe Mystify Restyling Spray and scrunched the ends throughout the day to revive her curls.”



2019

NICOLE RICHIE

▲ “This look was for this year’s Saint Laurent Spring/Summer 2020 men’s show in Malibu, California. I wanted to do a chic, slicked-back tiny bun—not like a ballerina bun, as I wanted it to be a little more sexy. To get that vibe, I slicked the hair straight back with a middle part.”



2018

EMILY ARLOOK

▲ “I love a glam pony, but also love this perfect side part and hair falling in front. For Emily’s *Vanity Fair* Oscar party style, I used Oribe Dry Texturizing Spray to add volume in the front.”

CLOCKWISE FROM TOP: LEFT: COURTESY OF SCOTTY CUNHA; STARFRENZY/BIGSTOCK; INSTAGRAM (4)



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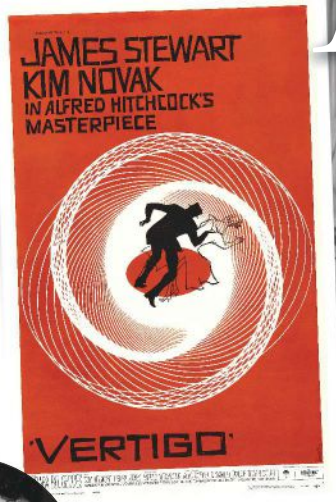
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# Retro Revival

WHAT'S INSPIRING CELEBRITY AND EDITORIAL MAKEUP ARTIST SAM VISSER.

—AS TOLD TO LOTUS ABRAMS



1



2



@SAMVISSERMAKEUP

### 1 1950S AND '60S FILMS AND MUSIC

When I visit San Francisco it reminds me of late '50s movies like *Vertigo*. That's when Technicolor was being used, and everybody loved watching Technicolor films. I enjoy '60s music too like The Mamas and the Papas and The Zombies; that was around the time when Laurel Canyon in Los Angeles was really happening. I think it was a magical era of music.

### 2 PARIS

I've been to Paris one time, and that really changed my perspective about beauty and also about life. French artists really inspire me as well.

### 3 MY MODEL MUSE

I do Bryce Anderson's makeup all the time. He's allowed me to experiment and be an artist without any limitations, and it's so much fun doing his makeup. He can be feminine or masculine. He's young but he's already been in *Vogue*. I've told him, "You're going to be the first gender fluid supermodel."

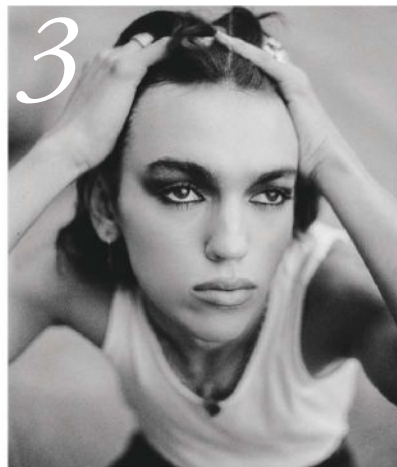
### 4 1970S AND '80S FASHION PHOTOGRAPHY

The big icons like Guy Bourdin, Helmut Newton and Chris von Wangenheim inspire me—not just for the makeup in the photographs, but also for the overall mood.

### 5 NATURE

Wherever I am, I have to see nature. I get really inspired by California, especially in the summertime. I love photographing the palm trees. But even in New York there are pockets of nature. I live near Washington Square Park, and I'll lay out a blanket, sit under a tree and enjoy lunch.

3



5



CLOCKWISE FROM TOP: WIKIMEDIA COMMONS (2); INSTAGRAM/@YANAVITSUK; BIGSTOCK; WIKIMEDIA COMMONS; BIGSTOCK; HEADSHOT: COURTESY OF SAM VISSER

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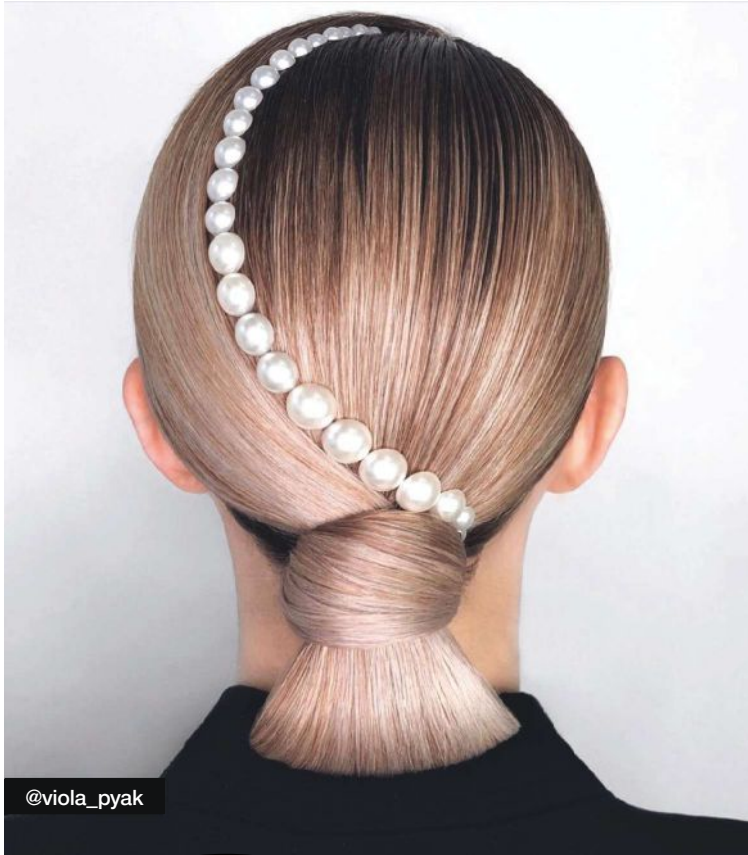
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➤ 'TIS THE SEASON...when your clients want unique and eye-catching styles. Scouring the 'gram reveals that this winter season will see updos with intricate braiding, more structure and less messiness. Also, delicate accessories are huge, as are 1990s-inspired hair stickers and clips. Looking for some bling for the season? Check out @ulyana.aster, @pinkpewter, @asos and even your local Michaels store! *story continues >>*







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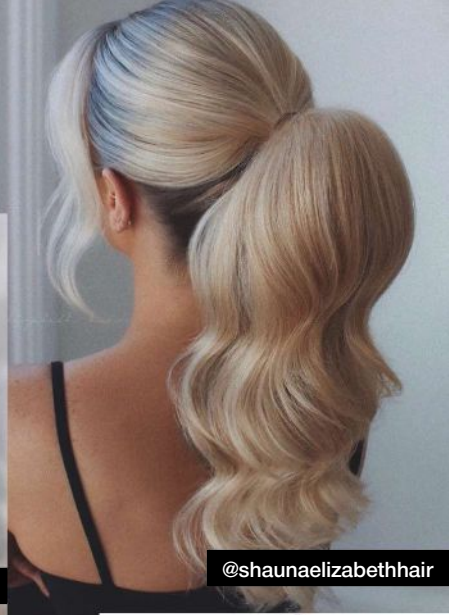
# Trendsetters/#Instagood



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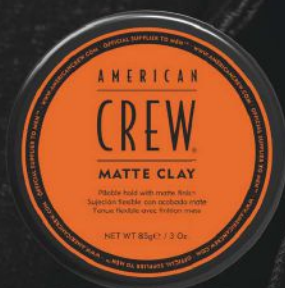
# MATTE CLAY

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# The Heat Is On

ARA KO CRAFTS VIVID HUES DESIGNED TO HEAT UP WINTER'S CHILL. —JB

► Winter has arrived! From faded pastels and silvers to cool brunettes and white blondes, stylist Ara Ko's feed is a one-stop shop for all of your color inspo needs as the seasons chill out. Ko is a wiz with a paintbrush, and we guarantee you'll be tapping the "save" tab on her colorful posts. Her top color tip? "I prefer to do a full bleach-and-tone look over something more dimensional," she says. "I feel like it makes more of an impact and is a little more edgy because the colors look brighter and have more of a pop."



**WHO:**

**Ara Ko (@araako)**

**# OF FOLLOWERS:**

**21.6K (at time of print)**

**LOCATION: Kut Haus Salon in La Verne, California**



## Ara Ko shares how to achieve this silver transformation.

+ Lighten regrowth (regrowth should be about 1-inch long) with Schwarzkopf Professional BLONDME Bond Enforcing Premium Lightener 9+ with half 20-vol. developer and half 7-vol. developer (1:1.5 ratio).

+ Process for 30 to 45 minutes.

+ Rinse with shampoo and conditioner.

+ Once hair is at a Level

9 or 10, tone with @Guy\_Tang #MyDentity Demi-Permanent 6SS + 8SS on the roots and 8SS + 10SS on the ends with b3 Brazilian Bond Builder added to the formulas.

+ Process for 25 minutes.

+ Rinse hair with conditioner only.

+ Blow-dry and style with a 1¼-inch curling iron. Finish with MoroccanOil Dry Texture Spray and @Guy\_Tang #MyDentity #MyStardust Spray.

► "Silver is really on trend, and this particular client didn't want any warmth in her color," says Ara Ko. "Also, ashier tones happen to look better with her particular skin color, so we opted for a smoky look with a shadow root to help add depth."



