

BEAUTY LAUNCHPAD

THE OFFICIAL PUBLICATION
OF INTERCOIFFURE

APRIL 2020

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Your Best Self

Therapeutic
hair treatments

Wellness
practices to
adopt at the
salon

The art of
attaining
work-life
balance





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ON THE COVER Photo: Alessandro Viero/IMAXTREE.COM // Designer: Tadashi Shoji Spring/Summer 2020

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The new [MoroccanOil Academy](#) is open! MoroccanOil Academy classes encompass the key pillars of education that MoroccanOil is passionate about, including signature styling and cutting, business programs, and specialized workshops. Designed to challenge, educate, and foster the careers of stylists, salon owners, and managers alike, these robust programs take an outside-the-box approach to emphasize methods for competing effectively in today's ever-changing landscape.

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SIGNATURE STYLING SERIES:

- Designer Bootcamp
- Bridal Business
- MoroccanOil Expert Certification

SIGNATURE BUSINESS SERIES:

- Get Social: Creating Your Own Voice
- Business Certification



Taking the Signature Cutting: Academy Collection class with MoroccanOil was the best opportunity ever! I feel like I can now work smarter, not harder with haircuts. These techniques made me get out of my comfort zone and improved my body mechanics!

—KRISTI WOOD
Stem Hair and Body Salon

For complete class details visit [MoroccanOilProfessionals.com](#)

Follow us on Instagram [@MoroccanOilPro](#)

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On My Radar

Balancing Act



Aly

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

► **I HAVE A PROBLEM SETTING BOUNDARIES.** I'm naturally a people-pleaser (like so many beauty pros!), which translates into these two related dilemmas: 1) wanting others' approval and 2) not wanting to disappoint anybody—sometimes at the expense of my own needs. Hence why, when brainstorming ideas for this *Beauty Launchpad* "Your Best Self" issue, I wanted to tackle tactics on how to overcome all-too-common dilemmas we often face when trying to manage our own wants along with those of our family, friends, colleagues and clients. In "Take Care," our staff explores three beneficial self-care practices you can take with you at the salon, one of which is mastering the art of saying "no." Flip to page 26 to read what our pros had to say on this topic, along with advice on proper body positioning to avoid the physical burnout that working behind the chair entails, as well as tutelage on proper meal prep. And in "In Sync," contributing editor Francesca Moisin takes a deep-dive into mastering the elusive concept of work-life balance. Read all about this subject on page 58.

Personally, I intend to take much of the wisdom dispensed in these pages to heart: As salon business coach Nina Tulio (@ninatulio) so astutely points out, "You can't pour from an empty cup." Truer words were never spoken, and in the months to come, I intend to address each of you with a full cup and a balanced mind.

HERE ARE FOUR ITEMS I'M REACHING FOR TO BOOST MY SELF-CARE PRACTICES.

[1] TEA

I'm a coffee drinker, but I've recently found myself unable to "tune out" and decompress in the evenings due to my caffeine intake. Enter this certified organic, caffeine-free herbal tea infusion—with licorice root and peppermint—that helps promote relaxation. (Aveda Comforting Tea, @aveda)

[2] ESSENTIAL OIL

When I need to take a moment during the day, I apply this soothing blend of sage, bergamot and orange onto my wrists and slowly inhale—the scent combination is designed to inspire relaxation and comfort. (Eufora Unwind Pure Essential Oil Blend, @euforainternational)

[3] AROMATHERAPY

I keep this scent pod on my desk for times I'm feeling stressed at the office—just a few slow inhalations of my preferred lavender aroma provide a tranquil respite. (ESYM Scent Pod in Lavender, @esymco)

[4] WEIGHTED BLANKET

This blanket makes me feel like I'm being wrapped in a giant bear hug! The pressure of its weight works to alleviate stress and calm anxiety, and I turn to it while I'm relaxing on the couch and when I'm in bed for the night. (Baloo Living Weighted Blanket, @balooliving)



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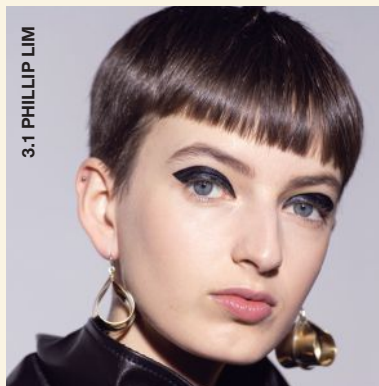
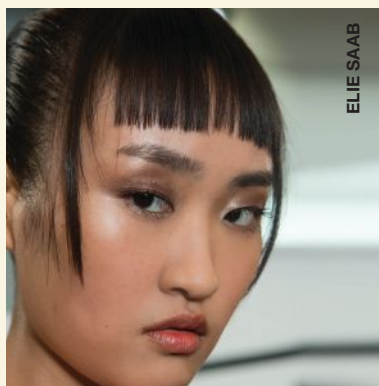


Go Out With a Bang

BANGS BRING THE FIRE TO ANY STYLE—BUT THEY'RE NOT ONE-SIZE-FITS-ALL. HERE, THE BIGGEST FRINGE FADS FROM THE RUNWAYS—ONE OF WHICH DOESN'T EVEN REQUIRE FREQUENT TRIMS! —KARIE L. FROST

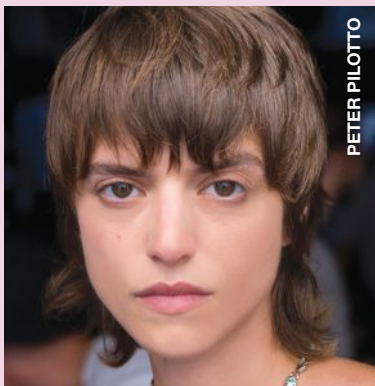
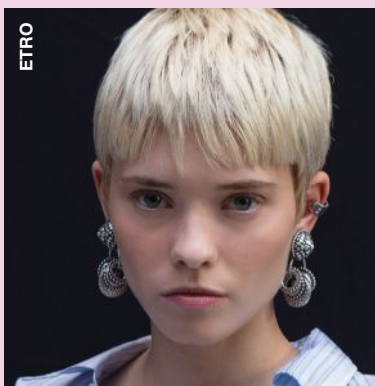
BE BLUNT

One-length, straight-edged and scissor-specific, these blunt cuts demand major upkeep—and soaring confidence.



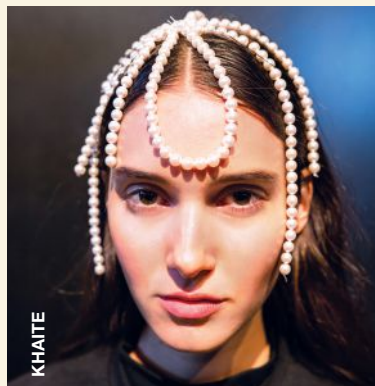
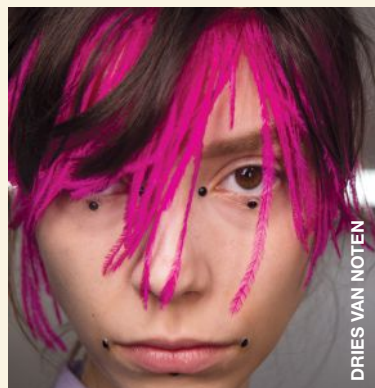
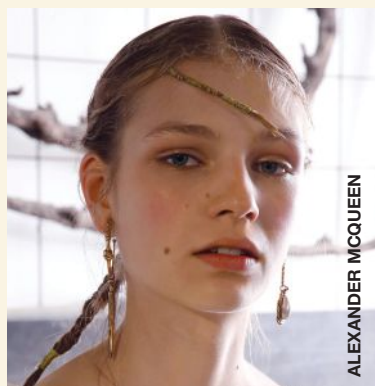
SHRED HEAD

These are not your typical feathered fringes: The season's vibe is retro-meets-rock, but with a modern sensibility.



SO EXTRA

At times mimicking the natural drape of bangs or simply adorning fringe, everything from feathers to thread to pearls trimmed foreheads.



ANDREEA ANGELESCU (7); 3.1 PHILLIP LIM; COURTESY OF DYSON; KHAITE; COURTESY OF WELLA PROFESSIONALS

54.2%?

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No.1 shampoo in Korea

TS shampoo covers 54.2% market share of hair loss care shampoo in Korea. (Nielsen eCommerce Key Account Data Report)



Participated in 2020 ISSE January 25-27, 2020



Distributors are wanted.



