

# BEAUTY LAUNCHPAD

THE OFFICIAL PUBLICATION OF INTERCOIFFURE

MARCH 2020

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Coty Professional  
Paul Mitchell

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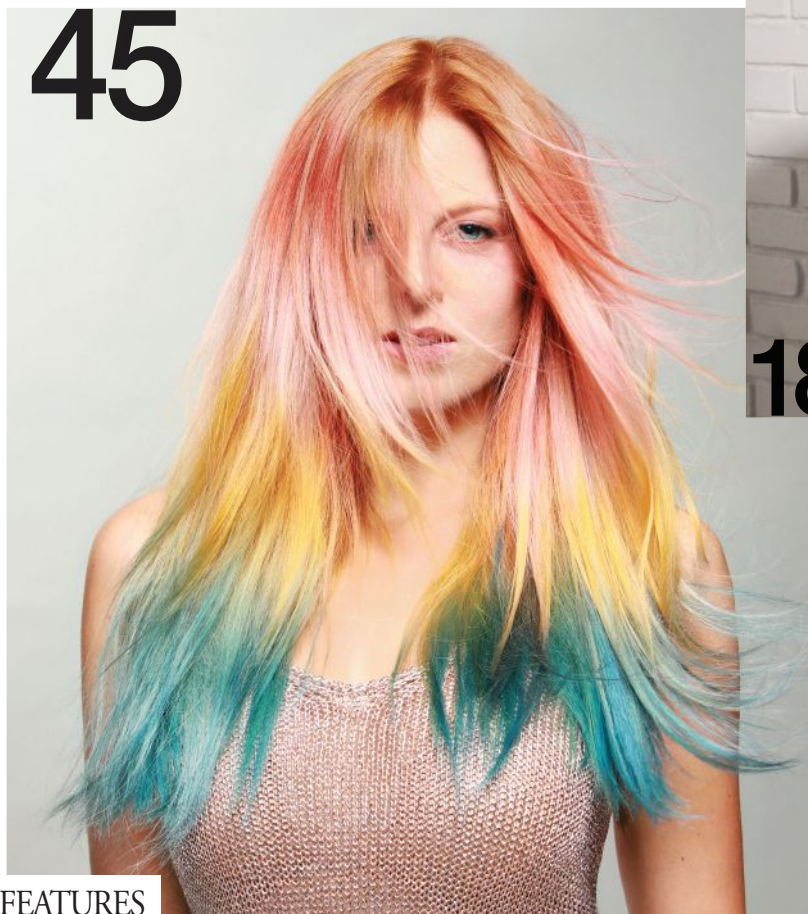
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**ON THE COVER** Photo: imaxtree.com  
Designer: Giada Curti Spring/Summer 2020

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# On My Radar

## Good Hair Day, Every Day

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

► **WITHIN THIS PAST DECADE** there has been a shift in clients' hairstyling habits, much of which can be attributed to Instagram. In the early 2000s, the average client styled her hair similarly on a daily basis; this is no longer the case. Now more than ever—thanks to beauty pros' IG feeds serving up all sorts of inspo on the regular—clients enjoy experimenting with myriad looks for dates, girls' nights or even just days spent at the office. Hence why "special occasion hair," while still pertaining primarily to big events like weddings, proms, festivals and the like, can also transcend into daily wear with the appropriate twists and tweaks. For our "Party Planner" feature on page 50, we tapped trending IG artists, including Ellie Ferrari (@theupdogirl), Shayla Robertson (@samirasjewelry) and Hannah Taylor (@hairbyhannahtaylor), to share their secrets behind soiree-worthy styles. And speaking of these top artists' popular IG pages—are you seeking a way to ramp up your visibility on social media? Turn to page 30 for "Friends With Benefits," where influencers Jessica Santo (@jessicascotthair) and Sydney Lopez (@sydneyannlopezhair) dish on how supporting each other has helped them to not only gain followers, but also offer necessary moral support and inspiration.

### SHIMMERING BLUSH

I don't wear a lot of face makeup, but I'm currently reaching for glow-inducing, rosy hues of blush to help illuminate my visage. (Shown: Glo Skin Beauty Shimmer Brick in Gleam, @gloskinbeauty)



### STATEMENT HEADBAND

I'm all about ease when it comes to my morning routine, and a striking headband is a simple way to immediately liven up a basic downstyle. (Shown: /kit•sch/ X Justine Marjan Patent Headband with Chain in Blush, @mykitsch)



SPRING IS UPON US! HERE ARE FOUR ITEMS I'M TURNING TO AS I USHER IN THE NEW SEASON.

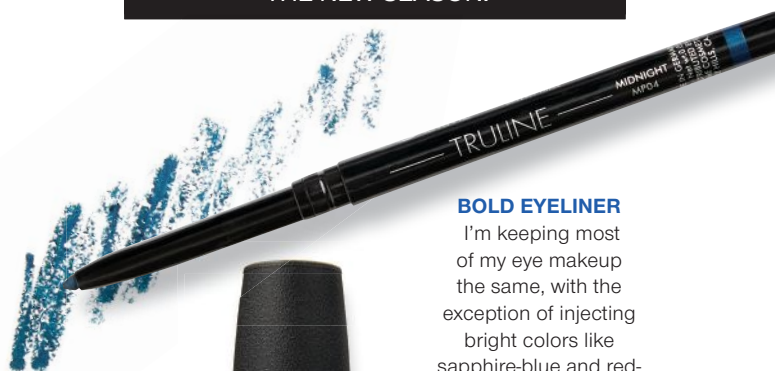
### BLUE POLISH

Right now I'm currently drawn to bright nail shades (yes, just like my eyeliner) to lend my digits a bit of punch for springtime. (Shown: OPI in Mi Casa Es Blue Casa, @opi)



### BOLD EYELINER

I'm keeping most of my eye makeup the same, with the exception of injecting bright colors like sapphire-blue and red-violet onto my lash line for a fresh feel. (Shown: Sormé Cosmetics Truline Mechanical Pencil in Midnight, @sormecosmetics)



*Aly*

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Guido creates a look backstage at Dolce & Gabbana.



# Project Runway

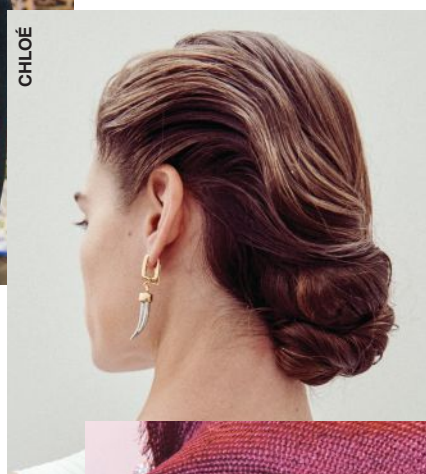
AS THE OBSESSION WITH SOCIAL MEDIA STYLES REACHES A FEVER PITCH, INDUSTRY ICON GUIDO MAKES THE CASE FOR INCLUDING RUNWAY LOOKS AS PART OF YOUR HAIR EDUCATION. —KARIE L. FROST

➤ **AS ONE OF A HANDFUL** of literal trend shapers in the world, Redken global creative director Guido is asked to forecast what will be hot in the world of hair season after season. But today, he's reticent to make a prediction. "I don't think hair trends work like that anymore; there are just so many ideas out there now," he says. "Women are savvy enough to realize what works for them and won't be dictated to these days. But, that being said, they *do* like to see the options out there"—which makes the job of the hairstylist more complex than ever. Keeping up with fresh techniques, knowing what's current for styling and understanding the past references that create the foundations of today's looks require a willingness to open up one's self to various streams of hair information—including the runways. "Even if you're not creating exactly what's on the runways, just having a general understanding of what's being shown at the moment is important," Guido argues. "When you work in a salon and are able to have a conversation about the season's runway looks, you establish yourself as an expert with clients—whether they choose to do a certain runway-inspired style or not."

But the catwalks aren't simply about finished hairstyles that act as kindle for inspiration; they're testing grounds for techniques. Guido asserts that backstage hair leads like himself often test original ways to layer product—or trial-run new products altogether—as well as brainstorm styling techniques and ways to better handle hair under time constrictions. "By educating yourself on what's happening on the runways, you might pick up a new way of using a product, a new method of parting hair or a new drying technique—things that you can put into practice with your clients and pass on to them," he says.