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# Live & Learn

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Q&A



► **HOW BEAUTY PROS INTERACT** with their clients can really make or break a business, and text messaging is one of the most powerful tools available to keep clients in the loop on everything from upcoming appointments to seasonal promotions—but only if it's used correctly. Glean some best practices on page 34. Clear communication is also important when it comes to explaining your kids policy to clients. Business owners weigh in on the topic in “State of Play” on page 36. And for more business-building advice, Dawn Bradley (@dawnbradleyhair) answers readers’ “Burning Questions” on page 38.





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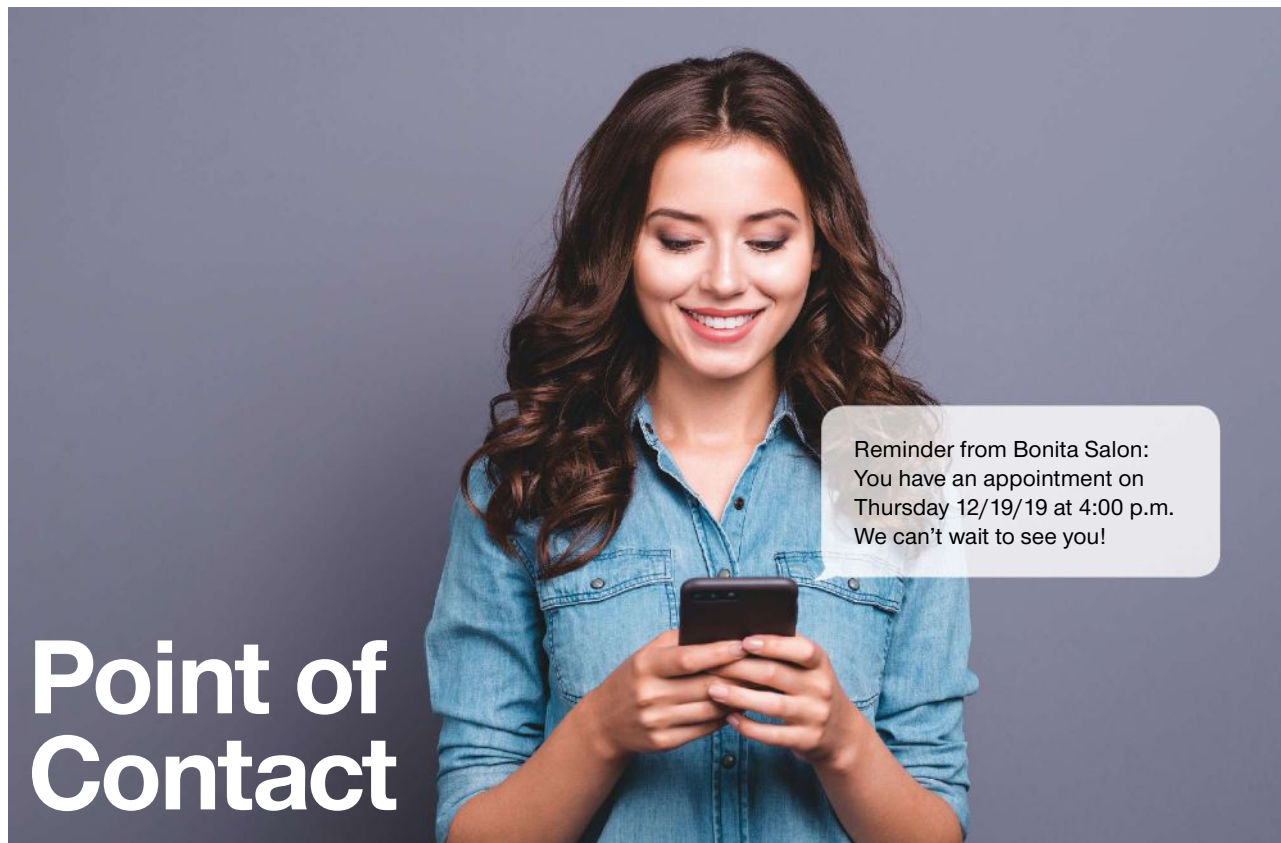
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# Point of Contact

TEXT MESSAGE APPOINTMENT REMINDERS CAN HELP SALONS REDUCE NO-SHOWS WHILE IMPROVING THE BOTTOM LINE, AS WELL AS PROMOTE CUSTOMER LOYALTY. HERE'S HOW. —LA

► **CLIENT NO-SHOWS NOT ONLY HAVE** a negative impact on a salon's bottom line, but they also hinder stylists' ability to utilize their time efficiently. One effective tool to tackle the problem: text message appointment confirmations and reminders. "Text messages are less intrusive than phone calls, and the open rates are higher than with emails," says RJ Horsley, president of payment processing company SpotOn, which offers an appointment-scheduling software solution for service-oriented businesses like salons. "Text messaging also gives clients an easy way to communicate with the salon in case they need to reschedule, ask a question or add other services to their appointments." If utilized correctly, the practice can reduce no-shows by as much as 40 percent, says Horsley. To ensure the best results, follow these text message communication tips designed to help salon owners book more appointments, reduce administrative work hours and keep clients coming back.

**[1] IMPLEMENT APPOINTMENT SOFTWARE.** "Text messaging software should be integrated with fully functional appointment booking and scheduling software," notes Horsley. "This allows automation, meaning text message confirmations are automatically delivered after a client books an appointment and reminders are automatically sent out leading up to the appointment."

**[2] MIND YOUR FREQUENCY.** Clients are bombarded with a daily onslaught of information coming at them from a variety of sources. Avoid having them tune you out by minimizing how often you send text messages, but making sure the ones you *do* send are effective by sharing pertinent information.

**[3] KEEP TEXT MESSAGES CLEAR AND BRIEF.** Make sure to include the date and time of the appointment, your address and a contact number.

**[4] INCLUDE A CALL TO ACTION.** Ask your clients to respond to appointment reminders for maximum impact in reducing no-shows. "For example, asking the client to reply back with a 'Y' for 'yes' allows you to confirm the appointment and prevent downtime," says Horsley.

**[5] MAKE IT EASY TO RESCHEDULE.** Send a "thank-you" message after appointments, along with a link to your online booking portal, to make it simple for clients to book their next appointments.

**[6] USE TEXT MESSAGING FOR MARKETING, TOO.** Send clients deals, discounts and promotions that will encourage them to return to the salon. "[Salons] are finding that text messaging is helping them create more personal connections with their customers, ultimately helping forge deeper loyalty," says Horsley.





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# State of Play

SHOULD YOU WELCOME AND CATER TO CHILDREN IN THE SALON—OR MAINTAIN A STRICT NO-KIDS POLICY? SALON OWNERS ON BOTH SIDES OF THE AISLE WEIGH IN WITH POTENTIAL PROS AND CONS. —FRANCESCA MOISIN

► **A Safe Space to Play** When Cindy Feldman, owner of Progressions Salon Spa Store in Rockville, Maryland, opened her business in 1984, space was tight—but, when she expanded a decade later (then pregnant with her second child), adding a kids' room seemed like a natural decision. “We saw kids were coming in with their parents, and we wanted a safe environment for them,” Feldman recalls. “Kids make a beeline to that area, with jungle print decor, books, a video player, toys, tables, chairs and snacks. And, from a business standpoint, those kids can eventually become clients.”

Parents appreciate the flexibility and peace of mind. The glass-enclosed room keeps children separate but in view—and moms and dads needn't cancel appointments or scramble for alternate arrangements if the babysitter cancels. “It gives them security to know the kids are happy and safe, and that allows them to relax and not have to worry about childcare,” Feldman explains. “Even if a staff member needs to bring her kids in one day, she's welcome.”



## The No-Kid Zone

On the other side of the argument, Yasmine Young, owner of Baltimore-based Diaspora Salon, says that her salon is a decidedly adults-only space. “We're focused on renewal, tranquility, peace, good conversation and, of course, great customer service and beautiful hair—it's a space for adults,” Young asserts. “Clients come to us for a break from the world, to have ‘me time’ and pamper themselves. If we allowed small children, our clients wouldn't be able to enjoy the very atmosphere they look for when they come to our salon.” However, Young maintains a 12-year-old-and-up policy so that older children are able to receive services. Similarly, Ruby Brown, owner of The Haven Salon & Beauty Bar in Fredericksburg, Virginia, sought to create a vibe of solace and refuge, a place to unwind and get away—without kids detracting from their parents' or other guests' experiences.

The salon's policies are clearly posted online, and any clients who arrive with children are informed of the rules.

## Doing What's Right For Your Salon

So how should you proceed at your salon? Before you settle on a kids policy, evaluate the demographics and demand in your area, recommends Feldman, as well as available salon space for a dedicated kids zone (to avoid accidents and prevent disruptive commotion). If you do want to welcome children remember, a kids area is “another system that needs time and attention,” she says, with routines established for to-dos like cleaning toys and refreshing snacks. If you decide having kids in the salon doesn't mesh with your business model, make sure to communicate your policy to clients. “If you're looking to start such a policy, implement slowly, notifying your regulars first,” Brown recommends. “Make sure the policy is clearly posted so people are aware—and don't apologize.”



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DAWN BRADLEY  
@DAWNBRADLEYHAIR

**What are you most passionate about in our industry? —@theconfidentcolorist**

Communication and boundaries. I see many talented and skilled stylists question their abilities because of a miscommunication with a client. It's the nasty villain in our industry that no one knows is there. Also, so many stylists bend over backward in the name of excellent customer service, when really they operate without any boundaries and end up burning out.