➤ **IG TREND ALERT:**

PROCESSING PICS

➤ **AS THE WARMER MONTHS** arrive, so too do the requests for brighter blondes and dimensional brunettes. And while before-and-after shots are beautiful, it's the processing photographs taken as clients are lightened that are downright mesmerizing. Whether the posts are showcasing intricate latticework, as seen by @lilu12424 and @ccrewhair, or educational, like @williamnewberryhair or @karaloveshair, or just plain fun, such as the pics from @meg.rey or @sarahserbs, we hope you'll agree that sometimes a head full of foils is a beautiful sight to behold—and share your processing pics with us, too! —AMY DODDS

story continues >>



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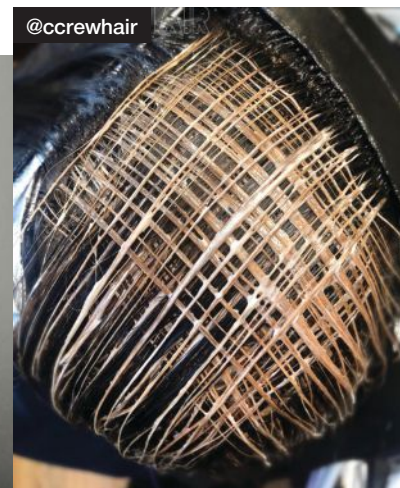
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INSTAGRAM



Live Your Art

WHAT DO YOU INVEST IN? If you answered “yourself,” we’re giving you props. Investing in you, while often overlooked, benefits both your career and overall happiness. When you allow yourself time to flourish through education, your career—and your client base—grows. Once you’ve established that you want to invest in yourself, the next step is a program that aligns with your goals. Enter Eufora International: With an ever-changing curriculum, the Eufora Advanced Training Academy features an extensive course list with classes covering all aspects of technical and creative styling, precision cutting, color placement, men’s grooming and business skills.



SOMETHING FOR EVERYONE

No matter where you are in your career, you can always improve with education. The Eufora Advanced Training Academy has a course for every level of stylist. Here’s just a sample of the course options.

SHAPE SHIFTING THREE-DAY COURSE

Experiment with interior shapes through directional and switch layering, combined with vertical cutting, dry cutting and texturizing to achieve modern silhouettes with precision and ease.

THE RAZOR SYSTEM THREE-DAY COURSE

This advanced technical course incorporates systematic precision-cutting techniques using the razor to create contemporary shapes and designs.

REFORM - ADVANCED TEXTURE DESIGN THREE-DAY COURSE

Gain techniques and systems for working with naturally curly and chemically treated hair in an atmosphere that encourages you to experiment, be inspired and fall in love with texture in all its forms.

MASTER FINISHING THREE-DAY COURSE

This course is designed to help you take command of the systematic blow-dry techniques and the tools required to

complete your creative vision while also saving time.

BLONDING MASTERY THREE-DAY COURSE

Explore the full spectrum of EuforaColor Blondes. Learn to lift and tone with confidence and say goodbye to the fear of color corrections.

PRECISION CUTTING: MEN'S TECHNIQUES THREE-DAY COURSE

Learn the core techniques necessary to create the looks most coveted by male clients. The course includes theory, demonstration and hands-on instruction.

BUSINESS INTELLIGENCE FOUR-DAY COURSE

This course is an interactive business success workshop that provides you with the education systems, concepts and tools needed to bring accelerated change to your business. Leave with resources, workbooks, blueprints and timelines that are specific and unique to your business needs.

Ready to hit the books? Here’s what you need to know to get started.

ENROLLMENT Academy courses are offered throughout the year. Technical courses offer an attendee to instructor ratio of eight to one.

TUITION POLICY

A 50 percent deposit is required to register. The balance of the course fee is due no later than 30 days prior to the date of the course. Deposits are nonrefundable. Tuition includes mannequin heads, product and instruction manuals, with each student needing to provide their own cutting and styling hardware.

LOCATION

The Eufora Advanced Training Academy is located at the Eufora corporate headquarters in San Diego. Courses are also offered at satellite locations across North America.



For information on the most current course schedule, Academy locations, travel details and registration, visit eufora.net. Follow the brand [@euforainternational](https://www.instagram.com/euforainternational).



Velvet finishes and a cheery palette of blush, cream, coral, gold and emerald lend the space a luxe yet homey vibe.

NUMBER OF
CHAIRS:

3

Warm Welcome

AT CITRINE SALON BY ALLYSON M, HOME IS WHERE THE ART IS. —KLF

Citrine Salon by Allyson M / Millbrook, New York

► INSIDE STORY:

A rocky start to a career can be spun positively, as Allyson M. Neri found. After leaving her first salon assistant job feeling a little defeated (“That experience wasn’t one of the best,” Neri admits), a fire started to burn inside her. “Let me tell you, [that job] fueled my passion even more to build a home for clients and stylists alike to feel loved, grow and evolve,” she says. Twelve years after that first assisting ordeal, Neri and her husband Francesco opened Citrine Salon by Allyson M in November 2019. Named after the stone that Neri says “carries the power of the sun—warm, comforting and life-giving,” the 1,500-square-foot open-concept space certainly glows, with plush velvet sofas and chairs in blush and coral hues; natural wood floors; warm white macramé poufs; and gold accents galore, from mirrors to drawer handles to floor lamps. “Our decor is definitely boho with a splash of glam and a modern twist,” Neri thrills. A large elk skull holds court in the waiting area

alongside sky-high rose-hued pampas grass—two design elements that fascinate clients.

Even the salon’s location in Millbrook, New York, speaks to the idea of warmth. “It’s the cutest little town, filled with great restaurants and shops. It’s also walkable, and there’s such a sense of community, which I love because I value that in my business,” Neri shares.

As an independent educator, Neri naturally puts a lot of emphasis on education, not only for her small staff of two, but also for Citrine’s clients. “One of my favorite sayings is, ‘If you’re not growing, you’re dying!’” she notes, explaining that Citrine has already booked several education classes



Allyson M. Neri

BROOKE ANTHONY/@BROOKE_ANTHONY



Natural light floods the warm space, including the three minimalist workstations.



Ergonomic shampoo chairs receive a boho update with macramé poufs.

STRONGER TOGETHER

With only two employees, Neri focuses on showing them her gratitude. "Group activities, lunches—I try to make my team feel loved and appreciated any way I can," says Neri.

for the space and that, with clients, from the moment they walk through the door, she's seeking to educate them on what they personally need to keep their hair healthy and happy. "We listen, we educate, we offer advice, and we make them not only look good, but feel good," she says. And Citrine's clients seem to not only love this level of dedicated service, but the space as a whole because, Neri reveals, they say the salon feels like home. "We get a lot of our guests relaying that they just want to hang out and have a cup of coffee and relax," she laughs. "We're so grateful for that feedback because we want everyone to feel comfortable and pampered!"

RETAIL HAIR LINES:

amika, Fanola, Paul Mitchell, Truss Professional

COLOR LINES:

Fanola, Paul Mitchell, Truss Professional

REFRESHMENTS:

Seltzers, sodas, coffee, tea, mimosas, wine, light snacks

POPULAR SERVICE:

Lived-in-looking bespoke color. "We utilize different methods to customize the goal, and clients love how we're always at the forefront of new techniques," says Neri.



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PRACTICE WELLNESS
AT HOME FOR MIND,
BODY AND SOUL. —JB



► **FINDING TIME FOR ONESELF** can often—ironically—feel like a chore in and of itself! But saving a few moments a day for self-care can bring about several benefits, including stress reduction, a healthier immune system and overall superior emotional well-being. Whether you’ve just spent the day tending back-to-back clients or teaching a styling class, be sure to implement these wellness tips into your daily lifestyle.

[1] BE ACTIVE.

After spending all day on your feet, the last thing you may want is to be active, but trust us: You’ll be happy you did. Being active will help increase muscle blood flow and decrease tension accumulated in your body after a day spent styling. Consider doing a couple of stretches or a few sets of downward-facing dog—a yoga pose known to help strengthen the arms and legs. And if you want to sneak in a little cardio without having to strap on your running shoes, dance it out to your favorite song.

[2] TAKE A SOAK.

Immersing in baths has a long history of wellness. Cleopatra, the last pharaoh of Egypt, took frequent baths filled with donkey’s milk to achieve her youthful glow; likewise, the Romans built bathing complexes because of the water’s healing benefits. Now we know that steeping includes a number of perks such as aiding with sleep, relieving muscle pain and improving blood circulation. Slap on a sheet mask, light a candle, grab a book (or the latest issue of *Beauty Launchpad*!) and let the relaxation begin.

[3] ORGANIZE YOUR SPACE.

Create a home space that would make tidying expert Marie Kondo proud! Decluttering your area can help reduce anxiety and even, as Kondo puts it, “spark joy” after a day at work. But you don’t have to spend all of your free time organizing; instead, choose to tidy items for ten to 15 minutes per day. And while you’re tackling the task, opt to listen to music or a podcast to help the chore feel less tedious.

[4] UNPLUG.

Catching up on TikTok videos or searching #HairGoals on IG may be entertaining, but keeping your device out of reach when you’re ready to hit the hay will help you achieve a more restful sleep. According to Cleveland Clinic, blue light emitted from the screen (mimicking daylight) disrupts your sleep pattern by suppressing melatonin—a hormone responsible for controlling sleep cycles—making it more difficult to fall asleep. Instead of scrolling through your phone right before bed, try reserving that time for jotting in a journal or practicing meditation.

