

BEAUTY LAUNCHPAD

JUNE 2020

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THE OFFICIAL PUBLICATION
OF INTERCOIFFURE

LIFE STORY
Guy Tang opens up
about his path
to self-acceptance

#TRENDING
Rainbow
Money Piece

Cool FOR THE SUMMER

How to protect hair from sun,
chlorine and saltwater





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Road to Recovery

THE SEXY HAIR TEAM SHARES HOW TO REGAIN LOST SALON REVENUE AFTER AN EXTENDED CLOSURE.

THE SALON COMMUNITY IS RESILIENT. The philosophy that we're stronger together is a cornerstone of the industry, and one of the many attributes that makes it unique. While rebuilding and healing is an uphill process, the pro-beauty community is helping ease the industry's burden by giving back to stylists.

During this national coronavirus pandemic, there are companies making a true impact on the pro community. The Professional Beauty Association (PBA), for instance, created a relief fund for licensed pros in immediate need, offering \$500 for bills and survival. Sexy Hair is also giving back, both through its PBA partnership and a salon-specific retailing opportunity with the launch of the artistrypro line. Designed by stylists, for stylists — and available to consumers exclusively through stylists—this is the brand's first pro-only line.

Meet the Sexy Hair Team



**CALEB
FOLTERMANN**
GENERAL MANAGER



SLOANE LAMARTINA
DIRECTOR OF CORPORATE
COMMUNICATIONS AND
SOCIAL MEDIA



**STEPHANIE
POLANSKY**
DIRECTOR OF
EDUCATION

RETAILING OPPORTUNITY

“With artistrypro, we’re bringing professional products back to the salon,” says Stephanie Polansky, director of education. The line was created to support small salon owners and booth renters, giving them access to high-end products that can only be purchased in the salon and not discounted. “The products were developed, tested and approved with our visionary, marketing and education teams. No product formulas were approved unless all groups agreed the formula was superior and something all stylists would absolutely love,” she explains.

“We heard that stylists wanted a professional line that would only be available in salons, and we listened,” notes Sloane LaMartina, director of corporate communications and social media. The line, which is made from recycled steel and aluminum, is a definite standout on shelves.

“With the onset of this global pandemic, the timing of this exclusive line couldn’t have been any better,” adds LaMartina. “The stylist community is suffering because of the closing of salons nationwide and there will be a need to make up for lost revenue. Artistrypro provides a boutique line for stylists and salon owners to retail to their clients. In addition to national advertising, we will have an exclusive artistrypro salon finder on our website that will list all salons carrying the line in their area to help drive store traffic.”

RECOVER LOST REVENUE WITH RETAILING

There’s no denying that one of the best ways to recover several months’ worth of revenue is through retail product sales. “Never let customers leave your salon without telling them they need at least one or two products,” advises general manager Caleb Foltermann.

To get clients interested in the product, start a dialogue about which products you’ve used and how it benefits them. Foltermann also suggests taking time to learn a new hair technique and up-selling clients when they come in for a related service, like adding a braid to a blowout. Another way to recover profit is to work extended hours. “Your clients will be more than ready to get back in your chair! Be prepared to (temporarily) extend your schedule to help your customers receive a service faster while helping you catch up on some of the lost revenue,” he advises.

STYLIST SUPPORT

Sexy Hair recognizes the last few months have been devastating and remains dedicated to the salon community. “We are with you and we support you,” says Foltermann. “As we emerge from this crisis, the salon industry will continue to bring beauty and love to our communities. If there is anything that Sexy Hair can do to help you or your salon, please let us know.”

Artistrypro launches to the stylist community via SalonCentric on May 1. To learn more, visit sexyhair.com and follow [@sexyhair](https://twitter.com/sexyhair).

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Photo: Andreea Angelescu

Designer: Oscar de la Renta Spring/Summer 2020

Beauty Launchpad (ISSN 1557-0053 & USPS 022-881), Volume 19, No. 5, June 2020 is published monthly by Creative Age Communications, Inc., 7628 Densmore Ave., Van Nuys, CA 91406-2042, USA, Phone 818.782.7328, Fax 818.782.7450. Basic annual subscription rates are: \$24.00 in the U.S., \$60.00 in Canada, and \$80.00 in other international countries. Periodicals Postage Paid at Van Nuys, CA and additional mailing offices. POSTMASTER: Send all UAA to CFS; NON-POSTAL AND MILITARY FACILITIES: send address corrections to *Beauty Launchpad*, P.O. Box 460159, Escondido, CA 92046-0159.



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

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



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On My Radar



Aly

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Take Pride

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

➤ **ONE OF THE REASONS** I'm so proud to be part of the professional beauty community is its inherent inclusivity; clients flock to your chair from all walks of life eager to not only feel beautiful, but also to feel *seen*. As change-makers, you hold the power to help others own who they are, allowing their outward appearance to reflect their innate unique beauty—you're beacons of empowerment. And among your community of fellow pros, you're likewise accepting: All you need to do is turn to "Points of Pride" on page 42, where the incomparable Guy Tang divulges how joining this industry made him feel proud of who he was, as well as empowered him to help create this positive mentality in others. Others points of pride for each of you (aside from your inclusive nature) is your passion, creativity and talent; hence why we asked you to show us your work on IG for our annual "30 Under 30" colorist competition. Our team was amazed at the well of talent that your thousands of entries showcased—it was difficult to make a decision. Yet ultimately, we chose 30 of you to highlight here in our pages—flip to page 16 to see our inspiring winners.

Your ability to incite change in others, and to continuously push yourselves out of your comfort zone and reach for new levels of creativity, are all elements of your profession that are worth celebrating. I hope you take pride in all that you do.

P.S. As I type this letter, life is especially tough—COVID-19 has forced what seems like the entire world to shut down. While our next issue will address the impact this pandemic has had on our community, I think it's important to keep this month's focus on its intended theme—namely, pride—which all of you should have in droves, especially after facing and (hopefully, by the time this issue goes to print) coming out on the other side of this devastating crisis. Stay tuned for our August issue, where we'll be addressing how the professional beauty industry has rallied as a force of positivity during one of our nation's darkest times.

Check out the below sanitizers to ensure hands stay clean, and support these brands that are helping those who need it most—each one of them has donated product to high-need groups during the COVID-19 crisis.



Malibu C CUR8 Hand Sanitizer (system)
@malibucpro

*For more info on this complete system, log on to beautylaunchpad.com.



Paul Mitchell Hand Sanitizer
@paulmitchellpro

Hempz Triple Moisture Moisturizing Herbal Hand Sanitizer
@hempzbeauty

SPARITUAL Hand Sanitizer Spray
@sparitualist



ORLY Hand Sanitizer Spray @orly

CHI Organic Gardens Moisturizing Hand Sanitizer
@chihaircare

Repêchage Isopropyl Alcohol Antiseptic 75% Topical Solution Hand Sanitizer Non-Sterile Solution
@repechage



STEP 01
FADE



P R O F E S S I O N A L



STEP 02
LINE



STEP 03
FINISH



STEP 04
DISINFECT
*oil after disinfecting



@wahlpro



@wahlprof



@wahlpro



wahlpro

➤ IG TREND ALERT:

RAINBOW MONEY PIECE

➤ **IF ALL YOU WANT**, what you really, really want, is to return to the days of all things platform shoes, crop tops and Union Jack dresses, then you're in luck! Judging by our Instagram feed, the chunky, face-framing highlights made so popular by Ginger Spice circa 1996 are making a comeback, but with a colorful twist. From pops of pink to shades of blue, the rebirth of the bold money piece is a fun look that will definitely spice up your life. —AMY DODDS

story continues >>

@bridget.house



@cicelydoesmyhair



@notyourgmashair

@maggiehm



INSTAGRAM

Enhanced styling. Half the damage.¹ Cord-free versatility.

Cord-free versatility.
Corded performance.
4-cell lithium-ion battery delivers the thermal performance of a corded machine, with up to 30 minutes cord-free run time.² Fully recharges in just 70 minutes.

²Exact run time depends on hair type and styling technique.

Charging dock
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Flexing plates for half the damage¹
Manganese copper alloy plates flex around the hair, gathering it neatly together. This extra control lets you achieve the same style with less heat. For half the damage¹, reduced frizz and fewer flyaways.³

¹Thermal damage measured by hair strength, when creating an equivalent hair style. Tested on flexing plates vs solid plates.

³Direct image analysis vs untreated hair.

Automatic safety shut off
After 10 minutes of inactivity.

Durable finish
Designed to withstand bumps and falls.

Protective plate edges
Shields the scalp when styling close to the root.

Intelligent heat control
Regulates the temperature of the plates 100 times a second, ensuring consistent thermal performance so the heat never exceeds your chosen setting.

Three precise heat settings
330°F, 365°F and 410°F to suit your client's hair type, length and desired style.

OLED screen
Displays battery level, temperature control and charging status during use.

Tourmaline edge
Tourmaline has ionizing properties which help to reduce static.

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@annaabananax3



@bescene



@jaymz.marsters

INSTAGRAM

54.2%?

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TS is a brand originating from 'trust'
aims at creating products that stylist can trust.
TS hair loss care shampoo is made with honesty!

Natural

A natural hair product that uses nature-derived raw plant materials such as Houttuynia Cordata, Perilla frutescens Leaf, and Aloe, while eliminating chemical components.

Safety

5-free! TS is free of sulfate, paraben, silicone, Synthetic Perfume, and artificial coloring for safe use.

High Functional

TS hair loss care shampoo contains biotin and other high cost ingredients for hair loss care.

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



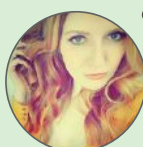
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What Is the Nicest Thing a Client Has Ever Done For You?

WE POSED THIS QUESTION TO YOU ON INSTAGRAM, AND HERE ARE SOME OF OUR FAVORITE RESPONSES. AND WE AGREE WITH @RAE_MCLAIN, WHO WROTE, "AFTER READING SOME OF THESE COMMENTS, IT'S APPARENT THAT ANGELS GET THEIR HAIR DONE." VISIT BEAUTYLAUNCHPAD.COM FOR EVEN MORE RESPONSES!



