



TRUSS

300ml

300ml

TRUSS

LINITED EDITION | DESIGN HERCHCOVITCH; ALEXANDRE

300ml

TRUSS

HERCHCOVITCH; ALEXANDRE

300ml

TRUSS

300ml /10.141. oz.



### No matter what your hair need is. We have the perfect solution for you!



### FOR PROFESSIONALS LIKE YOU. THEN, NOW AND ALWAYS. SALON HAIR CARE SINCE 1980.



Co-Founders John Paul DeJoria and Paul Mitchell















### 3 NEW PRODUCTS INFUSED WITH COLLAGEN

FOR ADDED STRENGTH, INCREASED ELASTICITY & MANAGEABILITY

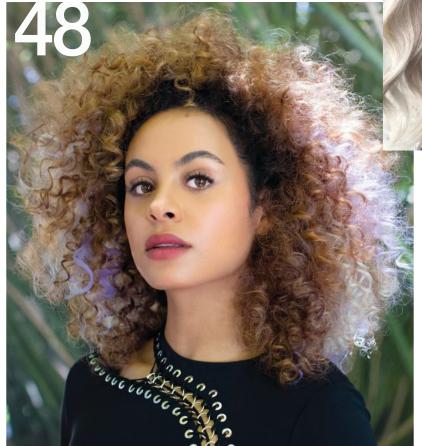


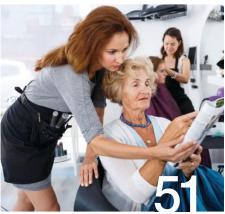
# 

IRRESISTIBLE BODY









40 New and trending products; goods that transform hair and skin as she sleeps; and products to help achieve and prolong the perfect red shade

ColorDesign unveils a striking peach-

Fresh colors and accessories

The 411 on direct dyes

### **FEATURES**

46 PORTFOLIO

Eufora top artists tap all types of texture in Reform

50 TRIPLE POWER

How to manage relationships with coworkers, clients and brands

52 KIDS INCORPORATED

Ways to implement a child-friendly space in your salon

### **TRENDSETTERS**

15 RUNWAY REPORT

Headbands hit the catwalks

16 HOLLYWOOD SCENE

The Bachelor franchise lead groomer JayR D'Angeles divulges what it's like working on set

18 #INSTAGOOD

Ice-blondes invade IG Feeds

22 RISING STAR

Valerie Supczak is one to watch

 $24\,$  SALON OF THE MONTH

Spotlight on Rebecca Taylor's Honey Hair Lab in West Hollywood, California

### LIVE & LEARN

27 QUICK TIPS

Advice for perfecting your balayage

28 PRETTY SMART

Discover your personal brand

30 BURNING QUESTIONS

We asked, you answered: "Did your parents approve of beauty school?"

**REGULARS** 

**BEAUTY** 

12 ON MY RADAR

THE COLORIST

32 COVER LOOK

pink creation

34 TIP SHEET

36 TO DYE FOR

60 INDUSTRY FEED

62 ADVERTISER INDEX

64 THE MUST LIST

Cosmoprof artistic team member Olivia Smalley shares her faves and raves

ON THE COVER Photo: Isidore Montag/IMAXTREE.COM //Designer: Ulyana Sergeenko Fall/Winter 2019

Beauty Launchpad (ISSN 1557-0053 & USPS 022-881), Volume 19, No. 2, February 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.

### KERATINCOMPLEX.

Beautiful hair every day.



Keratin Volum

Introducing

### Keratin Volume **Amplifying Shampoo & Conditioner**

Fine, flat hair is transformed with this lightweight formula powered by our Signature Keratin and designed to create body and fullness while eliminating frizz. Its unique blend of oils and shea butter moisturize the scalp and leave hair feeling silky soft with long-lasting movement and shine.



(1) (a) P (2) #noflathairdays keratincomplex.com



**INTRODUCING PARODI** PROFESSIONAL PORTAL



LINDA GILLETTE PARODI CFO + FOUNDER

We look forward to welcoming you to our new professional portal where licensed salon professionals receive:

- Special pricing
- Special promotions
  - Special service

**BECOME A** PARODI-PRO TODAY!

PARODICARE.COM **CLICK ON:** 

> **LICENSED PROFESSIONALS** LOGIN

### AUNCHPAD

#beautylaunchpad

### PUBLISHER/CEO

Deborah Carver 800.442.5667 x219 deborah.carver@creativeage.com

### VICE PRESIDENT/CFO

Mindy Rosieika mrosiejka@creativeage.com

### **CHIEF OPERATING OFFICER**

Jeff Black jblack@creativeage.com

### **EDITORIAL DIRECTOR**

Stephanie Lavery slavery@creativeage.com

### **EDITORIAL Executive Editor**

Alvson Osterman-Kerr 800.442.5667 x201 akerr@creativeage.com

### Associate Editor

Jasmine Brown 800.442.5667 x229 jbrown@creativeage.com

### **Contributing Editors**

Emilie Branch, Karie L. Frost. Francesca Moisin, Tracy Morin

### Interns

Brenda Huerta, Ashley Rosario

### **ADVERTISING**

### Account Executive

Diane Walker 800.442.5667 x221 dwalker@creativeage.com

### **ADMINISTRATION**

**Director of Educational Development** Melanie Kopeikin

### **Accounting Manager**

Lourdes Nuno

Accounts Receivable Manager

Viktoriya Milshteyn

Special Projects Manager

Sashv 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

Digital Editor/Ad Ops

David Simpson

### PRODUCTION **Production Director**

Madlen Martinez

### CIRCULATION **Circulation Director**

Barbara L. Shepherd

**Email Marketing Manager** 

**Audience Marketing Manager** 

Jamie Andrew

### ADVISORY BOARD

Serena Chreky Andre Chreky Salon, Washington, D.C.

Mark Garrison Mark Garrison Salon,

Alex Ioannou Trio Salon, Chicago

Pam McNair-Wingate Gadabout Salon and Day Spa, Tucson, Arizona

Matthew Morris-Price Planet Laboratories, Denver

Cherry Petenbrink Salon Republic, Los Angeles

### NAILPRO DAYSPA MedEsthetics Colorist MAN eyellash NAILIT!

PUBLICATION OFFICES: BEAUTY LAUNCHPAD, 7628 Densmore Ave., Van Nuys, CA 91406-2042, USA, Phone 818.782.7328, Fax 818.782.7450. The views and opinions in the articles herein are not to be taken as official expressions of the publishers, unless so stated. The publishers do not warrant, either expressly or by implication, the factual accuracy of the articles herein, nor do they so warrant any views or opinions offered by the authors of said articles. No part of this publication may be reproduced in any form or by any means, including photocopying, or utilized by any information storage and retrieval system without written permission from BEAUTY LAUNCHPAD. @2018 by Creative Age Communications, Inc. All rights reserved. Some images Copyright @2018 PhotoDisc, Inc. BEAUTY LAUNCHPAD and BEAUTY LAUNCHPAD'S logo are registered trademarks of Creative Age

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

Back Issues & Single Copies: \$10 each issue. 800.442.5667, subscriptions@creativeage.com

### Stand Out Style



### Start to finish!

THERMAL DEFENSE PREP.
FIRM MIST FINISHING SPRAY.
GLOSS DRY SHINE SPRAY.



### On My Radar





### **Fostering** Relationships

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

THIS MONTH, Beauty Launchpad is focusing on relationships—with your clients, colleagues, manufacturers and yes, even yourself. Flip to page 50 for "Triple Power," which takes a deep-dive into how to forge better relationships at the salon. Want to look more inward, and in turn, discover how to best present yourself outward? Turn to page 28, "Know Thyself," for advice on gaining insight into what drives you on a personal level so that you can learn how to discover what your individual "brand" truly is—and how to then market yourself to potential clients. Also on the business forefront: One way to establish a greater connection with your clients is to foster a kid-friendly atmosphere in your salon so they can feel at ease during times when finding childcare is tough, but they still need to make it to your chair. "Kids Incorporated" on page 52 explores ways to make your salon an inviting space for both guests and their children.



IN CELEBRATION OF VALENTINE'S DAY, HERE ARE FIVE WAYS I'M PRACTICING SELF-LOVE THIS MONTH.

I've been meaning to read Katherine Center's bestselling novel Things You Save in a Fire for awhile, and now is the time!



### **MEDITATE**

I-like many of you-find it difficult to tune in to myself and tune out inconsequential thoughts (i.e., "I can't believe I forgot to pick up laundry detergent at the market."). But I've been told the practice of meditation is just that-a practice. And that if I devote just a few minutes a day wherein I strive to center myself, I'll eventually get the hang of this whole "mind, body, spirit" concept. Fingers crossed!



### **EAT HEALTHY**

Confession: Since the holidays, my eating habits have gone downhill. It's time I get back on the wagon and plan out my weekly meals so I can eat better, and thereby, feel better.



I typically wake up early and go to bed late, which isn't exactly a recipe for good health. While I won't give up the daily 30 minutes of reading time I'm committing to this month, watching TV late at night is going to take a backseat so that I can (hopefully) get a full night's sleep.

### **UNPLUG**

Admittedly, while I can't fully commit to unplugging from my cell (I need to keep up with Beauty Launchpad's and your IG posts, after all!), I'm planning to enforce a two-hour window at night during which I'll turn off my phone so that I can be more fully present for my family.





### TRANSFORM HAIR CARE INTO SELF-CARE

with CAVIAR Anti-Aging Replenishing Moisture Masque.