[5] CREATE A GRATITUDE LIST.

Give thanks on a regular basis by making a gratitude list. Taking 15 minutes to record a few things that you’re grateful for each day can increase positivity, reduce stress and help you feel more optimistic, notes a study conducted by Harvard Health Publishing. And spread the positivity: Write thank-you notes every now and then to those who matter.



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Take Care

INCORPORATE THREE INVALUABLE SELF-CARE PRACTICES INTO YOUR WORK LIFE. —FRANCESCA MOISIN

➤ **MOST STYLISTS GO INTO HAIR** because they feel a passion for the industry and a pull to help others, yet it's those very qualities that make it easy for hair pros to forget the essential practice of self-care. Serving clients every day can be challenging—both physically and emotionally. We tapped experts for their top tips on how to work smart at the salon.

MAKE MEALS MATTER

“Fast food won't give your body what it needs to stay healthy so you can crush it at the salon,” says Maggie Hancock (@maggieh), Schwarzkopf Professional artistic team member and owner of Moxie Salon in Scottsdale, Arizona. “Consistent meal prep requires commitment, but investing the time and energy to prep meals will make you nourished without feeling rushed.” Set aside a day to plan your meals, create a grocery list and shop for the upcoming week. Many stores and online services (Whole Foods, Trader Joe's, Wegmans, Publix, Amazon Fresh) deliver, if you find yourself truly in a time crunch. “Make the experience fun by prepping with a friend,” suggests Hancock.

Research foods that can be eaten cold or on the go—delicious options abound online. “Pack protein-dense foods with high vitamin concentrations and healthy fats to help boost energy,” says Hancock. “I find most recipes on Pinterest.” Possibilities include roasted almonds or chickpeas, fresh berries, overnight oats with chia seeds, almond butter balls, and sliced avocado sprinkled with your favorite seasoning. If your salon has a fridge and cubbies, bring meals for the week. Nonperishable snacks can be stored on shelves, while a few properly packed lunches take up minimal cold space. “That eliminates the anxiety of potentially forgetting to bring the food you worked so hard to prepare,” says Hancock. Finally, book time in your schedule. An extra 15 minutes between clients means you can hydrate and eat a snack.



STAY A CUT ABOVE

The way a stylist stands and positions his or her hands can mean the difference between a pain-free career and potential wrist, muscle or tendon injury. “Align your body in an ergonomically correct way,” says Brian Hickman (@brianhickman1), creative director of Local Honey salon in Nashville, Tennessee and owner of The Growth Patterns education program. Practice good posture by keeping feet shoulder-width apart, with your hip and ankles facing forward. Lean at the hip when bending over a client, remembering to keep your spine straight. Most importantly, relax! Hair is fun, so try not to tense up during a service. “When you're rigid or incorrectly aligned, the possibility of contorting to achieve proper positioning is greater,” explains Hickman.

Arms deserve love, too. Hold them at your sides, loose and close, and don't raise elbows higher than 60 degrees for long stretches, which can strain muscles. “With shears, try to use your thumb exclusively while the rest of your hand remains stationary,” recommends Hickman. This helps combat pain or numbness in hands and wrists. Blowouts are a prime opportunity to practice becoming ambidextrous. “Switching tools from hand to hand keeps your dominant grip from contorting due to overuse,” says Hickman. The result? Longevity sans injury. And remember, good habits begin early. “Be mindfully cognizant of correct positioning at the start of a career, so it becomes natural as you grow more experienced,” advises the pro.

LEARN HOW TO SAY “NO”

“Not every guest is a perfect fit for every hair pro,” says Nina Tulio (@inatulio), a salon business coach based in Los Angeles. “It's fine to recommend a colleague when a client wants a service in which you don't specialize or feel comfortable *continues >>*”



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BRIAN HICKMAN



MAGGIE HANCOCK



NINA TULIO

delivering.” Start with a thorough consultation, aiming to discover detailed info about hair texture, lifestyle, styling habits and future goals. If your expertise is balayage and a guest wants a fashion color, refer her to a stylist who does vivids. Likewise, should a client request for platinum blonde to be achieved in a single session after you’ve explained that three minimum visits are required to protect hair’s integrity, apologize and say you’re not the person for the job. “Never compromise your business, expertise or reputation to please a customer,” advises Tulio.

Set a schedule that honors both guests’ needs and your own, then practice setting boundaries if outside-hours requests interfere with personal time. “By nature, we are people-pleasers,” says Tulio. “Stylists should ensure their clients are taken care of, but it’s important to draw the line when that interferes with date night or your child’s soccer game.” Make time to read a book or listen to a podcast, go for a walk or spend time with family. “Setting boundaries is a form of self-care,” continues Tulio. “Time to refuel, recharge and refresh is required, because we all know you can’t pour from an empty cup.”

FRANCIS COLE CAMERON (@FRANCISCOLECAMERON); @LOCAL_HONEY;
JOHANNA FALK (@JOHANNAFALKPHOTOGRAPHY)

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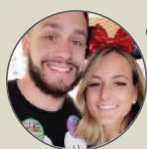
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When Did You Know You Were Going To Be a Hairstylist?

WE POSED THIS QUESTION TO YOU ON INSTAGRAM, AND HERE ARE SOME OF OUR FAVORITE RESPONSES.



@bespoke_hair_by_ariana: On a high school choir trip, while everyone else was sneaking into each other's rooms to get some snuggles, I had people coming to my room because I brought three bleach kits from Hot Topic and called room service for foil! I essentially painted on pieces and foiled them, and we all rocked our hair the next day at Disneyland. Never really thought anything of hairstyling other than "it's fun," but after being a hair school model for my friend, I signed up for hair school.



@feliciapearyyy: When I was a sophomore in high school! I always wanted to do hair but was scared of the idea that "hairstylists don't earn enough." Then my dad, my biggest fan and supporter, told me I needed to follow my passion and that success will follow once you are doing what you love. He pushed me all the way through beauty school! Unfortunately he passed away unexpectedly the same day I took my state board test. I had called him to tell him I was scared I failed and he reassured me everything would be fine. Sure enough, on the day of his funeral I received my notice that I had passed! He always was and always will be my biggest fan.



@erin.mills: I failed forward! When I got waitlisted trying to get into nursing school, I immediately said, "I'm going to hair school!" I had always wanted to go, but many people around me encouraged me not to. But I did it anyway!



@stephanie_hairstylist_harvey: I wanted to be a hairdresser my entire life, but only the "bad girls" who smoked did that in school and I didn't want to be associated with them. So I went to college, got married and had kids, and at 40 years old decided to follow my dreams and go back to school. I'm so happy that I did! I love my career and even though I'm "old" I'm not burned out! It's never too late.



@hairxrh: I knew I wanted to become a hairstylist when I was 14 years old! I was in a tragic car accident and had to get my left foot amputated. At the age of 14 that isn't something to overcome easily! While I was in the hospital (two months or so) my hairstylist at the time came up and colored/styled my hair. The boost of confidence I gained from just having my hair done was unreal. I felt like myself again. That's when I knew I wanted to make people feel beautiful, even in tragic times. My hair has always been a security blanket and gives me confidence when I need it the most! Fifteen years later I'm my own boss and get to witness everyone in my chair leave feeling beautiful! That's how I know I'm where I'm supposed to be, doing what I'm supposed to be doing.



@theconfidentcolorist: I wish I had a glamorous answer. I was 15 years old and became pregnant. I was already in a dropout prevention program for "bad girls," and our school was located on a vocational campus. My school principal was the first person (besides the daddy) who I told. He said, "Well, you have a tough choice ahead of you." I thought he was talking about the pregnancy, but he followed up with: "You can be a statistic, or you can be a smart mom and continue your education." He told me that I should take advantage of my situation and enroll in technical school. He toured the campus and options with me, and suggested beauty school because I could complete it in time for the baby to come. He supported me all the way through, always checking on me and telling me he was proud of me. The positive reinforcement of one person is the reason I'm not a statistic. My daughter is 30 years old now and in medical school, and I swear that defining moment changed the course of my life. I fell in love with hair because I was able to encourage and support others the way my principal did for me. Doing pretty hair is like a bonus. The real skill is that we have the potential to change someone's life simply by having the opportunity to connect.



@lipstick_hairandmakeup: When I lost my job as a flight attendant and escaped from my ex and his violence. I realized when I was in school that being a hairstylist gives me a lot of peace because I can create and give happiness to others.



@josh.does.hair: When my husband told me to go to cosmetology school. Growing up, all I ever wanted to be was an artist. I was scared to go to college not knowing what route to take, so I didn't. And he told me doing hair is an art form in and of itself, and pushed me for three months to enroll. I finally did and I'm so happy; it's the best job in the world.