**What's your best advice for a new salon owner looking to grow a clientele? —@thehairpurrfector**

Grab my free ebook, *The Client Attraction Play Book* ([dawnbradley.com/playbook](http://dawnbradley.com/playbook))! It's a total game changer and explains exactly what I did to grow my clientele five years ago when I relocated and knew no one. Within 12 weeks I was fully booked months in advance. If you commit to doing the work, these steps will get you there.



**I would love to learn color melting; do you offer any classes? —@marthagarciahairstylist**

Yes! I actually offer an online balayage class: Hair Painting Outside the Lines. You can find it at [dawnbradley.com/hpol](http://dawnbradley.com/hpol).

**How did you become involved in education? —@adina\_pignatare**

I always wanted to educate but thought I had to wait until I hit a particular place in my career—like some magic wand would float by and grant me permission. But luckily for me, people started asking me to teach, and I said yes. There have been bumps along the way, but the more education I offered, the more people kept asking and coming back for it.



**How can I get clients to understand necessary price increases? —@erin.mane.maven**

This goes back to communication, communication, communication! We must communicate with kindness, compassion and empathy. Check out some of my most recent IGTVs to learn more.



**What would you say to a stylist who's convinced her clients won't pre-book? —@mysaloninsider**

Learn how to communicate for success. Maybe it isn't that they aren't willing to pre-book, but it's how the stylist is approaching the topic. It's tough to look inward and see what we could be doing differently. But when we do, and have softness with ourselves to know that we're human and not perfect, we can show up differently as well as better for our clients and ourselves.

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# the Colorist



DECEMBER  
2019

## PROBLEM SOLVED

Troubleshooting practices for common color concerns

NEW SHADES  
AND TOOLS

### COVER LOOK

The framesi team shares how to achieve this fetching color and style





Makeup artist Giuseppe Giarratana puts the finishing touches on framesi's gangster-inspired moll.



# Retro Revival

FOR THIS MONTH'S *THE COLORIST* COVER, FRAMESI PRESENTS A GIRL IN A "GANGSTER STORY" WHOSE FLAIR FOR RETRO STYLE MEETS HER DESIRE FOR REFINEMENT. HERE'S HOW TO GET THE LOOK. —AO

## GET THE LOOK

### Color

**Step 1:** Prelighten hair to Level 8 (yellow/orange) with framesi DECOLOR B CREAM PLUS.

**Step 2:** Color roots with framesi FRAMCOLOR 2001 INTENSE 5.055 (30g./1oz.) + framesi PROFESSIONAL ACTIVATOR 20-vol. Developer (60g./2oz.). Psst: FRAMCOLOR 2001 INTENSE processes in half the traditional time.

**Step 3:** Color lengths with framesi 2001 LIGHT&SHINE 7.55 (20g./<sup>2</sup>/<sub>3</sub>oz.) + 6.56 (10g./<sup>1</sup>/<sub>3</sub>oz.) and no activator.

### Style

**Step 1:** Apply framesi BY Glaze onto the fringe, create a finger wave, pin it and blow-dry with a diffuser.

**Step 2:** Apply framesi BY Mist Hair Spray Light onto the remaining hair and blow-dry softly while flipping the ends toward the face.

**Step 3:** Refine the waves with a styling iron, and then brush the hair to make the volume look more natural.

### Key Products Include:



FRAMCOLOR 2001 INTENSE, PROFESSIONAL ACTIVATOR 20-vol. Developer, DECOLOR B CREAM PLUS and BY Mist Hair Spray Light [framesiprofessional.com](http://framesiprofessional.com)

HAIR TEAMS: ITALIAN STYLE ENERGY AND ITALIAN STYLE FRAMESI; MAKEUP: SILVIA DELL'ORTO AND GIUSEPPE GIARRATANA; PHOTOGRAPHER: KAREL LOSENNICKY; COURTESY OF FRAMESI





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# tip sheet

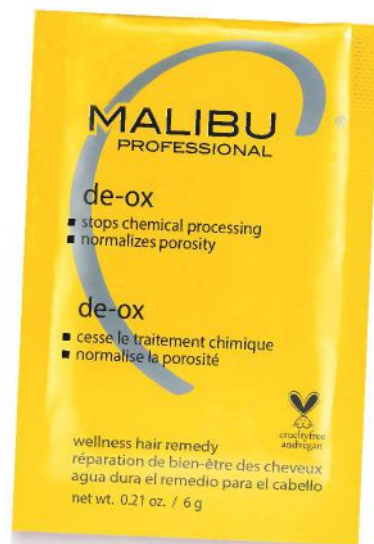
WHAT'S NEW.  
WHAT'S HOT.  
WHAT WORKS.

—AO



## MAKE IT LAST

Three new permanent cream colors—Poison Berry, Bewitching Blue and Violet Reign—create lasting results perfect for clients who want to put their boldest hair front and center. **Pravana ChromaSilk Vivids Everlasting** @pravana



## HAIR DETOX

Halt oxidation and normalize porosity with this nature-based elixir—just mix with 8 ounces of water and apply to clients' hair to nix damage that can arise from overprocessing. **Malibu C Professional De-Ox** @malibucpro



## PLAY WITH SHADOWS

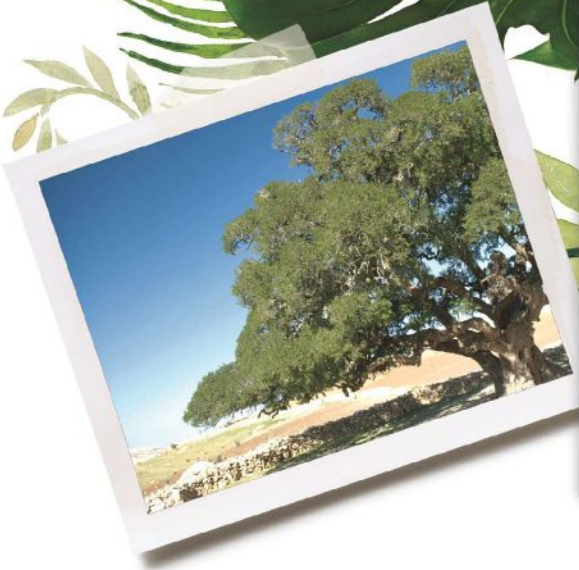
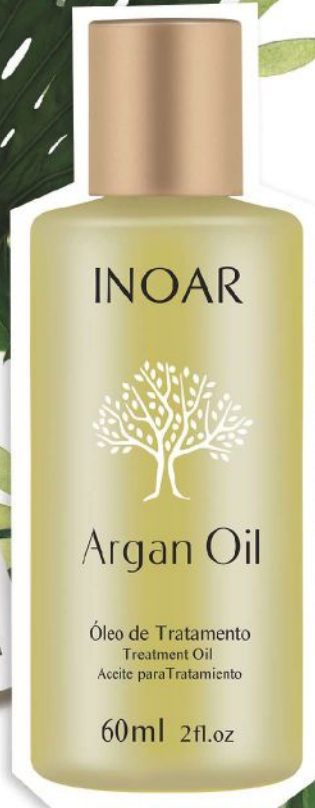
Kit comes with three natural-tone temporary color sprays (Shadowplay, Sombre and Levitation) to enhance depth and dimension with formulas that wash out in a single rinse—ideal for root touch-ups, as well as creating instant balayage, lowlights and other effects. **amika Strobe Contour Kit** @amikapro





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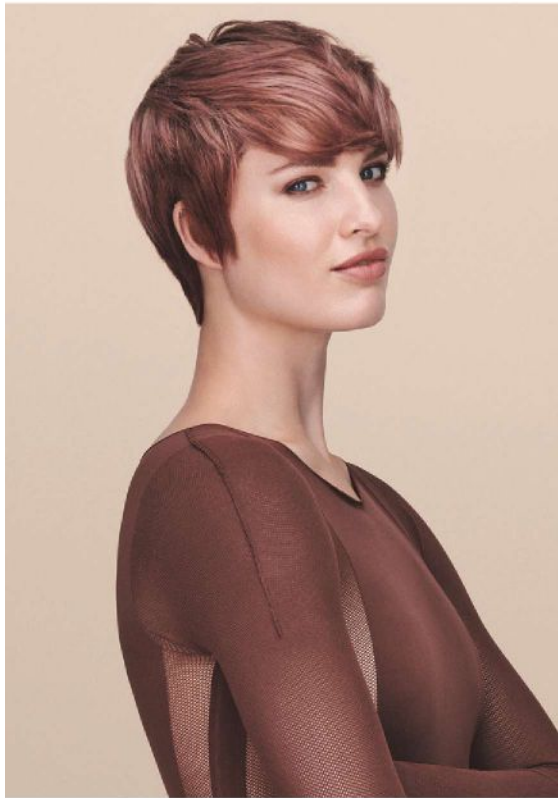
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## WHIP IT GOOD

These are for the color commitment-phobes! The no-rinse cream foams allow clients to simultaneously rock their desired hue while conditioning their hair and, once they're ready to return to their natural shade, can be easily removed via cleansing. Available in seven hues. **milk\_shake Colour Whipped Cream** @milkshakeusa

## DIVINE BEAUTY

Four fresh shades include Enchant (Tinta Color and Semi Color 8.81), a sparkly baby blonde; Empower (Tinta Color and Semi Color 6.43), a sultry radiant bronze; Indulge (Tinta Color 7.18), a true neutral blonde; and Rise (Semi Color 8.52), a spicy honey hue. **Keune Haircosmetics Limited Edition "Live Your Divinity" Hair Color Collection** @keunenamerica



## COMB ON

The tapered bristles on this brush prevent hard lines for a seamless transition between colors, and are also ideal for root work. **Cricket Shadow Roots Feather Brush** @crickettools



## PUSH PLAY

Adding to its popular Elumen direct dye line, Goldwell unveils Elumen Play, a semipermanent haircolor system that consists of eight bold and four pastel shades— all of which fade true to tone. **Goldwell Elumen Play** @goldwellus



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**HELP**

Expert stylists troubleshoot today's  
top color blunders.

by FRANCESCA MOISIN

**DESK**





We live in exciting hair times. From soft root smudges and Easter egg pastels to bold holographics and in-your-face neons, anything goes these days when it comes to haircolor. Techniques run the gamut as well—foiling, teasy lights, painting—and let’s not discount looking like a million bucks with the money piece trend. But what happens when color goes awry? We asked seven specialists to explain the biggest mistakes colorists make—and, more importantly, how to fix them.