### Trenasetters

**RUNWAY CELEBRITY** SALON STYLE **INSPIRATION** 

### WE'RE GETTING REAL

this month! Are you obsessed with reality television shows The Bachelor and The Bachelorette? You're in luck! We learn what it's like styling the shows' stars from on-set lead groomer JayR D'Angeles ("Love is in the Hair" on page 16). Plus, this season's catwalks bestowed upon us a very wearable trend for our very real clients in the form of headbands—turn to "Band Members" on page 15 to check out variations of this hair accessory. Also, the always relatable Rebecca Taylor gives us the scoop on her new salon in West Hollywood, California ("Hive Minded" on page 24). Read on for all this and more!







### Band **Members**

LOOK OUT, BARRETTES: THE HEADBAND IS POISED TO TAKE YOUR CROWN.

—KARIE L. FROST

> READY TO GIVE HERCULEAN, rhinestone-bedecked barrettes a run for their money as the top-ranking accessory of the season, headbands flexed their might in increasingly outsize iterations. At Balmain, hair lead Sam McKnight hardened simple ponytails with massive chain link bands, creating his version of "punk princesses." L'Oréal Professionnel hair lead Tina Outen adorned pates with ultrathick crocheted headbands that swallowed models' ears whole at the Bora Aksu show. Flowers—an ofttapped adornment for hair lead Odile Gilbert at the Rodarte show—sprouted beautifully atop models' hair, but didn't stop their growth at the crown; they, along with sprigs of beads, cascaded onto shoulders. Headbands even synced up with jewelry: Mammoth pearls punctuated a band-and-necklace duo at Dolce & Gabbana, while at Area, a multistring rhinestone headband mirrored an equally bling-y choker. With size on its side, the headband proved it's anything but girlish—and as good an ally for IG feeds as any barrette.

### Love is in the Hair

JAYR D'ANGELES DISHES ABOUT WORKING ON *THE BACHELOR* AND *THE BACHELORETTE* AS LEAD GROOMER. —*JASMINE BROWN* 



**JAYR D'ANGELES:** My No.1 tip is to always keep a plain white towel on you to use as a backdrop for the hair; it allows me to see every unbalanced flaw!

### **BL**: FAVORITE MOMENT FROM WORKING ON THE FRANCHISE?

**JD:** My favorite moments usually occur on *The Bachelorette* when ABC network brings me in to meet the top 16 guys fighting for the lead's heart. I'm a big fan of the show and

since I'm not on set every day during *The Bachelorette*, I can't help but try to guess which bachelor will be the next "chosen one!"

### **BL**: DO YOU COLLABORATE WITH THE CONTESTANTS ON THEIR LOOKS?

JD: For *The Bachelor*, ABC sets up an appointment for me to come in to consult and discuss along with the producers on what would be the best look for our leading man. From there we make sure that our lead guy is comfortable with his new look, especially if there needs to be any major changes before we start. Once this look is set for all promotional

materials and for filming, the style doesn't drastically change. I typically see the bachelor every 10 to 14 days for cleanups during the entire time he is being filmed.

In terms of the bachelors on *The Bachelorette*—that's a different format for me. All of the contestants come on the







JAYR D'ANGELES

@JRD\_HOLLYWOODHAIRGUY

show with fresh cuts that I'm not responsible for. I don't start until about 10 to 14 days into filming, when half of the sequestered contestants (about 16 men at this point) are left. I typically take about five minutes to consult with each of the remaining men and from that moment on, I'm there to maintain their determined looks. This typically takes no more than 20 to 30 minutes for mini

adjustments and minor tweaks for when they're on camera.

### **BL**: HOW DID YOU CREATE STAR COLTON UNDERWOOD'S LOOK?

**JD:** I applied a keratin straightening system to nourish his hair. I also put in subtle highlights and blended them using a medium blonde toner.

### **BL**: TOP TIP FOR KEEPING LOCKS IN PLACE DURING FILMING?

**JD:** My secret is using a matte paste like the Sally Hershberger 24K

Superiority Complex Texturizing Paste or Reuzel Pink Pomade and combining it with a clean hairspray like the Mitch Stone Essentials Sessions Spray to hold hair in place. Being shiny is not usually a good thing since there are either many lights or a ton of sun on set.







corrective color process

### Trendsetters/#Instagood

### IG TREND ALERT:

### **ICY MANES**

**> WHILE SPRING MAY BE** just around the corner, we're still thrilling for the chilly looks of winter. Whether they're long and wavy, short and blunt, or feature creative color placement, icy blondes definitely look cool—and warm us to our core. —*AMY DODDS* 











### CLEAR DEFINITION

Control and define brows with our easy-to-use, breakthrough brow gels, each fortified with Peptides for long-term brow beauty. Now available in Clear.

To inquire about becoming a RevitaLash® Cosmetics reseller, please call (877) 909-5274.

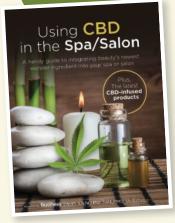
ETERNALLY PINK\*- RevitaLash\* Cosmetics honors the courage and strength of our Co-Founder, Gayle Brinkenhoff, and that of women everywhere by supporting breast cancer awareness, research and education initiatives year-round, not just in October. This is our Eternally Pink pledge.

### Find Out How Your Spa/Salon Can Leverage CBD'S PROFIT POTENTIAL

NEW!

Download this

FREE ebook



- Learn how spa/salon owners have used CBD products to upsell basic services
- Educate your clients about CBD's benefits and formulation, as well as on the latest legal developments
- Find the best in CBD-infused hair, skin, cosmetic and personal care products

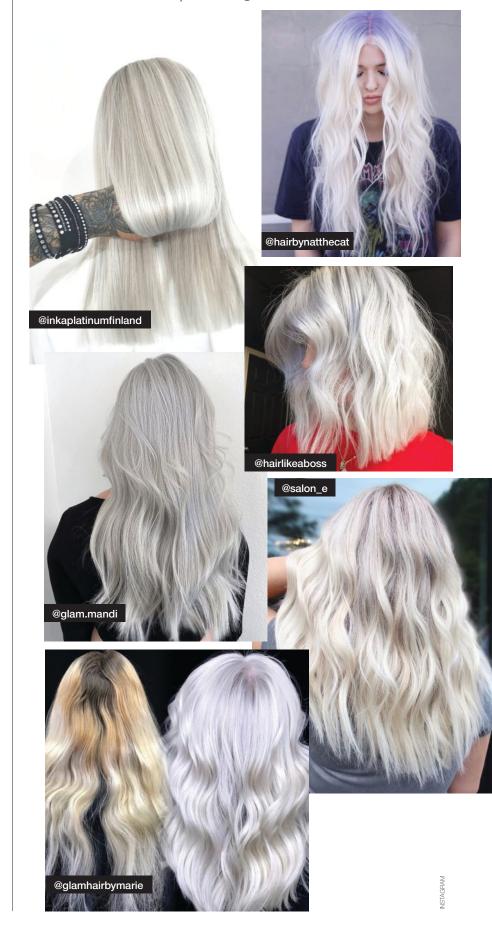
DOWNLOAD this **FREE** ebook NOW!



beautylaunchpad.com/CBD

beautylaunchpad.com 800.442.5667

### Trendsetters/#Instagood



LICI @lici\_ladybarber

# \$ MASTER YOUR CREATIVITY



THE NEW

MASTER® CORDLESS

andis.com/mastercordless

andis

### Chasing Rainbows

### VALERIE SUPCZAK PAINTS LIVELY HUES THAT YOU'LL WANT TO KEEP TABS ON. —IB

> It's the beginning of a new decade—aka the perfect time to give your color work a refresh. When seeking inspiration you can turn to Valerie Supczak—from bespoke rainbow melts to peekaboo pops of color, her pigmented hues stand out on IG. Her top tip for making bright creations: "Always add a bond builder into your vivid color," she says. "It adds strength and shine that makes your vivids pop!"





WHO: Valerie Supczak
@supvalerie
# OF FOLLOWERS:
12.8K (at time of print)
LOCATION: Plaza 100
in North Dartmouth,
Massachusetts







Supczak shares how she created this rose gold hue.

+ Begin by mixing 30-vol. with Redken Flash Lift Bonder inside and perform full head babylights in foils, leaving out mid-lengths and roots.

+ Remove foils and wash out hair using a purple-tone shampoo and conditioner.

- + Tone hair using Pravana ChromaSilk 9.22 + 10.1 + 10.07 + Violet + Pearl Express Toners with equal parts zero lift. Process at the sink for 10 minutes.
- + Rinse with a color-safe shampoo and conditioner.
- + Rough-dry until hair is completely dry.
- + Apply Pulp Riot mixture Fireball + Cupid + b3 Brazilian Bond Builder onto base and mid-lengths.
- + Apply Pulp Riot mixture Cleopatra + Lava + Clear + b3 Brazilian Bond Builder onto mid-lengths and ends.
- + Comb through with a wide-tooth comb.
- + Process for 20 minutes.
- + Wash out with a color-safe shampoo and conditioner. (Use ice-cold water.)
- + Seal colors with Brazilian Bond Builder b3 Ionic Color Lock Spray.
- + Blow-dry and curl hair with a one-inch wand.
- + Finish with R+Co GLITTERING Smoothing Shine Spray and OUTER SPACE Flexible Hairspray. Run fingers through hair to break up curls.

