

# BEAUTY LAUNCHPAD

JANUARY 2020

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IG-worthy photos

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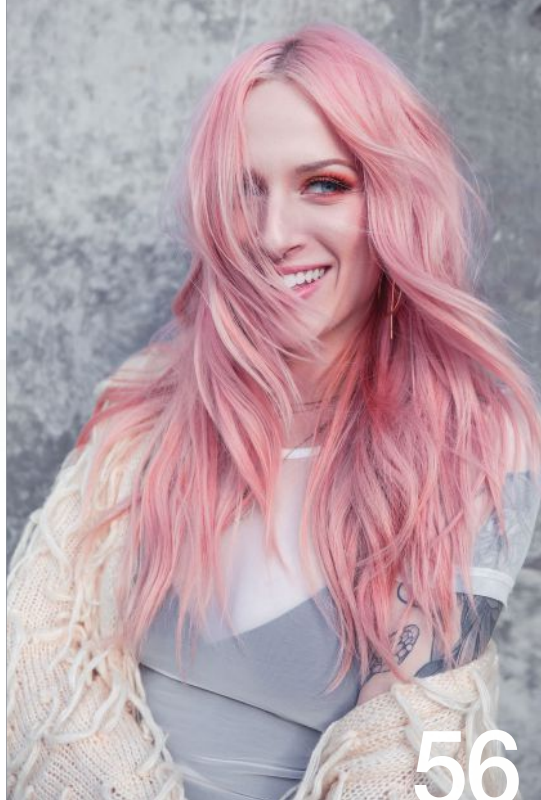
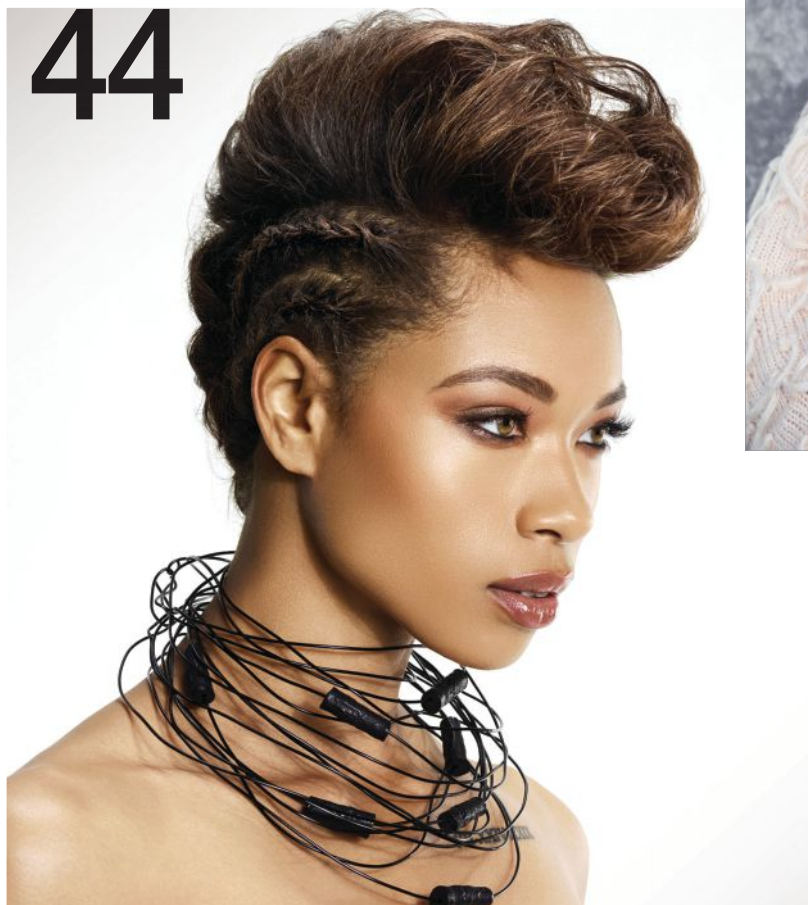
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*Beauty Launchpad* (ISSN 1557-0053 & USPS 022-881), Volume 19, No. 1, January 2020 is published monthly by Creative Age Communications, Inc., 7628 Densmore Ave., Van Nuys, CA 91406-2042, USA, Phone 818.782.7328, Fax 818.782.7450. Basic annual subscription rates are: \$24.00 in the U.S., \$60.00 in Canada, and \$80.00 in other international countries. Periodicals Postage Paid at Van Nuys, CA and additional mailing offices. POSTMASTER: Send all UAA to CFS; NON-POSTAL AND MILITARY FACILITIES: send address corrections to *Beauty Launchpad*, P.O. Box 460159, Escondido, CA 92046-0159.

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**Subscription Customer Service:** Beauty Launchpad, P.O. Box 460159, Escondido, CA 92046-0159, USA, Phone 800.624.4196, launchpad@pcspublink.com, www.beautylaunchpad.com

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*The first two steps in the corrective color process*

# On My Radar



*Aly*

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

## Strategies for Success

HERE ARE FOUR THINGS I TURN TO WHEN I WANT TO GET MOTIVATED FOR SUCCESS.

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

➤ **REJOICE!** It's the start of a new year—which, for me, has always signified a blank canvas ripe with 365 days of possibilities. If you had a less-than-fantastic 2019, the New Year ushers in the chance to begin anew and enact change for the better. And if you had an amazing 2019, that doesn't mean you can't make 2020 even more stellar.

I, along with my fellow editors and contributors, want to help you kick off 2020 in the best way possible; hence, our "Success Issue," wherein we examine ways to help boost your business. Seeking input on how to make your photos stand out on Instagram? Flip to page 52 to glean knowledge from expert Daryna Barykina. Want to learn how to effectively implement new salon software? Turn to page 26. We also have advice on ways to encourage mentorship in your salon, ramp up studio decor, increase retail sales and so much more.

I hope this issue serves as inspiration for a successful 2020. Cheers to the New Year!



### ◀ **GIRL, STOP APOLOGIZING BY RACHEL HOLLIS**

This inspiring book lays out easy-to-implement strategies for both personal and professional growth; it speaks specifically to the unique problems women face, and how to best troubleshoot and overcome them.



### **A PHYSICAL PLANNER**

I know it sounds old school, but there's nothing like actually writing something down on a piece of paper that helps me more in achieving my goals. For instance, I don't enjoy waking up at 5:00 a.m. to work out before I head to the office. But if I plan ahead for the week and mark the four times I can realistically commit to this goal, I'm less likely to miss a trip to the gym. Of course, if pen-and-paper just isn't your thing, you can use the planner on your cell.



### **INSTAGRAM**

When I see you doing amazing work on social media, from the life-changing power of hair skeens by Phil Ring (@phildoeshair) to the platinum color creations by 30 Under 30 winner Crystal Kim (@instylebycrystalk), it reminds me of why I want to keep propelling *Beauty Launchpad* forward as your inspiration and business resource.



### **"EYE OF THE TIGER" BY KATRINE OTTOSEN**

When I'm alone in the car or getting ready for an event, I get pumped by listening to this stripped-down version of the *Rocky* theme. Just do a Google search for it some time... if you also think it's awesome, let me know! (Confession: If I'm in the car with my 5-year-old son and need a similar power boost, I'll turn on Ray Parker Jr.'s more kid-approved "Ghostbusters" theme. After all, aren't the lyrics "I ain't afraid of no ghost" a metaphor for those everyday baddies or formidable tasks we encounter? Maybe not, but I'm sticking by it!)

HEADSHOT: COURTESY OF 901 SALON AND BEAUTY COACH; BIGSTOCK; INSTAGRAM (2)



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# Trendsetters

RUNWAY  
CELEBRITY  
SALON STYLE  
INSPIRATION

► **IT'S A FRESH NEW** year, so why not offer guests a fresh new look? For clients seeking a bold change, take a cue from the runways, where fantasy color ruled at shows like Anna Sui, Benetton and Mary Katrantzou (see “Divergent Dye” on page 12), or go short with a daring, face-framing cut (see “Dramatic Cuts” on page 16). Of course, not every client will be looking for a total makeover in 2020. For more temporary transformation inspo, check out the stunning looks celebrity stylist Mara Roszak has created for her A-list clientele in “Dream Big” on page 14.

Fashion color hit the runway at shows like Mary Katrantzou.