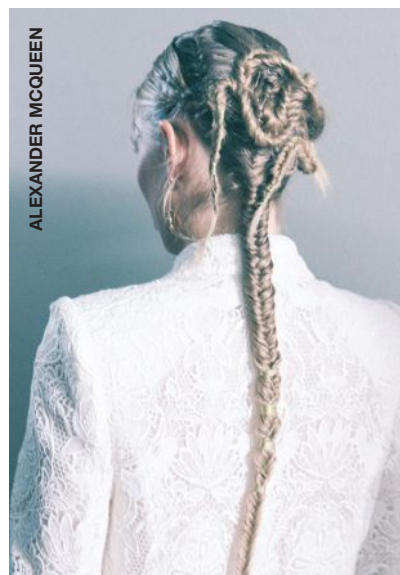
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# Gold Stars

➤ **BOBS DOMINATED THE RED CARPET** at this year's Golden Globes. The iconic cut made popular in the 1920s flapper era is keeping its momentum as we enter a new '20s decade. From Reese Witherspoon's short and chic style to Michelle Williams' bent, chin-length chop, tap these celeb snips for the client looking to make a statement of her own. —JASMINE BROWN



MICHELLE: GEBISLER/FOTOPRESS GMBH/ALAMY; INSTAGRAM (6)



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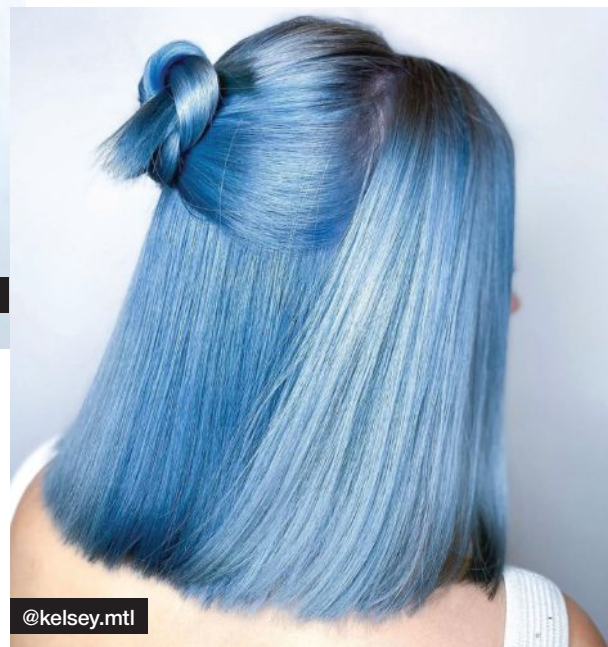




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## ➤ IG TREND ALERT:

# BLUE HAIR

➤ **NEW DECADE, NEW HUE.** Pantone recently introduced its pick for color of the year: Classic Blue. Citing insecurities many feel with the ever-increasing speed of technology and other global uncertainties, Pantone says that Classic Blue acts as a counterbalance—its tone reads as reassuring, relaxing and trustworthy. “Imbued with a deep resonance, Classic Blue provides an anchoring foundation,” explains Leatrice Eiseman, executive director of the Pantone Color Institute. “A boundless blue evocative of the vast and infinite evening sky, Classic Blue encourages us to look beyond the obvious to expand our thinking, thus challenging us to think more deeply, increase our perspective and open the flow of communication.” To celebrate this deeper connection with the natural and divine, we’ve rounded up a host of beautifully blue hairstyles to inspire you. —AMY DODDS

story continues >>





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Trendsetters/ #Instagood



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# Melting Pot

CHRISTINA CROOK'S COLOR-MELT CREATIONS HAVE US SEEING STARS. —JB

➤ Christina Crook crafts hand-painted hues we can't get enough of! The colorist's ability to capture dimension and contrast in her colors caught the eye of Truss Professional, and now Crook shares her painting tips and tricks worldwide as a brand educator. From platinum blondes to ashy brunettes, we can't wait to see what buzz-worthy combos she showcases next.



**WHO:** Christina Crook  
@tina\_doeshair

**# OF FOLLOWERS:**  
19.6K (at time of print)

**LOCATION:** The Proper  
Creative in Orange,  
California

## INSPO:

"The inspiration behind the look was a shiny pearl with a soft melted transition," says Crook. "My guest, Paola, has naturally dark hair and wanted to go lighter, so we came up with something soft that wouldn't 'wash her out,' while still having fun with blonde."

## Christina Crook shares how to achieve this melted look.

- + Section hair into large, chunky zigzag sections. Then working in diagonal back sections, wave the zigzag sections and tease hair.
- + Using your hands, balayage (mix Truss Professional Air Libre bleaching powder with 8x powder and 20-vol.) each section, overdirecting forward to create a slanted angle. Use the "highs and lows" technique by painting one section higher toward the roots. Paint only the ends for the next section. Make sure everything around the hairline is a "high." (Note: I used incubation—wrapping the hair in meche so the product doesn't dry out.)
- + After combing out the tease, apply a repair mask or treatment shampoo.
- + Towel-dry hair.
- + Starting in the back, apply toner (mid color: 4,0 + 6,3 + 5-vol. 1:2 Davines) two inches past the transition line.
- + Working in sections, spray Truss Professional Deluxe Prime on the ends, and brush each section with a blending brush.
- + Process for five to 10 minutes.
- + Rinse in cold water. (Don't shampoo.)
- + Towel-dry hair and apply end toner (1oz. Clear + ¼oz. Quartz + ¼oz. 10-vol.; Davines View). Process for 20 minutes.
- + Rinse with cold water and apply Truss Professional Net Mask for five minutes.
- + Use Truss Professional K Recovery and Truss Professional Amino to blow-dry hair.
- + Curl hair in the same direction on both sides with a 1¼" curling iron, and brush out with Truss Professional Instant Repair.

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**JUST LIKE THE HAIR** on your head, lashes have stressors. These irritants can cause lashes to fall out prematurely or prevent their optimal growth due to harsh makeup removal, hormonal changes related to aging and even genetics. Because of these stressors, achieving healthy-looking lashes can be a challenge—until now. The first step of a successful lash transformation is to identify your specific lash issue. Enter Grande Cosmetics, which boasts five key products that can tackle any concern so you can help clients (finally!) achieve the dense, natural-looking lashes of their dreams.



\*Based on a consumer study. Results will vary.

## Five Products for a Total Lash Makeover

*Tap these flutter-enhancing goods to help clients strut stunning lashes.*



### 1 ALL LASH TYPES: HELP LENGTHEN AND THICKEN

#### GrandeLASH-MD Lash Enhancing Serum

No matter her lash type, every lash routine should begin with GrandeLASH-MD Lash Enhancing Serum, which creates the appearance of longer, thicker lashes in as little as four to six weeks when used daily. (Note: Product can be used with lash extensions.) Formulated for the three-month lash cycle, the serum also works to help prevent breakage.



### 2 SPARSE LASHES: STRENGTHEN AND ANCHOR

#### GrandeREPAIR Leave-In Lash Conditioner

To help strengthen lashes and reduce sparseness associated with everyday lash fall, enlist GrandeREPAIR Leave-In Lash Conditioner.

### THIN, LACKLUSTER LASHES: PREP AND PRIME

#### GrandePRIMER Pre-Mascara Lengthener and Thickener

Sometimes mascara just isn't enough, which is why there's GrandePRIMER (aka your mascara's best friend). The primer preps lashes and boosts the mascara's effect for even more length and volume than mascara alone could provide.



### 3 DRY, DAMAGED LASHES: CONDITION AND DEFINE

#### GrandeMASCARA Conditioning Peptide Mascara

Level up lashes with a mascara that nourishes while you coat! Infused with conditioning peptides, GrandeMASCARA helps promote healthier-looking lashes, so she can load up on length and intensity all in one swipe.



### 4 STRAIGHT LASHES: LIFT AND CURL

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NUMBER OF  
CHAIRS:

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# Worth Your Salt

WITH A FOCUS ON THE CLIENT EXPERIENCE, SALT SHOOTS FOR THE HIGHEST LEVEL OF SERVICE. —KLF

**Salt** / *Cheshire, Connecticut*

### ► INSIDE STORY:

As Jamie Sea (@prettylittleombre) surpassed the decade mark in her career, she felt an undeniable pull toward the artistry, yes, but more so to the mind-set of those who entrusted their hair's care to her. Could she, in some small part, grant clients stress-free salon visits where not only their manes' needs are met, but also their mental ones, too? "I knew I wanted to open my own business when I realized how protective I was over the client experience," she relays. In 2017, Sea opened Salt, a seven-chair salon named after her beatific childhood memories of visiting Dunes Park Beach in Rhode Island. "As a young child, I would find peace in the feeling of being by the water, the scent of sunscreen, and the salt on my skin and in my hair—the ocean became my safe space," she remembers.

That idea of a "safe space" is what Salt's mission is rooted in—it's a place Sea says encapsulates stillness and joy. "Salt gives artists the ability to thrive in a relaxed one-on-one



The salon team, which Jamie Sea (center) affectionately calls, "Salt babes."

client experience facility, and the clients are able to escape the rush of life," she explains. That one-on-one experience is key to the mission. "This means we don't double-book," she continues. "When clients book at Salt, they'll get one artist from start to finish. We believe in the art of communication and care. My overarching goal for Salt as a custom color facility is to be a safe space for artists to express their color creativity and find their community, and for clients to put their trust into our team and leave feeling more confident and at ease."