## DISCOVER PREMIUM ITALIAN COLOR

WHERE TRENDS **START** AND HIGH **QUALITY** IS PRODUCED



FROM RUSK® PREMIUM ITALIAN COLOR

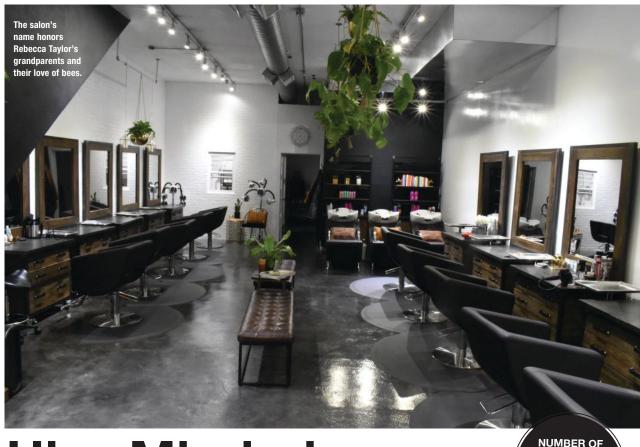
**SEAL, STRENGTHEN** AND PROTECT WITH MARINE NUTRIENT COMPLEX

CONSISTENTLY **BEAUTIFUL RESULTS** 

RICH, DIMENSIONAL COLOR
WITH MICRO PIGMENT
TECHNOLOGY







### **Hive Minded**

COMMUNITY AND CREATIVITY BUZZ AT REBECCA TAYLOR'S NEW SOCAL SALON. —KLF

### Honey Hair Lab / West Hollywood, California

### > INSIDE STORY:

Having already owned a salon in Florida prior to her move to West Hollywood, California, colorist Rebecca Taylor knew her way around opening a brick-andmortar, multistation space—and one day as she strolled through her WeHo neighborhood, her gut told her to put down salon roots in her new locale. "I had zero plans of opening a salon; I wasn't actively looking for a space—but the opportunity presented itself and, not to be too spiritual, but the universe basically punched me in the face with this opportunity," she laughs. And why shouldn't she seize on kismet? With 645,000-plus followers on Instagram, Taylor's artistic color creations are in hot demand, and as a cofounder of Hairstylist Education Forum, a pros-only private education group on Facebook, she certainly has the eye for selecting and attracting the talent necessary for a thriving salon. That moment led to September 2019, when she opened the doors to Honey Hair Lab, a 10-chair haven named

lovingly after the nickname her late grandma and grandpa—both important figures in her life—shared. "There were lots of 'honeys' said in our household," she reminisces. But for Taylor, the name also symbolizes a beehive, bursting with community (teamwork and client care), the bees within (hardworking and integral to beauty) and the honey produced (creative ideation and stellar hair).

CHAIRS:

Within that hive, community is key: "You're only as strong as the closest people you choose to have around you," Taylor says of what she calls her "small yet diverse" staff. (They even do yoga together!) She recognizes the importance of keeping "creative people" happy, and has worked education events—both indie and branded—into the space (which facilitates approximately 40 to 45 attendees comfortably), offering staff free attendance to almost all classes. When considering Honey Hair Lab's prospective clients, Taylor knew her chosen spot

You're only as strong as the closest people you choose to have around you."

-REBECCA TAYLOR



Wood workstations lend a rustic feel while modern Minerva Beauty styling chairs add a sleek touch to the space.

would deliver them in droves: Situated beside a hip restaurant, the West Hollywood location plays host to constant foot traffic from residents and workers alike (the Buzzfeed, OWN and Showtime offices sit right across the street).

As for the space, which Taylor conceded was a total gut renovation, she outfitted it with the creature comforts that invite community in: loads of plants hanging from the ceiling and perched in the waiting area, burning Palo Santo-scented candles, and cozy woven pillows and throws in natural hues. Shiny poured concrete floors, rustic wood workstations, and cushy styling seats and reclining shampoo chairs from Minerva Beauty blend modernism with craftsmanship. And, reflecting the vibrancy of Taylor herself, Honey Hair Lab's bathroom, bathed in flamingo pink and boasting an equally vivid chandelier, gives off what Taylor calls a "1960s Miami vibe." All in all, Honey Hair Lab is a place where the hive can thrive.

### WHAT'S UNIQUE

**SNAP HAPPY:** Knowing the need for quality photos of Honey Hair Lab's work, Taylor installed a professional photo lab—all the better for posting images in real time to Instagram.

SOCIAL MUST: As a social media maven, Taylor utilized Instagram throughout the salon's development to drum up excitement, and will continue to build community through the platform—especially for her staff. "I'm not only sharing events, class info and promotions through @honeyhairlab, but also the accomplishments of our stylists as well as their direct contact information, work pics and more," she says.



Taylor prepares to snap a picture!

### **RETAIL HAIR LINES:**

"Clients will
notice how
comfortable our
reclining shampoo
basins are," says
Taylor.

Sexy Hair, Redken

### COLOR LINES:

Redken, Trillion Tones

### **REFRESHMENTS:**

Wine, coffee

### **POPULAR SERVICES:**

Creative color, blonding, balayage, corrective color, extensions. "What we do, we do very well," Taylor says.

### In the second se



### **Blending In**

GLEAN BALAYAGE KNOWLEDGE FROM EXPERT COLORISTS. —ALYSON OSTERMAN-KERR

➤ WANT TO RAMP UP your balayage game? We've tapped top colorists' informative and trending Instagram posts that'll help you nail your dream results.



[1] MOISTURE
MATTERS. Salt Society
(@\_saltsociety), an
education platform
spearheaded by Jamie
Sea (@prettylittleombre),
recommends adding
a mist of water onto
strands to even porosity.
This allows the color to
glide easier onto hair,
which helps to achieve a
beautiful balayage blend.



[2] DON'T BE AFRAID OF
CONTRAST. Tabetha Carns
(@tabetha\_and\_co) explains that in
order to nail a dimensional blonde,
you need to create depth and
contrast—and let go of the fear that
your blondes will turn out too dark.
"Concentrate on really building
depth," she advises. "Stagger and
bricklayer your colors."



[3] EVALUATE PROPER PLACEMENT. Farhana Premji (@xo.farhana.balayage) notes that while she generally prefers horizontal sections to create a seamless transition, you need to adjust according to each client. "When a client comes in with a short root, diagonal sections are my move," she says. "This placement is ideal for breaking up harsh lines that live 2 to 4 inches off the root, or for your Level 7 (or higher) guests who want lightness up to their root."



[4] REMEMBER SATURATION.

Amy Bee (@hairbyamybee) stresses that when trying to achieve maximum lift, always remember saturation. "If your paint looks like the left picture, where you can still see the hair through the lightener, you'll generally not be able to lift the hair more than 1 or 2 levels," she explains. "If your goal is max lift, make sure you're getting enough product onto the hair! The whiter the brighter."



### [5] ANALYZE HAIR INTEGRITY.

Lisa Walker (@lisalovesbalayage) dishes on how to add depth back into overly blonde, damaged hair with color and no lightener. "When I consulted with the client [pictured here], the first thing I noticed was breakage around her hairline from double-process blonding," she says. "I knew immediately that lightener was not an option. She wanted to remain blonde with less maintenance and dimension. I layered four different formulas from light to dark to erase the severe line of demarcation while creating a gradient blend, and added b3 Brazilian Bond Builder to rebuild strength."



### **Know Thyself**

### LEARN HOW TO DISCOVER YOUR PERSONAL BRAND. —EMILIE BRANCH

- DEFINING YOUR PERSONAL BRAND can help you differentiate yourself from the competition and ultimately attract more clients. Determining precisely how you want to present your professional image to the public, however, can feel overwhelming—how do you represent your personality and interests cohesively in a discernible way? We check in with Becky Godlove, senior marketing director for Coty Professional Beauty, for advice on how to discover and convey your brand.
- [1] **Know Yourself.** The key to creating your personal brand is identifying what's important to you. "A personal brand should not be what you believe people want to see from you—it should be a representation of who you uniquely are," says Godlove. Once you have a clear idea of your "why," as well as your interests and your point of view, you can start building your brand story.
- [2] **Picture Your Story.** "The best stories have central themes, so it's important to take time to define the values and themes that are important to you," Godlove explains. To better express yourself, source inspiration visually. Go through the photos on your phone and print out the 15-20 images that spark the most joy.
- [3] Track Your Inspiration Timeline. Similarly, Godlove suggests going on an "Instagram hunt" for inspiration. Instead of following new accounts, write down the last 10 accounts that you've followed, notating what attracted you to them—this will serve as a record of your recent sources of inspiration.

It's likely that what inspired you last month still inspires you today, but what about your childhood self? To piece together all the parts that comprise your identity, reach out to an old friend and ask them to tell you stories from

your formative years. "You'll notice some interesting truths about the things that were important to you when you were younger that still drive you today," says Godlove, advising that you write down these stories on a note card.

[4] Find the Pattern and Bring It to Life. Once you've collected everything, hang your images, Instagram hunt cards and phone-a-friend notes on your wall and look for patterns. "Do you see common colors, personality traits and values coming through? If so, you've found a theme," says Godlove.

Once you've identified your brand's themes, it's time to bring them to life. Write down the four that you connect with the most and think about how to express them going forward. "If color creativity is a core theme, write down the activities, images and stories you want to tell and your action plan to do it," suggests Godlove. Keep these themes handy, as they will guide your content going forward.

[5] **Refine What You've Defined.** Now that your personal brand has a clear direction, refine it further. Start by creating a list of dos and don'ts; for instance, always having an optimistic tone but never getting fixated on a perfect result.

Like any brand, you'll be relying on visuals, so consider your color palette and think about the moods you want to convey. Don't worry about appearing too perfect—people connect with the lessons learned along the way as well as the wins. Ultimately, having a clear perspective earns likes, not being overly filtered.

As a stylist, you're in a unique position to help others feel good about themselves, so think about what makes you most excited about your job and continue to explore that in your content. And remember, building a brand isn't an overnight process. "As you evolve, so will your brand," says Godlove. "Don't worry about getting it perfectly defined the first time."