## Jean Lyons

@jeanlyons\_hair

National Educator, ColorDesign

### The Mistake: **Failing to communicate**

Some stylists take on a color challenge that's too risky for a single session. Others may fail to understand or explain what's possible to achieve in just one visit. Today's trends have created new color-removal challenges. A client may mistakenly believe that because a fashion hue was covered with a darker shade, all previous colors were removed from the hair, which isn't true. Attempting to push hair beyond its limits or lighten color without first understanding previous history can destroy hair's integrity.

**The Fix:** Start every session with a thorough consultation. Depending on hair length, you might be required to obtain several years of history. Having guests fill out a printed questionnaire can ensure you're both on the same page, while kicking off recordkeeping for future reference. It's critical to understand your client's expectations, and then clearly express what can be accomplished during each visit, to avoid potential miscommunication.

## Nicolena DeVito

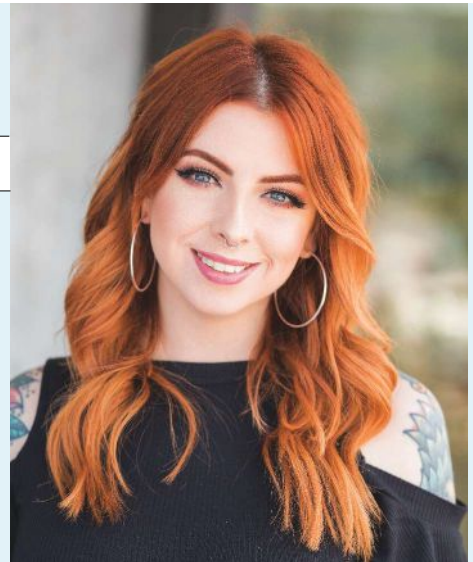
@nicolenadevito

Brand Educator, Kenra Professional

### The Mistake: **Not suggesting new color ideas**

In my experience, the No. 1 reason clients leave their stylist is because she or he can no longer offer new options for how to keep tresses looking fresh. It's easy to get complacent or fail to check in every time regarding hair challenges the client may be facing. After months or years with the same guest, we often forget to ask those all-important questions: "What do you like about your hair?" And, "What would you do differently?"

**The Fix:** Get inspired! Stay up to date on the latest techniques and hottest trends, especially via continued education. That will prevent you from going on autopilot when formulating color. Always check in with clients and offer a new look. Even if they decline, they'll feel heard and important—which ultimately keeps them in your chair.



## Jessica Ogden

@sprite\_ly

Education Director, framesi

### The Mistake: **Skipping the strand test**

Many stylists have their daily books perfectly laid out, leaving very little room for impromptu colors, cuts—or even lunch! The strand test often gets skipped, which can be problematic. Performing a patch test is your best defense against making color mistakes or compromising hair's integrity. It can also be a valuable learning experience for guests.

**The Fix:** Rearrange schedules to incorporate this essential step when you, as the pro, feel it's required. It might mean the difference between top color results and hair that has been pushed beyond its limit. Many brands now also offer quick-result strand tests, like framesi's Strike4. These flat-iron processing sheets reduce processing time from 20 minutes to 20 seconds while still protecting strands.





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### Allie Wildy

@allie.style

Guest Artist, Schwarzkopf Professional

#### The Mistake: **Over-toning blondes**

Don't overtone blondes with too much blue or violet pigments. That's a major mistake I see, yet one that's easy to avoid. It leaves fair strands looking dull.

**The Fix:** Balance warm and cool tones when coloring flaxen tresses. Remember, yellow will provide the most shine and light reflection, and incorporating soft gold into toners will infuse luster. Aim for the sweet spot—that perfect warm-cool balance—to obtain a soft, buttery blonde finish.

### Mike Petrizzi

@petrizzipro

Artistic Director, Zotos Professional

#### The Mistake: **Forgetting to zone**

Using a single formula from shafts to roots is a common error. When we forget to section hair into three different zones, we also fail to take into account that roots take color vibrantly, with tons of warmth. That happens less toward the mid-shafts. Porous ends grab cooler and darker than the rest of the hair.

**The Fix:** Stop doing a single formula from roots to tips. Have a blonde that looks hollow at the roots and grayish on the ends? Add a touch of gold to your gloss as you go down the shafts. Want a red with bold spice on the bottom, sans dreaded hot roots? Lighten and warm your mix while progressing downward.



### Noora Ahmad

@hairbynoora

Global Artist, @Guy\_Tang #MyDentity

#### The Mistake: **Balayage blunders**

When working with balayage, I've observed a lot of colorists who don't hold hair with enough tension, so strands aren't maintained in a flat panel. Further, some tend to push too hard into the hair when painting, which causes spots and zero blend.

**The Fix:** Think of it this way: Balayage is meant to be surface painting, so holding hair taut is key. Ask clients to help by keeping still and minimizing their head movements. And be light-handed with the brush. You can always add more product later. Here's the rule: The less product you apply, the more minimal the lift. The more you layer, the greater lift you'll get.



### Lisa McAuliffe

@hair\_by\_lam

Senior Educator, Product Club

#### The Mistake: **Incorrectly formulating gray coverage for redheads, resulting in muted end results**

I used to believe it was essential to add gold to a formula for redheads, or substitute a natural shade in place of gold when aiming for a cool red, but over the years I realized that didn't provide the intensity I wanted. If my desired outcome was bright copper, adding gold didn't work, since it read visually as "gold copper" rather than rich red.

**The Fix:** Add increments of a darker level to your formula, instead of using gold or natural, to provide extra coverage and depth. Here's my go-to breakdown:

25 percent (or less) gray: ¼ level darker than the desired level of the desired shade, ¾ level of desired shade

50 percent gray: ⅓ to ⅔ ratio

75 percent (or more) gray: ½ to ½ ratio





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# Beauty

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*This winter, beat the elements and kick frizz to the curb with these high-performing smoothing products. —AO*

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Thermoliss Thermo-  
Active Defrizzing Balm**  
@inoar\_usa



Works to speed up blow-dry time!

FIGHTS FRIZZ VIA  
organic aloe leaf juice  
and avocado oil  
**Kavella Thermal  
Primer**  
@kavellahaircare



FIGHTS FRIZZ VIA  
dimethicone, hydrolyzed  
quinoa protein and  
linseed protein  
**framesi Color Lover  
Stop Frizz** @framesiusa



FIGHTS FRIZZ VIA  
chia seed oil, dimethicone  
and provitamin B5  
**Trissola Chia Hair  
Smoothing Oil** @trissola



FIGHTS FRIZZ VIA  
dimethicone and  
trimethicone  
**@Guy\_Tang #MyDentity  
#MyHairLube**  
@guytang\_mydentity





LICI  
@lici\_ladybarber

# SOAR

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**andis®**

# 20 *for* 2020

*Beauty Launchpad* editors share their top 20 new product innovations that you'll want to keep on your radar for the year ahead.