@hairmama: One of my clients who I saw every Saturday for 20 years was going into a nursing home, and her daughter brought her in to say goodbye. She wanted to give me a piece of her jewelry and said I was the granddaughter she never had.



@melogenic: My client gave me her grandmother's pearls to wear on my wedding day as my "something borrowed." They couldn't have been more perfect and I still can't believe she bestowed that privilege upon me!



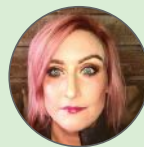
@hopeful.hair.by.rhi: Bought me a \$200 gift card to Kroger because she knew someone unplugged my fridge after I had just bought groceries for myself and my three children, and I was strapped for two weeks until my next payday.



@lo_davishair: The best gift my clients could ever give me is loyalty and trust. Coffee and baked goods are sweet, but I build my business on my clients continuing to sit in my chair and continuously choosing me. That to me is priceless.



@jessahair: Delivered my child.



@rae_mclain: I couldn't afford an EpiPen because I didn't have health insurance. I'm deathly allergic to wasps. I was talking about this with a client and the next day she brought an EpiPen in for me. I cried because no client had ever cared that much.



@hairbyhussein: She said I brought back her confidence and trust in herself.



@gypzi_butterfly: My clients are all amazing—the sweetest, kindest and most generous people that I'd bend over backwards for. But the best had to be a client who invited me to her birthday party where she surprised her guests with a Maroon 5 concert at her house! I doubt that will ever be topped.



@colorful_weirdo_: Kept their head still the entire time. And didn't lean up when I shampooed.



@thecollaborativehairstylist: His last name, two beautiful children and a life I could only dream of.



@lorna_hood_: My clients have brought cake, flowers, wine and champagne. But much, much more important than all of that, is that they have been loyal to me for over 30 years. They've seen me through marriage, divorce, adopting my kids, breaks from hairdressing and every salon move I've ever made. Now that is so incredibly amazing.



@noregetshairstudio: Gave me their kidney and saved my life.

*Posts edited for length and clarity.

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**WE'RE BACK
FOR OUR EIGHTH
YEAR! CHECK
OUT BEAUTY
LAUNCHPAD'S
ANNUAL LIST
OF TODAY'S TOP
COLORISTS.**

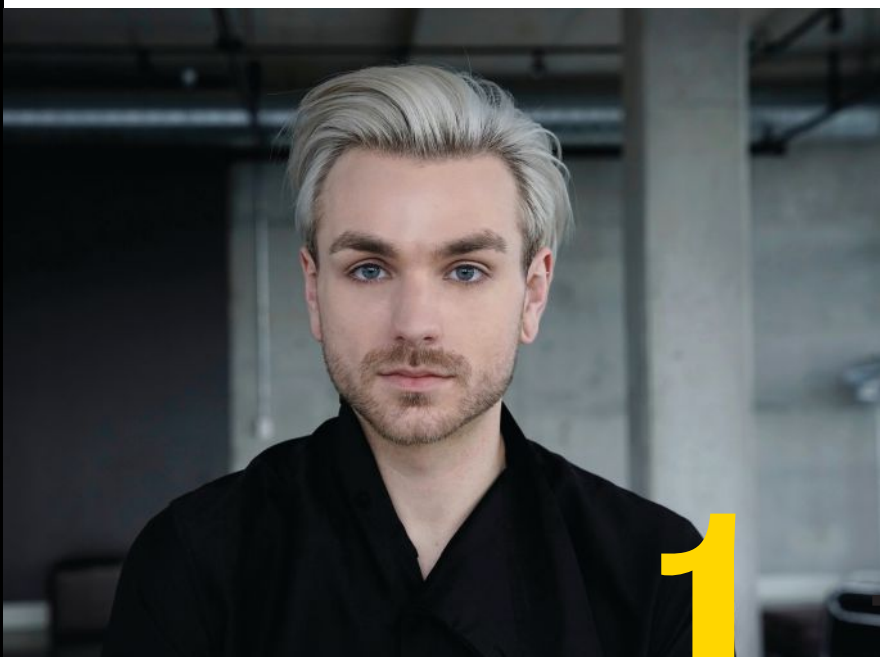
30 UNDER thirty

Hailing from coast to coast and different countries, *Beauty Launchpad's* hottest 30-and-under color experts comprise an eclectic 2020 crew.

We learned about their lives and hue loves, who motivates and what inspires them, how they got started and where they hope to go.

by **Francesca Moisin**

**colorists appear in random order*



1

Connor Lange | 29

SALON: Goldwell master colorist at Bob + Paige Salon in Toronto, Canada

TOP ACCOMPLISHMENT: In 2018, I represented Canada in the Goldwell Color Zoom challenge. Being incredibly stressed while simultaneously surrounded and supported by my favorite people was a surreal experience.

WHAT I LOVE ABOUT THIS WORK: I didn't realize how much I loved science until I started applying it to hair color.

BEST COLOR TIP: Speed up by slowing down. Take your time to do things cleanly and correctly, and you won't have to waste hours fixing color in later applications.

@connorlangehair



Hailey Watkins | 26

SALON: Stylist at Madison Avenue Salon in Myrtle Beach, South Carolina

PROFESSIONAL GOAL: In addition to hair, I'm a special-effects makeup artist. Since day one, my goal has been to do both hair and makeup for the film industry.

WHAT I LOVE ABOUT THIS WORK: Every canvas is a different challenge, so knowing color theory is key. There's nothing more rewarding than helping clients look their best by achieving color goals.

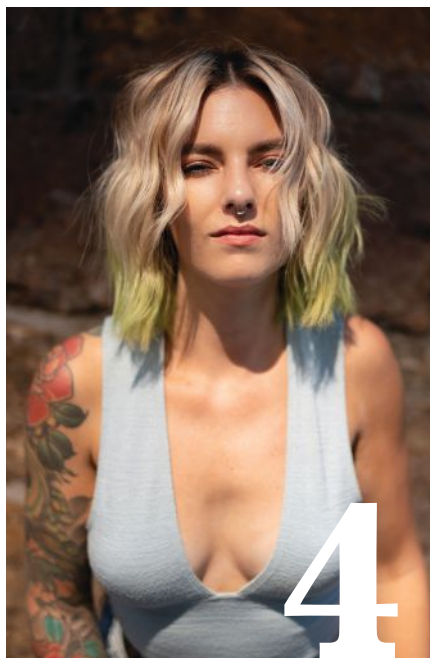
BEST COLOR TIP: Shampoo your hair less—learn to live on dry shampoo. Daily washings will strip natural oils, leaving tresses dry and fading color.

@hailtothehair


2

COURTESY OF ARTISTS

3

Abbey Olinyk | 23**SALON:** Master stylist at Hairology Studio in Winnipeg, Canada**TOP ACCOMPLISHMENT:** With more than 120,000 Instagram followers, I'm proud of the online community I've built.**BEST COLOR TIP:** Turn down those thermal tools and stop using them every day. Think about it like an oven: Most don't go above 450 degrees, which is too hot for heads.**I FIND INSPIRATION:** By creeping on Instagram! Seeing what others create motivates me. Also, high-fashion magazines! @abbeybrookee

4

Jade Federico | 28**SALON:** Owner of Colour Jade Studio in Boston**A BIT ABOUT ME:** I grew up in a small Montana town and was the first in my family to move away, go to college and embrace a life of different possibilities that involved my artistic side.**SOMEONE WHO MOTIVATES ME:** Briana Cisneros. Every time I chat with her, I want to be a better person. She's a boss at color and cuts, but her energy is most inspiring.**I FIND INSPIRATION:** From my husband, Garrett. He's my biggest fan, always pushing me to be better in both life and work. @colour.jade**Marissa Mae Neel | 26****SALON:** Owner of Mae I Paint in Rocklin, California**A BIT ABOUT ME:** I grew up painting and drawing with my grandmother and four sisters, two of whom are also stylists. Later, I was that kid in middle school and high school volunteering kitchen haircuts and doing prom hair in the bathroom.**TOP ACCOMPLISHMENT:** Personally, my daughter. She's the best thing that has ever happened to me, and I'm so proud to be her mom. Professionally, I work hard to create classes and educational content for other stylists, and their feedback has been amazing.**I FIND INSPIRATION:** By looking at a virgin head of hair and seeing all those natural highlights. @maeipaint

5



6

Sami Schneider | 26**SALON:** Stylist at House of Color in Colorado Springs, Colorado**A BIT ABOUT ME:** I went to beauty school to become a makeup artist. It wasn't until I did my first rainbow color that I realized hair was my calling.**BEST COLOR TIP:** I won't color any head without first using Brazilian Bond Builder. The health of tresses is my number-one concern.**FAVORITE TECHNIQUE:** Rainbows forever. The more colors, the merrier. Instead of following strict sections, I usually eyeball hair and place pigment where I think it belongs, which makes the process even more fun. @samihairmagic

Ashley McGinn | 25

SALON: Blonding specialist at Blondish Beauty Bar in Fort Collins, Colorado

A BIT ABOUT ME: I grew up with brothers and a single mom who moved us around seeking job opportunities, which taught me how to quickly adapt to new situations. But as a girly-girl with no one to teach me about hair and makeup, I spent hours in my room learning to braid, curl and style—often with atrocious results, but always having fun.

TOP ACCOMPLISHMENT: Five years ago, while struggling to rent a booth and build clientele, I started taking classes, walking around town with business cards and dog treats, and posting before-and-after photos on Instagram. Sticking with my passion turned everything around.

PROFESSIONAL GOAL: Open my own cozy, welcoming salon accented by luxurious design elements.

 @ashley.m.stylist




Yara de la Torre | 29

SALON: Owner of Lashes & Curls Studio in Key Largo, Florida

TOP ACCOMPLISHMENT: Opening my salon in 2018, joining the Sunlights Balayage artisan team and returning to hair after a life-changing accident left me paralyzed from the waist down in 2019.