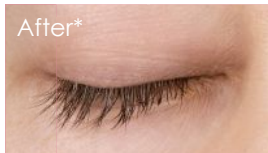
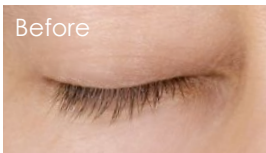
*Posts edited for length and clarity.

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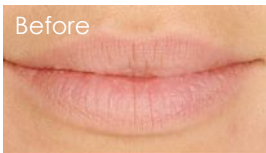
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the Colorist

APRIL
2020

TONE UP
TONING TIPS
FROM TOP
ARTISTS

**GET THE
COVER LOOK!**

How-to by
Wella Professionals'
Dana Lyseng

New
SHADES AND
ACCESSORIES



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—AO

discotheque

This issue's

The Colorist cover, and the accompanying images featured on these pages, shine the spotlight on Canadian Wella Professionals top artist Dana Lyseng. Dubbed *Discotheque*, the collection is inspired by the sexy, confident clubgoers who are still going strong and sparkling well into the early morning hours. Modern cuts are coupled with bold color placement to echo the wearer's sense of ease and self-confidence. Check out how to replicate the powerful blue cover look with the accompanying how-to from Lyseng.

HAIR: DANA LYSENG; PHOTOGRAPHER: KALE FRIESEN



GET THE LOOK

*Model is a natural level 3.

Step 1: Begin with a virgin double-process blonde lightening service, pre-lightening with Blondor Multi Blonde Powder Lightener and 30-vol. developer.

Step 2: Once mids and ends are at a level 8, use Blondor Multi Blonde Powder Lightener and 25-vol. developer on the regrowth. Lighten to a level 10. (Note: If hair looks gold, apply additional 20-vol. developer mixed with two parts Soft Cream Blond from roots to ends to get the hair to a clear level 10 blonde.)

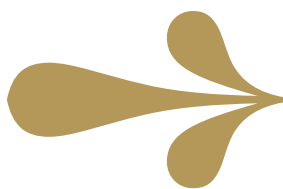
Step 3: Tone using 10/1 Illumina Gloss with equal parts 1.9% and Service Color Post Treatment.

Step 4: Once hair is icy blonde, take two triangular-shaped sections from the back working toward the face, softening to a crescent shape around the eyes to the center of the hairline. Make sure the triangles meet in the middle of the hairline.

Step 5: Color the bottom triangle with Color Fresh Create New Blue and a small amount of Pure Violet for more depth. For the top triangle, use New Blue along with Tomorrow Clear and a bit of Future Yellow. Both Tomorrow Clear and Future Yellow enhance light and depth. Tone the blonde hair in between the triangles with Tomorrow Clear and a small amount of New Blue for an icy blonde finish. @wellahairusa

tip sheet

WHAT'S NEW.
WHAT'S HOT.
WHAT WORKS.
—AO



Bioresin tubes made of sugarcane are 100 percent recyclable!

GET CREATIVE

Four temporary, creative color-depositing conditioners—available in Aqua Blue, Pink, Silver and Violet—are formulated with exclusive Reunite Mending Technology, which utilizes amino acids to strengthen hair from the inside out. Hues last up to seven washes.

Pravana Color Enhancer @pravana



Provides up to 7 levels of lift!

SEE THE LIGHT

The lightener relaunches with all-new packaging while maintaining its signature Triple Protein Protection blend of keratin, collagen and silk amino acids that works to strengthen damaged hair, enhance softness and shine, and restore moisture balance.

Keratin Complex It's a Blonde Thing Keratin Lightening System @keratincomplex

DIRECT MESSAGE

Vegan collection includes nine ammonia-free direct dyes with highly concentrated pigments, along with two shade shifters—Clear and Dark—that change the intensity of the color, with the former softening to create pastel looks, and the latter deepening to impart muted tones. Color lasts up to 20 washes.

Keune Color Chameleon

@keunenamerica



SHINE BRIGHT

Four conditioning UV-reactive shades—green Toxic UV, pink Rebel UV, yellow Caution UV and orange Anarchy UV—ensure vibrant creations that even glow under a black light. Crazy Color Neon Collection @crazycolorltd



BLONDE BEAUTY

Lightener taps patented Inupro Technology—a sugar complex that helps keep hair fibers intact and retain moisture—to protect hair during the lifting process.


Rusk Deepshine Ultimate Blonde Blue Powder Lightener @ruskhaire



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—AO

Set *the* Tone

continues>>

ISTOCKPHOTO

Smooth Operator

TRISSOLA PROVIDES FIVE EFFECTIVE WAYS TO SMOOTH AND RESTORE CURLY HAIR.

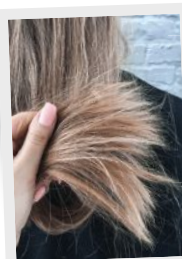
HAVE CLIENTS LOOKING for a way to manage kinks and curls? Enter Trissola, a brand offering keratin treatments that can take clients from frizzy to smooth in less than two hours.



Before and after
Trissola True Keratin
Solution

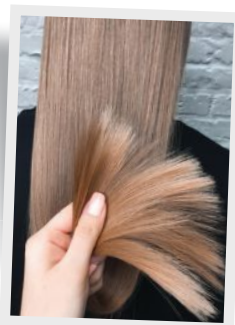
TRISSOLA TRUE KERATIN SOLUTION

Ninety minutes is all it takes to transform dull, frizzy locks into a smooth, shiny mane. The solution eliminates kinks and frizz thanks to a complex blend of fatty acids that works to enhance moisture retention, seal the cuticle and provide nourishment. Ideal for clients with fine to medium textured hair, this lightweight formula maintains volume and loosens curls by up to 80 percent.



TRISSOLA FOREVER ENDS

Repair frayed ends while making them more resistant to future damage with this antioxidant-infused split end treatment. Hair is protected against daily styling and environmental damage for up to four weeks.



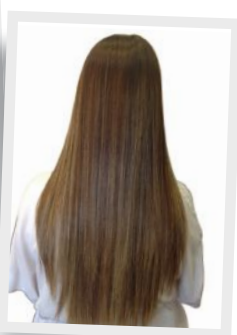
Before and after Forever Ends



Before and after
Trissola True Plus
Keratin Solution

TRISSOLA TRUE PLUS KERATIN SOLUTION

Ideal for medium to coarse textured hair, this advanced formula removes up to 100 percent of frizz and curls depending on clients' individual porosity and density.



TRISSOLA SOLO

This antiaging and smoothing treatment works for both men and women seeking a safe way to achieve shiny, healthy-looking locks while reducing frizz and delivering rejuvenated hair for up to 12 weeks.



TRISSOLA EXPRESS TREATMENT

An express blowout treatment that reduces curls and frizz for six to eight weeks, this formula relies on a proprietary blend of keratin, açai extract and marine algae to deliver successful results in one hour.

For more information visit trissola.com and follow @trissola.



**framesi Italian style team member
Jessica Roth (@jessilee30)**

Always pre-tone before applying silver/gray formulas. Pre-toning is when you use either a violet shampoo or an anti-yellow toner before applying silver formulas. This ensures your canvas is void of all yellow tones and will get you the cleanest results. In the color wheel, violet cancels yellow. Most silver/gray colors are blue- or green-based, so any yellow left in the hair will alter your silver for an undesirable result.

Since wet hair appears darker, I always recommend drying a section until it's at least 70 percent dry before choosing your toning formula. Then, assess the level of lift and underlying pigment exposure in the truest, most natural lighting you have available so you can formulate as needed.



**Surface educator Jammie
Thompson (@hairbyjammie904)**

Try mixing a darker tone and adding a Clear to your toning formula. Why? Because free radicals often cloud the cortex of the hair, which prevents maximum color shine. Integrating a Clear into your formula helps to enhance shine and color reflection that free radicals deplete.



**Rusk artist Hana Norris
(@hanas_salon_rusk)**

Hair is a natural fiber that reacts to color very differently from the roots to the mids and down to the ends. The roots will grab color vibrantly, the mids less so and the ends are the most porous, grabbing color cooler and darker. Tossing one toner formula all over the hair will often lead to hot roots and drab ends. Adjust your toner to lighten and warm as you progress down the hair for even, balanced results.



**Zotos artistic director Mike Petrizzi
(@petrizzipro)**

As hairstylists we love to break the rules, but there's a crucial toning rule that you need to understand in order to get the best results possible. Color doesn't lift color. If you lift to a level 7 and want a level 9, you cannot use a toner to lift those level 7 pieces two levels. I generally choose a demipermanent, ammonia-free color to tone with, and this color is intended for deposit-only. You can only tone for the level you've lifted to, or go darker. Trying to lift and tone at the same time will result in unwanted warmth.