ALYSON OSTERMAN-KERR  
Executive Editor

**MY PERSONAL STYLE:**  
Classic. I love a little black dress, a sleek blow-out, and a staple red or nude nail color.

## Saphira Repackaging

The Dead Sea-based beauty brand has updated its packaging for a design that's sleek and elegant (definitely adding a bit of sophistication to my shower). And for salon owners who want to display the product line on their shelves, the redux also streamlines each product into one of five intuitive categories: Healing, Hydrate, Volume, Curly and Design. @saphirahair



COURTESY OF 901 SALON AND BEAUTY COACH; COURTESY OF MANUFACTURERS





## Schwarzkopf Professional BLONDME with BOND Enforcing Technology

I was fortunate to witness the power of the newly reformulated BLONDME for our recent October shoot with Linh Phan and Maggie Hancock, and can attest to the results! The line now incorporates BOND Enforcing Technology to ensure hair is protected during bleaching services, so that blondes appear beautiful sans damage. @schwarzkopfusa



## Truss Professional Miracle Deep Reconstruction Fluid

After seeing this professional treatment in action, I'm a believer! At the shampoo bowl, spray it onto wet hair along the lengths and down to the tips. Keep hair in a processing cap for 10 to 15 minutes. Then, remove the cap and apply the brand's Intensive Nutrition conditioner for five more minutes before rinsing. The fluid's innovative blend works effectively to repair damage caused by chemical, mechanical and thermal processes. @trussprofessional



## Alterna CAVIAR Anti-Aging Smoothing Anti-Frizz Multi-Styling Air-Dry Balm

Since I'm prone to frizz, a solid smoothing product is always a go-to! This one leaves my hair more manageable, soft and shiny thanks to luxe caviar extract sourced from the South of France. Ooh la la! @alternahaircare



## Oribe Serene Scalp Exfoliating Scrub

This product is like a spa day for my hair! I use it once a week prior to shampooing, massaging it onto my scalp to unclog my pores—which it does via soft polymer beads along with a blend of alpha hydroxy acids—and promote healthy hair growth. @oribe

## OYA Awake Dry Conditioner

I have naturally curly hair that craves moisture; however, I like to extend my blow-outs for as long as possible. Enter this dry conditioner, which instantly moisturizes as it smoothes and boosts shine. @oyabeauty



## WetBrush Go Green Oil Infused Shine Brush

WetBrush has long been a staple of mine, and now the tried-and-true Shine segment comes in four different oil-infused varieties built into the cushion: moisturizing watermelon oil, purifying tea tree oil, nourishing CBD oil, and softening and smoothing coconut oil. @thewetbrush



LOTUS ABRAMS  
Managing Editor

**MY PERSONAL STYLE:**  
For everyday looks I favor urban athleisure wear, a chic crop, and a bold nail color or minimalist nail art.



### Keracolor Keracolors Violet Toning Drops

My blonde colleagues swear by this product that can be added to any shampoo, conditioner or cream-based styler to transform it into a toner. It enhances color and neutralizes unwanted tones while adding a boost of pigment and shine—all while strengthening and moisturizing strands with keratin and coconut and castor oils.  
*@keracolorhair*



### Innersense Organic Beauty Refresh Dry Shampoo

Dry Shampoo is an indispensable tool in my fight against color fade, so I was excited to try this innovative cream-to-powder formula made with clean ingredients like tapioca, witch hazel and certified organic honey. What's more, the brand recently announced a partnership with Plastic Pollution Solutions to develop eco-friendly packaging—a win for the environment, too.  
*@innersenseorganicbeauty*

### Redavid Orchid Oil Dual Therapy Ultra Nourishing Repair

Curly girls swear by this award-winning curative treatment, and I can see why. The cream-gel formula boasts two powerful complexes—plus nutrient-rich ingredients like coconut oil, aloe vera and rosemary—to repair damaged strands while enhancing shine and moisture. *@redavidhair*



### Malibu C Color Disruptor

I'm certain this breakthrough new formula—designed to “disrupt” where the color molecule is setting to make the removal process easier, whether it's a direct dye or oxidative color—will be a game changer for color correction services. *@malibucpro*

### Texture Sexy Hair High Tide Texturizing Finishing Hairspray

I like to mix up my short hairstyle sometimes, and this finishing spray delivers just the right amount of touchable texture, hold and volume to achieve that lived-in look I'm going for. *@sexyhair*



### Moroccanoil Color Depositing Mask

This temporary color mask, available in seven shades, feeds my color maintenance needs while infusing strands with exclusive ArganID technology. Use it to enhance tones, refresh existing color or experiment with fashion shades.  
*@moroccanoilpro*



### R+Co ATLANTIS Moisturizing Concentrate

I never turn down a deep-conditioning treatment when offered at the shampoo bowl, and this brown algae-infused elixir that smoothes and increases moisture levels by 2.5 times after just one application may be my new obsession!  
*@randco*



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JASMINE BROWN  
Associate Editor

**MY PERSONAL STYLE:**  
I'm a sucker for whimsical dresses, curly locks and a swipe of nude lipstick.



### Gamma+ Rainbow Korner XL

A curling wand with a rainbow finish? Count me in! This thermal styler is crafted with a reverse-tapered barrel to help achieve volume at the roots and soft waves at the ends. @gammaplusna



### Nirvel Professional Hair Make Up in #Red

I'm not very adventurous when it comes to switching up my hair, so that's why I love a good temporary color when I want to play with my hue. This wash-out pigment will give your more reluctant clients the confidence to rock color (sans the commitment). @nirvelprofessional\_official

### Hot Tools Black Gold One-Step Blowout

After seeing this premiere at Cosmoprof, I couldn't wait to give myself an easy-to-achieve, beautiful blow-out. Crafted with a nanotitanium surface, patented Refresh3 Max Activated Charcoal and oval design, this tool has become an indispensable asset in my daily routine. @hottoolspro



### DevaCurl DevaFresh Scalp & Curl Revitalizer

Since hitting the snooze button in the morning is inevitable for me, reaching for this curl refresher is a must to achieve bouncy, frizz-free hair in a jiff. Plus, it's infused with prickly pear to help soothe my scalp. @devacurl



### Agadir Volumizing Mousse

Made with 100 percent pure argan oil, this lightweight mousse boosts volume and moisture without adding buildup—not to mention that the brand's beautiful new packaging makes it an attractive addition to my bathroom counter. @agadirint

### ÄZ Haircare Indulge Conditioner

Since I often apply heat to my hair, I gravitate toward products that provide thermal protection—like this restorative conditioner. With a blend of silicones and amino fluids, this formula works to boost moisture in the cuticle, combat breakage and add shine. @azhaircare



COURTESY OF MANUFACTURERS: NIRVEL; ARMANDO SANCHEZ; HEADSHOT: JASON BENNETT



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**ESSENTIAL OIL FRAGRANCES**  
*keep the scentual experience  
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---

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# NORTH

THE KEVIN.  
MURPHY TEAM  
TAPS THE  
CAREFREE DAYS  
OF SUMMER  
TO OFFER AN  
ESCAPE FROM  
THE WINTER  
CHILL.

—ALYSON  
OSTERMAN-KERR



In the Kevin.Murphy team's *North* collection, iconic beach waves come to life with subtle color that's meant to evoke natural sun-kissed hues. Shot amongst the lush coastal vegetation of Byron Bay, Australia, as well as a resort-inspired set that's meant to give us summer vibes even in the dead of winter, the looks here are impeccably styled to effortless-looking effect—much to the adoration of cool girls everywhere.



HAIR: KEVIN.MURPHY; PHOTOGRAPHER: LUIS MURPHY;  
HAIR TEAM: NATHAN GORMAN, WADE BLACKFORD AND  
JAMES NICHOLSON; DIGITAL/VIDEO: JOHN O'ROURKE  
AND REUBEN GATES; FASHION STYLIST: EMILY WARD;  
MAKEUP: KENNETH HIGGINS; LOCATION: BYRON BAY,  
AUSTRALIA; PRODUCER: DEBBIE WALTERS





*LADY OF LUXURY*

Opulent chocolate and gold tones meet purposeful waves that move with each turn of the head.







*MY ONLY SUNSHINE*

**Natural-looking waves complement the hair's tawny blonde tones—which appear as if lightened by the sun—for a style that feels “alive,” describes the Kevin.Murphy hair team.**













### *FREE SPIRIT*

This style is meant to appear free-flowing: Blonde and caramel tones unite to lend the effect of sun-tempered hair color, and beach waves crash together to evoke the feeling of a cool breeze playing with the hair.





# READERS CHOICE ★ AWARDS ★

We counted thousands of votes to determine your top pro-beauty picks for *Beauty Launchpad's* 16<sup>th</sup> annual Readers Choice Awards. Read on to discover if your faves made the cut!

*\*Brands shown in random order.*

## SALON DECOR



**SALON DECOR**  
**Takara Belmont Riche**  
*@takarabelmontus*  
**Minerva Beauty Corsair Styling Chair in Black** *@minervabeauty*  
**Belvedere Plush Backwash with Monarch Bowl**  
*@belvedere\_design\_team*



# NEW LAUNCHES



## HAIR CARE

Wilson Collective Professional Haircare  
@wilsonhaircollective  
R+Co DALLAS Biotin Thickening Shampoo  
and Conditioner @randco  
Surface CHAR Line @surfacehairhealth



## HAIRCOLOR

framesi FRAMCOLOR 2001 INTENSE  
@framesiusa  
Zotos Professional AGEbeautiful Ultra Bond  
Powder Lightener @zotosprofessional  
Redken Shades EQ Level 10s @redken



## STYLING

Orbe Power Drops Damage Repair  
Booster @orbe  
SEVEN Haircare Cubica Swept Texture  
Spray @sevenhaircare  
Eufora Style Firm Mist  
@euforainternational



## MEN'S

American Crew Matte Clay @americancrew  
GIBS Grooming BioFuel Beard & Hair  
Conditioner @gibsgrooming  
Redken Brews Thickening Pomade  
@barbersandbrews



## TOOLS

BaBylissPRO MiraCurl 3 3-in-1 Professional  
Curl Machine @babylissprousa  
Dyson Airwrap @dysonhair  
Olivia Garden Ceramic + ion Flat Iron  
@oliviagardenint



## NAIL CARE

Gelish vitaGel @gelish\_official  
LeChat Nails Incure Portable Hybrid  
Nail Lamp @lechatnails  
essie Strong Start Base Coat @essie



## BODY CARE

PARODI Illuminating Body Polish  
@parodicare  
Surface CHAR SKIN RELIEF Cream  
@surfacehairhealth  
Cuccio Naturale Whipped Hemp  
Revitalizing Butter @cucciocolour