PROFESSIONAL GOAL: Become a voice for those who may be struggling. I want to serve as an example of positivity, resilience and perseverance for people in our industry.

I FIND INSPIRATION: In kids' hair. The way it looks after summer break—perfectly highlighted by the sun around the face and softly blonded at the ends—is my go-to for the soft, lived-in balayage styles requested by most of my clients.

 @yaradoeshair



Tom Smith | 28

SALON: Creative Director at Billi Currie in London, England

A BIT ABOUT ME: I was an "A" student in art and design school, always drawn to paints and dyes as mediums.

That, coupled with memories of my mother taking me to her salon appointments as a child, led me to seek out the best hairdressing education I could find at London's Vidal Sassoon Academy.

TOP ACCOMPLISHMENT: Being part of the team responsible for launching Olaplex in the UK has been a particular highlight of my career.

FAVORITE TECHNIQUE: Using vivid or pastel shades in the type of placement we typically see with hand-painted or balayage techniques, to frame faces where the sun might naturally hit and soften the look of an unnatural tone.

 @tomsmithhd

Eunice Kim | 24

SALON: Colorist at Bescene Studios in Rockville, Maryland

BEST COLOR TIP: It's all in the shampoo.

Toners won't fade as fast if you use a purple or blue shampoo once a week.

FAVORITE TECHNIQUE: Face-framing foils. My clients get them between balayage appointments because it keeps down maintenance costs while making color look new. They also make for a bomb money piece.

I'M PROUD TO BE PART OF THIS INDUSTRY BECAUSE: Of the Instagram community. I love sharing my work while admiring others' creations.

 @eunicekimhair



COURTESY OF ARTISTS

FOLLOW @BEAUTYLAUNCHPAD ON INSTAGRAM TO SEE THE WINNERS' STUNNING COLOR CREATIONS.



Mallory Kate Laatsch | 24

SALON: Owner of Mallory Kate Hair at The Suite Loft in Hudson, Wisconsin

WHAT I LOVE ABOUT THIS WORK: The opportunities are endless. Each client is a new canvas for whom I get to create magic, and color can't ever become boring because new trends are always emerging for us to learn and conquer.

SOMEONE WHO MOTIVATES ME: My best friend and former teacher, Molly Stiles. Since day one, she's been helping me learn how to create formulas and gain confidence.

FAVORITE TECHNIQUE: Pastel or vivid color melts. I love blending multiple colors together and making them flow seamlessly.

@mallorykate_hair



Linda Dao | 27

SALON: Stylist at Bescene Studios in Rockville, Maryland

A BIT ABOUT ME: I was a bartender who wasn't sure where I wanted to go in life. One day my boyfriend said, "Why don't you look into doing hair, since you're so artistic?" I never imagined this would be my niche.

FAVORITE TECHNIQUE: Adding black tones to a neon or rainbow color, because it's such a unique placement and requires lots of skill. It will either make or break your look.

I FIND INSPIRATION: On Pinterest and in random, real-life objects. And I'm inspired by @snegga_official, because she has her own aesthetic that pushes me out of my comfort zone.

@lind_uhhh



Jessica Aguilar | 26

SALON: Colorist at All Dolled Up in Southington, Connecticut

PROFESSIONAL GOAL: I'd love to teach a photography class, as taking photos of my work is a favorite part of each appointment.

WHAT I LOVE ABOUT THIS WORK: The formulation process. We're all like mad scientists behind the color bar: an ounce of this, ten grams of that, time to blow dry and let's see what we created!

I'M PROUD TO BE PART OF THIS INDUSTRY BECAUSE:

So many of us genuinely cheer each other on. I clap loudly when my fellow artists are rewarded for their work and know they do the same for me.

@thenewenglandstylist



Joseph Trace | 27

SALON: Owner of JTcolours in Baltimore

A BIT ABOUT ME: I originally wanted to attend culinary school and become a chef, but because I've always liked experimenting with color on my own hair, I decided to give cosmetology school a try—and I never looked back.

PROFESSIONAL GOAL: I've taught in a classroom setting with a small group of students, as well as leading bigger online courses. Ultimately, I'd like to teach on stage or for a larger audience.

FAVORITE TECHNIQUE: Dimensional color. I love seeing ranging hair tones and feel this technique brings tresses to life by giving them movement.

@jtcolours



15

Cassandra Marie Bartosch | 29

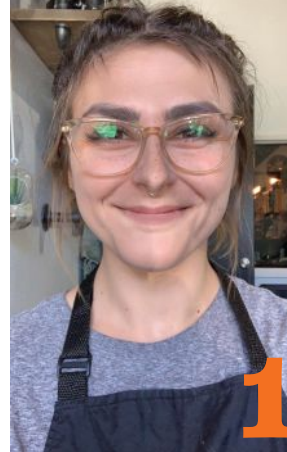
SALON: Master stylist based in Rochester, New York

A BIT ABOUT ME: I was a dancer until I was 20, but I'd always go to hair appointments with specific sectionings of color mapped out for my stylist. She told me I should enroll in beauty school, and I took her advice.

WHAT I LOVE ABOUT THIS WORK: It's the perfect balance between following the rules and being rebellious, which satisfies both the mathematical and artsy sides of my brain.

I FIND INSPIRATION: In being a mom of two kids, which means less time to get my hair done. I focus on lower-maintenance color, softer grow-outs and blended hair, which gives clients a balance between stunning shades and practicality.

[@hairbycassandramarie](#)



16

Christina Crook | 25

SALON: Owner of The Proper Creative in Orange, California

PROFESSIONAL GOAL: To open a bigger space where true artists who come to this industry with passion can express their art without judgment or hostility, and all clients feel safe and welcomed.

FAVORITE TECHNIQUE: Color melting, which is 99 percent of what I do. I never get over how soft and shiny it makes hair, or that clients returning to touch up roots eight months later still look incredible—with toning and haircut appointments in between.

I'M PROUD TO BE PART OF THIS INDUSTRY BECAUSE: From pottery-making to painting to beauty, I come from a family of artists. As a stylist, it's cool to be part of a larger, likeminded artistic community.

[@tina_doeshair](#)

17

Hunter Donia | 22

SALON: Stylist at Details Salon & Spa in Mount Joy, Pennsylvania

A BIT ABOUT ME: I didn't like playing sports or hanging with the other boys as a kid. The day I got into my mom's makeup bag, I knew I'd found my passion.

FAVORITE TECHNIQUE: Color blocking. I love those extreme contrasts. There are so many creative ways to implement it, so I'm glad it's making a comeback.

I'M PROUD TO BE PART OF THIS INDUSTRY

BECAUSE: Hairdressers have the power to change the world, one head of hair at a time.

[@hairbyhunty](#)



18

Julie Christopher | 25

SALON: Senior cosmetologist at Blown 25 in Baltimore

PROFESSIONAL GOAL: I currently have an apprentice, and guiding her sparked my love for education. I hope to one day become an instructor and do platform work. Consistent education is a huge part of staying fresh in our industry.

SOMEONE WHO MOTIVATES ME: Rebecca Taylor. She's an amazing colorist and educator who's also down to earth. Regardless of what life throws her way, she maintains the best attitude.

FAVORITE TECHNIQUE: Unconventional patterns stamped or painted onto hair. It's such a different twist from anything else trending; [@bohoblushed](#) and [@p_i_g_m_e_n_t_](#) are pulling it off in ways that require true talent and patience.

[@jbootybb](#)

19



Katy Samuels | 26

SALON: Cosmetologist at Trelmage Salon in Reno, Nevada

TOP ACCOMPLISHMENT: I'm a huge introvert who hates being the center of attention, so I'm most proud of the work I've done for my favorite color company, Pulp Riot, by teaching classes and working onstage with hair brands at shows.

BEST COLOR TIP: Never underestimate the power of a structure equalizer spray. I use it for prepping my canvases before a semipermanent color to ensure a perfect end result.

FAVORITE TECHNIQUE: Dip dye, especially on bobs. It's such a power move.

@k.s.colors

Sarah Vondracek | 30

SALON: Stylist at Bella Si Salon & Spa in St. Clair, Missouri

SOMEONE WHO MOTIVATES ME:

@alasuipdos, the person I can always turn to for honest, sound advice. I'm thankful to our industry for bringing us together. We all need someone who motivates and supports us.

FAVORITE TECHNIQUE: Twilighting, which is perfect for a brunette who wants warm, bright, golden dimension. Think Jennifer Lopez at the Super Bowl.

I FIND INSPIRATION: In social media, which I use to stay current and prepared for the trends my clients want. I also pay close attention to celebrities' styles, since I hope to one day do hair for TV and films.

@beautymarkedbysarah



20



22

Maguy Rosen | 24

SALON: Stylist at The Mane Artistry in Minneapolis

A BIT ABOUT ME: When I was young, I had a cousin who went to beauty school, moved to New York, got a job at Sally Hershberger and worked for Fashion Week. I thought hers was the coolest job, and since then I've wanted to pursue it.

FAVORITE TECHNIQUE: I use foilage to create bold but blendable face-framing money pieces. I love a lot of depth and contrast when it comes to my signature look.

I'M PROUD TO BE PART OF THIS INDUSTRY BECAUSE:

Stylists are going through some of the hardest times in our careers while being out of work due to the coronavirus pandemic, yet we're still finding ways to stay inspired—for example, via free online education—and supportive of each other.

@themaneartistry



21

Chris Weber Mirlach | 28

SALON: Cofounder of Vanilla Loft in North Vancouver, Canada

A BIT ABOUT ME: I went to hair school in Frankfurt, Germany, before moving to Canada in 2012 and working in some of Vancouver's trendiest boutique salons. In 2018, after becoming known for my bright, dimensional blondes and brunettes, I opened Vanilla Loft with my husband, Patrick Mirlach.

SOMEONE WHO MOTIVATES ME:

Kristin Ess. I admire her eye for color and texture, along with her talent for creating an amazing brand.

BEST COLOR TIP: Find your own style, and stick to trends that work for you.