ANDREEA ANGELESCU

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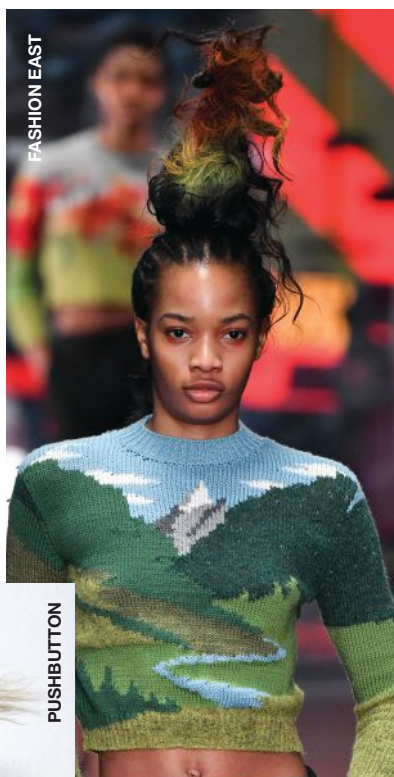
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# Divergent Dye

RUNWAY HAIRCOLOR WENT MORE MADCAP THAN MAINSTREAM—ALL THE MORE INSPIRATION FOR COLORISTS. —KARIE L. FROST



► **TRICKLE-DOWN TRESS TRENDS** take their time maneuvering from the runways to the streets. Case in point: fantasy haircolor. Once reserved for NAHA photo shoots and stylists' self-promotion, pastel shades and vivids now overrun both runways and Instagram feeds alike. But instead of simply choosing the obvious shades of soft pink, steel gray or riotous fuchsia—as was the wont of past seasons—runway stylists conferred with their color wheels and imaginations to introduce both interesting hues and ways to tint manes. At Anna Sui, R+Co lead stylist Garren chose a palette heavy on cornflower blue to reflect “Marvel superheroes ... it’s pop art meets Motown,” he says of the ethereal bouffant wigs. And at Mary Katrantzou, Redken global color creative director Josh Wood debuted two new patterned color techniques he’s calling “color clouds” and “horizon color,” proving that the runway can serve as a haircolor incubator, too.

Though neons took top billing (witness an army of fluorescent mops at Benetton and Philipp Plein), when stylists sought high contrast, they turned to the two famous noncolors—black and white—for the biggest impact. Mixing Wella Professionals EIMI Sculpt Force with white powder, Wella Professionals global creative director of care and styling Eugene Souleiman painted asymmetrically cut wigs in the white paste at Jeremy Scott, leaving the ends pitch black to mimic the black-and-white tabloid covers that inspired the collection. Stenciled charcoal checks on a forward-blown platinum style at the PushButton show brought the microtrend of graffiti haircolor into the spotlight—a total checkmate for color creativity, if ever there was one. And that’s what it’s all about: creativity, and how you spin the outré for everyday behind your chair.

ANNA SUI: FASHION EAST; BENETTON: ANDREA ANGELESOU; PUSHBUTTON: MATTEO VALLE/IMAXTREE.COM; JEREMY SCOTT: COURTESY OF WELLA PROFESSIONALS

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# Dream Big

CELEBRITY STYLIST MARA ROSZAK DISHES ABOUT TOP LOOKS SHE CREATED FOR HER CELEBRITY CLIENTELE. —JASMINE BROWN

► **MARA ROSZAK'S HAIR JOURNEY** is what dreams are made of. Roszak took her first step into the beauty scene at 15 years old when she enrolled in beauty school, and just two years later, the Biologie stylist was already crafting looks for the red carpet. Since then her styles have been featured in a variety of publications including *Elle*, *W Magazine* and *Harper's Bazaar*. And in 2016, she teamed up with stylists Denis De Souza and Alex Polillo to open their salon, Mare, in West Hollywood, California, where she styles the hair of Hollywood's elite. Here, she handpicks a few of her favorite looks she has created for A-listers like Emma Stone and Cara Delevingne.



2019

EMMA STONE

▲ "I love Emma's Met Gala look from last year. The Met Gala is always an exciting day for creativity; it highlights the artists and their vision—it's not the time to hold back! Emma's sequined Louis Vuitton jumpsuit felt slightly 1980s and very fun. I used the Biologie R.A.W. Texturizing Spray to give her look a slight '80s, textured feel along with a deep side-swept part."



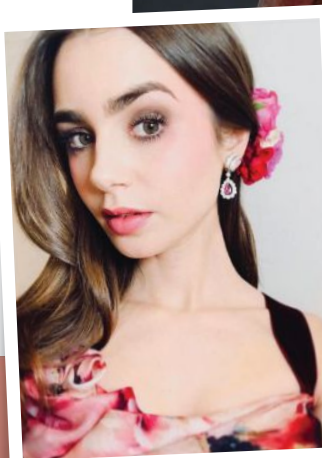
2019

CARA DELEVINGNE

▲ "I'm always inspired when working with Cara. Not only is she a real stunner—she's also fearless when it comes to experimenting with different looks and characters. This challenges me to continue to create in different ways and to test styles that I've been desperately wanting to try."



MARA ROSZAK  
@MARAROSZAK



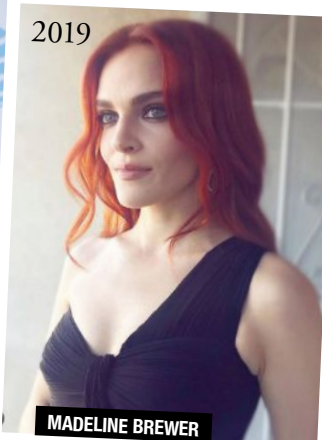
▲ "Lily loves playing with her looks. I was inspired by the floral dress she was wearing for the *Vanity Fair* Oscar party to create this whimsical 'garden party' in her hair. I made fresh flower hair combs and placed them generously in the back and on the side of her hair—peeking out just enough to be seen from the front."



2019

OLIVIA WILDE

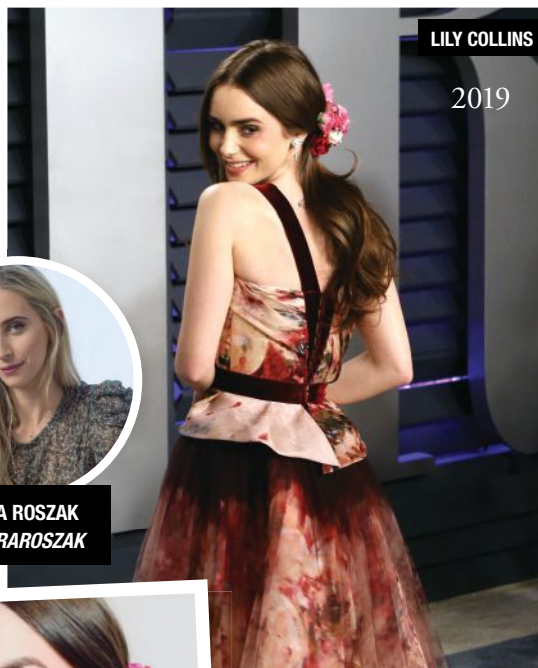
▲ "For Olivia's *A Vigilante* premiere, I prepped the hair with Biologie Blow Dry Glotion to create an easy blow-out with a slight (but not overdone!) glam element."



2019

MADELINE BREWER

▲ "I love this effortless look on Madeline. I wanted to create a style with sexiness and ease. Using a 1 1/4" barrel iron, I loosely waved her hair and finished the look with Biologie Styling Finishing Spritz for hold and slight lived-in texture."



LILY COLLINS

2019

TOP: LILY: JOE SEERY/BIGSTOCK; INSET: MARA ROSZAK; EMMA: VERRITT COLLECTION INC./ALAMY; STOCK PHOTO: CARA: INSTAGRAM/@ERICRAYDAVIDSON; OLIVIA: DFFREE/BIGSTOCK; MADELINE: MARA ROSZAK; MARA: HEADSHOT; MARA ROSZAK



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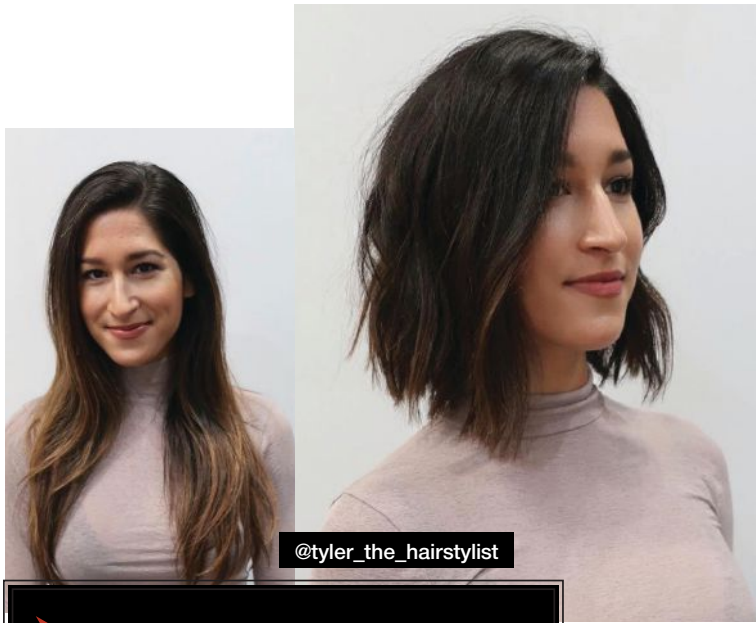
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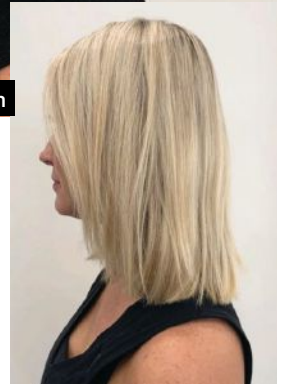