## MAKEUP

Sormé Treatment Cosmetics Lip Rescue  
Tinted Lip Balm @sormecosmetics  
Glo Skin Beauty Luminous Liquid  
Foundation SPF 18 @gloskinbeauty  
Grande Cosmetics GrandeDrama Intense  
Thickening Mascara @grandecosmetics



## FACE CARE

Glo Skin Beauty Phyto-Active Firming Mask  
@gloskinbeauty  
Dermalogica Phyto-Nature Firming Serum  
@dermalogica  
Éminence Organic Skin Care Liikoi Mineral  
Defense Moisturizer SPF 33 @eminenceorganics



## HAIR PIECE

easihair pro high-quality handtied extensions  
@easihairpro  
Transformations Top Pieces by Raquel Welch  
Top Billing 12" @raquelwelch  
Babe Hand Tied Weft Extensions @babe\_hair



**SHAMPOO AND CONDITIONER**

**Malibu C Hydrate Color Wellness Shampoo and Conditioner** @malibucpro  
**Healthy Sexy Hair Moisturizing Shampoo and Conditioner** @sexyhair  
**Pureology Hydrate Shampoo and Conditioner** @pureology

**WOMEN'S THINNING REGIMEN**

**Bosley Professional Strength Bos•Revive** @bosleypro  
**RevitaLash Cosmetics Hair System VOLUME**  
**ENHANCING FOAM** @revitalashcosmetics  
**Nioxin Systems Kit** @nioxin



**HAIR OIL (COARSE HAIR)**

**MoroccanOil Treatment Original**  
 @moroccanoilpro  
**Inoar Professional Argan Oil** @inoar\_usa  
**Agadir Argan Oil Hair Treatment** @agadirint

**HAIR OIL (FINE HAIR)**

**MoroccanOil Treatment Light**  
 @moroccanoilpro  
**Trissola Chia Hair Smoothing Oil** @trissola  
**Marrakesh Oil Light** @marrakeshhaicare

**IN-SALON SMOOTHING TREATMENT**

**Keratin Complex Natural Keratin Smoothing Treatment** @keratincomplex  
**Brazilian Blowout Acai Professional Smoothing Solution** @brazilianblowout  
**Rejuvenol 24 Hours Keratin Treatment** @rejuvenol



**DRY SHAMPOO**

**Keracolor Color Me Clean Rose Gold + Dry Shampoo** @keracolorhair  
**ABBA Always Fresh Dry Shampoo** @pureabbaproducts  
**Surface TRINITY DRY SHAMPOO** @surfacehairhealth

**DETANGLER**

**Malibu C Leave-in Conditioner Mist** @malibucpro  
**Redken One United Multi-Benefit Treatment Spray** @redken  
**Glop & Glam Hair Products Creamsicle Mist Conditioning Detangler** @glopandglam

**COLOR CARE**

**Truss DELUXE PRIME** @trusshair  
**Lakmé Teknia Color Stay Shampoo** @lakmeusa  
**Malibu C Color Prepare** @malibucpro



**HAIR MASK**

**Saphira Mineral Mud** @saphirahair  
**Kavella Recovery Mask** @kavellahaircare  
**MoroccanOil Intense Hydrating Mask** @moroccanoilpro





**VOLUMIZER**

**Big Sexy Hair Root Pump Volumizing Spray Mousse** @sexyhair  
**Keratherapy Keratin Infused Root Booster & Volumizer** @keratherapy  
**Lakmé K. Style Natural Boost Mousse** @lakmeusa



**HAIRSPRAY**

**Kenra Volume Spray 25** @kenraprofessional  
**amika Fluxus Touchable Hairspray** @amikapro  
**Big Sexy Hair Spray & Play Volumizing Hairspray** @sexyhair



**CURL ENHANCER**

**Ouidad Curl Quencher Hydrafusion Intense Curl Cream** @ouidad  
**DevaCurl Styling Cream** @devacurl  
**ECRU New York Curl Perfect Defining Styling Potion** @ecrunewyork



**SHINE**

**Eufora GLOSS** @euforainternational  
**Moroccanoil Glimmer Shine** @moroccanoilpro  
**Surface BASSU SHINE SPRAY** @surfacehairhealth



**TEXTURIZER**

**Oribe Dry Texturizing Spray** @oribe  
**Lakmé K. Style Hottest Fiber Paste** @lakmeusa  
**Design.Me Puff.Me** @designmehair



**ANTI-FRIZZ**

**Alterna CAVIAR Anti-Aging Smoothing Anti-Frizz Dry Oil Mist** @alternahaircare  
**Keratherapy Keratin Infused Daily Smoothing Cream** @keratherapy  
**Keratin Complex Infusion Keratin Replenisher** @keratincomplex



**THERMAL PROTECTOR**

**ABBA Preserving Blow Dry Spray** @pureabbaproducts  
**Eufora Thermal Defense Prep** @euforainternational  
**Kenra Platinum Blow Dry Mist** @kenraprofessional



**FINISHING SERUM**

**RUSK Designer Collection Thermal Serum with Argan Oil** @ruskhaicare  
**Oribe Smooth Style Serum** @oribe  
**Paul Mitchell Super Skinny Serum** @paulmitchell



**ECO-FRIENDLY**

**Eufora AloeTherapy Line** @euforainternational  
**Surface Line** @surfacehairhealth  
**Neuma Line** @neumabeauty



**AMMONIA-FREE**

Lakmé Chroma @lakmeusa  
 EuforaColor @euforainternational  
 Surface @surfacehairhealth

**SEMIPERMANENT**

Celeb Luxury Gem Lites Flawless Diamond Colorwash and  
 Coloritioner @celebluxury  
 Keracolor Color + Clenditioner Rose Gold @keracolorhair  
 Tressa WATERCOLORS Intense Shampoo Purple @watercolorshair



**PERMANENT**

ColorDesign Permanent Color @colordesignhair  
 Lakmé Collage Clair @lakmeusa  
 framesi FRAMCOLOR 2001 @framesiusa

**BLEACH**

Schwarzkopf Professional BLONDME  
 @schwarzkopfusa  
 ColorDesign SHINY BLOND @colordesignhair  
 Wella Professionals Blondor @wellahairusa



**DEMIPERMANENT**

Goldwell Colorance Demi-Permanent Color  
 @goldwellus  
 Keratin Complex KeraBrilliance Demi-Permanent Color  
 @keratincomplex  
 Jack Winn Color Restore demi-permanent color @jackwinnpro

**FASHION**

@Guy\_Tang #MyDentity Super Power Line  
 @guytang\_mydentity  
 Celeb Luxury Viral Purple Colorwash and Coloritioner @celebluxury  
 Pravana ChromaSilk Vivids @pravana

**FULL GRAY COVERAGE**

Zotos Professional AGEbeautiful Anti-Aging Color @zotosprofessional  
 Goldwell Topchic @goldwellus  
 Schwarzkopf Professional Igora Royal Absolutes @schwarzkopfusa



TOOLS TOOLS TOOLS TOOLS TOOLS TOOLS TOOLS TOOLS TOOLS TOOLS



**SHEARS**

Olivia Garden SilkCut PRO @olviagardenint  
 KARG Shear K-Long Couture @mikekargofficial  
 Sam Villa Steamline Series Shear 6.25"  
 @samvillahair



**RAZOR**

JATAI Feather Styling Razor @jataifeather  
 Surface Razor @surfacehairhealth  
 Donald Scott NYC Carving Comb  
 @donaldscott NYC



**CLIPPER/TRIMMER**

Andis Master Cordless @andisclippers  
 WAHL Professional Peanut @wahlpro  
 BaBylissPRO FlashFX @babylissprousa



**BLOWDRYER**

Dyson Supersonic @dysonhair  
 BaBylissPRO SteelFX @babylissprousa  
 Bio Ionic 10x Ultralight Speed Dryer @bioionic



**STYLING IRON**

Hot Tools Revolutionary 1.25" Ionic Salon Flat  
 Iron @hottoolspro  
 ghd platinum+ styler @ghd\_northamerica  
 BaBylissPRO Nano Titanium @babylissprousa

NAILS NAILS NAILS NAILS NAILS NAILS NAILS NAILS NAILS NAILS



**BRUSH**

WetBrush Flex Dry  
 @thewetbrush  
 Olivia Garden OG Brush Collection  
 @olviagardenint  
 Denman Natural Bristle Grooming Brush  
 @denmanbrush



**POLISH**

essie Ballet Slippers @essie  
 OPI Another Ramen-tic  
 Evening @opi  
 Morgan Taylor Ruby Two  
 Shoes @mtmorganaylor

**GEL**

GEL Good Gossip  
 @gelish\_official  
 CND SHELLAC Wildfire  
 @cndworld  
 OPI Things I've Seen in  
 Aber-Green @opi

COURTESY OF MANUFACTURERS

# EXTENSIONS



## CLIP-IN EXTENSIONS

Hairdo 10-Piece Straight Clip-In Human Hair Extension Kit @hairdousa  
 Babe Instant Hair Clip-In @babe\_hair  
 Transformations Top Pieces by Raquel Welch  
 Special Effect @raquelwelchwigs



## BANDED EXTENSIONS

HALOCOUTURE Layered HALO @halocoutureextensions  
 Hotheads the Band @hotheadshairextensions  
 Donna Bella Solo Extensions @donnabellahair