@chrisweberhair



Cristen Kelso | 28

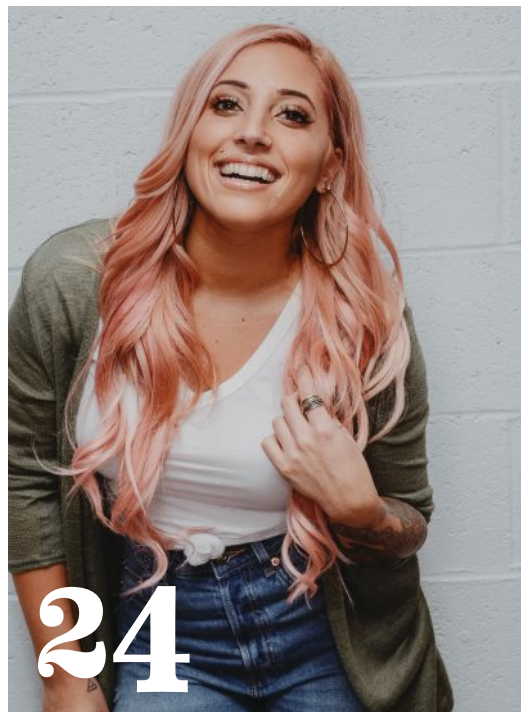
SALON: Owner of Enlighten Hair Studio in Miramar, Florida

SOMEONE WHO MOTIVATES ME: Gina Bianca, Lo Wheeler and Sara May inspire me with their business ethic and creative output.

FAVORITE TECHNIQUE: From foil placement to bold pops of dimension, I love the countless ways there are to achieve a teasy-light look.

I'M PROUD TO BE PART OF THIS INDUSTRY BECAUSE: You can unapologetically be yourself, and behind you stands a group of clients and fellow stylists waiting to lend support.

@cristenkelso



Lisa Mayo | 29

SALON: Owner of Create Studio in Hauppauge, New York

WHAT I LOVE ABOUT THIS WORK: I can tell different stories with color palettes, placements and techniques. I love doing balayage for two hours, or taking six hours to complete a creative color look. My brain is always full of ideas and formulas.

SOMEONE WHO MOTIVATES ME: My grandfather, a fellow entrepreneur. He was raised on a farm in Puerto Rico, had six children after moving to New York, and achieved his dreams after years of hard work and never giving up.

FAVORITE TECHNIQUE: Be it shine lines, vivids or dimensional pastels, creative color is a paint party that I'm all for.

@lisa_createdtocreate

Kayluh Stewart | 28

SALON: Owner of Elysian Studio in Atlanta

TOP ACCOMPLISHMENT: I created a look called "toasted coconut," which went viral. It got published in top fashion magazines around the world and took my career to the next level.

FAVORITE TECHNIQUE: Hair painting, because it can grow out softly and naturally over time.

I'M PROUD TO BE PART OF THIS INDUSTRY BECAUSE: At first it terrified me! I feared it was catty and competitive, but I've learned that we're all here to support and learn from each other.

@kayluhskolors



Michael Rockafellow | 28

SALON: Stylist at The Boulevard Hair Company in Webster Groves, Missouri

A BIT ABOUT ME: I was so lost when I was 18 years old and going to community college, but I met Abby Cullenton, the owner of my salon, and she helped me navigate the path to becoming a stylist. I doubted myself at the beginning—since I only have one arm, this is the last career I thought I'd pursue.

PROFESSIONAL GOAL: Open my own salon and travel to cosmetology schools where I can share my story, hopefully lifting up other students and helping them find success.

WHAT I LOVE ABOUT THIS WORK: I believe the first thing humans notice is someone's hair, and I love doing vivids because of how they make heads turn.

@m_rockafellow

READ MORE ABOUT OUR 2020 “30 UNDER 30” COLORISTS ON
BEAUTYLAUNCHPAD.COM/THECOLORISTMAG.



Justine Landfried | 23

SALON: Blonding specialist at Loft 538 in Fitchburg, Massachusetts

A BIT ABOUT ME: Growing up, my parents encouraged me to be the change I wanted to see. I love the natural beauty of life, and make it a point to go looking for joy in every situation. Being behind the chair lets me experience that with others.

PROFESSIONAL GOAL: Creating a successful YouTube channel so I can share my knowledge with a larger audience.

I FIND INSPIRATION: By being out in nature. Balayage techniques enable me to enhance the intrinsic beauty within every client.

@thefaitfulblonde



Kasha Albert | 30

SALON: Owner of The Salte Blond Salon in Okotoks, Canada

A BIT ABOUT ME: I'm a luxury blonde specialist, focused particularly on lived-in color and extensions. I grew up in a family of stylists, so since age five I knew this was my calling.

SOMEONE WHO MOTIVATES ME: My mom. She's authentic, evolved, persistent and strong—all the qualities I hope to embody daily.

BEST COLOR TIP: Thermal protection is my number-one ride or die. If you're not safeguarding your hair from UV or thermal damage, it will discolor and break.

@thesalteblond

Casey Lail | 25

SALON: Master colorist at Mirror Mirror Hair Salon in Lenoir, North Carolina and John Paul Mitchell Systems national color educator

SOMEONE WHO MOTIVATES ME:

Robert Cromeans for his stage presence, Colin Caruso for his artistic eye and Stephanie Kocielski for her business acumen.

FAVORITE TECHNIQUE: Herringbone color, because it feels so organic when hit by light, and it's a great balayage touch-up that saves having to redo an entire head.

I FIND INSPIRATION: In the ocean. Its depths, bright areas, reflections and movement mimic what you find in hair.

@caseyfisherlail



Andreana Nunez | 26

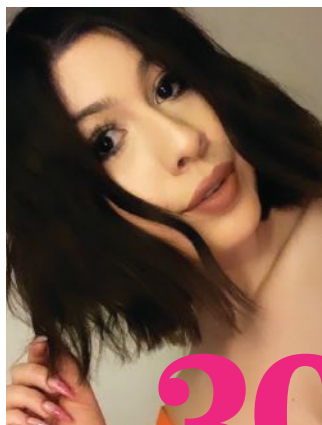
SALON: Stylist at Kut Haus Salon in Covina, California

WHAT I LOVE ABOUT THIS WORK: The challenge. Color corrections are my favorite.

BEST COLOR TIP: No color is low maintenance. Toners are a must for preserving that perfect shade.

FAVORITE TECHNIQUE: Lived-in color, which gives clients longevity and keeps hair from being compromised by multiple salon visits. There's nothing more satisfying than a beautiful blonde with a natural root.

@dreanaloveee





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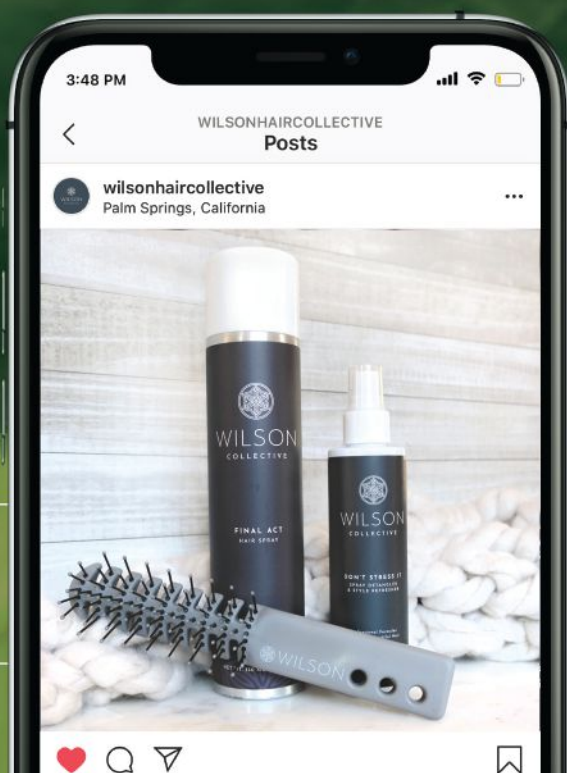
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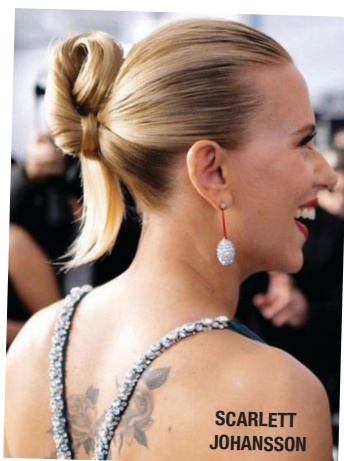
@wilsonhaircollective



Spring into Summer

➤ As temperatures begin to rise, clients will come to you for styles that can keep her locks off her neck and face while also holding up against the increasing heat and humidity. From Hilary Duff's double French braids to Yara Shahidi's curly topknot, source these celeb looks as inspiration to help get clients through the muggy months, and enlist the proper products to achieve them.