COURTESY OF SALT

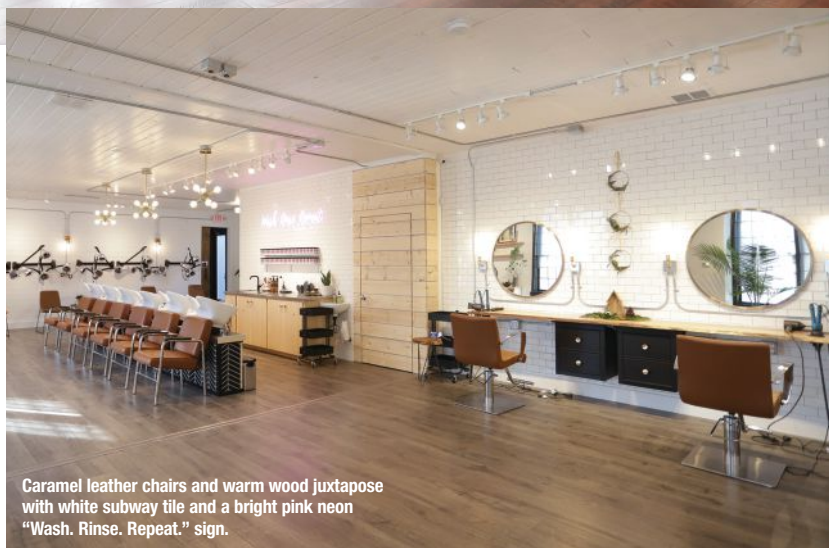


The expansive salon floor provides free movement and houses the luxe touches of a high-end salon.

## WHAT'S UNIQUE

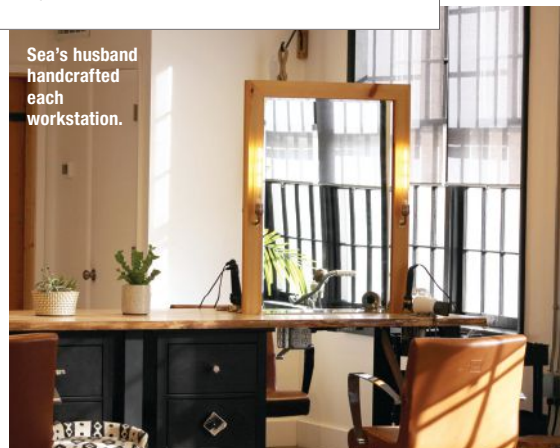
**SIP, SIP, HOORAY!** Salt hosts Sip + Shop Saturdays, pop-up events with local businesses where clients, staff and others can sip bubbly while discovering brands that align with Salt. "As a small business owner myself, I wanted to create a community of support with other small businesses in Connecticut," shares Jamie Sea.

**SOCIETY LEARNING:** Located across the courtyard from Salt, Sea's education arm, Salt Society, thrives with a large, open room that can house up to 40 students for look-and-learn-style classes. "We also have a full-time marketing team, graphic designers, administrative manager, director of education and 10 educators (the Travel Society) who are stationed all over the country to teach salon professionals Salt Society curriculums," says Sea.



Caramel leather chairs and warm wood juxtapose with white subway tile and a bright pink neon "Wash. Rinse. Repeat." sign.

Sea's husband handcrafted each workstation.



Living in an area of Connecticut rife with strip malls, Sea sought a location that could act as an escape from—not a reminder of—what typifies a busy life: errand running, kid chasing and clock watching. She found it in Cheshire, where the historic The Watch Factory building, founded in 1883, houses service and retail businesses, a restaurant and—now—Salt. "The Watch Factory is full of history, factory windows and bright natural light," she thrills of the area's beloved brick building. Sea enlisted her husband to handcraft everything from workstations and flooring to concrete countertops. Inspired by the ocean and her love of boho-chic retail store Anthropologie, Sea outfitted the space with rich caramel leather chairs, warm and white woods, brass finishes, black accents (like a chevron-tiled base for sleek shampoo basins to perch upon), and several sputnik pendants to cast a soothing glow. Throughout, lush greenery lends the salon pops of verdant color. To Sea, who keeps busy with ventures outside of Salt—like Salt Society, the education arm of her business—the stillness she wishes for her clients is 100-percent achievable in this space. "It's a private area that clients can 'sneak away' to and leave the hustle of life behind for a few hours," she says.

### RETAIL HAIR LINES:

Neuma, IGK, Verb

### COLOR LINE:

Redken

### REFRESHMENTS:

Mimosas, coffee, snacks, lunch menu

### TYPICAL CLIENTS:

100-percent female ranging in age from 25 to 60

### POPULAR SERVICE:

Balayage. "Our guests love the sun-kissed results and low-maintenance upkeep!" Sea thrills.





# Turn of Events

FROM INITIAL BRAINSTORMING TO NAILING THE PERFECT TIMING, SUCCESSFUL SOIREES REQUIRE A BEVY OF WORKING PARTS. HOST A STELLAR SALON SHINDIG WITH THESE FIVE EXPERT TIPS ON SAVVY EVENT PLANNING. —TRACY MORIN

➤ **HOSTING EVENTS OFFERS** an effective way to ramp up your salon's fun factor and community profile, boost revenue, build your brand, and even attract new clients. But experts agree: They require detailed planning at every turn. Here, savvy salon pros share their advice for making your next event a smashing success.

**[1] BRAINSTORM THE BASICS.** First, ask yourself (and your team) what the event should achieve. Kat Riley, Eufora national trainer and owner of Katherine Jon Salon in Port Jefferson Station, New York, preplans for the entire year and starts scheduling her quarterly events at least six months prior, delegating jobs based on everyone's strengths. "Work seasonally, or by what the salon is lacking, to determine goals—whether it's prebooking, more exposure, bringing in new clients, celebrations or education," Riley recommends.

**[2] CREATE A GAME PLAN.** Dominic Carbone, producer/artistic director for Beauty Coach in West Hollywood, California, stresses the importance of adhering to a timeline. His ideal to-do order: Set a budget (padding by 20 percent for unexpected expenses); nail a location, time and date; send invites; and book any necessary vendors—confirming with all two days prior.

**[3] CATER TO CLIENTS.** Certain events are perennially popular

among clients—Carbone loves feel-good or charity-based affairs (think: providing free cuts to cancer patients and survivors), or soirees celebrating clients and staff. "Our client-appreciation nights, where we do hands-on style tutorials with our guests, are super popular," Riley agrees. "Know your audience and provide whatever you think would excite and benefit them the most." Her salon has hosted "Girls' Night In," with loungewear attire, and theme nights like "Jamaican Me Beautiful" or "A Night in Italy."

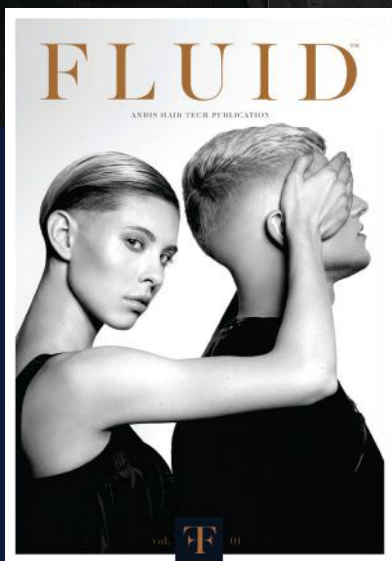
**[4] MIND YOUR TIMING.** Carbone recommends slotting a reasonable window for events (plus setup and breakdown time). "Most people don't want to be the first to arrive or the last to leave, and usually stay for about an hour or an hour and a half," he explains. "Three hours is the perfect time frame."

**[5] SPREAD THE WORD.** To publicize events, Carbone creates a digital flyer, hashtag and social media posting schedule for staff. "We make chic decals of the hashtag for station mirrors so clients will ask about it," he notes. Meanwhile, Riley mails personal invitations to each stylist's top 10 guests (they receive a \$10 product voucher for each event-goer referral), then follows up with Facebook and Instagram posts, plus mass invites and reminders to the entire client base, starting at least one month prior.

INTRODUCING

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*volume one* ANDIS EDUCATION SERIES



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# In Stock

EFFECTIVE PRODUCT RETAIL IS KEY FOR YOU AND YOUR CLIENTS. —EMILIE BRANCH

► **FOR MANY STYLISTS**, the leap into sales can be intimidating—no one wants to feel like they're pushing products. Yet proper take-home tonics are essential in order for clients to effectively maintain their hair at home. According to Surface hair care founder Wayne Grund, when a client leaves your chair with a takeaway item, you're building loyalty while exponentially increasing salon dollars. Here, Grund shares best practices for ramping up retail.

### CHANGE YOUR PERCEPTION

"The majority of people who enter the beauty biz don't have experience in direct sales and don't have a healthy attitude toward selling," says Grund, who notes that sales isn't something you do *to* someone; instead it's something you do *for* and *with* someone.