@tyler\_the\_hairstylist



@styled\_by\_carolynn



➤ **IG TREND ALERT:**

# DRAMATIC CUTS

—AMY DODDS

➤ **AS COCO CHANEL** once so astutely observed, “A woman who cuts her hair is about to change her life.” These changes don’t always have to involve masses of hair hitting the floor, as evidenced by @styled\_by\_carolynn’s graduated lob, which actually appears *longer* in front after the cut. But sometimes when a lot of hair is removed, it can completely transform a person, as seen in the before-and-afters from @lynniekjones and @erickinvisible. And as @studio\_marteena demonstrates, a little haircolor and makeup never hurt anyone! At any rate, we hope you and your clients enjoy these transformational posts for the New Year—and the new decade. *story continues >>*



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# Trendsetters/ #Instagood



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# A New Hue

RACHEL RUSH CRAFTS DREAMY HUES THAT WILL GET YOUR CLIENTS' LOCKS READY FOR THE NEW YEAR. —JB

► It's the start of a new year and the perfect time to help your clients jump into a new hue. Looking for color inspo? Colorist Rachel Rush creates looks that will surely help your clients put their best hue forward in 2020—from opal-inspired shades to bright babylights. The key to picture-perfect highlights: "Maintain and incorporate depth," she says. "If you want to 'highlight' your highlights, place depth underneath and/or beside them."

## Rachel Rush shares how to achieve this whimsical transformation.

*Note: My client started with grown-out platinum hair with a natural Level 5 and 4 inches of new growth. I started with Malibu C DDL Direct Dye Lifter with 10-vol. to remove her old color.*

**FORMULA 1:** Joico Intensity: Violet root/low light: 60g. Lilac + 40g. Violet Pearl + 20g. Violet

**FORMULA 2:** Joico Intensity: Pink front hairline/highlight: 50g. Soft Pink + 10g. Violet Pearl

**Conditioner 1:** ¼g. Wella Professionals Elements Renewing Conditioner + ¼g. Fanola No Yellow Shampoo + ¼g. Joico Color Intensity Semi-Permanent Lilac

**Conditioner 2:** Equal parts Wella Professionals Renewing Elements Conditioner + Joico Color Intensity Semi-Permanent Blush



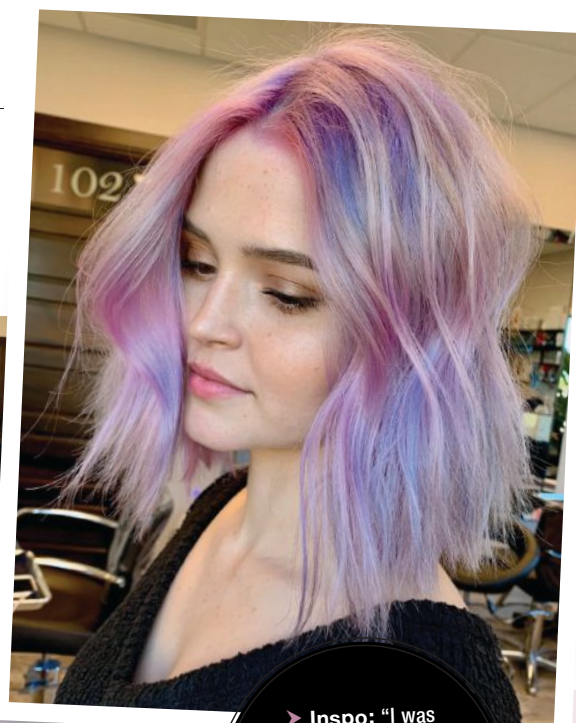
- + Divide the hair into quadrants. Starting with the back two quadrants, foil ¼-inch slices.
- + Apply Trionics 10-vol. lightener ¼-inch away from the roots [where the previous platinum started]. Tip: Place a cotton strip where the lightener meets the old platinum to prevent overlapping.
- + Starting with 10-vol., work your way up to equal parts 10- and 20-vol. in foils. Once the foils are in, quickly apply a thick layer of 20-vol. lightener at the roots. "I chose to do this process to the back half of the client's head and rinsed it out before working on the front two quadrants because her hair is fine and lifts easily," notes Rush. "Doing a color correction this way takes time but from my experience, helps keep the hair healthier."

- + Using a spray bottle, quickly apply Redken Shades EQ 25g. 9V + 25g. Clear + 10g. 9N toner to the 4 inches of new blonde. Process for four minutes, and then drag it through the ends for one minute.
- + Apply Formula 1 a ½-inch away from the roots and color-block the underneath section of hair at the nape. Then in the vertically placed foils, alternate Formulas 1 and 2 with ½-inch spacing through the whole head. Process for 30 minutes.
- + After rinsing, formulate color conditioners to tint the blonde that was left out.
- + Apply Conditioner 1 from roots to mid-sections, and Conditioner 2 from mids to ends. Process for 15-20 minutes.



**WHO:** Rachel Rush (@rachel.rush)  
**# OF FOLLOWERS:** 10.1K (at time of print)

**LOCATION:** City Salon Suites in Frisco, Texas, and guest artist at Larisa Love Salon in Studio City, California



► **Inspo:** "I was inspired by opal and wanted to create a multifaceted pastel look that also had depth," shares Rachel Rush.

### TIP!

"I love to cut my clients' hair dry first to see how the strands naturally lay and to reduce the amount of color used," says Rush.

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# Live & Learn

EDUCATION  
TIPS  
SOCIAL MEDIA  
Q&A

► **THE START OF THE NEW YEAR** signals the ideal time to jump-start your business. First on the to-do list: Spruce up a tired salon space with some practical tips from a design expert (see page 24). It's probably also time to reevaluate your salon software system and make sure it's meeting your needs; see page 26 to learn how. And if writing Instagram captions is no longer sparking joy, get your creative juices flowing with these tips (see page 32). Here's to working smarter, not harder, in 2020.





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# Makeover Madness

RAMP UP YOUR SALON DECOR WITH THESE THOUGHTFULLY CURATED MAKEOVER TIPS. —FRANCESCA MOISIN

➤ **JUST LIKE HARDWORKING STYLISTS**, salon decor can grow tired over time. Paint may start to flake and furniture begins showing signs of wear and tear. When entropy takes over, follow this advice to infuse new life into worn-out spaces that need sprucing.

### [1] FURNITURE FIRST

Tired and damaged furniture diminishes the overall guest experience, conveys the wrong message about the quality of services you offer and can be costly to maintain. “Items that can’t hold integrity after multiple uses will cause repair and replacement costs to add up,” says Justin Joyner, regional sales manager at Takara Belmont. If you haven’t already, now’s the time to invest in top-quality equipment that makes a statement, stimulates creative energy and enhances general workflow. “The right seating solutions can serve more than a single purpose,” says Joyner. “Fashion a menu that features add-ons, such as a scalp massage, to build customer satisfaction.”

### [2] PAINT, PLEASE

After going big on equipment and other investment items, save pennies when it comes to smaller decor pieces. Renew the look and feel of salon interior with a fresh coat of paint, or focus attention on a single vibrant accent wall. “Trendy or seasonal colors invigorate, but it’s equally important to consider incorporating neutral hues into your palette for long-term visibility,” advises Joyner.

### [3] RETHINK STATION ORGANIZATION

If stylists are struggling to reach clippers or tripping over curling iron cords, it’s time to reorganize your floor plan design. “Ease of access to products and tools is essential when it comes to providing quality service,” notes Joyner. Aim to craft customized nooks that allow for ultimate efficiency, speed and reliability during every cut and color service. Styling stations should boast plenty of storage, plus easy-to-reach drawers for blowdryers, brushes and balms. Make sure stylists have everything they need at their fingertips.