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Carly Zanon (@the.blonde.chronicles)**

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2 Encourage thicker, fuller manes with **Alterna Caviar Anti-Aging Clinical Densifying Leave-in Root Treatment**. The leave-in tonic works to stimulate the scalp plus defend against DHT

buildup and clogged follicles thanks to a mix of vitamins and nutrients. @alternahaircare

3 amika Flash Instant Shine Mask is a fast-acting treatment that glosses, softens and moisturizes in as little as 60 seconds. @amikapro

4 Saphira Leave In Mud taps Dead Sea-derived minerals, keratin protein and vitamin E

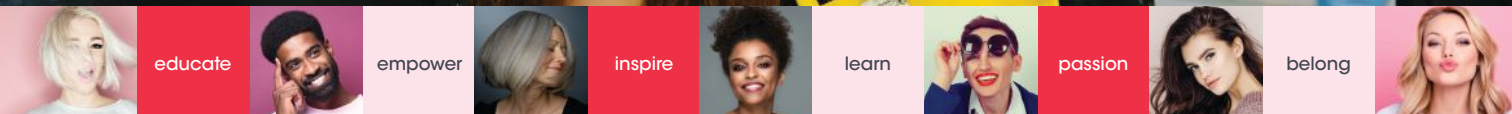
to add major moisture and help treat dry hair. @saphirahair

5 Add a few spritzes of **Eufora Beautifying Elixirs Leave-In Repair Treatment** to detangle, moisturize and reduce frizz courtesy of meadowfoam seed extract and exclusive Damage Cure and Tri Sugar Complexes. @euforainternational

6 Packed with quinoa protein and lipids, **Aveda Damage Remedy Intensive Restructuring Treatment** strengthens and helps treat damage caused by the sun, thermal tools and coloring services. @aveda

7 Relieve dry spirals with **Ouidad Deep Treatment Curl Restoration Therapy**. The heat-activated treatment penetrates locks to provide curls with essential amino acids and proteins. @ouidad

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Spring to Life

➤ From Florence Pugh's whimsical chignon to Olivia Wilde's milkmaid braids, take note of these celeb looks to freshen up her style for spring—and tap these products to achieve them!

Get the Looks!



START

Truss Professional Infusion Shampoo and Conditioner
@trussprofessional



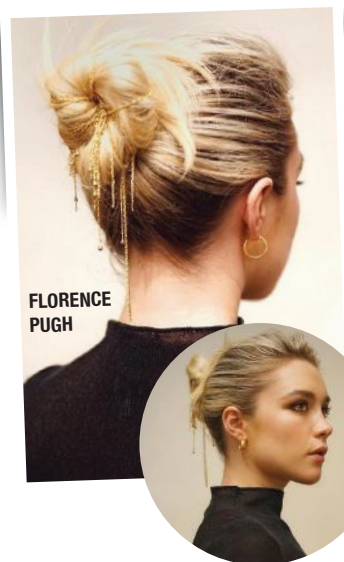
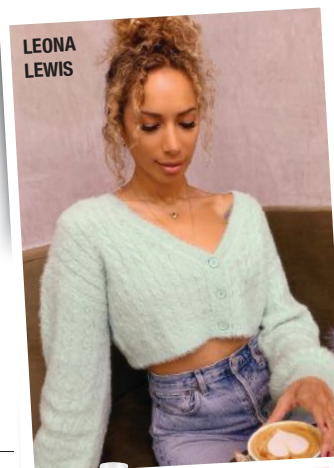
STYLE

Wilson Collective Style Both Ways
@wilsonhaircollective



FINISH

BaBylissPRO MiraCurl 3 2-in-1 Professional Curl Machine
@babylissprousa



START

Kenra Professional Platinum Prime Shampoo
@kenraprofessional



STYLE

Lelet NY Chain Chain Pearl Comb
@leletny



FINISH

Oribe Flash Form Finishing Spray Wax
@oribe



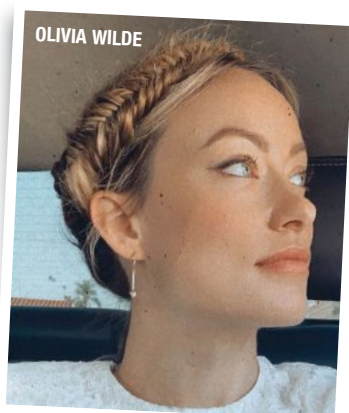
START

Malibu C Leave-In Conditioner Mist
@malibucpro



STYLE

DevaCurl Styling Cream
@devacurl



START

WetBrush Pro Detangler
@thewetbrush



STYLE

Redken Braid Aid 03
@redken



FINISH

Agadir Finishing Spray Firm Hold
@agadirint



FINISH

Awapuhi Wild Ginger Anti-Frizz Hairspray
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WHAT'S TRENDING

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

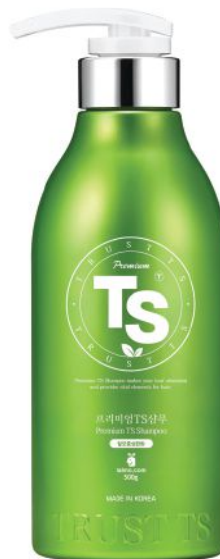
HAWRYCH MD Eyelash LASH Enhancer promotes healthy, fuller-looking lashes in as little as four weeks. @hawrychmd



Back by popular demand, **WAHL Professional 5 Star Cordless Senior** allows mastery over on-scalp fading, clipper-over-comb and bulk hair removal thanks to its surgical fade blade. @wahlpro



TS Premium TS Shampoo taps biotin and 24 botanically derived extracts to help prevent hair loss and craft thicker-looking tresses. tsshampoo.com.sg



Oway Rebuilding Hair Mask blends amino acids, Amazonian butter and sugar cane oligosaccharides that work to restore protein levels, seal hair's cuticle and retain moisture. @owayorganics



Bio Ionic OnePass Styling Iron uses patented silicone strips and exclusive Bio Ionic Moisturizing Heat to craft smooth, frizz-free locks. @bioionic



Sexy Hair Big Boost Up Collection includes a shampoo, conditioner and texture spray infused with collagen, proteins, amino acids and peptides to boost elasticity, strengthen and minimize breakage. @sexyhair

Newly upgraded **Moroccanoil Perfectly Polished Titanium Flat Iron** is designed with extra-long titanium plates to create frizz-free styles. @moroccanoilpro



Formulated for gray and white hues, **Orbe Silverati Illuminating Pomade** is crafted with silver pigment, arctic root extract and pea peptide to brighten, moisturize and improve elasticity. @orbe



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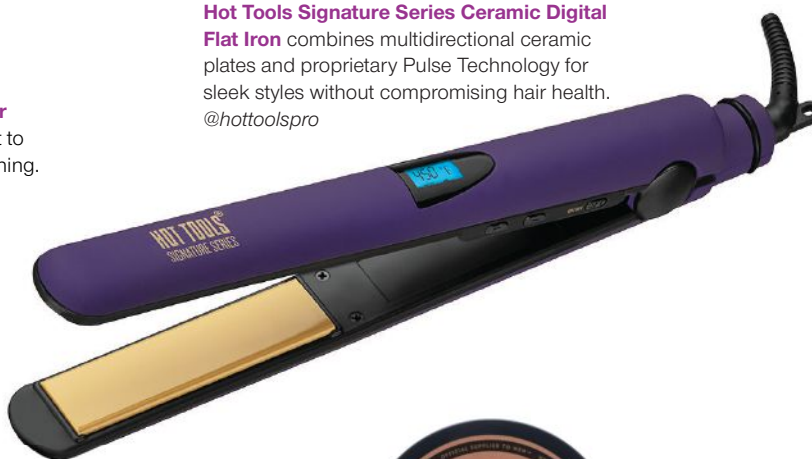
licensed to create.



Ideal for cutting tapers and fades, limited edition **Andis Nation Cordless Envy Li Fade** is equipped with a rotary motor and lithium-ion battery, plus boasts a two-hour run time. @andisclippers



Grande Cosmetics GrandeLASH-LIFT Heated Lash Curler employs gentle heat to lift lashes sans pinching. @grandecosmetics



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



Surface Violet Blow Dry Cream taps amaranth protein along with babassu seed and moringa oils to protect, smooth and brighten blonde and gray hair. @surfacehairhealth



American Crew Pomade's water- and lanolin-based formula imparts sheen and medium hold sans residue. @americancrew



Jatai Razor + Shear Stand's chrome-plated design beautifully displays shears and razors. @jataifeather



RevitaLash Advanced Eyelash Conditioner & Serum combines antioxidants, amino acids, peptides, biotin and green tea extract to promote thicker, fuller-looking lashes. @revitalashcosmetics

Dyson Airwrap Styler uses jet technology to create voluminous curls, natural-looking waves and smooth blow-outs via three variant attachments designed to style different hair types. @dysonhair



Olivia Garden Titanium + Ion Flat Iron is crafted with 3D floating plates, dual-ceramic heaters and a premium ion generator to bestow smooth, frizz-free styles. @oliviagardenint



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CBD on the Scene

This roundup of CBD-infused goods will help you—or your client—relieve, calm and soothe stressed skin from head to toe.