### Did Your Parents Approve of Beauty School?

WE POSED THIS QUESTION FROM SOPHIA AVERA (@SSOPHIACOLOR) AND IT GARNERED MORE THAN 550 COMMENTS ON INSTAGRAM AND FACEBOOK! WE ROUNDED UP A SMALL SELECTION OF THE WONDERFUL STORIES YOU SHARED HERE.

> @ssophiacolor: Yes, my parents supported me in this endeavor, as they always did, by saying "go for it." I was on my own working in the corporate world as a billing coordinator in the healthcare industry for nine months. I thought that cube was going to be the death of me. The

thought of going to a university in order to get a degree that would lead me right back to the cubicle world wasn't appealing. Technical school is a great place to learn a trade, which can provide you with the financial well-being equal to or even exceeding the earning potential of a four-year degree. I had a knack for hairdressing right from the start.



But now that they see my success for my part-time job and that it's bringing in more money than their full-

@bleach.it.again: Nope.

time medical field jobs, they support it. Never give up, and never stop pushing.

@angelinalabella.hair: Yes! Two weeks before I was supposed to go to college I told them I wanted to go to beauty school. They said they knew that's what was in my heart but wanted me to realize it for myself!



@colorbymarina: My parents were both born in Italy, immigrated to the U.S., and never went to college because they had to work. They wanted me to go to college since they never did. I went for them even though I always knew I wanted to do hair, and after a year I left and went to beauty school.



@hairbyjmart: No they didn't, and I was in the closet and I didn't want, "Hey, I quit college to do hair" to be what outed me officially to them. I hope one day they will be proud.

@dyebox\_ldn: I always had a creative side while at school, but unfortunately wasn't very academic and was diagnosed with dyslexia at a young age. After leaving school at 16 years old, I went straight into plumbing and property

maintenance since my dad wanted me to have a trade, being an electrician himself. After a year, I came out as being a young gay man and left the trade to find myself. Just before my 18th birthday, my dad passed away. After coming to terms with his loss and losing myself for a while, I decided to take his advice of learning a trade seriously and applied for an apprenticeship at Toni&Guy. I instantly loved the hairdressing trade and haven't looked back since. That was 16 years ago and it allowed me to be the person I was destined to be! I would like to think my dad would love the trade I'm now in as it made me the confident and creative man I am today! I know my mum does, and she always has the best hair!



have PhDs and my dad loves my career now! He sees how I influence people's lives and the actual talent that goes into this career and how I can support my family of six and love what I do! The shift in attitudes toward hairdressing has been so amazing to watch unfold. I'm so proud to share that I'm a hairdresser. Even on our bad days we are blessed!



@hotsaucehair: Not even a little. "I'll never be proud of that" came out of one of my parent's mouths when I signed up for cosmetology school. Weirdly though, in my

opinion I'm the most driven and happy out of their kids. Not to mention it's financially great for me. Some people have the idea of college so stuck in their heads that they think even if you're unhappy it's still better to have a degree.

<sup>\*</sup>Comments edited for length and clarity.





### At First Blush

THIS VIBRANT PEACHY-PINK HUE IS MEANT TO ADD SERIOUS SIZZLE TO CLIENTS' TRESSES— EVEN IN THE CHILL OF WINTER. -AO

**For the** peach-meetspink creation featured in this month's "The Colorist." ColorDesign artists Jackie Heredia and Tatiana Salcedo tapped one of the world's most vibrant cities as a source of color inspiration, "Both of us love the vivid colors of Havana," enthuses the duo. "We wanted to create a warm look that was fashion-forward as well as client-friendly, and to heat up our model's hairstyle as a reprieve from this chilly season." Mission accomplished!

### **GET THE LOOK...with ColorDesign**

FORMULA 1: 30g. VPL + 60g. 10-vol. Developer

FORMULA 2: 20g. 7.77 + 10g. 4.62 + 45g. 10-vol. Developer FORMULA 3: 50g. Beige Blonde Direct Color + 10g. Copper

Direct Color + 10g. Red Blonde Direct Color

Step 1: Shampoo hair with ABBA Detox Shampoo. Follow up with ColorDesign Reconstruction Shampoo, then rinse. Apply ColorDesign Reconstruction Oil and Mask. Leave on for 15 minutes. then rinse

Step 2: Towel-dry hair and apply Reconstruction Oil to even out porosity. Blow-dry hair and section into 4 quadrants from the top of the ear to the top of the ear, and from the middle of the forehead to the back middle of the nape. Starting with diagonal back partings, apply Formula 1 up to previously lightened hair in foils with baby-fine slices, leaving 1/4" in between. Rinse babylights using ColorDesign Reconstruction Shampoo once desired level 8 is achieved.

Step 3: Blow-dry hair, then section into 4 quadrants. Starting in the back right quadrant using diagonal back partings, tap the top of your parting with Formula 2, lift hair up and over toward the middle point of your 4 quadrants, and feather Formula 2 from underneath your section up toward the middle point of the 4 quadrants. Repeat on all sections. Process for 35 minutes and rinse with Reconstruction Shampoo. Condition ends with Reconstruction Oil. then rinse.

Step 4: Blow-dry hair, then section into 4 quadrants. Starting in the back right quadrant, apply Formula 3 from shadow roots to ends using diagonal back partings. Process for 20 minutes, then shampoo with Reconstruction Shampoo. Condition with Reconstruction Oil and apply Mask on top of Oil for 15 minutes. Rinse and towel-dry hair. Apply ABBA Complete All-in-One Leave-in Spray and ABBA Smoothing Blow Dry Lotion. Style as desired. @colordesignhair





Experience the opulence of Italy with ColorDesign®, a versatile portfolio of Italian-made, high-performance hair color that shines. Powered by the highest quality ingredients and manufactured with state-of-the-art technology, ColorDesign delivers vibrant and long-lasting results while leaving the hair in unparallelect condition.



Colordesignhair.com #colordesignhair





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

-AO



### **HEAD IN** THE SAND

Rusk adds three sandblonde shades to its arsenal (6S, 7S and 8S) in both permanent and demipermanent formulations—all imbued with a proprietary blend of marine extracts that deliver therapeutic benefits.

**Rusk Deepshine Permanent Cream Color and Deepshine Gloss Demi Permanent Color** @ruskhaircare



### KINDRED SPIRIT

Off-the-scalp system lightens natural or colored hair up to three levels while delivering subtle blonde effects. System consists of four pigments: Blue, Violet/Silver, Beige and Brown, in addition to a lightening powder that's imbued with nourishing hydrolyzed silk protein and kaolin.

**Affinage Salon Professional Spirit** Lights by Michael B

@aspaffinageamerica



### LIGHTEN UP

Palette contains new patented Temperature Controlled Ink Technology, which warms in seconds to gently accelerate lightening prowess and ensure even processing across all sections. Use with any Pravana Pure Light lightener. Psst: incorporates a detachable reservoir for left- or right-handed colorists. Pravana Balayage Palette @pravana

**FANTASTIC FOUR** Helping to streamline color services, this nifty tool comes with four 10oz. bowls that feature nonslip pads, a built-in 60-minute timer and waterproof labeling area. Comes in purple (shown), pink, teal and black.

Teele Hair Products QuadBowl @teelehairproducts

Compact

features

a handy

mirror!



### SO FRESH

Available in Silver Pearl (shown), Lavender Lust and Rose Gold, these color-depositing conditioners may be applied onto damp hair for one to five minutes prior to rinsing for brilliant toning results. The longer the conditioner is left on, the darker the tone!

@Guy Tang #MyDentity #MyRefresh Conditioner @guytang\_mydentity



**EASY TOUCH** 

Ideal for retail, Goldwell offers five powder

shades that cover root regrowth and gray hair between appointments. Bonus: The powders also refresh hair by

**Goldwell Dualsenses Color Revive Root Retouch Powder** @goldwellus

## CRAZY COLOR®

ORIGINAL and BEST SINCE 1977



4 NEW UV ULTRA REACTIVE SHADES





PROFESSIONAL VEGAN-FRIENDLY 40 SHADES

Distributors Wanted.



@ 800.888.7377 @ info@vncsales.com





#### TODAY'S TRENDSETTING DIRECT DYES ARE COLORING MARKETS WITH THE PROMISE OF NEW HUE POSSIBILITIES.

by Francesca Moisin.

Direct dues may be experiencing a renaissance, but these products aren't new. The type of pigment we now call direct dye has been around in some form since antiquity. "Ancient records show that people once used berries, tea, tree bark, charcoal and other natural materials to color their hair," shares Katherine Maddox, Malibu C educator and artistic team member. In fact, prior to the invention of oxidative color in the 1890s, all we had were dyes that functioned without developer.

While permanent color contains ingredients that penetrate cuticles to deposit pigment and chemically alter hair's natural shade, direct dyes work in a different way. "These fully formed, nonoxidative molecules don't require developer," explains Bridget House, co-owner of EmBee HairSpace in Dayton, Washington. "Rather, they stain tress surfaces by sitting on top of the hair shaft." Most have a short shelf life—one week to three months-depending on canvas used and

color chosen. "Direct dye coated over virgin hair may wash out in a few shampoos, while prelightened strands cling to color longer," continues House. (And pop with the brightest, truest tones.) Typically, pastels fade faster; saturated hues (blue, green, purple) prove peskier to nix.

The late 1970s saw a resurgence of direct dye hype after scenester sisters Tish and Snooky Bellomo launched Manic Panic, the semipermanent color brand beloved by punk-rock pioneers. "Today, direct dyes are most often used to create rainbow, cupcake, unicorn and mermaid hair," says House. But that shouldn't define their scope. Colors also come in subtler hues, like tan, brown, true blacks and balance reds. Moreover, potions may be used for color corrections—think adding baby pink to neutralize a mint green gone wrong. And they're good for use outside salons. "Mixed into a client's conditioner, direct dyes can create a color boost at home," says Maddox.