### [4] SEE THE LIGHT

It’s also crucial to update your salon’s lighting to facilitate stylists’ work—guests should never be surprised by their haircolor results when they step outside. Likewise, retail space lighting should be enhanced to include well-illuminated display units or lighting strips. “It’s amazing how many people walk past product areas that are dim or hard to see,” says Joyner.

### [5] DETAILS, DETAILS

Remember to consider every inch of your salon when creating a complete design look—even the bathroom. “Small touches like nice-smelling soap, hand lotion or complimentary mints aesthetically set the right tone for an enticing space,” says Joyner. “Business doesn’t just start and end in a chair—it’s a complete experience. No detail is too small.”

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# Tech Support

FOLLOW THIS PRIMER TO FIND THE RIGHT SOFTWARE SOLUTION FOR YOU—AND LEARN HOW TO TAP ITS FULL POTENTIAL VIA EFFECTIVE IN-SALON IMPLEMENTATION. —TRACY MORIN

► **MOST MODERN-DAY SALON OWNERS** and stylists don't need to be schooled on the many benefits salon software provides—but, put simply, this must-have technology can prove a critical factor in making your business a success. “The key to running and managing any business, especially a salon, is organization of daily business data,” asserts Daniel Mason-Jones, owner and stylist at Muse Salon and Spa in Johns Creek, Georgia. “An effective salon software program shows daily, monthly and annual sales numbers with the click of a mouse, and helps properly manage payroll and inventory— invaluable tools to help run any small business efficiently.”

Meanwhile, Bridget House, co-owner of EmBee Hairspace in Dayton, Washington, notes that because many salon owners are also working stylists, effective salon software reduces headaches related to scheduling and other tedious to-dos, therefore freeing up time to get back to what they love: hair. “Software increases revenue (we've seen up to 32 percent), makes clients happier and saves time,” says Danielle Cohen-Shohet, cofounder and CEO of New York-based GlossGenius. “If you love what you do, don't waste time on the administrative tasks that keep you away from it!”

### The Right Stuff

Though the benefits of salon software may be a no-brainer, choosing the right system requires some careful evaluation.

Cohen-Shohet encourages asking, “What are my business goals right now?” or “What problems do I need to solve?” Is your biggest challenge attracting new clients, keeping existing ones, saving time, understanding business metrics or something else?

“Choosing the right system depends on your goals and needs,” agrees Matt Danna, cofounder and CEO of Boulevard in Los Angeles. “Ask yourself: Is this going to save my team a lot of time? Will it help strengthen client relationships? Will it provide the reporting I need? Can the company help migrate my current data into its system?”

At minimum, check out the software's basic functions, advises Jo Burgess, cofounder and vice president of evolution at Shortcuts in South Brisbane, Australia: Is the system fast and flexible, and will current and new team members be able to quickly learn how to use it effectively? “Point-of-sale efficiency and performing multiple tasks are paramount—for example, being able to move between making an appointment and completing a retail sale without closing either function,” Burgess details. She also recommends looking for remote access and safe storage of client data to prevent security breaches. Additionally, Danna stresses, think beyond the features of the software and choose a company you trust, considering the client experience it offers as well as how stylists can take advantage of the *story continues >>*

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# Live & Learn/Pretty Smart

continued from page 26

platform (for example, managing their own schedules or getting a real-time look at their performance). And seek out top-notch tech support—if you need help anytime, how easy is it to get in touch with the software provider?

Jeff Dickerson, president and CEO of DaySmart Software (maker of Salon Iris) in Ann Arbor, Michigan, highlights additional important factors to consider when choosing the right salon software: Is it designed especially for the salon industry? Does it assist with client management, such as keeping track of preferences, history of services and purchases, and contact information—ultimately to improve relationships, help forecast inventory, and target clients for future sales and promotions? Does it offer online booking and automated appointment reminders via email and/or text?

If you don't know where to start, Mason-Jones suggests asking other salon owners you trust for recommendations—keeping in mind what's most important to you. "One software's strength may be another's weakness; there is no perfect salon software platform," he notes. "Pick the one that has the best reputation and gives you the tools and reports that make sense for you and your salon." In addition, House points out, many software companies offer free trials; she recommends sampling at least three (offline, of course) before deciding which one is right for you.

## Training Day

Once you have software in place, you'll need to train staff—and clients—on how to use it for maximum efficiency. Experts agree: Though the right system should be easy to grasp and intuitive, preplanning is key. Cohen-Shohet even believes it's best to kick-start training at the earliest opportunity, allowing salon members to be involved in the software selection process itself. After all, soliciting their honest opinions engages them right off the bat—and, after implementation, they'll feel more personal responsibility over learning and carrying out the correct use of that software.

"Implementing or changing over to a new software system can be a daunting task, so preplanning is everything," says Mason-Jones. "Try to do it over a weekend and test it all out before the start of the workweek; there could be a few hiccups, but proper training from the software company directly to staff is most important to avoid major issues."

House recommends allowing staff members to try out key functions, such as creating mock appointments or inventory counts. "Play around on the software for a week or two to get a feel for it, and to discover and overcome any bugs," she advises. "Some software companies offer in-salon training or have YouTube tutorials and help forums available online."

Cohen-Shohet similarly encourages owners to identify which staff members will use certain features, and then implement role-based training. "Come up with a few quick ways to assess employees' learning of the new system, and incentivize them," she says. "For example, give them a pop quiz about certain features, and offer a \$5 gift card to the employee who answers a question first." Then, to keep up with inevitable software updates, appoint one employee to be the "point person" for understanding how to use new features, as well as training new staff members on the system.

When it comes to teaching clients, however, try working on a case-by-case basis: While younger, computer-savvy clients easily adopted her software, House sat down with her older regulars individually and walked them through the online booking process. "I do still have two stubborn gals who insist on calling me for appointments each time," House laughs. Luckily, thanks to streamlining the bulk of her business with software, making time for those last tech-averse stragglers is eminently more doable!

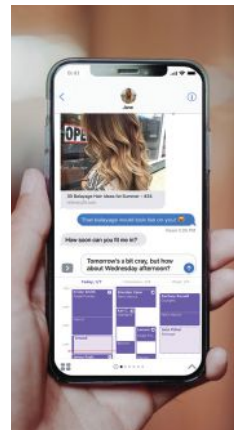
## SOFT SELL

*Compare the latest salon software designed to help a salon business thrive at every level, from recruiting to retailing.*



**Booksy** offers mobile-first software as a service (SaaS) solution that helps providers attract, connect with and retain clients. The system combines online booking, payments, point-of-sale, client database and marketing automation tools, plus partnerships with Facebook, Google, Instagram and Yelp to create a seamless booking experience directly on their platforms. @booksybiz

**Boulevard**, a cloud-based business management platform designed for salons and spas, helps orchestrate seamless service with self-booking, automated business operations and actionable performance data. Features like AI-powered scheduling, customizable appointment reminders and wallet-free checkout help create improved, more personalized client experiences. @joinblvd



**GlossGenius** is an all-in-one salon software solution that boasts easy-to-use customized controls to handle online booking, last-minute or advance-notice cancellations and specific processing time controls. Owners and stylists can also tap into time savers like social media integration, client tracking, automated reminders and follow-ups, reporting and analytics. @glossgenius

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## SOFT SELL *continued from page 28*



**Mikal Seven** features online booking, an employee mobile booking app, and a complete management and marketing system for salons and spas that runs either on-site or on the cloud. The system can be scaled for one to 9,999 employees and/or locations, with on-site or online training and personalized phone support. [mikal-salon-software.com](http://mikal-salon-software.com)



**Phorest Salon Software** helps manage, market and grow salons and spas with a cloud-based management system. A retention-driven marketing suite helps generate more frequent client visits and increase ticket prices, while the system also offers integrated point-of-sale, Phorestpay, and manages business details like appointments, online bookings, reporting and inventory. [@phorestsalonsoftware](http://phorestsalonsoftware)



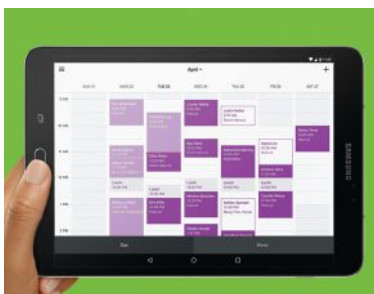
**Rosy Salon Software** is a cloud-based salon and spa management system boasting a comprehensive suite of scheduling and business tools. Owners can take advantage of a 30-day free trial, and standard features include online client scheduling, text and email communications, mobile access, Facebook integration, inventory management and more. [@rosysalonsoftware](http://rosysalonsoftware)



**SalonInteractive** provides online retail solutions designed to help salons compete with large online retailers. Via targeted marketing, guided learning experiences and customized e-commerce, salons can set up a branded online store to complement existing retail efforts—or relieve the burden of inventory management, carrying costs or shipping hassles. [@saloninteractive](http://saloninteractive)



DaySmart Software, creator of **Salon Iris**, offers business management tools in five different packages designed to fit every salon size and budget. Features include integrated credit card processing, automated marketing, online booking and more, plus a United States-based support team dedicated to client success. [@salonirissoftware](http://salonirissoftware)



**Square** encompasses Square Appointments, which offers an online customer booking website, integrated payments, automated text and email reminders, no-show protection, integration with Instagram and Google, and even e-commerce functionality. Bonus: New Square Assistant, an AI-enabled automated messaging tool, interacts with customers quickly and professionally. [@square](http://square)



**Vish** provides a complete color-management system to help salons eliminate up to 40 percent of waste, ensure consistent color and pricing and track inventory. With a scale and the Bluetooth-connected Vish Color Bar app, the system measures product used, automatically updates client profiles and ensures colorist payment. [@vishsalons](http://vishsalons)



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# Caption This!