Hair



PREP

Eufora Nourishing Shampoo
@euforainternational



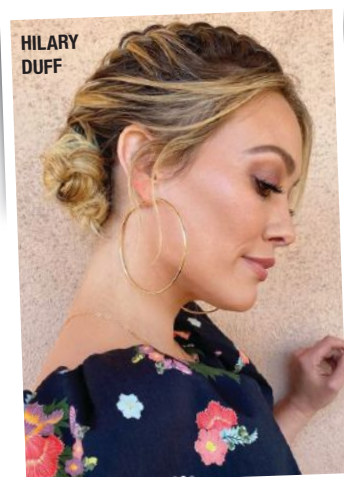
STYLE

Alterna Haircare My Hair My Canvas Shine On Defining Foam
@alternahaircare



FINISH

Rusk wBless Plus Extra Strong Hold
@ruskhairecare



PREP

In Common Beauty Mended Sea Strengthening Enhancer
@incommon



STYLE

Nirvel MEN Molding Pomade
@nirvelusa_official



FINISH

Oribe Superfine Hair Spray
@oribe



PREP

ABBA Curl Prep Spray
@pureabbaproducts



STYLE

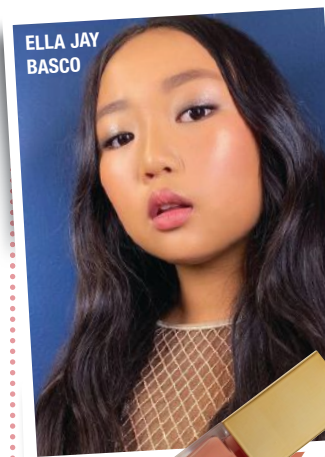
Trissola Chia Curl 5-in-1 Defining Curl Cream
@trissola



FINISH

Agadir Hair Treatment Argan Oil
@agadirint

Makeup



1 Grande Cosmetics GrandePOP Liquid Plumping Blush in Sweet Peach
@grandecosmetics

2 Bodyography Professional Cosmetics Glitter Pigments in Halo
@bodyography

3 Revitalash Cosmetics Aquablur Hydrating Eye Gel & Primer
@revitalashcosmetics

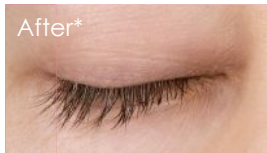
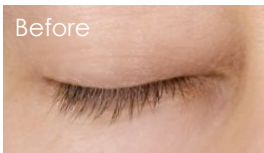
4 Sorella Tinted Lip Hydrator
@sorellaapothecary

BIGGER. BETTER. GRANDE.

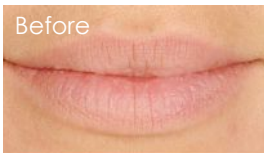
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GrandeLIPS Results



Grande
Cosmetics

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*Based on consumer studies. Results will vary.

Glo Skin Beauty Lip Balm in Cherry conditions and softens lips while protecting against damage via hemp seed oil, meadowfoam, mango seed butter and UV-filtering octinoxate. @gloskinbeauty

Prep hair for a day in the sun with **Aveda Sun Care Protective Hair Veil**. The mist forms an undetectable shield to minimize damage and dryness as well as filter UVA and UVB rays via wintergreen and cinnamon bark oils. @aveda

Combat UV exposure after the fact with **Oway After-Sun Body Balm**. The soothing cream taps biodynamic green anise, organic baobab extract and passionfruit to moisturize, reduce free radical damage and strengthen the lipid layer of the skin. @owayofficial

COOLA Scalp & Hair Mist defends hair from roots to tips without weighing down styles through a blend of gotu kola extract, monoi oil and broad spectrum SPF 30. @coola

Looking for sun protection that won't smear your makeup? Tap **Seriously FAB Zinc it Over Lavender Bliss**. The limited edition mist is made with 100 percent lavender, coconut milk, chamomile and non-nano zinc oxide. (Shown: Lavender Bliss) @seriouslyfabdotcom

Before you swipe on foundation, apply a few pumps of **Éminence Organic Skin Care Lilikoi Light Defense Face Primer** onto skin. The lightweight primer employs zinc oxide, titanium dioxide and passionfruit seed oil to help block UV rays and minimize signs of aging. @eminenceorganics

Sunshine Days

Summer is here, which means long days of catching waves at the beach and hanging poolside. Here, we share a roundup of sun care goods to protect against UV rays while you (or your client!) enjoy the sunshine.



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WHAT'S TRENDING

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



Includes a sprayer bottle with six 2oz. refills!

BARBICIDE Spray with Bullets easily and effectively sanitizes surfaces through an EPA-approved broad-spectrum disinfectant. @barbicideblue



Ouidad Advanced Climate Control Detangling Heat Spray helps seal the cuticle, add moisture and shield against damage courtesy of naturally derived oils including grape seed, sweet almond and coconut. @ouidad



WetBrush Pro Shine Enhancer features a blend of natural boar and exclusive IntelliFlex bristles to increase hair's shine and avoid breakage. @thewetbrush



Combines a flat iron, curling iron and wand into one tool!

Bio Ionic 3-In-One Styling Iron utilizes patented Moisturizing Heat technology and Nanonionic MX-infused plates to moisturize strands while styling. @bioionic

Combating COVID-19

In response to the national pandemic, **Olivia Garden** is launching **OG Essentials**, a line that includes face shields, disposable capes and more for salon owners and stylists. @oliviagardenint

Also helping to combat the spread of COVID-19, **WAHL Clipper Corporation** has been offering **Face Shields** for hospitals and healthcare organizations in need. @wahlpro

Inoar Professional Go Vegan introduces four collections that include a shampoo, conditioner and mask—all of which target frizz and boost moisture. (Shown: Go Vegan for Wavy & Curly Hair) @inoar_usa



Denman Precision Colouring Tools are available in three sizes: small, for detailing and micro-balayage; medium, for classic balayage, retouching and highlights; and large, for panel coloring, pasting and glazing. @denmanbrush

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Perfect for deeply nourishing dried-out hands, **PARODI Professional Care Intensive Moisturizing Hand Cream** helps to heal via extracts of nacre and hypericum. @parodicare



Featuring a limited edition design, **Andis Cordless Envy Li Fade** is crafted with a lithium-ion battery, rotary motor and adjustment level ideal for cutting tapers and fades. @andisclippers



@Guy_Tang #MyDentity #MySpotlight Rose Gold Shimmer Spray administers a light rose-gold shimmer onto locks for a luminous effect. @guytang_mydentity



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



Surface Blowout trio includes Primer, Texture Spray and Dry Oil Spray, all of which work to seal in moisture, create volume and reduce blow-dry time. @surfacehairhealth



Engineered with a true ion generator that neutralizes static while reducing frizz and flyaways, **Varis SB2 Dryer** is 2,000 watts of lightweight power. @varisnorthamerica



Wella Professionals ColorMotion+ care line helps keep color vibrant and strengthens locks by reducing the formation of free radicals and smoothing the hair's cuticle. @wellahairusa



Curenza Professional Balance Hair & Scalp Care Collection is a three-step solution that blends 22 botanicals, plant extracts and superfoods that work in tandem to maintain a healthy scalp. @curenzapro

What's in My Bag?

MORGAN HAILE AND TAYLOR DANIEL, THE DUO BEHIND MORGAN TAYLOR PROFESSIONAL NAIL LACQUER, DIVE DEEP—INTO THEIR HANDBAGS, THAT IS! SEE WHAT ITEMS THEY CAN'T LIVE WITHOUT.



MORGAN

"I always have receipts and random things in my bag," Morgan Haile tells *DAYSPA/Beauty Launchpad*. When you're balancing creating cool colors and international work travels, it's no doubt that

her bag is full. "I have a train ticket from Italy in here, which was like 4 euros—that's pretty cheap, right?"

Oil to Go "I always have a bottle of Remedy Cuticle Oil by Morgan Taylor. It has a nice scent to it, like cucumber, and it's really moisturizing."

Sweet Scents "One thing I never leave without, other than my wallet and keys obviously, is perfume; this one is Bombshell by Victoria's Secret. I can't tell you how many times I've used this; it has come in really handy a lot—not that I smell or anything!"

Breath Saver "I always carry around a toothbrush and toothpaste because you never know when you're going to need it or if you want to freshen up, like before you go out to dinner with some friends. But I'm really crazy about my teeth so having a toothbrush is important to me."



TAYLOR

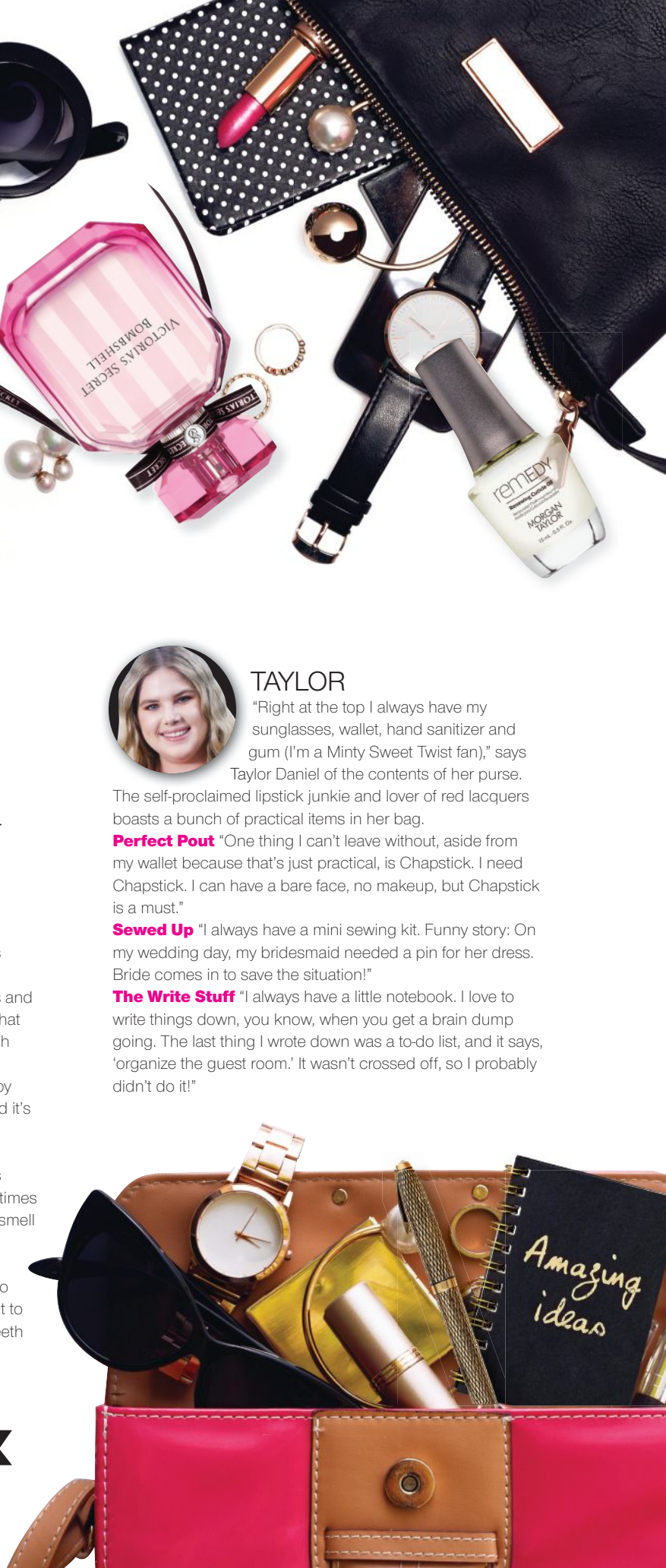
"Right at the top I always have my sunglasses, wallet, hand sanitizer and gum (I'm a Minty Sweet Twist fan)," says Taylor Daniel of the contents of her purse.