ColorDesign Fun & Glam STR8 Color dyes offer 10 fashion shades that boast intense solo pigments, or can be mixed to create custom blends. The full range is designed to last a minimum of 33 washes. @colordesignhair



First responder in the corrective color process is the **Malibu C Color Disruptor**. It loosens stubborn, oil-based dye molecules for easy removal—even vivids lift right off-while preserving scalp's integrity. @malibucpro

The **Schwarzkopf Professional** range consists of two offerings: eight IGORA ColorWorks additives that can be mixed with any of the brand's oxidative colors to boost saturation, plus four **INTENSE** direct dyes that last up to 40 washes before fading true to tone. @schwarzkopfusa



Available in 19 intermixable, readyto-use hues, framesi FRAMCOLOR Bold High **Concentration Direct Pigments** 'innovative technology guarantees max longevity from roots to tips. @framesiusa



popping with shocking vibrancy, @Guy\_Tang #MyDentity **Super Power Direct Dyes** boast an added benefit: They're formulated with an exclusive keratin and argan oil blend for extra

protection. @guytang\_mydentity



Elumen by Goldwell promises the next generation of color superiority via an expanded palette that supports color melts, freehand techniques and—for the first time-two new gray-coverage shades. @goldwellus



Experience the power of painting peekaboo accents or a full fantasy head via Paul Mitchell POP XG. The longlasting electric shades are imbued with a rich conditioning base that leaves locks nourished. @paulmitchellus



Crazy Color Neon Collection features four conditioning UV-reactive shades-Toxic UV, a glowing green; Rebel UV, a bright pink; Caution UV, a bold yellow; and Anarchy UV, a vibrant orange. Psst: The colors glow under a black light! @crazycolorltd























# Big Sexy Energy

WITH A SLEEK MAKEOVER AND THREE NEW PRODUCTS, SEXY HAIR PROVES THAT SEXY HAS STAYING POWER.

> As stylists, we know that big sexy energy starts with your hairand now, you can give your clients that va-va-voom style! Formulated with a proprietary blend of collagen, proteins, amino acids and peptides, Sexy Hair's new products are a hair-strengthening, breakage-minimizing, damagerepairing trifecta.

#### **BIG SEXY HAIR BOOST UP VOLUMIZING** SHAMPOO

The formula imparts up to 30 percent more volume, improved manageability and up to 24 hours of humidity resistance.





#### **BIG SEXY HAIR FUN RAISER VOLUMIZING DRY TEXTURE SPRAY**

This texturizing spray delivers more volume, provides up to memory and absorbs oils that weigh down tresses.

## up to 70 percent 48 hours of style



#### **BIG SEXY HAIR BOOST UP VOLUMIZING CONDITIONER**

Body and shine are amplified in a lightweight conditioner with voluminous results.



#### SUSTAINABLE REVAMP

In addition to the launch, the entire Sexy Hair collection is getting a revamp. Caleb Foltermann, general manager of Sexy Hair, provides the details.

Beauty Launchpad: What about the rebrand excites you most? Caleb Foltermann: Our fresh design of the iconic classic red Sexy Hair can elevates the packaging to an exciting new level. We're giving stylists and consumers a modern and more appealing look while maintaining the classic key elements that our customers have loved for more than 20 years. It's like a fresh coat of paint to significantly enhance our curb appeal!

#### BL: How does the new look complement the brand's values?

**CF:** Sexy Hair is redefining what "sexy" means in today's world, and our new product design is just a start. We have an entirely fresh approach to sexy, and are focused on authentic beauty with the elimination of retouching in our campaigns. Sexy is ensuring the inclusivity of all ethnicities, shapes and ages. Sexy isn't defined by skin color or body shape; it's defined by empowerment.



#### BL: How does the repackaging demonstrate a commitment to sustainability?

**CF:** In addition to our new direction focused on empowerment and inclusion, we're also taking the much-needed step of moving entirely to Post Consumer Recyclables (PCR) sourcing for all plastics. By this summer, our plastic packaging will be sourced from roughly 95 percent PCR plastic, helping our consumers reduce their impact on the environment.

TRENDING PRODUCTS

LAUNCHES

**ARIEL WINTER** 



CLICK/BIGSTOCK











DEBRA MESSING









- 2 Zotos Professional Quantum Riveting Reds Color-Replenishing Shampoo boosts red highlights while adding shine and reducing frizz. @zotosprofessional
- **3 Moroccanoil Color Depositing Mask in Bordeaux** blends apricot kernel oil and exclusive ArganID technology to deeply condition and temporarily deposit and enhance tones. @moroccanoilpro
- **4 framesi Color Lover Primer 11** is a leave-in spray formulated with quinoa protein, vitamins and emollients to detangle, help repair damage and retain color. *@framesiusa*
- **5 Celeb Luxury Gem Lites Colorwash and Colorditioner in Amber** maintain and refresh copper tones, foil highlights or balayage. *@celebluxury*
- **6** @Guy\_Tang #MyDentity #MyConfidant Shampoo and Conditioner work to prolong vibrancy for up to 50 shampoos via a formula with a pH of 5.7 that assists in removing most oil and dirt. @guytang\_mydentity

## WHAT'S ENDING

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



Inspired by floral nectars, Neuma neuStyling Nectar is a plantbased styler that crafts flexible hold, tames frizz and ramps up sheen. @neumabeauty



R+Co DARK **WAVES Body Lotion** infuses moisturizing extracts and essential oils into skin, leaving behind a subtle citrus and spice scent. @randco



The newly relaunched **REDAVID Orchid Oil Curl Defining Creme** shapes, moisturizes and adds shine to ringlets thanks to patented Dynagen-R Complex and orchid oil. @redavidhair



A new addition to the brand's Beautifying Elixirs line, Eufora Replenishing **Treatment** restores dry and damaged hair to reveal soft, touchable locks. @euforainternational



Crafted with the salon professional in mind, WetBrush Fantastic Voyage Pro Detangler contains a rubberized handle and finger rests that provide comfort and control while styling. @thewetbrush



Formulated for gray and white hues, Oribe Silverati Illuminating Pomade is crafted with silver pigment, arctic root extract and pea peptide to enhance brightness, moisturize and improve elasticity. @oribe



**Surface Awaken Thickening Spray** blends sugar and amaranth protein to help thicken tresses and combat thermal styling damage. @surfacehairhealth



Equipped with sonic vibrating plates, Bio Ionic

Treasured Waters 10X Styling Iron Limited Edition taps exclusive Volcanic MX technology to create smooth, polished strands. @bioionic

> **Kenra Professional Moisturizing Oil** absorbs into hair, imparting moisture and thermal protection for up to 450°F. @kenraprofessional

**Hot Tools Signature Series Ceramic Digital Flat** Iron combines multidirectional ceramic plates and proprietary Pulse Technology for sleek styles without compromising hair health. @hottoolspro



International Hair Goods Akanu Collection is made with lightweight exclusive cyberhair and a hand-tied top in five ready-to-wear styles and seven colors. @intlhairgoods



Ideal for clients with rosacea and acne, Columbia **Skincare Probiotic** Concentrate is an allover treatment that encourages skin's natural renewal process. @columbia\_skincare

**Moroccanoil Smooth Styling Ceramic Heated Brush combines** the heat of a flat iron and structure of a paddle brush to bestow silky, voluminous styles. @moroccanoilpro

Enriched with 26 Minerals Enrichie avec 26 Minerals

Saphira Mineral

**Drop** combines 26

therapeutic minerals

to moisturize, soften

and improve hair

elasticity.

@saphirahair



**Innersense Organic Beauty Hair Love Prep Spray** primes strands for thermal tools and UV exposure thanks to nourishing ingredients like vitamin E, rice protein and extracts of baobab and angelica root. @innersenseorganicbeauty



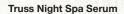
Alterna Caviar Anti-Aging **Smoothing Multi-Styling** Air Dry Balm allows clients to embrace their natural texture and eliminate frizz for soft, shiny hair. @alternahaircare



**Revion Professional Style Masters Lissaver** temporary smoothing spray helps protect against damage from thermal tools, preserves color-treated hair and reduces split ends. @revlonprona

## **Lights Out**

From midnight oils to overnight masks, recommend these goodies for clients who seek serious beauty sleep. —ASHLEY ROSARIO



incorporates a 100 percent vegan wax formula that works to seal hair's cuticle, add shine and reduce frizz overnight.

@trussprofessional

Before hitting the hay, she can wind down with a bath using Farmaesthetics Midnight Honey Bath &

Beauty Oil—it's designed to treat dry, patchy areas of skin as it soothes the senses.

@farmaesthetics

Midnight Honey

Give skin a moisturizing boost before bed with My21 Moisture Infinity Face Sheet Mask. This hypoallergenic mask is loaded with plumping hyaluronic acid and collagen to keep her visage looking smooth and luminous. @my21mask

RESTORE & RETAIN HYDRATION

MOISTURE INFINITY

GREAT FOR ALL SKIN TYPES

Roll away stress with the Knesko Roller. Cool this anti-inflammatory gemstone roller in the refrigerator during the day, and at night, it can be used to reduce puffiness and stimulate collagen production prior to bedtime. @kneskoskin

Bumble and bumble While You Sleep Overnight Damage Repair Masque works to help mend manes overnight. Infused with evening primrose, this treatment aims to boost hair's integrity while protecting against future damage.