IF YOU'RE STRUGGLING TO FIND THE MOTIVATION TO POST TO YOUR INSTAGRAM ACCOUNT, PLANNING YOUR CAPTIONS IN ADVANCE MAY HELP ALLEVIATE THE PRESSURE. —AD

➤ **IT'S SOMEWHAT IRONIC**, isn't it, that so many gadgets and gizmos that promised to make our lives easier and give us more time actually seem to suck it away and create new problems? (We're looking at you, smartphone!) So it may come as no surprise that “get organized” and “stop procrastinating” top many a stylist's New Year's resolution list, particularly when it comes to managing an Instagram account. It's more important than ever to create double-tap-worthy captions to accompany your amazing color correction posts on IG—especially in this increasingly like-number-free landscape. We reached out to Britt Seva (@brittseva), a business and marketing expert for hairstylists, to learn how to easily craft clever captions that can help you get your posting schedule back on track.

First rule of thumb: It's vital to approach your captions with deliberation and care—not as an afterthought or spur of the moment. “It's hard to write a witty, inspiring caption sitting in the parking lot after a long day at the salon,” Seva explains. Instead, she suggests writing captions even before you have the rest of the content ready. “I write six to eight captions at a time, a couple of times a month when I'm feeling inspired,” she reveals. “Then I can drop them right into my scheduler as soon as I have a photo ready to post.” (We use Later—later.com—which has a free version that allows you to schedule 30 photos a month and features linkin.bio, a clickable,

shoppable landing page that looks just like your IG page to boost traffic and revenue.)

The goal with any IG caption, says Seva, is to drive action and grow your business. So rather than simply posting “New Year, new hue,” use the caption to inspire your audience to try a new service or refer a friend. “The point here is to do more than simply entertain your followers with pretty pictures,” she explains. This approach also allows you to talk more about who you are as a stylist and what makes you unique. By simply remarking on the color of the hair, Seva argues, you're not only stating the obvious, but you're also missing out on connecting more with your audience and clients. “Tell them about your philosophy as a stylist, your consultation style, your conversational style and what makes you special.”

Finally, Seva maintains that you should keep your new followers top of mind whenever crafting captions. This may sound counterintuitive—after all, people are already following you for a reason, right?—but not all of your followers are your actual clients, so create captions that will make potential clients take notice. “If you post something like, ‘Who loves going blonde for summer?’ you aren't going to wow people,” she says. “Your captions should make potential clients think, ‘Incredible! This stylist knows his or her stuff! This is who I need to see!’”

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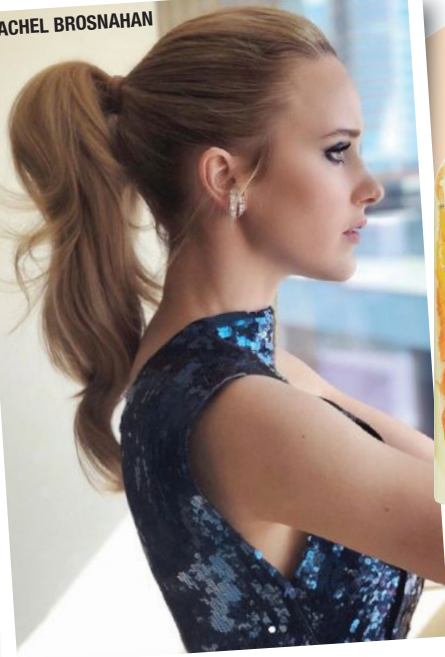
## In with the New

► FROM MANDY MOORE'S voluminous locks to Rachel Brosnahan's classic pony, give her a fresh 'do for the new year by tapping these 2019 Emmy red carpet looks. —JB



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Crafted with sculpted pins and an air-cushioned pad, **Denman Power Paddle** is specifically designed for detangling wet hair. @denmanbrush



**Transformations Top Pieces by Raquel Welch Alpha Wave 16"** top piece is crafted with a polyurethane front rim, patented synthetic Tru2Life fiber and monofilament top for secure, natural movement. @raquelwelchwigs



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**Sexy Hair Healthy Sexy Hair Moisturizing Shampoo and Conditioner**  
@sexyhair



**Eufora Nourish Hydrating Shampoo and Moisture Solution Conditioner**  
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# IT TAKES TWO continued from page 40



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# PORTFOLIO

## FIERCE FEMME

"This is a contemporary take on the 1990s punk mohawk trend," explains Cherry Petenbrink. "The style is simultaneously approachable and edgy, with braided accents that lend a touch of flair!"

STYLES THAT TRANSCEND THE TEST OF TIME ARE AT THE FOREFRONT OF OLIVIA GARDEN'S LATEST COMPILATION.

—ALYSON OSTERMAN-KERR

"Classic," "luxurious" and "versatile": These are the concepts behind the *Timeless Beauty* collection by Olivia Garden artistic director Cherry Petenbrink. "Each individual look incorporates an element of the past and an element of the present," says Petenbrink, who notes that versatility in texture, color and length were also top of mind for the photo shoot. Likewise, both the wardrobe and jewelry mirrored the timeless and elegant vibe, with the models wrapped in beautiful fabrics and one-of-a-kind custom necklaces (made by Olivia Garden art director Thanh Kemp). Enthuses Petenbrink, "Each element of the collection, from the jewelry to the hair, speaks to our commitment to the creative, to the authentic and to the unique."

# TIMELESS BEAUTY

## VINTAGE FEEL

**"Although this look was inspired by the past, even classic styles with the smallest details can be perceived as super modern and on trend," proclaims Petenbrink. "This look features fullness through the mids and ends, with a smoother and less voluminous finish on the top; the soft glam waves evoke an old Hollywood effect."**

HAIR: CHERRY PETENBRINK; HAIR ASSISTANTS: MANDY KINN AND DREA LECHER; MAKEUP: DREA VLAOVICH; FASHION STYLIST: THANH KEMP; PHOTOGRAPHER: JOHN RAWSON; VIDEOGRAPHER: BRAD STANLEY



# PORTFOLIO



## SHORT AND SWEET

"The appearance of a classic bob can be created on almost any hair length for a beautiful illusion," shares Petenbrink. "Just lace the hair up and under with pins; this shapes strands into a bouncy bob for a night out."





## STRAIGHT LINES

“Sleek and chic never go out of style,” says Petenbrink. “Creating this classic smooth, shiny look was relatively effortless. Our team used an Olivia Garden Large HeatPro Thermal Round Brush to smooth the model’s curly hair, followed by the Olivia Garden Ceramic Ion Flat Iron to impart sheen.”





# Business BOOM

We tap pro beauty's  
savviest experts for  
success-boosting advice.

by Francesca Moisin

Salon owners know all about the perils of growing stagnant. Last year's trends won't sell this month's head of hair, and the same holds true when it comes to boosting bottom lines. Keeping in the black means staying current with best-business practices. We asked top industry experts to share their tried-and-true tips for steadily increasing profits to continue thriving in the world of tresses.



Michael Cole

## Retaining Clients

To keep clients coming back, stylists must ensure stellar experiences. Sure, it sounds straightforward, but how do you put this concept into practice? “Think of experience as creating emotional episodes inside moments of time,” says Michael Cole, founder of Summit Salon Business Center. That means doing things like handing clients an iPad loaded with stylists’ Instagram feeds or Pinterest hair looks to serve as inspiration while they wait. And once they leave your chair, continue the stellar guest experience. “After making over a guest, surprise her with a photo shoot,” suggests Cole. “Lead her to a special section of the salon set up with a light ring, engage her in 10 different glamour poses, and then offer to post the best on social media.” She’ll feel like a star, and the salon gets beautiful complimentary content—a win for both parties. In today’s digital world, business leaders also can’t afford to discount the power of online engagement. Pay particular attention to Google My Business, urges Cole. The platform lets savvy users post photos, boost websites and connect with customers for free.