## BONDED EXTENSIONS

Great Lengths Premium Bonded Extensions @greatlengthsusa  
 Di Biase Hair Extensions USA Keratin Bonded Extensions @dibiasehairusa  
 SO.CAP.U.S.A @socapusaextensions



## TAPED EXTENSIONS

easihair pro tape-in extensions @easihairpro  
 GL Tapes by Great Lengths @greatlengthsusa  
 Hotheads Ultimates @hotheadshairextensions

# LASHES & BROWS



## EYELASH SERUM

Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum @grandecosmetics  
 NovaLash Lash+Doctor @novalashofficial  
 REVITALASH ADVANCED EYELASH CONDITIONER & SERUM @revitalashcosmetics



## EYEBROW SERUM

REVITABROW ADVANCED EYEBROW CONDITIONER & SERUM @revitalashcosmetics  
 neuBrow Brow Enhancing Serum @skinresearchlab  
 Grande Cosmetics GrandeBROW Brow Enhancing Serum @grandecosmetics



## EYELASH EXTENSIONS

NovaLash @novalashofficial  
 Glad Lash @gladlash  
 Lash Stuff @lashstuff



## TEMPORARY LASHES

i-Envy Professional by Kiss @ienvybykiss  
 Ardell @ardellbeauty  
 Lilly Lashes @lillylashes



MEN'S MEN'S MEN'S MEN'S MEN'S MEN'S MEN'S



**HAIR CARE**

Agadir Men Hair and Body Wash @agadirint  
 American Crew Fiber Cream @americancrew  
 MOP Basil Mint Firm Hold Clay @mop\_hair\_products



**STYLING AID**

Eufora Hero for Men Grooming Cream @eufora.hero  
 18.21 Man Made Pomade @1821manmade  
 Redken Brews Instant Thickening Spray @barbersandbrews



**THINNING TREATMENT**

Bosley Professional Strength Healthy Hair Vitality Supplements for Men @bosleypro  
 Eufora Hero for Men Scalp Rescue @eufora.hero  
 Nioxin Scalp & Hair Treatment @nioxin



**HAIRCOLOR**

Goldwell Men ReShade @goldwellus  
 Paul Mitchell FlashBack @paulmitchell  
 Redken Brews Color Camo @barbersandbrews



**SKIN CARE**

American Crew Post-Shave Cooling Lotion @americancrew  
 Aveda Botanical Kinetics Oil Control Lotion @aveda  
 Bioelements Urban Undo Cleanser @bioelements



**SHAVE**

Surface CHAR SHAVE CREAM @surfacehairhealth  
 Eufora Hero for Men Exceptional Shave @eufora.hero  
 Reuzel Shave Cream @reuzel



**BEARD GROOMING**

Nirvel Professional Men Barber Exotic Oil @nirvelprofessional\_official  
 Gibbs Grooming Alpha Male Beard, Hair & Tattoo Oil - Travel Edition @gibsgrooming  
 JATAI Beard and Moustache Softener @jataifeather

LON SOFTWARE SALON SOFTWARE SALON SOFTWARE SALON SOFTWARE



**SALON SOFTWARE**

GlossGenius: All-in-One Salon Software @glossgenius  
 VagaroPro @vagaroinc  
 Meevo 2 by Millenium Systems International @speakmillennium

COURTESY OF MANUFACTURERS

# Industry Feed

—EMILIE BRANCH

## HERO HAIRDRESSER

Joey Lane, aka @gothandglamour, isn't your typical hairstylist working behind the chair at a salon. Instead, the hospice hairdresser travels to see his clients, who are patients at the Hospice of the Golden Isles in Brunswick, Georgia. We checked in with Lane to find out how he merged his love of hair with healthcare to launch Tender Love & Hair, bringing joy and lifting the spirits of patients near the end of their lives, when they truly need it the most.

**Beauty Launchpad:** How did you start your journey in the beauty industry?

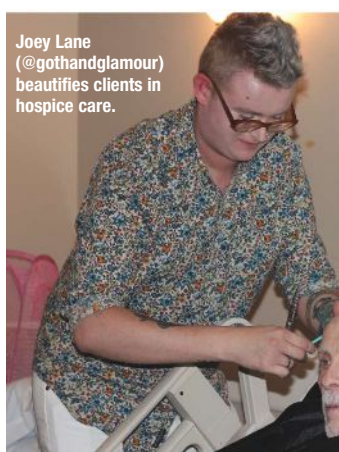
**Joey Lane:** I grew up as an eccentric kid in an extremely rural, small town in Southeast Georgia, so I always felt like a square peg in a round hole. I never quite felt safe or comfortable expressing myself as an individual until high school, when I first took the plunge and colored my hair funky colors in my bathroom. Graduating as valedictorian, I felt obligated to go to university after high school, but I only made it one semester before I dropped out, depressed and unsure of my place in the world. It was then that I made the unpopular decision to go to hair school, and it changed my life more than I ever expected. I've been licensed for going on five years now, but I stepped away from the salon chair full time last year to start this new journey that combines two of my biggest passions: healthcare and hairdressing.

**BL:** How did you begin specializing in treating patients in hospice care?

**JL:** I went through a certified nursing assistant program while I was in high school and had to do clinical hours at a nursing home. I saw that a lot of these residents just wanted someone to talk to—a friend. A good bit of our personal identity is tied up in our hair, and I noticed that haircare in these facilities was a great need. My experiences as a certified nursing assistant stuck with me as a hairdresser in the salon, and I ultimately made the decision to combine my two passions by returning to college to pursue a degree in a healthcare role. There are so many people who are underrepresented and forgotten about during what can be the scariest time in their lives, so I decided to do something about it while working on my degree. I felt the need to reach out to my local hospice facility, the Hospice of the Golden Isles, and that's how Tender Love & Hair was born.

**BL:** What's it like working with patients in hospice?

**JL:** While the nature of end-of-life care is often heavy and emotional, I've experienced far more light and hope in those doors than possibly any other place I've been. Little things that you would never think about in the salon, such as having a client sit upright in a chair, become a challenge. While it can seem intimidating at first, it's incredibly humbling and humanizing, and I'm able to figure out ways to accommodate.



Joey Lane (@gothandglamour) beautifies clients in hospice care.

**BL:** Are there any special tools you keep in your kit when working with your client patients?

**JL:** One of the most genius kit items for me at hospice is no-rinse shampoo caps. I warm them up in the microwave, put them on the patient's head, massage the cap and they're good to go! Another go-to is my mini flat iron. It enables me to create that signature "bump" on shorter hairstyles while minimizing the risk of burns for patients who may suddenly move during styling.

**BL:** What's the best part of the work you do?

**JL:** By far, the best part about what I do is interacting with the patients. I hear their stories, and we become friends. Being able to bring them any bit of happiness, no matter how small, is a privilege and an honor.

**BL:** How can other stylists get involved?

**JL:** There's such a need for haircare in long-term care and hospice facilities around the country, and sadly, this population is greatly underserved. To get involved, reach out to your local hospice facility to inquire about volunteering, or donate to existing programs that help serve this population. You may go into a hospice facility expecting to change lives, but you'll probably realize that you'll be the one whose life is changed for the better. If you're interested in donating to Tender Love & Hair, please visit the Hospice of the Golden Isles at [hospice.me](http://hospice.me).



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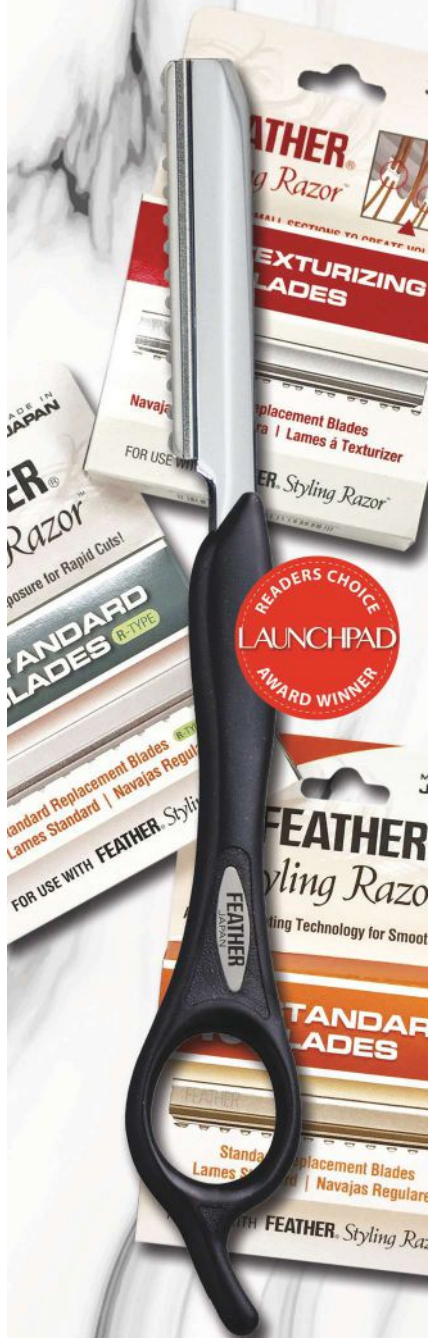
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## Industry Feed

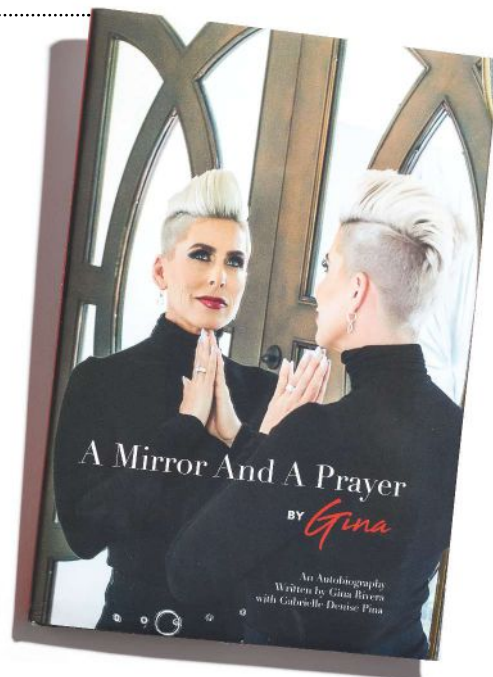


### Classroom Competition

**Moroccanoil** has partnered with Parsons School of Design in New York to give students the chance to participate in the hands-on opportunity of a lifetime. Organizing a classroom competition, Moroccanoil will select one Master of Fine Arts Industrial Design student and one Bachelor of Fine Arts Product Design student to create environmentally friendly packaging that will be distributed around the world. The program is part of Moroccanoil's larger mission to make the world a greener place and stay at the forefront of sustainability.