### THINK LONG-TERM

"All too often stylists feels like they're trying to sell everything on the first visit, which is very short-sighted," says Grund. Instead, recommend a long-term plan that's within clients' budgets. Prioritize the products they need within a three-appointment or five-month timeline. Grund also suggests specifying wet, dry and second-

day styling recommendations to help thoroughly build clients' hair regimens.

### KNOW YOUR PRODUCTS

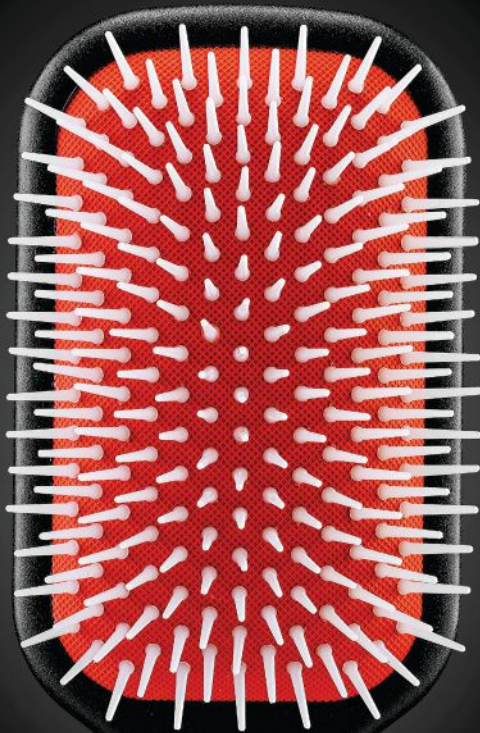
You want to make sure you're educated on why each product works so you can confidently pass this knowledge onto clients. Additionally, if a salon carries too many brands (more than six), this can create confusion for both you and the customer. To eliminate this situation, Grund recommends "focusing on brands you believe in."

### SET REALISTIC GOALS

Aside from benefiting your client's hair in the long run (which makes your job easier as well), retailing adds significant financial returns. According to Grund, if you've been in the industry between one to two years, then you should be selling one unit per guest, per visit. At six guests, this translates to an additional \$180 per day or \$3,600 a month. For advanced stylists, Grund recommends a goal of 1.5 units, or approximately \$5,000 per month. If you take the appropriate steps to carry out a successful retail strategy, everyone benefits—stylists, clients and the salon as a whole.



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Denman's iconic styling pins with our paddle brush  
to create the definitive professional paddle.

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**SALLY**BEAUTY®



# Friends With Benefits



JESSICA SANTO @JESSICASCOTTHAIR



SYDNEY LOPEZ @SYDNEYANNLOPEZHAIR

JESSICA SANTO AND SYDNEY LOPEZ SHARE HOW ENCOURAGING AND CELEBRATING EACH OTHER'S ACCOMPLISHMENTS HAS MADE THEM MORE SUCCESSFUL—BOTH ONLINE AND IRL. —AD

► **ONE OF THE MANY POSITIVE ASPECTS** to social media has been the ability to make friends with like-minded people—no matter how far apart they are, nor how different they may be. Such is the case for hair besties Jessica Santo and Sydney Lopez. While Santo is known for the natural balayage looks that she creates in her Sciota, Pennsylvania, salon and Lopez paints vibrant, creative color just outside of Dallas, the two have formed a deep friendship that also extends to their Instagram strategy.

After meeting at an influencer event, Lopez watched as Santo's page continued to grow. "I just reached out and asked her what she was doing that I wasn't," says Lopez. Santo wasn't stingy about giving her advice (post three to four times a day, engage with your audience), and the two formed a close bond. Lopez says that having a buddy is essential—especially in the beginning—because it can sometimes seem like you're going nowhere fast on social media. "Instagram is so much work that doesn't pay off for a while," says Lopez.

Although their pages have since surpassed the 100,000-follower mark (as we go to press, Lopez has 110K followers and Santo has 115K), they still urge each other to continually evolve and adapt. "We're constantly messaging at night and talking about Instagram," laughs Santo. "Sydney and I know where we want to go, so we encourage each other to put in the work to achieve that goal."

Although it's important to celebrate your successes, an Instagram buddy should be much more than just a cheerleader. "We've been really focused on holding each

other accountable," states Lopez. If one notices the other hasn't posted in a few days, or if their page isn't performing as usual, for example, then they aren't afraid to reach out and help the other get back on track.

Both artists have greatly benefited from having a strong social media presence—they're ambassadors for various brands and have had the opportunity to travel the world educating and sharing their vision. But they say their greatest accomplishment outside of their friendship is the ability to support others. "Why shouldn't we all help each other?" muses Santo. "Helping someone else become better doesn't just help him or her; it also helps you become better."

## WHY DO I NEED INSTAGRAM?

Are you a successful salon owner or fully booked stylist who doesn't believe you need Instagram? Sydney Lopez recently taught a class for established salon owners and leaders who don't have an IG presence, and helped them see the importance of changing that perception with this simple statement: "Young and talented stylists are using Instagram to find out what salons they want to work at, either once they graduate or after they're already established." Lopez recently hired two such stylists with full clientele who leapt at the opportunity to work at her salon.

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## Life of the Party

### ► SPRING IS HERE!

Weather is warming up, the tulips are blooming and the arrival of weddings, proms and more are fast approaching. Seeking inspo for her upcoming soiree? Take a cue from these celeb looks, and enlist the proper products to achieve them.

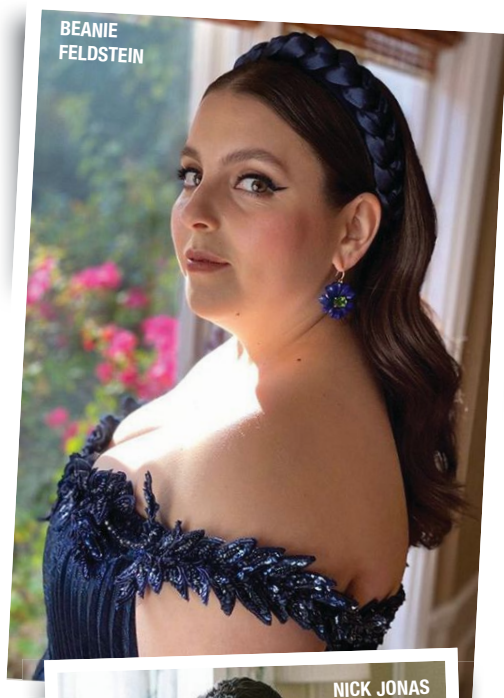
—JB

JOEY KING

BIRDIE THOMPSON/AD MEDIA VIA ZUMA WIRE



# Hair



## PREP



**Innersense  
Organic Beauty  
Hair Love Prep  
Spray**

## STYLE



**Sam Villa Artist  
Series 2-in-1  
Marcel Curling  
Iron & Wand 1.5"**

## FINISH



**SEVEN  
Cubica  
Classic  
Hairspray**

@innersenseorganicbeauty, @samvillahair,  
@sevenhaircare

## TRIM



**Andis CTX Corded  
Clipper/Trimmer**

## STYLE



**Jatai  
Teasing Pin  
Comb**

## FINISH



**American Crew  
Alternator  
Finishing Spray**

@andisclippers, @jataifeather, @americancrew

## PREP



**Goldwell  
Kerasilk Style  
Bodifying  
Volume Mousse**

## STYLE



**VARIS  
Dryer**

## FINISH



**Goldwell  
Kerasilk Style  
Enhancing  
Curl Crème**

@goldwellus, @varisnorthamerica

# Makeup



**Eleman Beauty Terra (Earth)**



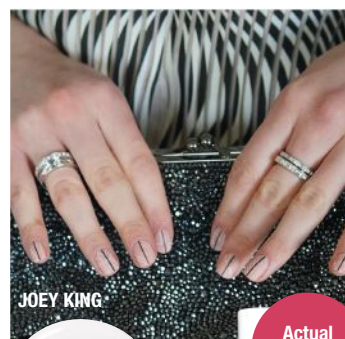
**Grande  
Cosmetics  
GrandeBROW  
Brow  
Enhancing  
Serum**



**Veil Cosmetics Velvet  
Lip & Cheek Palette**

@elemanbeauty, @grandecosmetics,  
@veilcosmetics

# Nails



**Essie  
Blanc**

**Essie  
Licorice**



**Essie Gel  
Couture Fairy  
Tailor**

@essie



# WHAT'S TRENDING

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

**Truss Professional INFUSION Shampoo and Conditioner** gently clean, moisturize and restore dry, dull and brittle hair with its 100 percent vegan formula. @trussprofessional



**CND English Garden Collection** features six pastel and neutral hues inspired by a spring garden. (Shown: Flowerbed Folly) @cndworld



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

**Saphira The Healing & Hydrating Mineral Collection** includes the brand's top products—The One, Leave In Mud, Mineral Mud and Mineral Moisturizing Shampoo and Conditioner—infused with 26 essential minerals, along with a signature aromatic diffuser. @saphirahair



**MoroccanOil Power Performance Ionic Hair Dryer** is designed with a high-performance AC motor and a 99.9 percent nanosilver grill to create smooth, shiny strands. @moroccanoilpro

**HAWRYCH MD Eyelash LASH Enhancer** promotes healthy, fuller-looking lashes in as little as four weeks. @hawrychmd





# In Fashion

THE DYNAMIC DUO BEHIND THE MORGAN TAYLOR BRAND, MORGAN HAILE AND TAYLOR DANIEL, SHARES THEIR EXPERIENCE PARTNERING WITH TOP DESIGNERS ON THE RUNWAY.