Matthew Pestorius

## Boosting Retail Sales

Approaching retail with a set-and-forget mind-set is a sure way to lock items on a shelf because products don’t sell themselves. “Instead, start by creating and rigorously executing a well-focused marketing plan with specific profit goals, formatted as a full-year, half-year or quarterly strategy,” suggests Matthew Pestorius, vice president of sales at Oribe. Next, engage your whole team in that effort, ensuring each individual understands how his or her specific contribution is integral to overall success. This requires training—urge stylists to incorporate technique instruction with corresponding product recommendations during every service. Use all the tools at your disposal, including social media and salon software, to entice clients by advertising promotions and new product launches. “Don’t take a blind approach to sales,” urges Pestorius. “Know your profitability thresholds and set goals accordingly.” And don’t feel like you’re in this alone. Brands you carry should offer support and education, so ask those representatives to help you craft a solid retail strategy.

## Getting Savvy on Social Media

“Social media is fundamentally about human-to-human connection,” says brand development and social media guru Nina Kovner, founder of Passion Squared. “Your goal online is to build meaningful relationships that turn into referrals, which drive revenue and—if you deliver awesome experiences offline—translate to real-world clients.” Step one, advises the pro: Get clear on your brand purpose (the problem you’re solving), promise (how you’re solving it) and people (who you’re solving it for). From that point, every photo, caption, hashtag, video and story should align with your distinctly defined platform. “Intention, clarity and consistency are key,” says Kovner. Invest in the latest mobile technology, because quality of imagery counts. Make it easy for clients to share their experiences via memorable brand hashtags and social pages, the names of which can be posted on friendly signage in salons. “Finally, spend time commenting on clients’ feeds and interacting online with local businesses,” says Kovner. Engage authentically, and customers will take notice.



Nina Kovner

CLOCKWISE: COURTESY OF MICHAEL COLE; COURTESY OF ORIBE; COURTESY OF NINA KOVNER

# Combating Career Killers



Dawn Bradley

The signs of career self-sabotage can be difficult to glean—after all, looking inside isn't always easy—but they may manifest as one of three main symptoms, says Dawn Bradley, business coach and owner of Dawn Bradley Hair in Calgary, Canada. The first is lack of confidence. Fledgling stylists often doubt their self-worth or struggle to stand up for themselves. Trust your qualifications—be it a beauty school degree or apprenticeship experience—and stop working to please others at the expense of your own needs. Next comes “imposter syndrome,” which typically happens when newbies are pushing to advance their careers, and fear of failure manifests as feeling like a fraud. “Rather than unjustly worry that someone will expose you as an unqualified professional, focus on pushing your goals forward,” suggests Bradley. Finally, poor communication might lead to unforgiving schedules that arise from failure to set boundaries, ultimately causing burnout for the more experienced stylist. “To truly succeed, learn to interact effectively, efficiently and kindly,” says Bradley.

## Fostering Mentorship

What better way to come full circle than by creating mentorship opportunities once you've achieved career success? “Get involved with local community events as a salon team,” suggests Sonya Dove, Wella Professionals global top artist and Ulta Beauty team member. That neatly accomplishes two objectives: Employees organically grow closer, and local businesses become aware of your salon—which equals excellent PR. Offer a strong in-house educational program or invite outside talent to conduct guest classes. Social media likewise falls under the instructional umbrella. “Encourage teams to post as much as possible when together,” says Dove. “Once a year, do a team shoot of before-and-after hair photos, which may be used as online advertising that simultaneously gives clients a chance to admire their stylists' work.” And if you're an owner who travels, consider rewarding top-performing stylists by inviting them to accompany you on a work trip. “Always treat your team with love,” urges Dove. Nurture employees with a happy, fun, supportive environment, and they'll naturally form work families.



Sonya Dove



Tracey Rivera



Mona Kent

## Introducing Additional Services

Another way to boost success: Add a new service to your menu. Lash extensions, for example, are an in-demand service that's also lucrative. “This service guarantees a consistent income revenue, as clients typically return once a month for fills,” notes Tracey Rivera, NovaLash educator and owner of Lashes by Tracey Ann in Las Cruces, New Mexico. To incorporate the offering into salon menus, start by doing research. “Send a survey to your top 20 clients, asking them what they'd pay for a full set and how often they'd return for fills,” suggests Mona Kent, NovaLash educator and owner of The Face Boutique in Rocklin, California. Next, seek information from at least three top eyelash extension brands, gathering details about styles offered and adhesive retention times. Staff up when ready, employing only licensed artists who adhere to your policies. “Never sell yourself short or undercut prices to attract new clients,” urges Kent.



DARYNA BARYKINA, AN AWARD-WINNING PHOTOGRAPHER, MAKEUP ARTIST, MODEL AND EDUCATOR, SHARES HER PHOTOGRAPHY TIPS TO UP YOUR INSTAGRAM GAME.

by AMY DODDS

# *Just Shoot Me*



Beautifully and deliberately composing your shot will make all the difference when posting your work on Instagram.

*Chances are,* no one told you when you were starting out as a hairstylist that in order to be successful in today's world you'd also need to be an accomplished photographer. Before you panic and sign up for a MasterClass with Annie Leibovitz, however, we have a better idea: Read this article, packed with valuable advice from photographer, makeup artist, educator and model Daryna Barykina (@daryna\_barykina), and share it with your friends and fellow stylists. Barykina has spent nearly a decade shooting in the beauty space, and offers classes as well as in-salon sessions. Here, she answers our questions about how to shoot captivating photographs for Instagram.

**Beauty Launchpad: Why are composition and good photography necessary on Instagram?**

**Daryna Barykina:** Composition is very important—not just for Instagram, but for photography in general. Composition is the No. 1 tool in photography that creates an “experience” for the audience. It’s the main storytelling mechanism that helps engage the audience and can make a static image appear dynamic. Instagram is a visually driven platform—the audience sees the image before they read your caption. This is why it’s necessary to be smart about your photography and effectively capture your audience’s attention. It’s also a way of showing respect to your audience—show up in their feed with a beautiful, captivating, polished photo that’s worthy of their attention.



While the Canon EOS 5D produces a softer and more professional-looking photograph (left), the image created using the iPhone 8+ (right) is also strong.

**BL: Do you need to invest in a good camera, or will a smartphone work? And is there a difference between the camera quality on different phones?**

**DB:** I'm a strong believer in getting the best out of what you already have before upgrading to more advanced equipment. If you're using a smartphone, use it to the best of its ability. Make sure you really enjoy the photos you're taking with your phone. You can create a gorgeous photo anywhere, at any time. Using a more advanced device often comes with frustration, and this is when many of us start to give up. You have to learn a lot of new features and will mess up quite a bit before getting it right. This is why it's important to understand that you already have the ability to capture beautiful images. On the other hand, a camera takes better photos simply because that's what it's made for. Once you feel you've gotten as far as you can with your phone, then it's time to upgrade your equipment.

There's definitely a difference between smartphone cameras and how they capture images. I find the iPhone to be a bit more intuitive for the beginner. There's one smartphone photography hack I want to share: The potential of your smartphone's camera is far greater than the built-in app allows. For bigger file size, shooting raw and custom exposure/white balance features, shoot using the Lightroom app by Adobe. It's free and can serve as a perfect transition between the smartphone and a camera.