The self-proclaimed lipstick junkie and lover of red lacquers boasts a bunch of practical items in her bag.

Perfect Pout "One thing I can't leave without, aside from my wallet because that's just practical, is Chapstick. I need Chapstick. I can have a bare face, no makeup, but Chapstick is a must."

Sewed Up "I always have a mini sewing kit. Funny story: On my wedding day, my bridesmaid needed a pin for her dress. Bride comes in to save the situation!"

The Write Stuff "I always have a little notebook. I love to write things down, you know, when you get a brain dump going. The last thing I wrote down was a to-do list, and it says, 'organize the guest room.' It wasn't crossed off, so I probably didn't do it!"



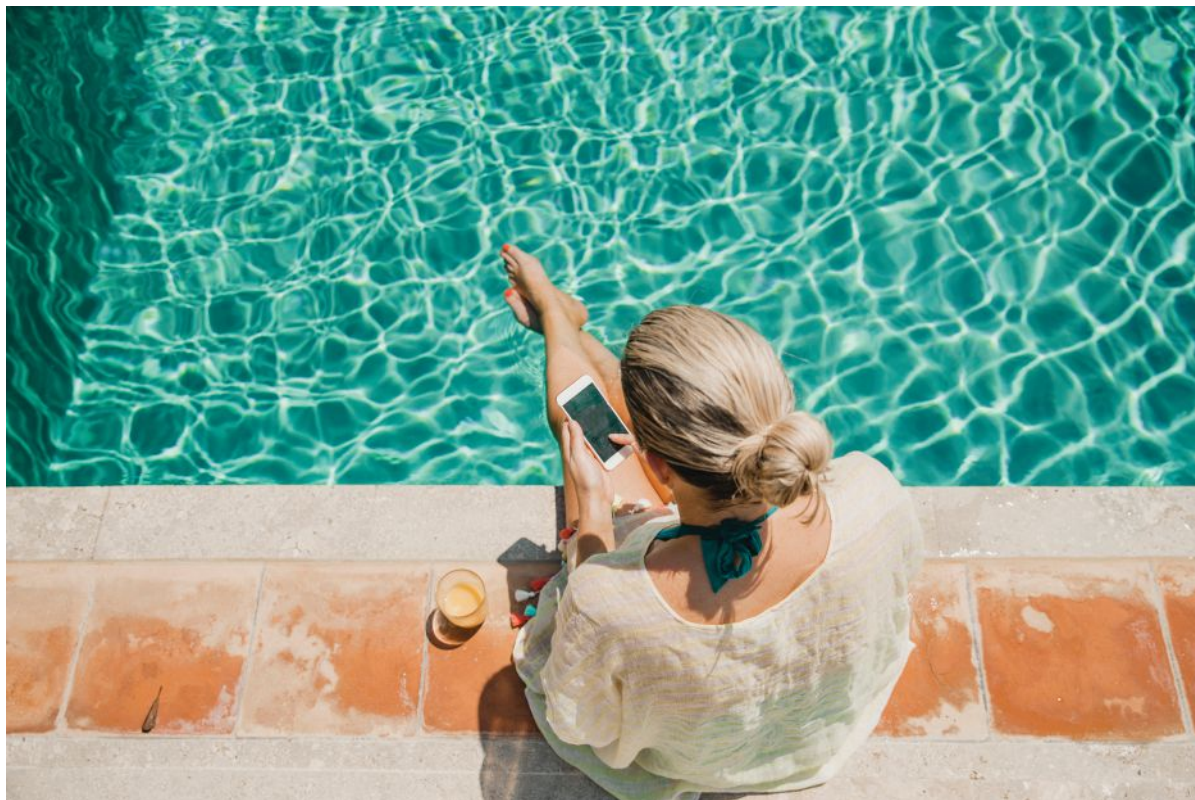
SUMMER Scorchers

High temps equal high time for clients to be vigilant with their hair's care. Safeguard them with these tips and products.

by Karie L. Frost

IT'S SUMMER—just go ahead and *try* to keep your clients inside, away from the surf, sand, sun and fun of it all. You know they'll be exploring all that the great outdoors has to offer or lightening up their tresses to match the bright surroundings—which puts you in the position of being their hair's first line of defense against summer's worst hair aggressors (think: bleach, chlorine, UV rays and more). So how will you be safeguarding their strands? Let us count the sun-shining ways.





KICK THAT CHLORINE ... *and Copper*

We often think of chlorine as the green monster that rears its ugly head in pools. But as Olivia Smalley (@omgartistry), Joico brand storyteller, points out, copper sulfate (typically leaching into water from pipes) is the true shade-shifter that turns your beautiful blonde creations an ugly shade of olive in 10 seconds flat. And when copper works in tandem with chlorine, the duo really does a number on hair. “Chlorine is an oxidizer—it’s basically a bleach. It oxidizes the hair and makes it more porous,” says Missy Peterson (@mmpete24), Malibu C director of global education and artistry. “If there are already minerals in the hair, the chlorine will oxidize those minerals and [create] the different colors and textures you see on hair”—and these minerals can include copper sulfate. Both Peterson and Smalley point to the Statue of Liberty as a prime model of copper’s verdant effect; as oxidization has taken its toll, Lady Liberty’s copper veneer has turned progressively greener—and so, too, will chlorine-compromised hair.

The problem doesn’t stop there: “Chlorine is also highly reactive, so if you go swimming and then get your highlights done, but you don’t clean out the chlorine first, this can cause severe damage to your hair when it reacts with lightener—or any color really,” says Mirza Batanovic

(@mirza_batanovic), Eufora US style director.

However, if your client takes some preemptive steps, she can lessen the aftermath of chlorine and copper. “Hair takes in water fast, so if you suggest that your client wet her hair before entering the pool, her strands will absorb less of the chlorine-filled water,” reasons Smalley. Go a step further by adding a leave-in conditioner prior to taking a dip. “Allow hair to soak up the conditioner rather than the chlorine,” says Paul Mitchell artistic director Heather Ka’anoi (@h_kaanoi), adding that clients should always rinse their hair as soon as they finish swimming to remove conditioner and any lingering chlorine.

If hair has already turned green, there are two schools of thought: Grab a chelating shampoo that will clear away any harsh minerals from hair, or skip the shampoo altogether and rebalance hair with an antioxidant product that stops oxidization while removing surface minerals. If your client chooses a chelating shampoo, Batanovic recommends washing with it once a week as well as after direct exposure to chlorine. “It’s especially important to use after swimming, as thermal tools can have a negative effect if used on hair that is over-chlorinated from exposure,” he warns.



SHIELD AGAINST *Saltwater*

Clients often chase the beach-y hair texture that frequently accompanies a day filled with soaking in the surf. But saltwater isn't all it's cracked up to be. "It dehydrates, but in the moment can make the hair feel more textured and full," explains Batanovic. "Unfortunately, the side effect is that the saltwater removes moisture and nutrients from the hair. Salt itself, whether sea or otherwise, has chlorine in it, so it's quite drying, too." Such dehydration can lead to breakage and split ends, warns Smalley—not to mention tangling and dullness.

Like with chlorine, a precautionary strategy diminishes saltwater's damaging effects. "Generously apply a hair mask to damp hair and braid it—don't rinse. This helps to create a barrier so that the saltwater can't penetrate the hair," offers Smalley.

If your client lives at the beach, she'll need moisture and protein infused back into her hair post-ocean excursion, according to Peterson. "If she's in the water all the time her hair will be extra thirsty. It needs slip. A great conditioner with quality polyquats (moisturizing cationic polymers) is what my recommendation would be," she says.

So, why do we seek salt-based texturizing sprays if saltwater wreaks such havoc on hair? Simply put: "Most product lines don't use sea salt or salt in their products," Batanovic reveals. Instead, a lab-made globally compliant replacement ingredient that is safer for the hair (i.e. not as drying) creates the beach-y texture clients crave, according to Ka'anoi. "Think of it like this: You could wash your face with dishwashing soap, but you choose to use a gentle cleanser instead because it's less abrasive and less drying, and includes ingredients meant for your skin type. This is the same idea," says Batanovic.



BE SMART

About Bleach

There's no doubt about it: A high percentage of your clients like to lighten up during the summer months. With blonding comes bleach, and as Batanovic points out, bleach is summer's worst hair assailant. "Listen: We just talked about chlorine, saltwater and UV rays—one roughs up the hair, one dehydrates and one removes melanin (color). But bleach does *all* of the above," he says. Yet, these "negatives" allow bleach to do its job to help you achieve maximum platinum—"bleach takes out natural pigment, swells the cuticle and causes a chemical reaction," says Peterson. Though bleach leaves hair in a weakened state, you can certainly take some steps to decrease the destruction. Start with proper prep: Peterson notes that prepping the hair prior to bleach with products that work to halt oxidation will help lessen the wreckage. Then, choose your bleach wisely. Batanovic recommends selecting a lightener that offers built-in moisturizing and nourishing properties as well as using additives that will boost nutrient delivery during and directly after processing.

Though your actions in the salon matter, at-home maintenance becomes imperative for those who bleach. "To maintain a strong, healthy, shiny blonde canvas while approaching the summer months, prepare your clients to treat their hair like dry-cleaned fashion," says Ka'anoi, suggesting you teach them at-home regimens that include gentle sulfate-free and color-safe cleansers as well as weekly mask treatments that will help to seal and moisturize.