Give feet the spa treatment at home with **LeChat Spa CBD Infused Foot Balm**. A blend of vitamins and 300mg. of full-spectrum CBD nourish and moisturize dry skin, cracked heels and tired feet.
@lechatnails

Kopari CBD Deodorant's CBD-, sage- and coconut water-infused formula works to soothe underarms and combat irritation from shaving.
@koparibeauty

Elina Organics CBD Ageless Wrinkle Filling Serum combines collagen and CBD to help firm, increase elasticity and reduce inflammation.
@elinaorganics

Get glowing with **HempBeauty Glow-Up Face Serum**. After washing and exfoliating, add a few pumps of the 150mg. CBD-, retinol- and vitamin E-infused formula for a natural-looking glow.
@hempbeauty_pro

Ideal for post-workout recovery, **CBD Daily Active Spray** soothes targeted areas with 60mg. of CBD. @cbdofficial

GiGi Multi-Complex Premium Hemp Oil soothes thanks to 300mg. of CBD along with arnica, aloe and chamomile. Mix with your favorite lotion or use solo! @gigispa

Swap out chilled cucumber slices for **Patchology Moodpatch Chill Mode Soothing Cannabis Seed Oil-Infused Eye Gels**. The gels are imbued with cannabis seed oil, snow mushroom extract and fatty acids to soothe and help restore skin's barrier function. @patchology

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PORTFOLIO

EUFORA STYLE DIRECTORS MIRZA BATANOVIC AND NEIL SMITH TAP ONE OF AMERICA'S MOST BUSTLING CITIES AS INSPIRATION FOR THEIR LATEST PHOTO SHOOT. —ALYSON OSTERMAN-KERR

New York State of Mind

New York City is known as an epicenter for unique styles: Enter *New York State of Mind*, a collection from Eufora US style director Mirza Batanovic and UK style director Neil Smith, who sought to capture the locals' authentic spirit and fashion-forward nature. The compilation, explains the duo, features diverse models with hairstyles as different and defining as the burrows of NYC, emphasizing the freedom of expression that can be found within a simple look.

HAIR: MIRZA BATANOVIC, EUFORA US STYLE DIRECTOR AND NEIL SMITH, EUFORA UK STYLE DIRECTOR; MODELS: VAI BONA BAKU, IVANA KALUFA, GALLETI AND ELIZABETH WHITE; PHOTOGRAPHER: MARK SHORT; MAKEUP: EMILIA ADAMKIEWICZ; WARDROBE: DESTINY WALDON

Brave the Elements

"The idea was to create looks with different textures that could withstand the elements," says Eufora US style director Mirza Batanovic. "On the day of our shoot it rained and was a classic humid NYC day; this presented a great opportunity to take our styles out for a spin in the city's most notorious conditions."





Texture on Tap

"This collection is a wearable celebration of texture, whether fine and micro-crimped, or coarse and reformed," notes Batanovic. "One of the main concepts behind *New York State of Mind* was in the malleability of the styles, which reflect the versatility of urban life."

Color Creatives

DISCOVER WHAT GOES INTO CREATING THE MORGAN TAYLOR POLISH COLLECTIONS.

EVERY SEASON, when nail polish collections are released, we are always mesmerized by the spectrum of hues and how they consistently seem to be the exact shades we were hoping for. Naturally, we've all imagined what it would be like to come up with our own collection, from mixing colors to naming each one. Here, Morgan Haile and Taylor Daniel, the pair behind the eponymous lacquer line, talk about their creative process and what they love about the brand's spring collection, Editor's Picks.

How do you come up with the polish names for each collection?

To begin, we look at the theme of the collection and try to come up with names that tie into it. Choosing the right names for the polishes is really important, because if they make you laugh or if they stick with you, then you form an attachment to the colors more than if they were just numbered.

What's the hardest part about creating a collection?

Getting the right color combination. It's hard when you fall in love with so many colors and have to eliminate a few of them. On the flip side, sometimes we have to put in a color that might not be our absolute favorite, but it just looks so much better as a complete collection with it in there.

Tell us a little about your spring 2020 collection.

Editor's Picks is a little more sophisticated than our past spring collections. We go to New York a lot and talk to the magazine editors about Fashion Week and on-trend colors, so we used their feedback as part of our inspiration. We also had a lot of fun with the imagery for the collection. The model wore different wigs and the high-fashion clothing made it really chic.

What are your favorite colors from the Editor's Picks collection?

I Speak Chic is a great version of a nude, even though it's more taupe, and it looks good on a lot of skin tones. Call My Blush is the perfect soft pink for the season; it goes well with any type of nail art because it's such a good base color.

For more information on the Editor's Picks collection, visit morgantaylorlacquer.com.





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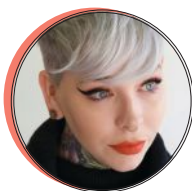
In Sync

*Learn how to attain
necessary work-life balance.*

BY FRANCESCA MOISIN



Stylists know what it's like to multitask. Between servicing clients, interacting with coworkers, keeping pace with bosses' requests plus salon demands, maintaining professional social media pages and attempting to sneak in a bite of lunch, days spent doing hair can feel frenetic. But burnout is inevitable when stylists don't incorporate precious downtime into their hectic schedules. Perhaps the point isn't to inhale that salad in the free three minutes between appointments, but rather to find a way to rethink the organization of a day and achieve a more balanced state of being—both at the salon and away from it. Work-life harmony is not a myth: Our pros provide tips on how to attain it.



ASH FORTIS, owner of XO Hair Lab in Chesapeake, Virginia



GINA BIANCA, Joico global salon business expert and owner of The Network Salon in Plantsville, Connecticut



JAMIE DANA, owner of Pin and Plait Studio in Lake Forest, California

SETTING BOUNDARIES

“Stylists should set boundaries around guest communications, scheduling and what they’re willing to do for clients,” says Gina Bianca (@iamginabianca), Joico global salon business expert and owner of The Network Salon in Plantsville, Connecticut. Start by creating—and sticking to—a concrete schedule. When requests come for work performed outside those hours, practice saying “no.” It might initially feel awkward, but hairdressers shouldn’t strive to please customers who don’t appreciate their value.

“Immediately setting standards in a new relationship is likewise key, because it’s harder to go backward,” says Ash Fortis (@xostylistxo), owner of XO Hair Lab in Chesapeake, Virginia. But don’t panic if that didn’t happen—it’s never too late to brave a boundaries conversation. “If you’re feeling burned out, exhausted or taken advantage of by a client, coworker or boss, then it’s time to tackle the talk,” says Jamie Dana (@jamiedanahairstylist), owner of Pin and Plait Studio in Lake Forest, California.

TAKING TIME OFF

Taking regular time off isn’t a luxury, but rather a necessity. “Stylists stand up most of the day, so the job is physically taxing, and it’s likewise mentally and emotionally draining as we take on the role of therapist—for which most of us haven’t trained!” exclaims Dana. Coming early, staying late and sacrificing weekends is a sure path to collapse. “Make no mistake, grit and self-discipline are prerequisites for success,” says Fortis. But hard work must go hand in hand with proper rest. Total work hours vary from person to person and job to job, but Bianca recommends averaging 120 hours (give or take) on the books each month. Aim for two days off per week, plus longer one- or two-week chunks of refresh time taken consecutively every year. And every so often, treat yourself to a long weekend. “Use that third day to go out of town or enjoy a staycation,” says Dana. “Lock it in your calendar like you would any other appointment, so it’s clearly set.”

Give clients early notice about upcoming away-days to prevent stress later. “Encourage clients to prebook appointments and share fun plans on social media to help further spread the word,” suggests Dana. Guests shouldn’t have to scramble to reschedule because you’re taking a vacation. “If that happens, you didn’t plan far enough ahead,” explains Bianca.

USING WORK TIME WISELY

For all the lively ambience and jovial interactions, a salon is still a workplace. “Stay present while you’re there, and be intentional with every client,” urges Fortis. Opportunities to do good work abound, even when you’re not actively busy behind the chair. “Clean out your station, organize client cards, catch up on paperwork, take product or salon photos, write captions for Instagram Stories, practice updos on a mannequin, bring in a model to test a different style or take photos using new poses, angles or spots in the salon,” says Dana. The options for productivity are nearly endless. Breakroom time should be approached with caution, and should be utilized primarily for scheduled lunch or snack breaks.

MAXIMIZING TIME AWAY FROM WORK

Burnout doesn’t happen just by putting in too many working hours; it also occurs when stylists don’t unplug. “We constantly answer messages from clients, then stay up all night curating social media content and getting lost on our devices,” says Fortis. To combat that fatigue, start by getting organized. “Set up a single booking system, preferably via email, so you don’t have texts hitting your personal phone at midnight on a Sunday,” says Dana. A short and sweet vacation reply lets guests know when you’ll next be in touch. If using social media for business, designate specific times to post or answer messages, then exit the platform. Bianca suggests exercise and meditation as tools for staying in peak shape. “And make time for things that make you happy, like family, friends, hobbies or simply being alone,” Fortis encourages.