**FOR A LONG TIME**, beauty on the runways was relegated to hair and makeup only. But as nails and nail art began to garner more attention, so too did fashion designers want to incorporate them into their runway looks. Today, nails are often an extension of the designers' seasonal looks. Taking part in the movement? Morgan Taylor. The brand has participated backstage at a number of notable Fashion Week shows from New York to London to Paris. Here, Morgan Haile and Taylor Daniel talk about how nails play a part.

## What's the best part about partnering with designers for fashion week?

The best part by far is the collaboration, creating such great runway pieces together. The hair, makeup, nails and outfit might all look different, but when everything comes together it's magical. The little details—like nails!—really make the whole look complete.

## Morgan Taylor has been working with Rodarte for a long time now, most recently for the spring 2020 look book. How did that partnership come about?

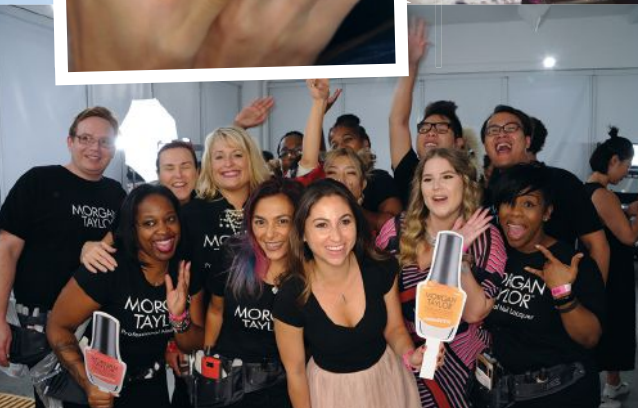
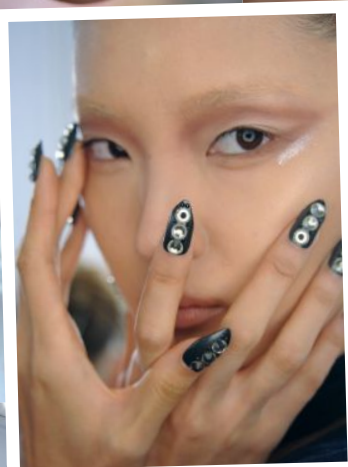
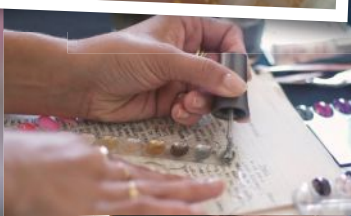
It started about four or five years ago at New York Fashion Week. We were their nail sponsor, and we bonded over our similar businesses—Rodarte's Kate and Laura Mulleavy are sisters who run a fashion business, and we're also a family business. The Rodarte style is breathtaking, and Kate and Laura always consider how the nails fit into the complete look. We tried to create nails that really incorporated their look and inspiration to make something special. It's really important to work with a partner that understands this. That first show turned into a great partnership for years to come.

## What were your favorite nail looks from the spring 2020 Rodarte Look Book?

This is tough! Probably the iridescent look with the pearl detail. It's such a timely design that can be easily created. Layer Morgan Taylor Adorned in Diamonds and Izzy Wizzy Let's Get Busy, then add small- to medium-size pearls on top. It's a classic look for any occasion.

## What other shows had really standout nails?

A memorable show for us was The Blonds—the designers are so creative! For this show we created about five different futuristic styles, from multiple stones to geometric shapes to metallic fades. Each set of nails was matched with a different hairstyle, makeup look and outfit.







Back by popular demand, **WAHL Professional 5 Star Cordless Senior** is designed with a lithium-ion battery and is ideal for on-scalp fading, clipper-over-comb and bulk hair removal. @wahlpro



**RevitaLash Cosmetics Hi-Def Brow Gel** taps soft-flex polymers, peptides and oat beta glucan to help soften, sculpt and define brows. @revitalashcosmetics



**PARODI Professional Care Hydrating Body Moisturizer** packs a powerful antiaging punch with its proprietary blend of antioxidants, omegas and rich nut oils, which protect dermis from damage. @parodicare



The newest addition to the Complex **STYLE** line, **Keratin Complex Molding Paste** adds definition and shine to strands while bestowing moisture and UV protection. @keratincomplex



Inspired by safari wildlife, the limited edition **Olivia Garden Urban Safari Collection** boasts three new designs that pair with the brand's patented scalp-hugging bristles and removable cushion. @oliviagardenint

**Revlon Professional Style Masters Lissaver** temporary smoothing spray combats damage from thermal tools, preserves color-treated tresses and reduces split ends. @revlonprona



**Rusk Deepshine Ultimate Blonde Blue Powder Lightener** taps exclusive Inupro Technology—a sugar complex that helps keep hair fibers intact and retain moisture—to protect hair during the lifting process. @ruskhaicare



# TrendVision presents the 2020 Beauty Envision Awards

## Categories + Sponsor Tags:

ALL IT TAKES TO GET RECOGNIZED  
IS THE RIGHT HASHTAG.

• **Color Artist of the Year:**

#usWella2020BEA or #caWella2020BEA

Strategic placement and a refined color palette are what it takes to prove your masterful technique.

• **Editorial Artist:** #ghd2020BEA

Editorial entries should be grounded in high fashion and captivate the audience.

• **Creative Artist:** #Sebastian2020BEA

Artists are encouraged to push past boundaries and create an imaginative look focused on overall styling, shape and hair ingenuity.

• **Men's Artist:** #SebMan2020BEA

Showcase your expertise in men's grooming by creating a cohesive look that incorporates both cut and style.

• **Total Transformation:** #Kadus2020BEA

Submit your client's side-by-side before-and-after photos to showcase a jaw-dropping makeover.

• **Bridal Hair Artist:** #Nioxin2020BEA

Demonstrate your expertise in heightening

a bride's beauty with a look that's innovative yet wearable.

• **Nail Artist:** #OPI2020BEA

OPI's mantra is "Color is the Answer." Express your individuality with a range of the brand's hues that evoke individuality.

• **Future Star:** #FutureStar2020BEA

Calling all cosmetology students! Prove that you embody the future of haircare and the #ICAN mission: Integrity, Courage, Ambition and Next-Gen Talent.

• **Natural Texture Artist:**

#ClairolPro2020BEA

Emphasize the beauty of curly, coily and wavy locks in this total-look challenge.

• **Elite Artist:** #Elite2020BEA

An invitation-only category, Elite Artist celebrates the industry's most influential artists.

• **Salon Team:** #SalonTeam2020BEA

Tell your team's story through a four-model collection through either individual images or one group shot.

**HOW DO YOU ENVISION** the next era of beauty? If you believe that beauty goes beyond the surface and you're eager to show off your craft, passion and unique perspective, then enter Beauty Envision Awards presented by TrendVision. To enter, head to Instagram from now until May 1 and post a photo with the category-appropriate hashtag and mention @wellaeducation. Winners will be chosen based on an online panel and judged live at the final competition. There's no need to focus only on one category—applicants are encouraged to enter multiple categories. **Note:** Entry photos do not have to be a different image or look to enter in more than one category.



**Jessica Guastella**  
senior portfolio  
education manager,  
Coty North America

"This is one of the best opportunities for beauty professionals to take their craft to the next level. This competition is designed for creative minds to push boundaries, unleash their creativity and be recognized for their talent."

## > BEAUTY ENVISION AWARDS DETAILS

**WHERE:** The Aria Hotel in Las Vegas

**WHEN:** August 9

**WINNERS ANNOUNCED:** Semifinalists will be announced on May 24; finalists will be announced on June 1. All winners will be judged live at the final competition on August 9.

**PRIZES:** Each winner will receive a \$5,000 Visa gift card and free product from the Wella Professionals' ProStore. Color Artist of the Year winners only will receive a trip to the International TrendVision Global Retreat.

For more information head to [beautyenvisionawards.com](http://beautyenvisionawards.com).



The 2020 Beauty Envision Awards (BEA) key visuals  
created by the 2019 BEA winners!