Unfortunately, the truth is that once hair's integrity is severely compromised by bleach, there might not be a way back to complete hair health, notes Smalley. "My biggest advice to these clients is that they take a trip to the salon and request a deep-conditioning treatment and haircut to get their locks back on track to a healthy state," she says.

Sun-Block HER HAIR

Sun worshippers, take heed: Hair needs protection against UV rays just as skin does—albeit for different reasons. "If hair is subject to prolonged sun exposure, the UV rays can actually damage the outside layer of hair, the cuticle. That results in hair beginning to feel dry and brittle, or even becoming discolored," says Smalley. And that's especially true for those who color their hair. "Haircolor that's overexposed to UV rays simply fades faster if not protected," Batanovic notes.

To shield against UV ray-induced color depletion, Peterson advises that clients avoid getting their hair wet, which can speed up the UV oxidation process. "Wear a hat that has UV-protective fabric," she adds. And don't forget products: Many formulations contain built-in UV filters, and though these will certainly shield hair against UV rays' damaging effects, Batanovic says that your clients will also need to regularly moisturize their hair with products that close the cuticle layer and seal the hair strand to prevent against future damage.

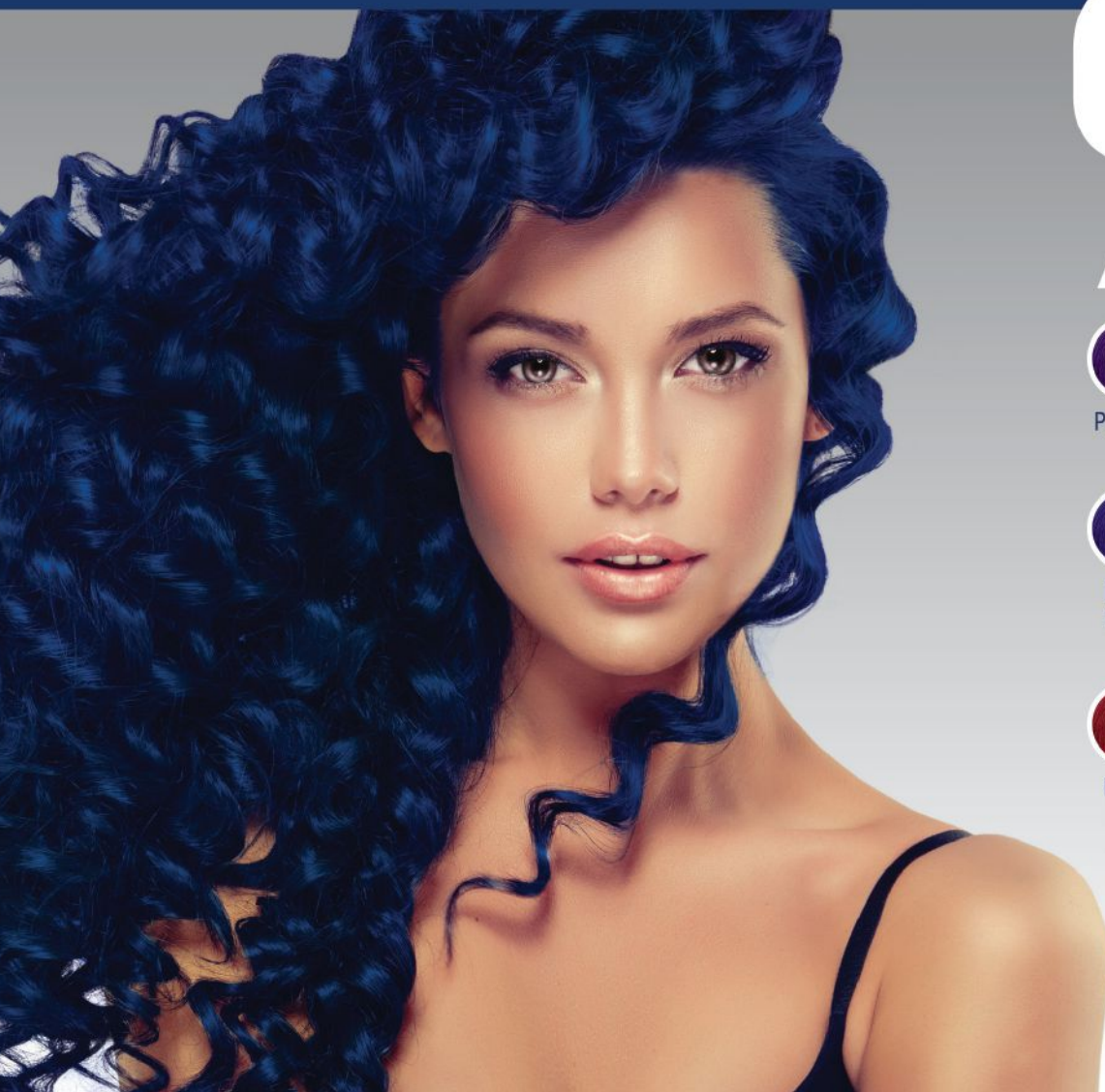
If sun exposure continues to plague your client's haircolor between appointments, Ka'anoi suggests this tip: "Recommend she takes a few photos of her hair from week to week and then shares them with you. A simple adjustment in formulation is all that may be needed. Then, you can recommend salon services, like toners, topcoats or take-home products such as color-depositing shampoos or conditioners," she shares.



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WHAT COLOR WILL YOU CHOOSE



9 NEW
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COLORS



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VIOLET



DARK
MAGENTA



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BLUE



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ROYAL
BLUE



DARK
SEA
GREEN



RUBY
RED



PLUM
RED



TITANIUM
SILVER

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THE BEST DEFENSE

From chlorine busters to UV shields, these helpers promise to get your clients' hair through the summer months unscathed.

Problem: SALTWATER



1 Misted on post-pool or beach swimming, this lightweight leave-in detangles hair with a mixture of moisturizing vitamins C and E plus calcium. **Rusk Puremix Native Fig Replenishing 3-in-1 Leave-In** @ruskhairecare

2 Applied prior to swimming, this leave-in mask seals cuticles to ward off drying elements as it detangles and repairs. **Saphira The One** @saphirahair

3 Harnessing the deeply moisturizing properties of hyaluronic acid, this micellar shampoo replenishes saltwater-logged strands. **Schwarzkopf Professional BC Bonacure Hyaluronic Moisture Kick Micellar Shampoo** @schwarzkopfusa

4 The SI Protein Complex in this strengthening and detangling formula closes hair cuticles as sacha inchi oil provides added antioxidant protection. **Wilson Collective Be Strong Conditioner** @wilsonhaircollective

Problem: BLEACH



1 KerActive protein, safflower oleosomes and macadamia nut oil converge to strengthen bleach-weakened hair. **Paul Mitchell Forever Blonde Dramatic Repair** @paulmitchellpro

2 Built-in buffers, like aloe vera and cera alba, moisturize and nourish hair during the lifting process. **Eufora AloeLife Cream Lightener** @euforainternational

Problem: CHLORINE



1 Antioxidant vitamin C halts oxidation on hair while the 100-percent vegan formula removes and prevents harsh surface elements like saltwater, copper and chlorine from doing further damage. **Malibu C Swimmers Wellness Remedy** @malibucpro

2 Absorbing both chlorine and heavy metals like copper without opening the hair cuticle, this anionic cleanser also nourishes frazzled strands while protecting against free radical damage. **Truss Professional No Metal Equalizer Shampoo** @trussprofessional

3 Use as a leave-in protector pre-swim or mix it with conditioner to boost moisture while reducing oxidative color damage. **Alterna Caviar Anti-Aging Infinite Color Hold Dual-Use Serum** @alternahaircare

Problem: UV RAYS



1 Non-alcohol (read: non-drying) formula grants lightweight thickening as it protects haircolor against UV damage. **Bosley Professional Strength Volumizing & Thickening Styling Mousse** @bosleypro

2 Protective lipids—mirror images of those found in healthy hair—work to safeguard against UV damage. **Joico Defy Damage Protective Shield** @joico

3 Rose and almond oils come together to stave off UV-induced color fade while enhancing shine in this flexible-hold hairspray. **Sexy Hair Vibrant Sexy Hair Color Lock Hairspray** @sexyhair

4 A blend of red wine and grape leaf extracts, among other nourishing ingredients, helps to seal in haircolor. **amika Fadeblock Pre-Shampoo Color Seal** @amikapro

Keep Hands Healthy

WASHING YOUR HANDS IS OBVIOUSLY A MUST, BUT HOW CAN YOU PREVENT THEM FROM BECOMING PAINFULLY DRIED OUT AND IRRITATED? BY STICKING TO A DAILY MOISTURIZING RITUAL, HANDS WILL BE ABLE TO TOLERATE INCREASED WASHING WHILE STAVING OFF CRACKS.

HAND WASHING IS A KEY COMPONENT in maintaining overall health and preventing germ exposure, though when done overzealously, skin on hands can easily become dry, chapped and irritated. And if any group of people understands the importance of keeping hands moisturized to avoid the unpleasant outcome of over-washing, it's salon professionals.

Globally, 4 out of 5 hairdressers experience work-related skin irritation on their hands. In fact, hairdressers rated "dehydrated hands that are sore and have pain" as the most distressing ailment associated with the profession in a focus group—more than sore neck muscles from giving blowouts

or an aching back from standing all day.

"Salon professionals have overworked hands, and they need a product that's effective and allows them to continue with their day and their work. They need high-performance products for their self-care, and PARODI addresses that," says Linda Gillette Parodi, founder and CEO of PARODI Professional Care, who developed the brand to remedy the specific hand care needs of stylists and aestheticians. What makes PARODI products unique is that they penetrate the skin sans greasy residue, allowing its natural protective barrier to self-repair and retain moisture.

THE IMPORTANCE OF A HAND MOISTURIZING RITUAL

Treat the skin on your hands like the skin on your face with a day and evening moisturizing ritual—all it takes is a pearl-sized dollop.