@bumbleandbumble

Sleep away fine lines with FarmHouse Fresh Wine Down Overnight Super Antioxidant Recovery Serum. Antioxidant-filled and clinically tested, this recovery serum reduces the appearance of pores and moisturizes skin. @farmhousefresh



## "I wanted to create a professional healing hair care line that would make people feel beautiful from the inside out."

Saphira Greenberg, CEO







Voted Best Hair Mask Saphira Mineral Mud

#### Why does our hair & scalp need minerals?

Minerals, just like vitamins, are essential compounds for our body's proper functioning. However, unlike vitamins, some of which our body produces on its own, we need to obtain minerals from external sources. Our bodies, skin and hair need both macrominerals and trace minerals, all of which are found in Saphira's 26 minerals.



Before Mineral Mud After Mineral Mud Stylist: Becca Grady (Rose + Mae Salon)

### What are some of the benefits of the 26 minerals for my hair & scalp?

- Hydrates and moisturizes
- Anti-aging qualities
- Soothes, softens and strengthens
- Detoxifies scalp and hair impurities
- Exfoliates dry hair and revitalizes strands into premium healthy hair
- Increases blood circulation preventing hair loss
- Increases hair volume & makes hair bouncy and full
- Essential for metabolism of scalp and hair

#### saphirahair.com

### Can you give a few examples of the Saphira minerals and what they do?

**Magnesium**: helps strengthen hair follicles and stimulates hair growth. **Potassium**: hydrates and nourishes; a deficiency in **Potassium** can lead to hair loss.

#### **Benefit Plus+**

The Mineral Mud is also great in treating psoriasis, eczema, skin allergies, arthritis, sun burn and a variety of skin irritations.

### The Saphira Mineral Mud Aromatic Scalp Massage Ritual:

- Mix 1 scoop of Mineral Mud with 3-4 sprays of The ONE and apply on wet hair.
- Thoroughly massage into scalp and comb through ends.
- Cover your client's hair with a warm towel up to 10 minutes.
- Rinse hair and towel dry; may also work the Leave in Mud throughout hair; style as preferred.

**Tip:** Mud can be massaged in for 5 minutes for fine hair, 10 minutes for medium to thick hair and 15 minutes for curly, dry or color damaged hair.

I love that it works with any texture! This mask has the perfect structure and balance to help repair any pre-existing damage.

Christina McIntyre - Stylist and Salon Owner Undone Salon





EUFORA'S TOP ARTISTS UNITE FOR A STUDY IN TEXTURE.



#### PRETTY AS A PICTURE

"Backlit lavender coils sit in a gilded base tone inspired by metallics like gold, sterling and bronze," says Carreon. "The haircut was created with down-elevation layering to remove weight from the perimeter, keeping long interior textured layers that allow the hair to maintain its substantial size."





TRIPLE DOWER

COWORKERS, CLIENTS AND BRANDS: HOW STYLISTS CAN BEST MANAGE THIS TRIO OF WORKPLACE RELATIONSHIPS.

BY Francesca Moisin

#### Salons have been called

personality melting pots. And while artists are typically attracted to environments that encourage individuality and freedom of expression, it's often those same characteristics that can make the pot boil over when temperaments clash. Managing relationships between coworkers, clients and brands may be among the trickiest challenges stylists face, but the lessons are worth learning. Three industry experts share their insight on how to get along.

#### **CARING FOR COWORKERS**

The work can be draining—stylists spend hours on their feet, imparting expertise and energy to guests. When people tire, it's not uncommon for temperatures to rise, but inter-salon bickering is a sure way to alienate coworkers. "Always make an effort to lift your colleagues up, especially when you see someone suffering through a bad day," says Daniel Mason-Jones (@danielmasonjones), owner of Muse Salon and Spa in Johns Creek, Georgia, and developer of a soon-to-launch online educational series. Though it may be easy to get emotionally depleted, try to remain a source of strength and positivity. You just might forge unbreakable bonds with teammates—a rich reward.

The effort starts before you get to work. Translation: Leave personal problems at home. "The more you keep individual issues off the cutting-room floor, the more professional you can be with colleagues," says Mason-Jones. Further, make it a group endeavor. Coworkers can agree to hold one another accountable for good

behavior—and should a stylist slip, approach her for a chat that's kind and honest. "A strong team environment can only function if the standards of professional conduct are clearly defined, and everyone agrees to operate within that world," notes Mason-Jones.

Gossip is workplace poison. "Typically, slanderous chitchat stems from a sense of insecurity among peers who need to brew drama in order to feel better about their own situations," says Mason-Jones. Its effects are toxic on morale, so avoid listening to or partaking in any form of this type of negative discussion.

#### INTERACTING WITH CLIENTS

Regardless of whether it's a new guest or the woman whose hair you've styled for years, start every appointment with a face-to-face conversation at your station. "We roll out the red carpet for new clients, wishing to dazzle with our killer consultation skills," notes Missy Megginson (@soyoureahairstylist), stylist, business coach and owner of Collab + Co. in Jupiter, Florida. "But if you send a longtime client straight to the shampoo bowl without even looking at her hair, the service experience has been compromised—and you're only sixty seconds in." Direct eye contact is more effective than talking through the mirror, as it signals focus and attention. This simple step can help set you apart from the pack.

Now that the connection has been made, define yourself as the expert. "Clients are sometimes confused about what's realistic or attainable," says Megginson. "Never say 'yes' to a service you know you can't deliver." Instead, flip the script. Give guests credit for being creative, then offer a style or color solution that would better suit their lifestyle, hair texture or desired daily goal. "Honest conversations can take you from looking like the ogre who cried 'no' with attitude, to an expert with a feasible resolution," says Megginson.

It might seem difficult to control a guest's experience unless you own the salon, but tress services go beyond the type of music playing or variety of refreshments offered. "You're in charge of what occurs in the four-foot circle around your station, and an experience is more about the way you make a client feel," explains Megginson. Remain present and engaged in conversation. Keep clients comfortable while processing. Inform them on each step of the service. Create a safe space to talk.

And should something go wrong—which will happen, even stylists are only human—own the error immediately, then work to fix it right away. "You keep guests returning not by never making a mistake, but by how you handle yourself when it happens," notes Megginson. Avoid growing defensive; don't re-part hair to cover up a gaffe. "A client's perception translates to reality, so be humble enough to accept blame and make amends," says the pro.



#### **WORKING WITH A BRAND**

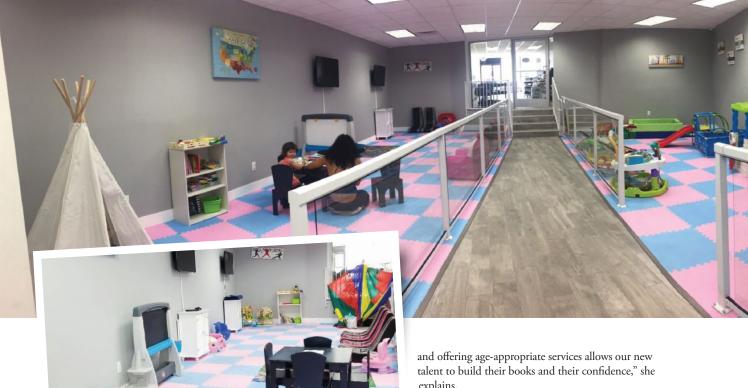
Congrats! You've made a name for yourself, and brands are taking notice. In your zeal to forge this new working relationship, don't forget to start by procuring a contract. "Ask for one if it's not provided, or be prepared to offer your own when necessary," urges Ursula Goff (@uggoff), Matrix global team member and owner of Karma salon in Wellington, Kansas. "That signals your expectation of timely payment, and it's a seamless way to ask for money if that part of the negotiation feels uncomfortable."

Read the fine print carefully. Understand it, and have a lawyer take a look if possible. Ensure you aren't inadvertently signing away power without proper compensation. "For example, if a company asks for exclusive rights to your work, that means no one else can ever use it," Goff explains. "If you waive the rights to your own work, not even you may use it moving forward." Appropriate rates should be offered for physical labor working on set, doing hair shows-along with travel fees. Creative or intellectual labor demands additional payment, be it in the form of royalties, a flat-fee licensing agreement, hourly rate pay or a day rate commensurate to content created. "Negotiate, if something rubs you the wrong way," says Goff. "Don't be afraid to ask for what you want or need. For instance, I always state up-front that I won't promote a product I don't love, and I'm currently nonexclusive with the brands I represent."

Once signed, show up. As with any styling job, come early, be prepared, go above and beyond, and lead by example. "Consistent delivery of good work and professionalism make you that much more likely to develop a solid reputation and potentially attract additional contract offers," says Goff. Strive to bring good energy to any environment—and nix the negative feedback. "If a brand wants input that's ultimately unfavorable, I'll offer it privately or simply refrain from posting on social media," Goff explains. "It's possible to be honest while remaining diplomatic, and the importance of not burning bridges can't be overstated."







At Mommy's

Retreat, a \$6 fee

gains kids access

to a sprawling 1,200-square-foot

playroom with

supervision.

A+ for Advantage

Cindy Feldman, owner of Progressions Salon Spa Store in North Bethesda, Maryland, always knew she wanted to take a child-friendly approach with her salon, and she quickly discovered a benefit of kid-generated business that continues to boost her profits to this day: loyalty. "Children are little people who need haircuts and grow up to be adults who continue to need haircuts," she says. "I love being able to expose them to great self-care from a young age." Such baked-in loyalty becomes generational in more ways than one. Thanks to the childcare area that Chris Lane Salon Spa in Loveland, Colorado, offers, co-owner Briana Syracuse says, "We have parents, aunts, uncles and grandparents bringing children in while getting their services. Along with our guarantee for a great service, they stay loyal to the salon because we're the only salon and spa around that provides the childcare they need during that time." Not to mention that salons offering childcare services (either free or for a nominal fee) help alleviate existing and potential clients' anxiety over finding a caretaker. "Providing this service puts parents at ease so that they can treat themselves to pampering without having to worry about getting a babysitter or asking their significant other to take care of the kids while they rush to the salon," says Abkarian. Taking the worry away translates to profits overall. "When you're a business that makes it easy for clients to do business with, you see the profits flow from that intention," notes Feldman.