Golden Rules

Industry leaders share their insights on achieving work-life balance.

“As a mother of two boys, I struggled to juggle home and work life in the early days of Grande Cosmetics. Pick your priorities. You can’t make it to every game, and that’s understandable, but be there for the monumental events so you won’t have regrets.” —**Alicia Grande, founder and CEO, Grande Cosmetics**



“I’m not sure that life is ever perfectly in balance—maybe that’s why it’s a crazy, wonderful, up-and-down journey. I tend to be a workaholic, but I love what I do, and I actually feel out of balance when I have too much free time on my hands.” —**Beth Bewley, cofounder and CEO, Eufora**



“I schedule personal time, self-care and social events directly into my agenda. Once it’s written there, I honor it.” —**Linda Gillette Parodi, founder and CEO, PARODI Professional Care**



“Getting plenty of sleep and eating healthy are great factors to feeling strong and client-ready. Food is fuel, so pick whole foods that nourish, rather than quick-energy sugars and fats.” —**Mary Wilson, CEO, Wilson Collective**

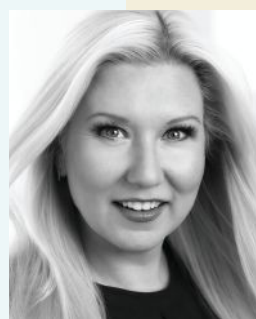


“Set financial goals and be clear on how much you need to earn to achieve the life you want. Then create a strategic plan, taking on as many clients as needed and charging them accordingly to attain that goal.” —**Stacey Ciceron, brand ambassador, Oribe**



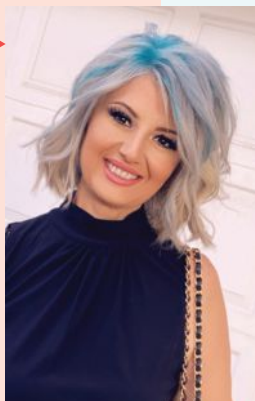
“I make it a priority to hit the gym whenever possible, since I spend so much time traveling. It’s the best stress reliever.” —**Kevin Hughes, artistic director, MoroccanOil**

“Family first! Obtain family function dates as far in advance as possible, and place them in your calendar with a commitment to attend.” —**Wayne Grund, founder and CEO, Surface**



“Focus on what’s truly important to you. Be OK saying ‘no’ graciously when you need to be present somewhere else.” —**Rebecca Hiele, international artist, Goldwell**

“We have the best job in the world. Set your own schedule, have fun doing what you like, always be on time and never cancel on clients.” —**Ani Gafafyan, regional educator, Trissola**



“Choose words wisely and speak to colleagues with kindness. Setting the tone with positive language helps lead to professional success, which in turn makes it easier to maintain a healthy, happy, thriving personal life.” —**Saphira Greenberg, founder and CEO, Saphira**



“Be deliberate and mindful with every action and decision you make by first taking a moment to think about your future self and ask, ‘How do I want to remember this?’ It will change what you do, how you do it, what you say and, most importantly, how you remember it tomorrow.” —**Tom Porter, founder and president, Malibu C Professional**

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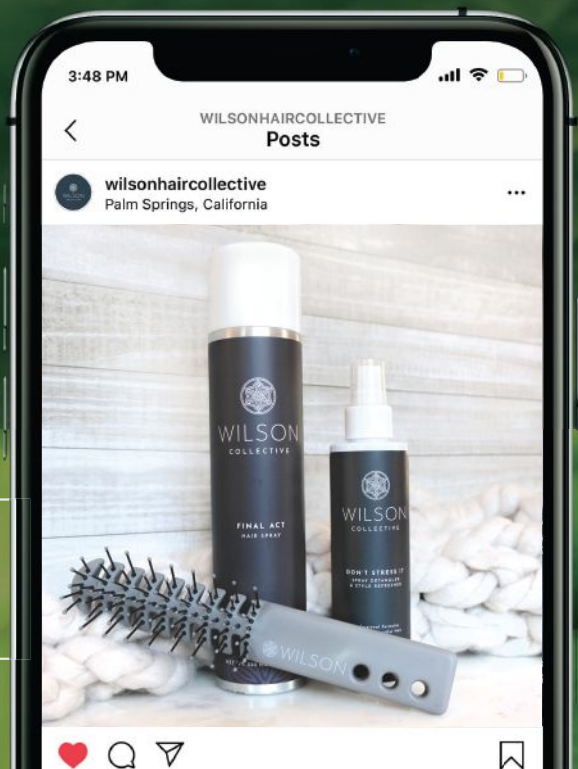
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Industry Feed

—EMILIE BRANCH



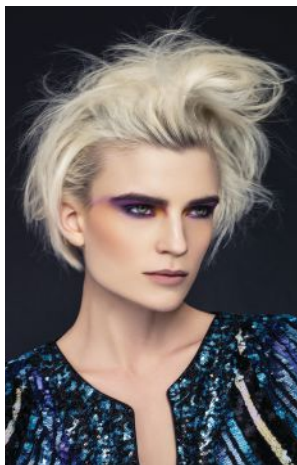
Goth godmother Siouxsie Sioux's wild, dark tresses are romanticized with amber ends and loose curls.

Hazy 54

collection by Sharon Tranter, Schwarzkopf Professional artistic team leader USA



Brushed-out curls with flecks of violet and tangerine bring a disco-esque Cyndi Lauper to life.



1980s hair band A Flock of Seagulls inspired this purposely undone cut.

Inspiration:

Drawing inspiration from the punk '70s scene, edgy rock 'n' roll elements are envisioned through a soft, nostalgic lens.

Go-To Products: Schwarzkopf Professional Color and OSiS+ styling line

CONTINUING THE LEGACY

Beauty Changes Lives announces Dermalogica cofounder and chief visionary Jane Wurwand as the recipient of its prestigious 2020 Legacy Award. Wurwand will be honored at the Beauty Changes Lives Experience on April 19 at Chicago's The Geraghty event venue. Demonstrating a lifelong commitment to the industry, women's professional development and skincare, Wurwand embodies everything the Legacy award represents. "Jane's passion for bringing innovation to the skincare sector, her commitment to nurturing entrepreneurial talent and her success in advancing skill-set training and women's economic independence make her an inspiration to all of us in the professional beauty industry," says Lynelle Lynch, president of Beauty Changes Lives.



Dermalogica cofounder Jane Wurwand is the Beauty Changes Lives 2020 Legacy Award recipient.

A Look Ahead

CHERRY PETENBRINK, ARTISTIC DIRECTOR FOR OLIVIA GARDEN, SHARES HER TREND PREDICTIONS FOR THE REST OF 2020.



Cherry Petenbrink

Beauty Launchpad: What trends do you predict will take over 2020?

Cherry Petenbrink: The 1920s are influencing the 2020s in a big way with smooth box bobs and soft waves. There's also a definite turn-of-the-century vibe happening with bigger, more voluminous styles. Additionally, highlights have become bolder and chunkier with hints of golden warm tones, instead of the cool ash tones that have been popular for a long time.

BL: Which celebs best represent these trends?



Jennifer Lopez

CP: Jennifer Lopez has already been spotted with the highlighted color technique, and Michelle Williams wore her hair in a 1920s-esque wavy box bob at this year's Golden Globes.

BL: As a stylist, what do you have to keep in mind when it comes to trends?

CP: It's so important for stylists to be on trend watch. It's often the subtlest changes that can make a style appear fresh rather than dated. To perfect trendy techniques, practice on a mannequin head until you've got it down pat—this will ensure your clients leave happy!

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Industry Feed

What's Next?

Following the sale of Drybar Products to Helen of Troy, Drybar CEO John Heffner chats with *Beauty Launchpad* about the popularity of stand-alone services, future predictions and more.



John Heffner

Beauty Launchpad: Congratulations on the sale of Drybar Products to Helen of Troy! What prompted the sale and why did you decide to partner with the company?

John Heffner: We were managing two very different businesses [product retail and service] under one roof, and while both are incredible businesses, each requires 100 percent focus to be fully optimized. By selling the product component to a strategic partner with tremendous capabilities, including global supply chain expertise and a deep heritage of building brands, we knew we could accelerate and deliver an even better proposition to our customers. Helen of Troy has a very impressive history, and the company will be instrumental in helping us raise our game and improve our global reach.

BL: What is your prediction for the future of Drybar?

JH: I believe Drybar will continue to lead the way in offering an affordable luxury to consumers who want to look fantastic and enjoy the salon experience.

BL: Is there any niche service or demand you see from consumers that you feel is not widely represented in the salon?