# TOP IT OFF

*No look is complete without adding your final touch. And with event season in full swing, you'll need to keep these finishing goods within reach to round out her look.*



1  
**Lakmé K.Style**  
Pliable Style Control  
Natural Flexible Spray  
@lakmeusa

2  
**Oribe Flash Form**  
Finishing Spray Wax  
cire de finition  
plaisissable  
@oribe

3  
**Schwarzkopf**  
Professional OSiS+  
Ultimate Hold Hairspray  
@schwarzkopfusa

4  
**Sexy Hair Texture**  
Sexy Hair High  
Tide Texturizing  
Finishing Spray  
@sexyhair

5  
**Eufora Style Uplift**  
Extra Firm  
Finishing Spray  
@euforainternational

6  
**Rusk Texture Dry**  
Finishing Spray  
@ruskhairecare

7  
**Neuma**  
neuControl  
Medium  
@neumabeauty

8  
**R+Co NEON**  
LIGHTS Dry Oil Spray  
@randco

9  
**Surface CHAR** Finishing  
Spray @surfacehairhealth

10  
**Ouidad** Finishing Mist  
Setting & Holding Spray  
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# Playing Dress Up

*Tap these hair accessories when you're looking to add some "pop" to your—or your client's—style.*



**Invisibobble Scrunchie in Prima Ballerina** allows you to rock a high pony or secure a braid sans pulling thanks to its signature spiral ring hidden inside the velour material. @invisibobble



Crafted with high-shine gold-plated metal, **Oribe Hair Pony** lends a sophisticated touch to ponytails and braids. @oribe



Give your look a touch of glam—literally—with the **/kit•sch/ X Justine Marjan Glam Rhinestone Bobby Pin**. The bobby pin is crafted with hematite plating and pave rhinestones. @mykitsch



Add a little '80s to your 'do with **Cricket Totally Fresh Safety Pin Hair Barrettes**. The kit includes three two-inch safety pin barrettes in four color sets. (Shown: Totally Mint It) @crickettools



Shimmery rhinestones and center-laced accent gems ensure the **Pink Pewter Glimmer Beaded Snap Clip** adds eye-catching glimmer. @pinkpewter



Available in six finishes, **Beachwaver Co. Hair Cuffs** come in gold or silver and are equipped with an elastic to help keep ponytails in place. @thebeachwaver



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# PORTFOLIO

EXCLUSIVE! COTY  
PROFESSIONAL'S BEAUTY  
ENVISION AWARDS  
WINNERS RE-CREATE  
THE LOOKS THAT NAILED  
THEM TOP HONORS  
IN THE INDUSTRY-  
RENOWNED HAIR AND  
NAIL COMPETITION.

—ALYSON OSTERMAN-KERR

Category:

**CREATIVE HAIR**

Winning Stylist:

**NICO NORRIS**

"Winning meant overcoming my self-doubt and turning my dreams into reality. Being recognized for my work and being invited back to create more imagery has been life-changing." —Nico Norris (@hairgasmbynico)

# VISAGE REQUEST

PHOTOGRAPHER: MICHAEL POOL; HAIR: SHAKHNOZA AZIMOVA, ELENA BOGDANETS, EMMA HANCOCK, DANNY LOZADA, BRYAN NIEVES, NICO NORRIS, ADRIAN DE LA PARRA, CARLY PURDY, JOSE QUINONES AND THE HARLOT SALON; WARDROBE: ONNA SUHOVY; MAKEUP: JASMINE DASHTZAD; NAIL ART: GUADALUPE COSSIO; MODELS: MICHAEL FELIX, KATY FORD, JENNY LADNER, MARIA LEICY, HITOMI MILLER, AMANDA SINGH AND MARI YOON





**Category:**

**ELITE ARTIST**

**Winning Stylist:**

**JOSÉ QUIÑONES**

"After winning my category I've received opportunities for both personal and professional growth, and I've become an inspiration for other beauty professionals. It's truly an honor." —José Quiñones (@josequinonescarbonell)

**YOUR TIME HAS ARRIVED!** You now have the opportunity to submit your work to Coty Professional's Beauty Envision Awards competition through May 1 in any of the following categories: Color Artist of the Year, Editorial Artist, Creative Artist, Men's Artist, Total Transformation, Bridal Hair Artist, Nail Artist, Future Star, Natural Texture Artist, Elite Artist and Salon Team. Finalists will have the opportunity to compete live in Las Vegas on August 9, in addition to scoring major prizes (a course at the Wella Academy in Los Angeles, anyone?). To enter, submit through Instagram and tag #wellaeducation @wellaeducation (entries do not need to include products distributed through Coty Professional). For further information, log on to [beautyenvisionawards.com](http://beautyenvisionawards.com). To celebrate this year's competition, the Coty Professional team invited last year's artists to their studios in Los Angeles for a photo shoot where they re-created their high-scoring looks. Check them out in these pages.



# PORTFOLIO



**Category:** BRIDAL HAIR

**Winning Stylist:**

**SHAKHNOZA AZIMOVA**

"This win opened new doors for me; I met so many talented people and got recognized by many others. It's been an adventure and a big educational experience!" —Shakhnoza Azimova (@shakhnozabeauty)



**Category: CANADIAN  
COLOR ARTIST**

**Winning Stylist:  
ELENA BOGDANETS**

"Winning this category has allowed me to share my vision and creativity with others, and also boost my professionalism. For anyone thinking about entering this year's competition: Don't be afraid to create and enter. No matter what happens, simply trying will help bring your work to the next level." —Elena Bogdanets (@figarosalon)

V  
S  
Q  
QUEST

For more images and videos from the shoot, log on to [beautylaunchpad.com](http://beautylaunchpad.com).



## making waves

Loose, healthy-looking waves epitomize the effortless-looking glamour that Paul Mitchell's Awapuhi Wild Ginger collection aims to create for its wearer.

# aloha

THE PAUL MITCHELL TEAM BRINGS  
THE BRAND'S ICONIC AWAPUHI  
WILD GINGER LINE TO LIFE.

—AO

HAIR: PAUL MITCHELL CREATIVE DIRECTOR LUCIE DOUGHTY AND ARTISTIC TEAM; PHOTOGRAPHER: DANIELA MIDENGE; WARDROBE: MARTINA NILSSON; MAKEUP: HOMA SOFAR





### **dressed up**

Elegance need not look fussy: This model's updo evokes a sense of whimsy and young romance.

### **WHEN CHANNELING**

inspiration for the present-day vision of the brand, Paul Mitchell creative director Lucie Doughty, along with the rest of the artistic team, looked to the company's Hawaiian-steeped heritage. "The indigenous Hawaiian Awapuhi plant extract has always been a key ingredient in our Paul Mitchell history," shares Doughty. "In our latest model collection for the Awapuhi Wild Ginger line, we wanted the viewer to feel the tropic origin of the ingredients and be inspired by the luxurious results of the products."





## **tied together**

A ponytail is anything but basic thanks to the incorporation of thick string that cinches hair at the nape.



**palm reader**

"When capturing imagery for the shoot, we used Hawaii's renowned palm leaves to create a shadow effect, making for a beautiful pattern that's as fun as it is sophisticated," explains Lucie Doughty.



MAP OUT  
WHAT YOU'LL  
BE OFFERING  
FOR **SPECIAL**  
**OCCASION HAIR**  
WITH THESE  
FORECASTED  
TRENDS.

---

by Karie L. Frost

party people

ISTOCKPHOTO



# Summer

Remember those whipped meringue updos, swirled and shellacked into rock-hard, towering perfection? Once favored by women and teens alike for special occasions, such overtly formal hairstyles have been relegated to the annals of hairdressing. Now, when females wish to frame their face for highly photographed moments (for instance, wedding and proms, but also festival season), they desire ever-more-intricate styles that, though certainly elevated beyond normal day-to-day looks, are anything but the stiff stuff of yesteryear. “Now, styles have more texture; they’re looser and more effortless-looking,” says Naples, Florida-based stylist Shayla Robertson (@samirasjewelry). But don’t think effortless means easy. “Even though today’s special occasion styles look more natural and simple, they require more prepping time and new techniques to give the clients those coveted Pinterest-inspired looks,” she relays. Your job: Learn, and then deliver, the newest 2020 party-approved trends to help make clients’ events ones they’ll remember fondly.