### *A Mirror and a Prayer*

As the founder and president of **Phenix Salon Suites**, named as one of *Entrepreneur's* Top 500 fastest-growing franchises, Gina Rivera's success story is captivating. A high-school dropout subsisting on food stamps, Rivera was determined to turn her life around. By cultivating a "can-do" attitude, realizing her values, surrounding herself with like-minded individuals, and relying on friends and family for support, Rivera was able to achieve the success she currently enjoys. This remarkable journey is outlined in her autobiography, *A Mirror and a Prayer*, in which Rivera offers personal and professional advice throughout. It's a must read!



Gina Rivera's autobiography, *A Mirror and a Prayer*, is available now.



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## Industry Feed



@Guy\_Tang  
 #MyDentity  
 #teamtang dyes  
 wigs to donate to  
 nonprofit Helen's  
 Room.

## #teamtang Gives Back

The @Guy\_Tang #MyDentity team, made up of 35 international distributors, brand managers and representatives, recently gathered in Los Angeles to learn new techniques, discuss upcoming product launches and give back to the community. After a hands-on swatching session working with the latest shades, #teamtang put their skills to use and dyed 15 human hair wigs. The VIPs had full creative freedom while coloring the hair, with notable wigs featuring the brand's signature rose gold shade blended with natural brown and a soft pearl-meets-dusty-lavender shade. After being styled using the newest collection of thermal tools from T3, all of the wigs were donated to Helen's Room, a nonprofit organization that offers free services and products to low income, uninsured female cancer patients. The team dropped off the wigs and met with patients, adding even more meaning to this charitable initiative.

## SCHOLARSHIPS CHANGE LIVES

Are you new to hairdressing and want to hone your craft? If so, you have a chance to put your talent on display at the **Beauty Changes Lives Experience** during America's Beauty Show with an immersive learning experience from Pivot Point Creative Education. The Beauty Changes Lives Leo Passage Next Gen Scholarship could be the opportunity you need to make backstage magic. All licensed professionals with one to five years of experience are encouraged to apply, and two lucky winners will be awarded with a life-changing all-expenses-paid trip to Chicago to learn and showcase their talents on the runway. For more information on the Beauty Changes Lives Leo Passage Next Gen scholarship, visit [beautychangeslives.org/leo-passage](http://beautychangeslives.org/leo-passage).

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- Agadir International** agadirint.com | 37  
**Alterna** alternacaviarantiaging.com | 27  
**American Crew** americancrew.com | 29  
**Andis Company** andis.com | 55  
**BaBylissPRO** babylisspro.com | 15, 17  
**CBD E-Book** launchpad.com/CBD | 85  
**ColorDesign Hair** colordesignhair.com | 51  
**easihair pro** easihairpro.com | 8-9  
**Elite Beauty Society** elitebeautyins.com | 83  
**Eufora International** eufora.net | 21  
**framesi U.S.A.** framesiprofessional.com | 6-7  
**Glad Lash** gladlash.com | 53  
**Goldwell USA** goldwell.us | **Back Cover**  
**Grande Cosmetics** grandewholesale.com | 40  
**Hair Color Rack** haircolor-rack.com | 82  
**Innersense Organic Beauty** innersensebeauty.com | 23  
**Inoar Professional** inoarus.com | 45  
**Intercoiffure** intercoiffure.com | 86  
**International Hair Goods** internationalhairgoods.com | 61  
**Jatai International** jatai.net | 80  
**Keracolor** keracolorhair.com | 19  
**Lash Savers** lashsavers.com | 84  
**Lash Stuff** lashstuff.com 79  
**Malibu Wellness** malibuC.com | **Inside Front Cover - 1**  
**Minerva** minervabeauty.com | 28  
**MOROCCANOIL** moroccanoilprofessionals.com | 2-3  
**NeuLash/Skin Research Laboratories** skinresearchlabs.com | 59  
**Neuma** neumabeauty.com | 33  
**Parodi Professional Care** parodicare.com | 14  
**Professional Beauty Association/ISSE** probeauty.org/isse | 87  
**R+Co** randco.com | 47  
**REDAVID** redavidhair.com | 39  
**RevitaLash** revitalash.com | 4-5  
**Saphira Hair** saphirahair.com | 35  
**Sexy Hair Concepts** sexyhair.com | 11-13  
**Surface Hair** surfacehair.com | 43  
**Trissola** trissola.com | 31  
**Truss Professional** trussprofessional.com | **Inside Back Cover**  
**WetBrush** prowetbrush.com | 81  
**Wilson Educational Productions Inc.** wilsonhaircollective.com | 62-63  
**ZOTOS** agebeautiful.com | 25



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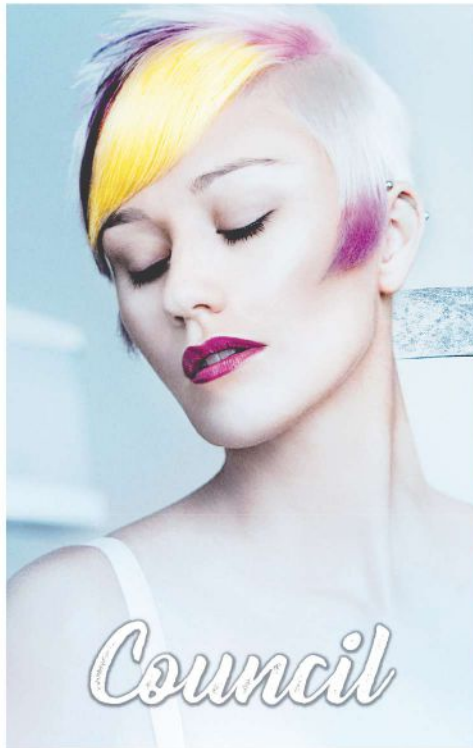
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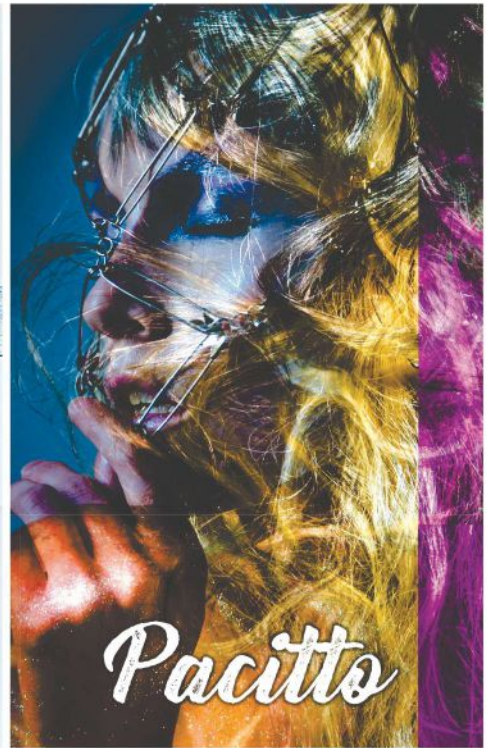
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## Poetry in Motion

STYLIST LINDSAY WOLF'S BODY ART IS INSPIRED BY POETRY.

► **MY TATTOOS TELL A STORY;** they're indicators of what I've been through, who I am, and where I came from. I have so many tattoos—I actually don't know the exact number! My chest piece is based on an excerpt from my favorite poem, "The Moon Is a Kite," by Andrea Gibson. I gave the artist the excerpt and asked him to create a piece drawn from these words that have resonated deeply with me for years, and have gotten me through difficult moments in my life:

"I know you think this world is too dark to even dream in color, but I've seen flowers bloom at midnight. I've seen kites fly in gray skies and they were real close to looking like the sunrise, and sometimes it takes the most wounded wings the most broken things to notice how strong the breeze is, how precious the flight."

My most recent tattoo is a tribute to my craft and Vidal Sassoon. I wanted an outline of the iconic five-point haircut Sassoon created, as well as a representation of the color wheel. I would not be the artist I am today without either of these concepts! Sassoon is my greatest inspiration, and I wanted to honor him in a way that felt meaningful. —*as told to AO*



HEADSHOT: BETH COULIN; COURTESY OF LINDSAY WOLF

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