**BL: How should a stylist choose where to position their clients to get the best lighting?**

**DB:** For someone who's just starting to learn, I would suggest shooting in daylight. Always shoot in indirect sunlight, whether it's outside of the salon or inside using window light. Use a reflector to get rid of any shadows. One time I was traveling for a class and my bag got lost. My reflector was in it, and I had to come up with a solution on the spot. I took a piece of cardboard and taped Framar foils to it. This little DIY reflector worked wonders, and the audience loved seeing how you can think outside the box

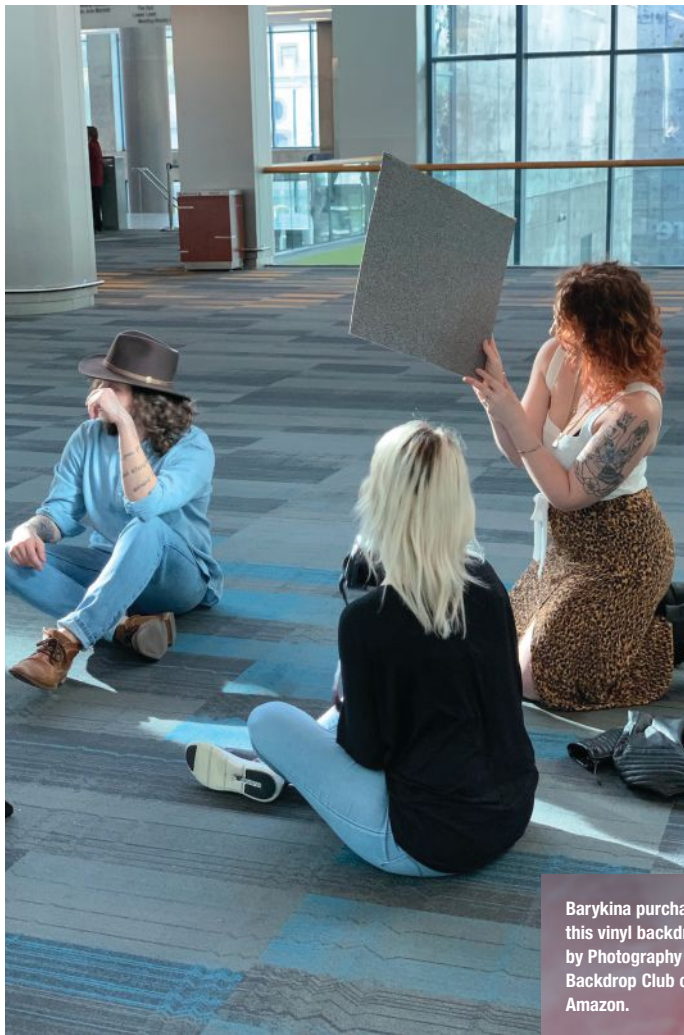
and work with what you have.

I personally prefer a controlled lighting environment where I can manage character, quality and direction of light. This is why I recommend exploring artificial lighting sources like ring lights, LED and fluorescent softboxes, LED discs, etc. By getting comfortable with continuous light sources, you will be able to identify lighting mistakes (such as color casts or yellow, blue or green tones in the photo) and eliminate them, which would be impossible working with daylight and ever-changing weather conditions.

**BL: What are some important aspects to consider when setting up a shot?**

**DB:** There are so many elements to a shot: model, background, wardrobe, pose, lighting, camera and composition. All of these elements are important, but how can you get a grip on all of them at once? My best advice is to create a "comfort zone," then work toward building a more predictable setup. Identify an area you're most comfortable with and then fix other aspects one by one. This approach will make the photo shoot process manageable and less stressful. For example, you may be very proficient shooting in daylight and able to get your colors right. Therefore, lighting is not a concern, so you can focus on another element, such as the background. In this example, let's say you have been shooting against the salon window, which reflects a parking lot or has a big advertising banner. What can you do to improve the background? Go to a craft store and buy a foam core board that you can attach to the window to serve as a backdrop, or buy a vinyl backdrop on Amazon that can roll up and be stored in your locker. Once the background issue is fixed and you're comfortable, then think of the wardrobe. Have a few neutral-colored jackets or shirts on hand for your client to put on when you're taking her photo. Later on, focus on composition and making poses more interesting, adding accessories, and so on.





Even using a makeshift reflector made of cardboard taped with hair foils, as Daryna Barykina did when one of her bags was lost before teaching a class, can help you create dynamic, well-lit photographs.

Barykina purchased this vinyl backdrop by Photography Backdrop Club on Amazon.



**BL: Is it OK to use filters?**

**DB:** Before saying yes or no, I would ask a stylist why she wants to use a filter. Is there something in the photo she's unhappy with and would like to correct? If so, can it be fixed at the time of shooting? Most of the time, issues can be fixed "in camera" at the time of shooting, rather than in editing. This is always best, not only because of the outcome, but also in the interest of time. But there are situations, such as the camera's limitations (old smartphone model), or circumstances of the photo shoot (unfixable lighting situation), when you have no other choice but to rely on editing and retouching apps. Here I always recommend being *honest*. Fix the image without changing the look of your work (color tone, haircut shape, precision, etc). If a filter is an element of your personal style and hair color doesn't matter—for example, you're an upstyling artist—then you can go nuts with color filters. Some bridal stylists have the dreamiest-looking pages, like Ulyana Aster (@ulyana.aster). She plays with contrast and adds very light color toning, as well as a good dash of grain, for a vintage fairytale look. But whatever you do, stay classy! Less is more.



**BL: What are some tips to help position models/clients?**

**DB:** I would recommend posing based on where the most interesting elements of the hairstyle have been placed. If they're around the face, then show that off by facing your client toward the camera or photographing a three-quarter portrait. If you're trying to show a color correction and the most work was performed at the back, then photograph from that angle. If it's a haircut, choose an angle that shows it off the best. I personally like seeing just a bit of a person's face. Also, why settle for just one photo? Take a few at different angles and post them as an Instagram album or spread them out over time.

To get a model or client to relax, talk to her while you're shooting so that she stays focused on the conversation and is distracted from the camera. An attendee from one of my classes suggested asking a client a funny question, such as "Who's your favorite child or grandchild?" This question instantly makes people smile, because there is no favorite (...or is there?). You know your clients well enough to pick a question that would make them giggle. I also use a little mantra to help get the posture right: "Shoulders back. Chest out. Booty out." This helps elongate the neck, make the tummy flatter and even changes facial expression.

**Help your client or model relax by talking to her and asking a funny question, and position her in a way that best shows off the bulk of the work you just did.**

Capturing true-to-tone color is difficult, but controlling your lighting or color temperature can help.

**BL: How can stylists ensure their images' colors are true to life?**

**DB:** This is difficult to achieve even for professional photographers. It demands a lot of technical knowledge about lighting and how the camera "sees" and processes it. On the bright side, a few practical things can be done to help the camera show proper color.

**Tip #1:** Turn off any extra light outside of your main light source. If you're working indoors with natural daylight, see to it that there are no other lights above your client or take her outside to eliminate extra light affecting your scene.

**Tip #2:** Make sure all lights are the same color temperature. Each type of lighting—fluorescent, incandescent, LED, daylight—has a different color temperature. That is, some are warmer, and some are cooler. When warm and cool lights get mixed, cameras show either a yellow or blue color cast—this happens especially with smartphones. When all light is the same color temperature, the camera can more easily identify it and can better neutralize or cancel out the color cast, capturing true-to-tone color. In your shooting area, match the color temperature of the overhead lights to your ring light or softbox to help the camera deal with undesired color casts.

**Tip #3:** If turning off salon lights or changing bulbs in the salon isn't an option, consider getting a light source with adjustable color temperature, which has a dial to make the light appear warmer or cooler. Match the color temperature of your source to the existing ambient light. This will even out an overall color temperature in the scene and will help your camera identify the color cast and neutralize it.

**Tip #4:** Camera users, employ all of the above, but also use a white balance card to program your camera to your unique lighting environment for even better color capture.

Want to learn more from Barykina? Follow her on Instagram (@daryna\_barykina), where she announces her quarterly classes. You can also check out her website at [darynabarykina.com](http://darynabarykina.com)—she's launching an online education program later this year.

# Industry Feed —EMILIE BRANCH

## GLOBAL DOMINATION

Nearly 3,000 hairstylists from around the world traveled to the fabled city of Vienna, Austria, to experience the annual **Goldwell Global Zoom** event. The two-day extravaganza showcased the live competition, Color Zoom; trend collection releases; major announcements; and a show-stopping farewell party.

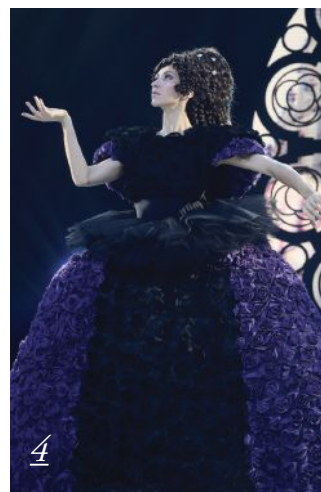
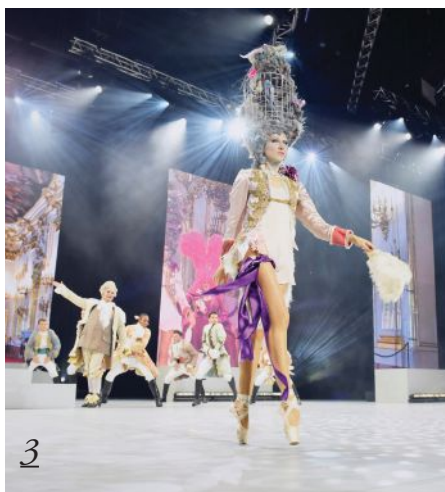
John Moroney, vice president of global creative and communication, opened Global Zoom by announcing Goldwell's annual Style Statement for 2020:

HAIR | COLOR | STYLE. Immediately following were numerous Academy Sessions, which featured Elumen, KMS and the Goldwell Master Stylist Program. Meanwhile, the Color Zoom Challenge saw finalists participating in three different categories interpreting the 2019 *Remix* collection. Each of the 91 national finalists from 38 countries competed live and simultaneously—with only three hours to re-create the look that landed them in the finals.