@tonyastylist



# For the bride

@hairbyhannahtaylor



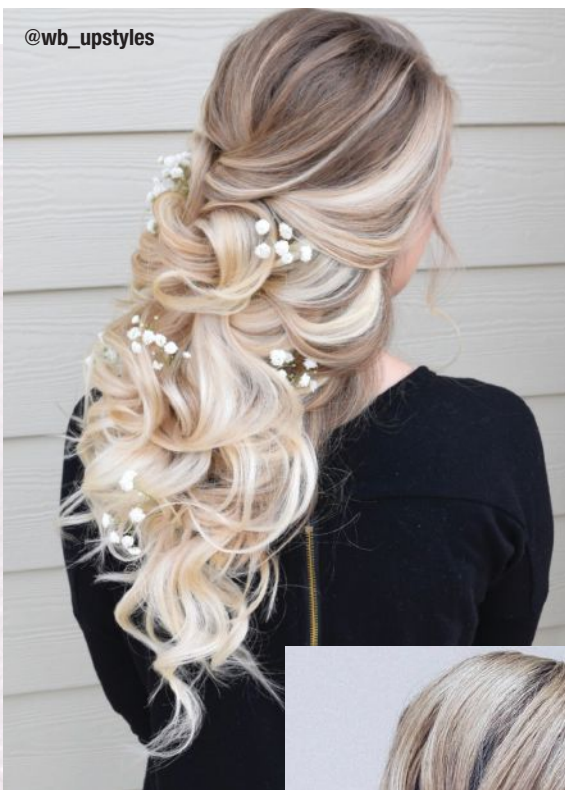
The formality of bridal hair has waned over the past few years, with more bohemian-leaning finishes and styles striking a chord with the aisle-bound. But stylist Whitney Burkhart (@wb\_upstyles) in Lancaster, Pennsylvania, believes a reintroduction of polish will emerge in bridal hair. “Boho is still in, but we’ll see more rigid crowns, fanned-out braids and curls,” she predicts, noting that these styles create the appearance of volume—a highly valued asset for brides.

Bridal hairstylist Ellie Ferrari (@theupdogirl) in Exeter, Devon, England, agrees, noting, “At the moment I’ve been seeing less braids, but the textured loose styles are still so popular—like low textured chignons with light and airy volume.” Ferrari believes this shift toward somewhat simpler, polished styles is the direct result of bridal fashion. “A lot of people are going for more extravagant dresses with heavy beading

COURTESY OF HANNAH TAYLOR; INSTAGRAM; ISTOCKPHOTO



@wb\_upstyles



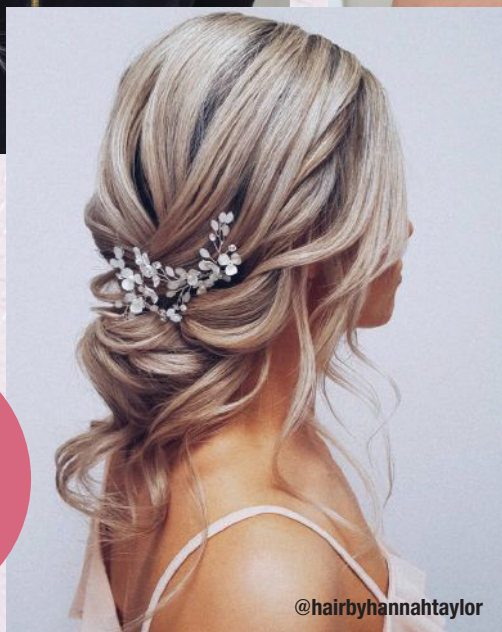
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Don't be afraid  
to accessorize  
her mane!

and texture, so they want to keep their hair less fussy,” she reasons.

For brides that continue to seek lived-in texture yet lean toward the grandiose, UK-based stylist Hannah Taylor (@hairbyhannahtaylor) believes they're in luck. “I think big romantic updos will be massive for 2020—but nothing too polished. Instead, brides will want lots of texture and volume with loose, soft strands framing the face,” she says.

Not going anywhere in 2020: extensions and accessories. “The use of extensions is becoming more and more frequent due to brides desiring added volume for their looks,” says Burkhart. When selecting hair pins, crowns and flowers, Taylor, an ambassador for bridal accessories brand Ulyana Aster, warns that a keen eye for placement and an understanding of the piece's job—to accent the hair—be exercised judiciously. “Accessories should only be used to complement a hairstyle and not to cover up the detail you've spent so long creating,” she says. “You need to make sure they don't overcrowd the hairstyle.”

**MARKETING TIP:** “Great images are so important, but try and show versatility: different hair types, colors and lengths. You can highlight a single style with and without accessories to really show what can be created on different finishes,” says Ferrari.



# for the festival crowd

Festivals are just as special an occasion as any—and they demand downright stunning hair. The good news: There's no deficit of amazing artistry from which to find inspiration—and the techniques continue to evolve. Leading the charge on discovering and creating new trends: Robertson. She envisions twist braids, space "rose" buns and rings (which she credits to Antonio Estrada—learn more from him on page 56—and Laura Chihaia aka @lalasupdos for bringing to the forefront) as 2020's festival-approved styles. "They're all so fun and unique and can be incorporated easily for any event," she says, citing rings as especially interesting as different sizes, shapes and colors can dramatically change the vibe and look of a style.

With a gorgeous trove of festivalgoers as her clientele, Linda Ha (@hairwithlinda) regularly dreams up new dance-worthy styles in her native Australia. But she believes the tide will turn toward simpler (but still quite amazing) tress looks. "I'm thinking long waves with some soft pulled-out fishtail braids flowing through; half-up wavy or straight hair with a few front plaits and hair rings or jewels added in; single long braided

ponytails; really big, soft colorful braids; and classic head bandanas to match clients' outfits," she says, adding that pearls, whether on clips, strings or as stickers, are hot right now and will continue to be a big hit come festival time.

Ever the experimenter with hair accessories (she's even used colorful toothpicks!), Chicago-based Malina Muresan (@hair.and.nina) recommends weaving into braids whatever you can get your hands on—leather chord, chains, embroidery thread, the aforementioned toothpicks—to elevate their visual impact. But be sure to properly prep hair with texture sprays or powders before braiding; this allows you to make plaits as big as you'd like, no matter how much natural hair your client boasts.

**///MARKETING TIP:** Set aside a day to do various festival styles and shoot the finished looks for your social media, advises Robertson. "You don't need a professional photographer or pro model for this. Just have your friend come in with a beautiful outfit and shoot on a clean background," she says. Robertson recommends using hashtags that not only relate to the style you created, but also to the festivals you envision it at as well as your city.







Brads of all types remain trending!







Teen clients seek creativity and uniqueness for their looks!

## for the prom-goer

When servicing the young prom-destined crowd, be prepared for maximum creativity. “Prom girls are always on the hunt for what’s new and what will make them stand out,” claims Rhode Island-based stylist Alexandra Wilson (@alexandralee1016). That means you’ll need to have a command of edgy accents, like Jordan Pomeroy’s (@jbraidsandbows) pick for 2020: chains. The Naples, Florida-based stylist points to their incredible versatility as a reason for their popularity. “Incorporating chains into your styles can make any look edgy—you can feed them into tight braids, work the chain into a romantic updo ... or weave it through a style softly,” Pomeroy shares. She does warn that chains require properly prepped hair, since “if the hair is too soft without enough grip and texture, the chains will easily slide.”

The adventurous nature of teenagers has Arizona-based stylist Antonio Estrada (@antestradahair) looking forward to creating visually stunning styles using anything unconventional—rings, ropes, chains, and diamond and pearl hair stickers. “I’ve used [the stickers] in a few looks; their effect is so different and exciting,” he says, noting that for long nights spent dancing, you’ll want to anchor the stickers with eyelash adhesive.

While Wilson believes that undone textured looks will rule the 2020 prom landscape, she’s certain braids will retain their frontrunner position as the style that captivates teens. “Braids create the most amazing texture and they make for a beautiful detail in any type of style,” she says. Don’t turn your back on simpler styles, too, like ponytails and chignons. Punch them up with a bold accent braid (think: infinity braids, if your client is daring) or add length, girth and extra drama with extensions.

**///MARKETING TIP:** If you’re interested in pulling in clientele for styling, but find you spend most of your day cutting and coloring behind the chair, don’t fret. Focus your Instagram grid on showing off your styling chops, like Estrada does. “I work full-time primarily doing cuts and color, but I use my IG account *only* to show what I can do with styling. It has allowed me to market myself as a styling expert,” he says.





## GET THE LOOKS

### FOR THE BRIDE

Prep hair with volumizing texture mists and powders, while spray waxes, hairsprays and smoothing creams refine styles.



- 1 Oribe Superfine Hair Spray @oribe 2 Sexy Hair Style Sexy Hair Play Dirty Dry Wax Spray @sexyhair  
3 WetBrush Pro Shine Enhancer @thewetbrush 4 Kenra Professional Platinum Dry Texture Spray  
@kenraprofessional 5 Saphira Rejuvenating Styling Cream @saphirahair 6 Design.ME Puff.ME Volumizing  
Powder @designmehair

### FOR THE FESTIVAL CROWD

Turn up texture to aid braiding and stick with products that encourage shine and staying power.



- 1 Wilson Collective Style Both Ways Crème/Gel @wilsonhaircollective 2 MoroccanOil Luminous Hairspray Extra Strong @moroccanoilpro 3 Bosley Professional Strength Bos • Volumize BamBoom Volumizing & Cleansing Powder @bosleypro 4 BaBylissPRO Blue Nano Titanium Curling Wand @babylissprousa 5 Alterna Caviar Anti-Aging Smoothing Anti-Frizz Dry Oil Mist @alternahaircare 6 REDAVID Texture Creme @redavidhair



### FOR THE PROM-GOER

Grip via texturizing products ensures accessories won't budge while glossing goods accentuate every curve of your style.