Another added advantage: Should you choose to include children's haircuts, Feldman notes that doing so provides an incubator of sorts for newbie staff. "Being a kid-friendly salon explains.

#### In Demand

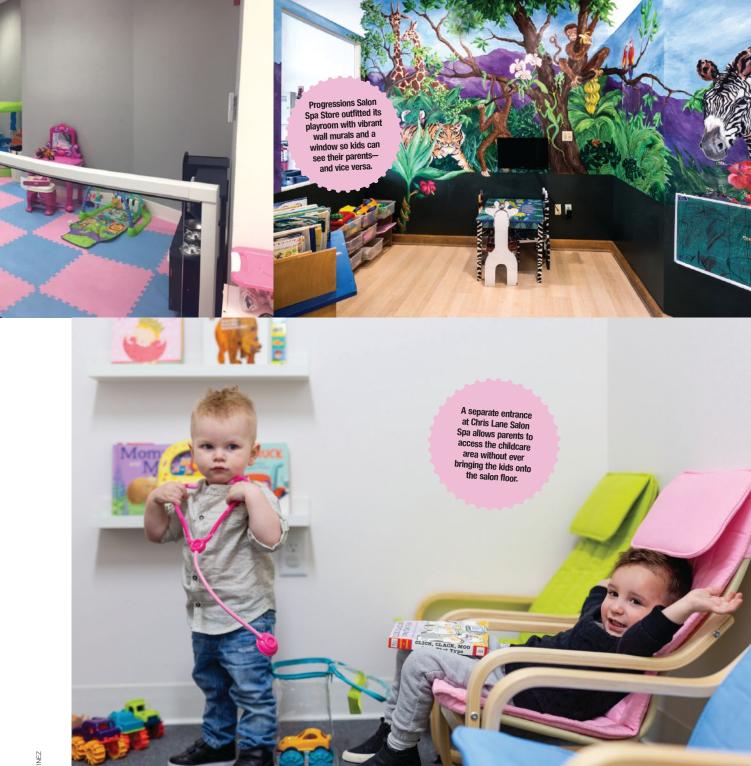
The common thread among the pros interviewed for this story is that they're parents themselves, and they empathize with the need to find a salon that welcomes children. "We wanted to open up a salon that would make us different from other salons—designing a space where moms like us can go and not have to feel

guilty about getting our hair or nails done," says Abkarian. To determine demand, she did a deep-dive on the internet to seek out competition—and found there wasn't any. If an online search doesn't turn up much info, scout local competitors to see if they offer such services, and look into your area's demographics and spending habits, such as household incomes, median house values, and the number and ages of children, to pinpoint need.

Oftentimes, surveying those around you will help you nail demand. Syracuse and co-owner Cori Thigpen both previously worked in childcare at a gym and witnessed firsthand how popular the service was—and how grateful gym-goers were for it. Even so, they both sought the opinions of family and friends with small children before bringing childcare into the salon. If clients come to your salon with children in tow, the demand is likely there. But don't just guess; ask them. Gauge their interest to see if kids' haircut services or a playroom appeals to them, and then proceed with the following ideas.

#### The Kids' Menu

Should you decide to add children's services to your menu, think about how you want to convey the services to your adult clients (since they'll be the ones reading the descriptions and ultimately paying for them). Unless your salon brand calls for it, there's no need to go overly cutesy with names, but do spell out what the service entails—especially if it's involved. "We host 'salon day' birthday parties for children, during which each child gets her hair styled and sparkled, as well as nails painted and minimal makeup applied," says Syracuse. Also included in the service: Kids get to craft their own lip gloss at a lip gloss station, followed by a runway show for the parents and



finished with a private web page hosted on the salon's site where attendees can access photos and video of the runway show. The services you offer can also appeal to an underserved part of the parental community: those with autistic children. Syracuse and Thigpen are currently working on providing a "sensory-free day" held once a month at the salon where children on the autism spectrum can receive a haircut in a calming, sound- and stimulus-proof setting.

When it comes to pricing, kids' haircuts should be less expensive, according to Feldman, because they don't require as much time to preform. (She prices kids' cuts 50 percent

less than starting haircut prices for adults.) Create separate age groupings (Feldman lists different prices for children age 5 and under and ages 6-10) so that when your clients book a cut your staff is properly prepared. But keep in mind: Though cutting children's hair requires less time, it does involve extra stimulus to keep tykes—especially the wee ones—occupied and less fussy. "We make sure to offer educational and entertaining materials for kids to look at [during the service], and offer healthy snacks," Feldman says, adding, "Of course, we also have a lollipop drawer that's low to the ground so that children can select their favorite flavor!"

#### Play Time

Dedicating space to a kids' playroom doesn't have to swallow up a ton of square footagebut you do have to weigh the pros with the cons. "It means giving up space that could accommodate an extra station or another esthetician room," says Syracuse. "In the end, we decided that the childcare was important enough to use that space." Being thoughtful in how you work the space into the salon can create value for all, too. Syracuse and Thigpen created a separate entrance for their childcare area so that clients wouldn't be interrupted during their services. "Parents can check their children in before ever entering the main salon area," Syracuse says, adding that they situated a bathroom off of the room to keep kids from walking through the main salon and had the walls of the playroom insulated

to minimize noise. "Those clients not utilizing the childcare shouldn't even notice the kids," she says.

At Mommy's Retreat, a 1,200-square-foot playroom created to handle different age groups, from babies to toddlers to tweens and teens, is equipped with cameras that project videos to iPads. "We give the parents iPads if they want to see their children playing so that they can have peace of mind," Abkarian says. A glass door to the space serves a dual function: Parents can view their children while the door is shut, and the shut door not only keeps the kids separated from the salon floor, but also ensures no fumes from the salon seep into the playroom.

Feldman outfitted her playroom with a large window that allows both parents and children a direct line of vision to one another which, she says, "helps the children to feel included." Toys, a DVD player and books distract, while brightly colored wall murals make the area feel like an adventure.

As for cost, Abkarian notes you should take into account overhead involved—and charge a fee if needed. "There can be a whole extra cost to payroll if you employ staff to supervise the kids in the playroom," she says. "We charge \$6 per child to offset that overhead cost." Syracuse stresses that they charge a small flat fee based on the number of children, but it's the same no matter if you're having a three-hour balayage service or a 30-minute trim. "We decided to keep the rate low to encourage parents with short services to feel comfortable paying the cost," she says.

#### **Future Consumers**

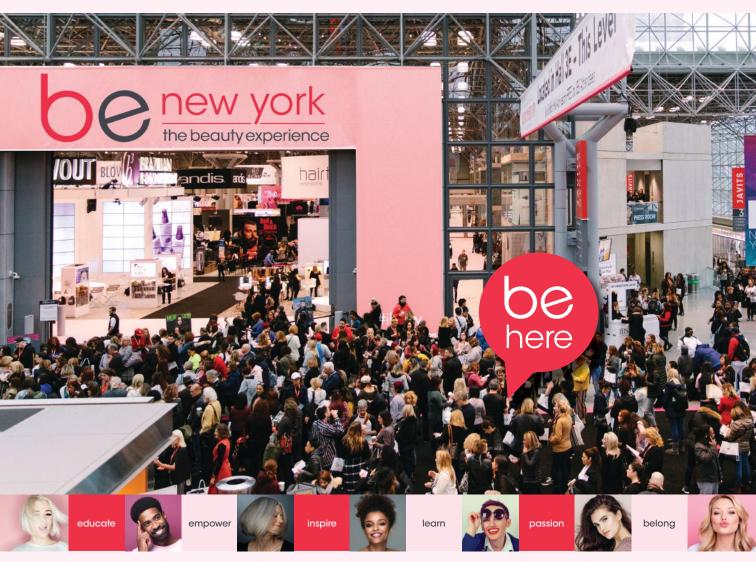
If you have the space on your retail shelves, devote a section to kids to further emphasize the "one-stop shop" message for parents: They can get their childcare, self-care, kids' grooming services and retail needs met in one visit. If you don't have the volume to carry a line, Feldman recommends at least offering kid-focused retail items during the holidays. "We carry fun soaps and bubble bath," she says. "After all: Kids are our future clients and we feel that educating them from the start that retail is a part of the experience is important."



## **Book Smart**

Take a page from Barbershop Books, a literacy program that creates child-friendly reading spaces in barbershops. Founded by award-winning educator and comedian Alvin Irby, the program encourages community members to sponsor reading spaces in their local barbershop, where kids and their parents can read while they wait or bring a book to the barber chair to read aloud. With Barbershop Books now in 16 states, the movement to strengthen literacy in the black communities' youth continues to grow-and has even inspired others, like Ryan Griffin, owner of Fuller Cut in Ypsilanti, Michigan, to create similar programs. To incentivize parents, Griffin provides a \$2 discount off children's haircuts if the child reads in the shop—and many times the saved money ends up in the kids' piggy banks. If you'd like to learn more about the program, sponsor a reading space, make a monetary donation (the organization claims that every dollar invested generates 27 minutes of reading in a barbershop), or connect the program with community partners in your area, visit barbershopbooks.org.