When the judging was over, attendees prepared themselves for The Gala Show—which opened with a magnificent presentation led by global brand ambassador Mario Krankl, who channeled his home city's connections with Mozart and Marie Antoinette in a stunning performance. Next up was the presentation of the Goldwell Couture collection 2020: *Intrepid*, a bold compilation that features pure lines; round shapes and disconnections; and gender-neutral color. The highlight of the evening, however, was the announcement of this year's Color Zoom winners: J Lim of Singapore received top honors in the New Talent category; Irakli Sardalishvili of Russia won in the Creative category; and Yuujin Ho of Singapore came in first in the Partner category.

The following day, various Artist Sessions showcased the immense talent of Goldwell's global artists, including Krankl; Hare & Bone, a multiple-award-winning salon collective based in London; M&P, a team whose unique teaching methodologies and concepts make education accessible and relevant for all levels of hairdressers; and icono, a hairdressing academy and salon chain in Berlin. Closing the event with a bang, the decadent farewell party masquerade ball took place in the historic and grand Hofburg Palace.

"This year we had two days full of creativity, inspiration and great artist sessions," says Moroney. "Our three new gold winners have shown outstanding hairdressing skills. We're looking forward to more exciting news in 2020. We'll inspire our stylists with a new event, a new challenge and a new Goldwell Couture Collection in a new city. We're excited to invite our stylists to the all-new Kao Salon Global Experience in Amsterdam." —AD



1 Goldwell Global Zoom winners: Irakli Sardalishvili (Creative), J Lim (New Talent) and Yuujin Ho (Partner) 2 The event closed with a masquerade ball at the famed Hofburg Palace. 3 Marie Antoinette made an appearance during the breathtaking opening presentation. 4 Goldwell global ambassador Mario Krankl's presentation used actual hair adornments from Austrian Empress Sisi.

COURTESY OF MANUFACTURER

## MEET BEAUTY BY IMAGINATION

JD Beauty, known for beloved salon brands including WetBrush, Bio Ionic, Ouidad and Goody, is now officially known as **Beauty by Imagination** (BBI). BBI will serve as the parent company of each brand, following the successful carve-out of Goody from Newell and the merger between JD Beauty and Goody. With the announcement comes leadership changes; Francesca Raminella, the chief commercial officer of JDB/Goody, and Gary Dailey, the chief financial and chief operations officer of JDB/Goody, will jointly lead BBI. "We're thrilled to continue the leadership of BBI," say Dailey and Raminella. "Our company's mission is to deliver imaginative yet real solutions for a happy and beautiful life, and we're excited to work with and for our great community of passionate customers, clients, employees and shareholders."



Gary Dailey and Francesca Raminella will jointly lead Beauty by Imagination.

COURTESY OF MANUFACTURERS

## LIP RELIEF

When it comes to giving back, **Grande Cosmetics** CEO Alicia Grande believes in going big.

Throughout October, the company donated 100 percent of profits from its best-selling GrandeLIPS collection to the American Red Cross, furthering its continued efforts in the Bahamas following Hurricane Dorian. The Lip Relief campaign was championed by Grande in response to the devastation caused by the natural disaster.

"After seeing what Hurricane Sandy did in New York, I knew I had to do something significant to help those who were affected and are struggling to rebuild their lives," she says.

Profits from various shades of the GrandeLIPS collection were donated to support hurricane relief efforts in the Bahamas.



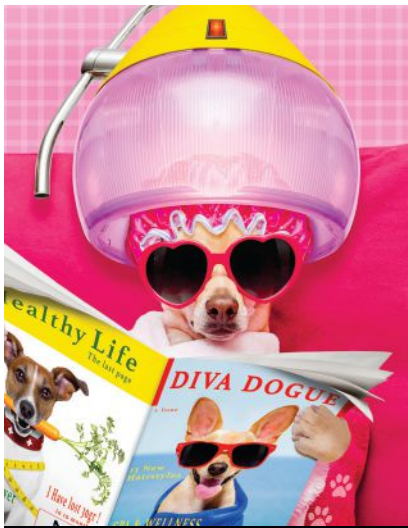
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## Industry Feed

### Gala Affair

Hundreds of pros were on hand for the **Intercoiffure America Canada (ICA)** 2019 Fall Atelier, held at the Hilton Hotel in New York. The “Connect & Communicate”-themed event included awards, presentations and so much more. “I’ve been a member of Intercoiffure since 2005, and as the world has changed, there has never been a stronger need for connection and communication among Intercoiffure members,” commented ICA president Sheila Zaricor-Wilson to attendees. “This is an opportunity that can’t be duplicated through social media and text messages; it’s a chance to truly sit and share and learn.”

At the three-day event, ICA announced organizational changes and honored industry leaders. Scott Buchanan has been appointed as the first vice president for ICA; Sal Minardi is the new treasurer; and Karen Gordon, Frank Westerbeke and Ray Civello have all been re-elected to the board. Meanwhile, ColorProof Color Care Authority founder and CEO Jim Markham received the Lifetime Achievement Icon Award. “I’m incredibly humbled and honored to receive the Lifetime Achievement Icon Award recognition at the Intercoiffure North American Atelier Gala, as I’ve dedicated most of my life to the hair and beauty industry,” said Markham to the crowd. In addition, Chris Appleton received the Celebrity Hairstylist Award; Douglas A. Cox was presented with the Presidents Industry Award; Stephen Moody was honored with the Presidents Haircutting Education Award; the Adolf Biecker Award went to Charles Penzone; the 2019 Leo Passage Award was given to Ann Bray; Frank Warner received the Chenna Oseara Award; and Frank Gambuzza received the With Love and Thank You Award.

Additional highlights included a discussion on the future of hair loss and restoration by Nutrafol, a presentation on the business of scalp treatments by René Furterer, a how-to on building a healthy salon by Paul Joseph DiGrigoli, a presentation on disrupting the status quo presented by amika, onstage education by L’Oréal Professionnel and Kérastase, and insight on the future of digital marketing. Further, while at the press luncheon, ICA artistic director Anna Pacitto unveiled her *Magnetism* collection for Davines. Pacitto demonstrated how to get each look during the immersive experience, noting her inspiration and process before sending models down the catwalk.



A look from ICA artistic director Anna Pacitto's *Magnetism* collection!



Styles by L’Oréal Professionnel

A special congratulations to the winners of the third annual Keune Excellence in Hair Awards Photo Contest!

#### MEN’S

**First Place:** Zac Roth, Dominic Michael Salon

**Second Place:** Liz Youngman, Cole’s Salon & Spa

**Third Place:** Amanda Cole, Cole’s Salon & Spa

#### AVANT-GARDE

**First Place:** Priscilla Brown/Page Ivy, Salon Visage

**Second Place:** Michael Haase, Platinum Black by Michael Haase

**Third Place:** Kerry Jazmine, Rocco Altobelli Salons

#### CREATIVE COLOR

**First Place:** Barron’s London Salon

**Second Place:** Priscilla Brown/Page Ivy, Salon Visage

**Third Place:** Katie Jacoby, Jon Alan Salons

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# The Must List

## Staying Connected

WHAT'S INSPIRING REDKEN CELEBRITY COLORIST TRACEY CUNNINGHAM.

—AS TOLD TO ALYSON OSTERMAN-KERR

### 1 MY SON

I was a young single mom working in the industry, which meant long days (as many stylists are aware!). I remained motivated knowing that my hard work and dedication would one day pay off, and that I was on this path for my son.

### 2 MY FRIENDS

My friends inspire me every day and keep me balanced. They always remind me to give myself time off to stop and smell the roses.

### 3 MY CLIENTS

I get so much inspiration and wisdom from my clients, who are all captains of their industries juggling work, relationships, kids and travel. When I have a client in my chair for a couple of hours, it's like time is suspended and we get lost in conversation.

### 4 MY PEERS

I love seeing my team and fellow stylists succeed! It's amazing to watch my assistants grow and garner great opportunities.

### 5 TRAVEL

I travel so often—one day I'm in Nashville, Tennessee, and the next day I'm in Dubai, United Arab Emirates. I love going to local restaurants and markets just to take it all in. I'm presently writing a coffee table book about my travels around the globe and the people I meet.



@TRACEYCUNNINGHAM1



DUBAI



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