- 1 Surface Air Lift Volume Powder @surfacehairhealth 2 Eufora Style Full Effect Dry Texturizing Spray @euforainternational  
3 Rusk Pro FINISH04 Firm Hold Hairspray @ruskhairecare 4 Trissola Chia Hair Smoothing Oil @trissola  
5 Agadir Hair Shield 450° Plus Spray Treatment @agadirint 6 Malibu C Leave-In Conditioner Mist @malibucpro



# Industry Feed

—EMILIE BRANCH



Carmen Tal congratulates the winners of the MoroccanOil-sponsored Sustainable Packaging Design Contest.

## BY DESIGN

**MoroccanOil** has announced the winners of the Sustainable Packaging Design Contest. Partnering with New York City's Parsons School of Design, MoroccanOil tapped the next generation to come up with a zero-waste solution to support its products. During a ceremony that concluded the semester-long contest, Bella LaMartina and Mikayla Bruder were announced as the winners of the BFA program, and Vicky Shi and Sihui Wong took the lead in the MFA program. "We saw an opportunity to eliminate primary packaging," explain Shi and Wong. "Our starting point was finding a material that was biodegradable and could return to nature."

The winning BFA team saw an opportunity to reduce the brand's environmental impact by modifying what was already there. "What kick-started our design was looking at a material analysis of MoroccanOil's

products," say LaMartina and Bruder, who were able to eliminate high-density polyethylene and polypropylene found in the original packaging and replace it with an alternative to single-use plastic bottles. "We wanted packaging that could still be beautiful even if it's sustainable," says LaMartina, emphasizing that their design didn't depend on changing user behavior or being "too granola" to make an impact.

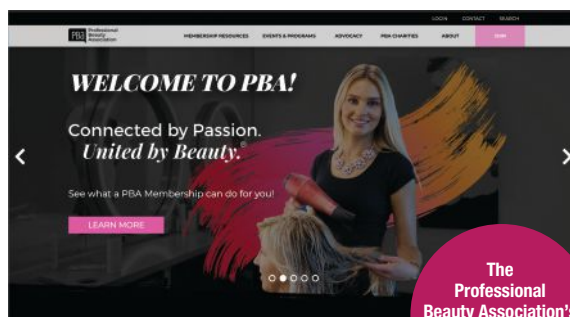


The product design department's projects on display at the announcement ceremony!

MoroccanOil cofounder Carmen Tal was on hand to congratulate the winners and explain more about the brand's commitment to sustainability and upcoming initiatives: "We're looking for ways to be more sustainable and transparent with everything we do in the company, from office practices to how we produce products to shipments," she explains. Tal noted that after becoming aware of the environmental detriment caused by plastic and the professional beauty industry, the brand is dedicated to finding a better solution. "We're focusing on the packaging and looking at how to use more recycled content," adds Bryan Zimmerman, sustainability manager for MoroccanOil. After carefully selecting the two winning teams based on their consideration of the full product life cycle, MoroccanOil now has the option of bringing these designs to life.

## Save the Date

The time has arrived for the eighth-annual **Beauty Changes Live Experience!** Taking place on Sunday, April 19, at the The Geraghty in Chicago during America's Beauty Show, the event is the primary fundraiser for Beauty Changes Lives, a nonprofit organization that has awarded 550 scholarships since 2012. Guests can look forward to runway presentations, an expanded legacy awards ceremony to honor female founders and rising talent, and much more. "As 2020 ushers in a new decade, we're infusing the Beauty Changes Lives Experience with fresh elements and energy that empower and expand the Beauty Changes Lives mission," says Lynelle Lynch, president of Beauty Changes Lives.



The Professional Beauty Association's newly revamped website!

## MAKE ME OVER

Have you seen the new **Professional Beauty Association (PBA)** website? Optimized for networking, the revamped site features sections dedicated to member resources including an insurance marketplace, tips on keeping your chair booked and staying ahead of trends. And, as the official sponsor for some of the industry's leading competitions, the site also functions as a resource for applying and getting to know the winners of the North American Hairstyling Awards. Visitors can even train to become a beauty advocate through the "I Am A Professional. I Am Licensed" program, and help give back to the community by joining any of PBA's listed charities. Check out the website at [probeauty.org](http://probeauty.org).

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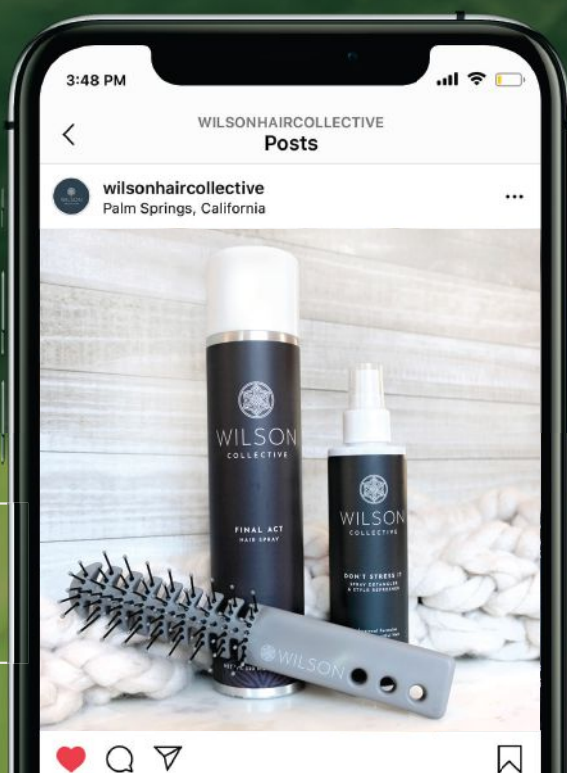
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# The Must List



## Heart on his Sleeve

WHAT'S INSPIRING @GUY\_TANG  
#MYIDENTITY EDUCATOR  
JOSHUA BOYNTON.

—AS TOLD TO ALYSON OSTERMAN-KERR

### 1 FLOWERS

Any time I'm traveling I try to find a botanical garden to visit and look for new flowers I've never seen before. There are so many different kinds of flowers with so many different kinds of colors from which I draw inspiration.

### 2 MY ANIMALS

I've always been a huge animal lover. My parents actually thought I was going to be a vet when I was growing up. I currently have two cats, Kyra and Olaf, and a bird named Remy. I love coming home to my animals after a day in the salon.

### 3 MY MOM

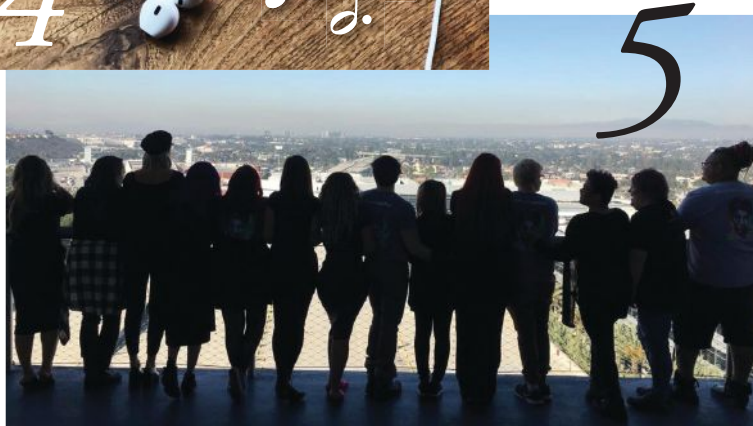
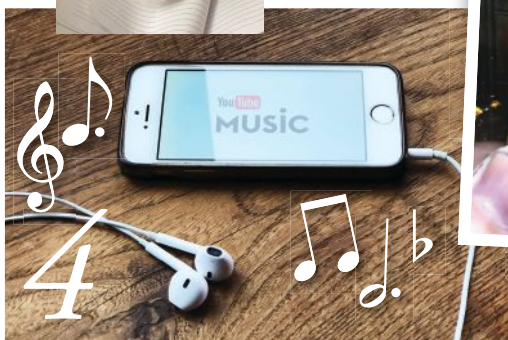
My mom has always been my No. 1 supporter and I could never thank her enough for all that she has done for me. She's someone I can call whenever I need to vent, and is always there when times are tough. She holds a special place in my heart and we will forever have an incredible bond. I love you, Mom.

### 4 MUSIC

Growing up in Nashville, Tennessee, music has always been a huge part of my life; it's a source I gravitate to when I need to relax. I can keep myself together in any situation as long as there's music playing in the background.

### 5 MY TEAM

Being part of an amazing color team [ @Guy\_Tang #MyIdentity ] has helped me grow in so many ways. We all have our specialties and we're not afraid to pick each other's brains to help one another. Even though we live far apart, I consider them family, and love them all so much.



4: KATE KRAV-RUDE/BIGSTOCK; COURTESY OF JOSHUA BOYNTON (7)

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