## The Beauty Experience for Independent Stylist Professionals



THE NEW INTERNATIONAL BEAUTY SHOW



MARCH 8-10, 2020

Javits Convention Center • New York City

SAVE \$10 off your All Access Expo Pass Use Promo Code: LAUNCHPAD









Be part of the Wilson Collective salon movement to reclaim your clients' retail dollars.

LEARN MORE ABOUT
HOW WILSON COLLECTIVE
EMPOWERS SALONS WITH:

- World class education with industry icon Phillip Wilson
- •Boutique moderate priced products
- •Essential oil fragrances
- •Rewards that give back generously

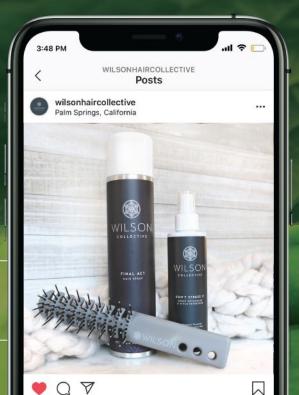
## SIGN UP NOW AND TRY WILSON COLLECTIVE

The first 50 salons to sign up and be approved in February will get a free complete set of products for salon sampling.

To find out more & sign up visit www.wilsonhaircollective.com

FOLLOW US!
@wilsonhaircollective

| Margin | Mar



# Industry Feed\_EMILIE BRANCH



Z.one concepts celebrates its 20th anniversary with a Mediterranean cruise.



#### Giving Back is a 10

Carolyn Aronson, founder and CEO of It's a 10 Haircare, is investing in the future of the industry with the It's a 10 Grant, presented on Good Morning America during National Love Your Hair Day 2019. The recipients, Callie Eiserman, Ashley Ellis and Colleen Batton, were each awarded \$10,000 to further their careers. Aronson hand-selected the winners after hearing their inspiring stories through a brand-sponsored contest on Instagram. "We wanted to give back to women who had inspiring stories—who we knew would dream big and do something to inspire and uplift those around them," she says, noting that the inaugural award will allow the winners to "grow businesses that seek to uplift and encourage women daily."

#### **CRUISIN' TO SUCCESS**

To celebrate its 20th anniversary, z.one concepts recently set sail on a three-day Mediterranean cruise with more than 1,900 guests from around the world, including hairstylists and business partners. The cruise was meant to serve as a metaphor for the company's two-decade journey, made possible by the support of its diverse team. The cruise culminated in the Magic Event Hair Show, where stylists' passion for the company sprang to life. Featuring international guest artists and representatives from North America, as well as education director Brian Grieve and creative director Gerard Caruso, the voyage was an enchanting way to mark z.one concepts' success.

## Getting to Know You

MEET THE INDIVIDUALS BEHIND THE INDUSTRY'S LEADING BRANDS.



> FRANK P. FULCO. Chief Executive Officer, Cosmetologists Chicago

MY MAIN GOALS WITH THE **COMPANY ARE:** To nurture Cosmetologists Chicago into an association with an inclusive culture; to unite our industry annually at America's Beauty Show with a spirit that honors artistic expression and the value of relationships; and to have fun! **LEADERSHIP MEANS:** Not asking anyone to do something you wouldn't do yourself. It's about leading others the way you want to be led and being open, honest, accountable and professional. IN FIVE YEARS I SEE THE HAIR **INDUSTRY:** United in principal, spirit

and for the mission of entrepreneurship.

I GET INSPIRED BY: Diverse groups of people coming together for a common cause. In our industry, we have tremendous opportunity to express and celebrate our uniqueness—our diversity is what unites us and is our strength.

MY FAVORITE WAY TO UNWIND IS: I try to regularly exercise, pray and spend time with family and friends; it's a commitment to unwind when you're excited each day by the opportunities before you.

MY TOP VACATION DESTINATION IS: Home. But if I had to pick one place to vacation, it would be Marco Island in Florida, because it's quiet, family friendly and there's plenty of sun.

WHEN I THINK OF BEAUTY, I THINK OF: Being comfortable with who you are.



The Oribe Atelier in New Orleans celebrates the life of Oribe Canales. ② Oribe educator Adam Livermore demonstrates how to achieve an iconic look on stage. ⑤ Livermore's final look!

Coby Alcantar, Ronnie Stam, Stacey Ciceron, Ashley Brecken, Mandee Tauber, Manny Hernandez, Christian Ceja-Compin and Adam Livermore hosted onstage segments demonstrating their interpretation of his iconic hairstyles. Team members from **Goldwell** were also in attendance, showcasing five vibrant haircolor looks. More than 850 salon professionals took part in the event, with 200 re-creating a look by Livermore during a hands-on session. "The look I demonstrated onstage originated with Oribe at Fashion Week in Milan, and then evolved into something else at our Backstage show in Las Vegas in 2011," explains Livermore. "All of the stylists participating in hands-on were then able to interpret and create the style for themselves. It's been incredible to watch that look evolve and change with the passing of time and with new hands working it." The atelier culminated in a drum and bass line performance complete with dancers, reflecting both the rhythm and

energy of New Orleans and the Oribe brand.

#### **COMPASSION IS SEXY**

Sexy Hair has launched an environmental initiative to reduce its carbon footprint by partnering with Heal the Bay, a Los Angeles-based organization that helps clean up local beaches. Recently, 70 Sexy Hair employees joined the organization to help remove 52 pounds of trash and more than 2,500 cigarette butts across half a mile at Venice Beach. "This is only a small start to larger-scale efforts," says general manager Caleb Foltermann. After the cleanup, the haircare brand decided to take its initiative one step further by swapping the current hairspray bottles in the Big Sexy Hair collection with bottles made from 95 percent Post Consumer Resin (PCR) materials, with the goal to go fully PCR with all plastic products by the end of 2020. —BRENDA HUERTA



#### Ad Index

Alterna alternacaviarantiaging.com | 13

Andis Company andis.com | 21

CBD E-Book beautylaunchpad.com/CBD | 20

ColorDesign colordesignhair.com | 33

Crazy Color info@vncsales.com | 35

Eufora International eufora.net | 11

**Grande Cosmetics** grandewholesale.com

Inside Back Cover

Intercoiffure intercoiffure.com | 63

**Keratin Complex** keratincomplex.com | 9

Lash Savers lashsavers.com | 62

Malibu Wellness malibuC.com | 17

NovaLash novalash.com | 4-5

Oribe Hair Care oribe.com | Back Cover

PARODI Professional Care parodicare.com | 10

Paul Mitchell Systems paulmitchell.com | 2-3

RevitaLash revitalash.com | 19

RUSK rusk1.com | 23

Saphira Hair saphirahair.com | 45

Sexy Hair Concepts sexyhair.com | 6-7, 38-39

The Beauty Experience

ny.thebeautyexperience.com | 57

Trissola trissola.com | 29

Truss Professional trussprofessional.com

**Inside Front Cover - 1** 

Wilson Educational Productions Inc.

wilsonhaircollective.com | 58-59





2020 SPRING ATELIER APRIL 4 – 6 LAS VEGAS

**DIAMOND SPONSOR** 

REVITALASH COSMETICS

**PLATINUM PLUS** 



PLATINUM SPONSORS



**GOLD SPONSORS** 

KÉRASTASE



L'ORÉAL Professionnel

Photo Credits: Hair & Color: Anna Pacitto | Make-up: Ekaterina Ulyanoff | Photo: Ara Sassoonian

## The Must List

## **Family Ties**

WHAT'S INSPIRING COSMOPROF ARTISTIC TEAM MEMBER OLIVIA SMALLEY (@OMGARTISTRY).

—AS TOLD TO ALYSON OSTERMAN-KERR

#### 1 MY FAMILY

My family always showed me love, and my brother, David, has always been my biggest supporter. My parents, Marian and David, not only supported me, but also pushed me to constantly strive for something better.

#### **2 MY HUSBAND**

My husband, Aaron Thompson, is a rock star in his own industry, and every day we have a powwow where we discuss how we can grow our careers—we inspire and push one another.

#### **3 INSTAGRAM**

I use Instagram not just for fun, but also as a platform to challenge myself. I get to meet and connect with hairstylists from all over the world-people I would never have the opportunity to know without the power of social media! I use my platform to educate, entertain and inspire others.

#### **4 MY ASSISTANT**

Jennifer DeFreitas, my assistant, reminds me of what it's like to just start out in this industry. Her constant drive keeps me ambitious, and the way she views the beauty community with wide eyes reminds me to stay hopeful even on hard days.

#### **5 TRAVEL**

The more I travel, the more I expose myself to different cultures, hair textures, trends and products.

#### **6 MY PUPS**

My American bulldog, Cane, recently passed away; his passing has really shown me how short life is and how we should take nothing for granted. The bond between me and his best friend Loki, our English bulldog, has grown so much. Animals are truly innocent in this world and have the kindest hearts, and they inspire me to be kinder.

#### **7 VIDEOGRAPHY**

Consuming videos is the new form of affordable education. People who I've never met use my foiling techniques because they saw me do it in an Instagram video. (In a digital world videos are so important for our algorithms, but not everyone knows how to properly execute them. You can check out my video about how to film and edit yourself on your phone by logging on to omgartistry.com.)



# LASHES UNDER CONSTRUCTION

The nuts n' bolts of your lash care routine.

- Use GrandeLASH-MD lash enhancing serum on your upper lash line like a liquid eyeliner daily to promote longer & thicker looking lashes.
- 2 Use NEW! GrandeREPAIR leave-in lash conditioner on the full lash hair like a mascara to reduce lash breakage & brittleness.



97%
Saw Longer
Looking
Lashes\*

94% Saw Less Lash Breakage\*

\*Based on consumer studies. Results will vary.

Available at SalonCentric & local distributors

arandewholesale.com | 1,877,835,3010