JH: Not really, and that's the challenge. Salons tend to offer everything under the sun that they think consumers want. I don't subscribe to the "one stop for everything" model. Consumers want true expertise, which means that being excellent at a few things is preferred over being pretty good at many things. I believe making the experience truly enjoyable and memorable will set a salon apart from the competition, and while that sounds obvious, it's not so easy to achieve.

BL: What's your key to success? Do you have any advice for fellow beauty entrepreneurs?

JH: Be curious and be nice. The beauty industry is a wonderful ecosystem that is self-sustaining. It's fueled by passion, creativity and spirit; if you possess those three qualities, your odds of success rise exponentially.

Erratum

In our March 2020 issue, we incorrectly attributed the accompanying photo, which belongs to Malina Muresan (@hair.and.nina). *Beauty Launchpad* regrets this error.



The gilded lobby of the Moroccan oil Academy in New York City

CLASS IS IN SESSION

The Moroccan oil Academy has opened its doors! The immaculate 8,500-square-foot space—located in the heart of New York City—will provide an opportunity for stylists to take advantage of customized learning initiatives and ongoing education. Classes will range from signature styling and cutting to programs geared toward business and other dedicated workshops.

To celebrate, guests gathered at the Academy opening on January 17 to view the space designed with gold fixtures, a gold-leaf ceiling and sustainably sourced mosaics. The Academy also features 30 stations for cutting and styling, a professional content studio, theater seating, and a 50-table classroom. "We have to thank everyone for being a part of this," says Moroccan oil cofounder Carmen Tal. "From those who chose the wallpaper to the chairs—it's a labor of love."

Vice president of global education Robert Ham shared his story of wanting to advance his career through education in spite of obstacles: "It's been my commitment—and the commitment of Moroccan oil—to educate all stylists. We want to drive and motivate hairdressers to be the best they can."

Classes will be hosted weekly by Moroccan oil artists, including artistic director Kevin Hughes, and cover a range of topics from razor-cutting to bridal styles and more. For additional intel, visit moroccanoilprofessionals.com.

Styling sessions are set up for hands-on training.



Moroccan oil's leading team, from left: Kevin Hughes, Robert Ham, Carmen Tal, Peter Beckett and Antonio Corral Calero.



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[PROBEAUTY.ORG/NAHA](https://probeauty.org/naha)

An image from NAHA winner Michelle O'Connor's Styling and Finishing entry!



NAHA 2020 Winners Announced

The Professional Beauty Association (PBA) announced the winners of the 31st annual North American Hairstyling Awards (NAHA) on January 25 at the Long Beach Convention Center during the International Salon & Spa Expo. NAHA celebrates the industry's leading talent and features 16 categories of excellence across hair, makeup and nail artistry, including the coveted Hairstylist of the Year Award and the new #NAHAMoment award. NAHA 2020 featured artistic presentations by Aveda, Olivia Garden, amika and Julie Vriesinga.

Without further ado, a special congratulations to this year's NAHA winners!

Avant Garde | **Rodrigo Araneda** | Montreal
Editorial/Session Stylist of the Year | **Lucie Doughty** | Los Angeles
Haircolor | **Chrystofer Benson** | Ogden, Utah
Haircutting | **Yuki Yasui** | New York
Hairstylist of the Year | **Silas Tsang** | Ottawa, Canada
Makeup Artist of the Year | **Katie Nash** | Wichita, Kansas
Master Hairstylist of the Year | **Julie Vriesinga** | London
Men's Hairstylist of the Year | **Ammon Carver** | Chicago
Nail Professional of the Year | **Cassandra Clark** | Aubrey, Texas
#NAHAMoment | **Erica Reynolds Keelen** | Jacksonville, Florida
Newcomer Stylist of the Year | **Cassie Carey** | Brooklyn, New York
Salon/School Design of the Year | **TONI&GUY Galleria** | Addison, Texas
Student Hairstylist of the Year | **Dorothy Greene** | Columbus, Ohio
Styling and Finishing | **Michelle O'Connor** | Hollywood, Florida
Team of the Year | **Salon by InStyle Design Team** | Plano, Texas
Texture | **Norm Wright** | Toronto

Getting to Know You

MEET THE **INDIVIDUALS** BEHIND THE INDUSTRY'S LEADING BRANDS.



SHARON COLLIER,
CEO of Glo Skin
Beauty

MY MAIN GOAL WITH THE COMPANY

IS: Letting the world know how incredible Glo Skin Beauty is! For twenty years our focus has been on the professional market; this has allowed us to understand the necessity of developing products that deliver results.

LEADERSHIP MEANS: Vision, integrity and passion. Vision provides a standard to which a team can strive and aspire; integrity fosters trust and collaborative culture; and passion inspires a team to follow!

I GET INSPIRED BY: Surrounding

myself with passionate individuals.

MY FAVORITE WAY TO UNWIND IS: Spending time and sharing a laugh with family and friends.

MY TOP VACATION DESTINATION IS: New Zealand. The friendly culture and breathtaking natural beauty make this country the perfect spot to visit.

WHEN I THINK OF BEAUTY, I THINK OF: This amazing industry. Beauty offers us a means of expressing our best selves.



JESSICA BAIRD,
Brand Ambassador for
NovaLash

MY MAIN GOALS WITH THE

COMPANY ARE: To educate and build a community with the ultimate goal of team success. Many people in the industry have a competitive outlook instead of recognizing that work should be a collective effort—we all need support and advice at different points in our career.

LEADERSHIP MEANS: Helping and educating others. It's important to discover people's strengths and encourage mentoring for those who find certain areas challenging. I learn so much from

my fellow lash artists—community is a vital part of success.

IN FIVE YEARS I SEE THE LASH INDUSTRY: Becoming more knowledgeable. Since this industry is focused on providing services to the eye, it's so important that professionals understand the science behind the products they use. Prioritizing science and safety are why I chose to train with NovaLash and continue to be exclusive to the company.

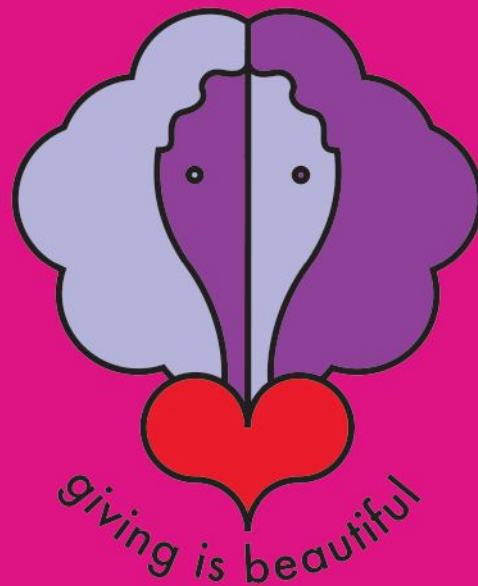
I GET INSPIRED BY: Communication. I love listening to people's opinions, discovering their motivation and reasoning, learning from others, and also sharing my own experiences.

MY FAVORITE WAY TO UNWIND IS: Listening to podcasts and crafting with my daughter.

MY TOP VACATION DESTINATION IS: Las Vegas.

I WORK IN THE PROFESSIONAL BEAUTY INDUSTRY BECAUSE: I love to see the confidence clients gain.

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The Must List

Faith, Family and Fraternity

WHAT'S INSPIRING TOP COLORIST
KAT COLLETT (@KATKOLORS).

—AS TOLD TO ALYSON OSTERMAN-KERR

1 FAITH

Through all of the roller-coaster events in my life, my core belief system has been a driving force. It has also been my motivation to press on even when I cannot see the light.

2 MY HUSBAND

Andrew has believed in me from the beginning, even when I doubted myself. Together, he and I have been able to accomplish many of our dreams as we push each other to be the best versions of ourselves.

3 MY FAMILY

They are my happy place where I can be accepted and loved without judgment.

4 GIVING BACK

Our biggest goal at With Love Salon is to change the world, and we regularly host events to benefit our community. Through this outreach I've found inspiration in a whole new way, with my end goal being to make the world a better place.

5 MY PULP RIOT AND OLAPLEX TEAMS

I am a part of two companies that have pushed me to grow both as an artist and as a human being. The people I've met and grown close to are lifelong friends, and some of the most brilliant artists I've seen.

6 WITH LOVE SALON

My husband and I share With Love Salon [in Kansas City, Missouri], which is our baby that we've been growing for almost two years. The energy and talent from the stylists that work here motivate me to try my hardest.

7 MY PUPS

Owning animals has been a constant reminder of pure love; they're an inspiration to love harder and to care for others with your whole heart.

8 TRAVEL

I need to travel—I find myself through the experiences of seeing new places and trying new foods.

9 PHOTOGRAPHY

I've always appreciated the composition of art, especially through a photograph. Seeing hair and faces through the lens of my camera makes me appreciate my work on another level.



COURTESY OF KAT COLLETT; #4: BIGSTOCK

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