Daily Moisturizing Hand Cream

- Fast-absorbing formula moisturizes with a nongreasy feel
- Protects hands from repeated water exposure
- Revitalizes hands for a youthful, supple appearance

Intensive Moisturizing Hand Cream

- Comforts extremely dry, dehydrated and overworked hands
- Deeply nourishes hands
- Leaves hands radiant and smooth in appearance

INGREDIENTS MAKE THE DIFFERENCE

Nacre, or Mother of Pearl, helps promote lustrous, clear, moist and supple skin for a radiant, youthful look.

Hypericum, also known as St. John's wort, is a wild herb with medicinal properties. It reduces inflammation, balances texture, aids in maintaining moisture and leaves skin refreshed.



PARODI Professional Care is available at select retailers in the U.S., on [amazon.com](https://www.amazon.com) and on [parodicare.com](https://www.parodicare.com). Follow the brand [@parodicare](https://twitter.com/parodicare).

POINTS OF



In honor of Pride Month, Guy Tang shares his experiences with acceptance and inclusion in the hair industry.

by KLF

IT HAS LONG BEEN SAID that the hair industry is an ally to LGBTQIA+ individuals; many have found a home within the pro-beauty community. But everyone's experience is different with acceptance and inclusion, and their paths to finding beauty are complicated and unique. Here, we talk to the incomparable Guy Tang—who openly aligns with the LGBTQIA+ community—about his personal story of coming out and finding professional beauty.

As a kid growing up in Tulsa, Oklahoma, Guy Tang (@guy_tang) felt like an outsider. He knew he was drawn to hair—She-Ra, Jem and the Holograms and Barbie played muses—and he also had an inkling that something deep inside of him was different, but he pushed it all away. “I had a hard time discovering my own sexuality because where I’m from those things were sins,” he says. Not to mention, Tang felt the weight of stereotypes toward his ethnicity. As part Vietnamese and Chinese and a child of the ’80s, he didn’t see positive representation of anyone like him. “I had a double identity crisis, and I

couldn’t just open up my phone and see, ‘Oh, there’s someone who looks like me,’” he says. Racism also deeply impacted him; a Caucasian ex-girlfriend’s uncle pointed a gun at Tang on his 16th birthday. “That haunted me most of my life up until my 27th birthday. I was so messed up in my head ... I didn’t know myself,” he says.

But then, hair saved him—though the path to self-discovery remained a long and often hard-wrought one. Upon expulsion from high school two weeks before graduation, Tang found himself diploma-less, meaning he couldn’t attend beauty school. “I really wanted to give up on life; I felt like I couldn’t be myself,” he admits. After pursuing three rounds of homeschooling he attained his diploma, and immediately enrolled in beauty school in 2003. His classmates weren’t immediately receptive, in part due to Tang’s overprepared nature and laser focus on all things hair—this lack of a warm welcome became a thread that followed Tang throughout his career.

“From the beginning it was never easy in the pro-beauty world,” he says. He wasn’t openly identifying as gay when he entered the industry; he had a long-term girlfriend who eventually became his fiancé. “I didn’t know the difference between love and who I really am. I didn’t know if I was gay. I was told to pray it away,” he says. “Some people think you’re in denial. Love has no gender. You can’t put a label on loving someone.” After pursuing photography

story continues>>

Smooth Operator

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

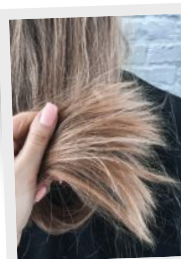
HAVE CLIENTS LOOKING for a way to manage kinks and curls? Enter Trissola, a brand offering keratin treatments that can take clients from frizzy to smooth in less than two hours.



Before and after
Trissola True Keratin
Solution

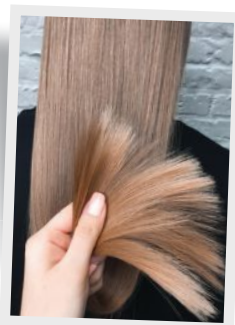
TRISSOLA TRUE KERATIN SOLUTION

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.

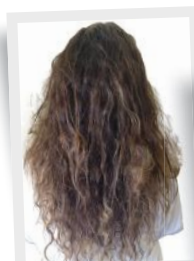


TRISSOLA FOREVER ENDS

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.



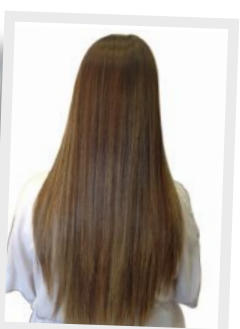
Before and after Forever Ends



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

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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.

to better shoot his clients' hair, a chain of events led him to realize his truth at age 27. "When I came out, the hardest thing was to look at myself in the mirror, embrace myself and be true to myself," he says. Once clients caught wind, some left and some told them they'd pray for him. "My whole world completely changed in the blink of an eye," Tang says. That was 2008.

Tang moved to Los Angeles in 2009, and from there his career exploded—thanks in part to his openness in sharing both his techniques and personal struggles as a gay man. He used social media, like YouTube and Instagram, to amplify his message of inclusiveness to the industry that he loves. He believes this ability to share comes from his early days in beauty school. "What I've always done is instead of being mad about how others disliked my ambition, I share my knowledge with them. I carry that mentality with me every day," he says, adding, "It gives me such purpose when I share. I think because I struggled with my own identity and didn't have anybody to trust, I

"Coming out of the closet doesn't just have to be about being gay, it's about coming to terms with who you are—being vulnerable, honest. It's about being secure with your own insecurities."

want to give people who felt like me someone they can look to." Whether Tang knew it at the time or not, he effectively created a paradigm shift in how the industry shares hair techniques and formulas. He doled out his knowledge for free, which ruffled some feathers—as did his outgoing personality. But Tang vowed to always be more accepting—or, as he likes to say, to embrace all. In fact, he organically created the #hairbesties culture on Instagram, where people from all walks of life support one another and happiness in hair and the everyday is a goal. "You have to be happy before you can do hair successfully. As an educator, I don't just talk about techniques—it's beyond that. How about we feel good about who we are, too?" he asks.

And though Tang possesses a special affinity to the gay community (he makes it his mission to walk in the Los Angeles Pride parade as often as he can), he feels like there's room in the hair world and beyond to improve on lifting up everyone—no labels required. "Everyone is going through an identity situation of sorts. We all need to embrace who we are. I've found that there are so many people who reach out to me



on social media and say, 'You've helped me accept being a redhead or my disfigurement or my speech impediment'—whatever makes them feel different than everyone else. My platform in hair became bigger than just one thing; it wasn't just about being gay or Asian. I realized everyone needs to be represented. I think that being gay has shown me true adversity, and through that adversity I understand we have to embrace *all* people—no labels," he reasons. And, with #hairbesties, a growing list of revealing songs (Tang sings about his struggles and accomplishments in tunes like "Midnight" and "Superpower" that hairdressers can use royalty-free), a color line (@Guy_Tang #MyDentity) devoted to embracing one's inner and outer beauty, and a complicated 38 years of life that have shaped his worldview for the better, Tang is ready to embrace all.

COURTESY OF GUY TANG

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Industry Feed —EMILIE BRANCH



FLUID

Inspiration: The *FLUID* collection demonstrates that precision-cut styles can be worn by anyone regardless of gender. “I’m inspired by equality and inclusion in my work,” says hair designer Whitney VerMeer, Andis creative lead of global education. “When we embrace what makes us different, we can disrupt tradition and encourage evolution.”

FLUID: HAIR: WHITNEY VERMEER; PHOTOGRAPHER/MAKEUP ARTIST: PETER PHUNG

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Industry Feed

Getting to Know You

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



IAN MURPHY,
President of Bosley
Professional Strength

MY MAIN GOAL WITH THE COMPANY IS: To play where the consumer shops and bring in experts to answer her or his thinning hair needs.

LEADERSHIP MEANS: Team mentoring, growth and developing the brand.

IN FIVE YEARS I SEE THE BEAUTY INDUSTRY:

Continuing to evolve, while certain elements (such as the consumer's appetite for new ingredients) remain intact.

I GET INSPIRED BY: Consumer success, David vs. Goliath stories, and my mentors who remind me of the power of reinvention.

MY FAVORITE WAY TO UNWIND IS: Being outdoors. I enjoy playing soccer on weekends, working in the garden and getting away from it all in the mountains of Big Bear, California.

MY TOP VACATION DESTINATION IS: Boracay in the Philippines. The sand and surf are amazing there—you can paddleboard for hours without encountering a wave.

I WORK IN PROFESSIONAL BEAUTY BECAUSE: The people that work in our space have incredible respect for each other, plus I have a thirst for continuous product innovation.



JACOB KHAN,
Ambassador for Goldwell

LEADERSHIP MEANS: Bettering yourself by bettering others. Mentorship has always been one of my favorite parts about our industry; nothing makes me happier than seeing other hairdressers succeed.

I GET INSPIRED BY: The hairdressers that preceded me. There is so much great work created by my colleagues and peers, and when I feel uninspired, I like to look to the past and study my mentors who helped shape the industry.

MY FAVORITE WAY TO UNWIND IS: Relaxing at home with my dogs, watching anime and reading comics; I'm a total nerd and proud of it!

MY TOP VACATION DESTINATION IS: When you're in the salon as many hours as I am and traveling on weekends, it's a vacation just to have a weekend at home.

Winning Big

New scholarships are now available through Beauty Changes Lives. The nonprofit organization has partnered with Moroccanoil to create the Courage to Dream Scholarship and the Cultivating Confidence Scholarship. Both scholarships will provide tuition gifts to students enrolled in a qualified cosmetology program, with a total of five \$5,000 scholarships to be awarded this year. Similarly, the Horst M. Rechelbacher Foundation is introducing a Green Circle Salon Certificate Scholarship award for salon and spa owners to build on its tradition of sustainability.

The 2020 Beauty Envision Awards Competition Goes Digital

Categories:

INFLUENCE THE DEFINITION OF BEAUTY. VOTE ON [BEAUTYENVISIONAWARDS.COM](https://beautyenvisionawards.com).

- **Color Artist of the Year:** Based on strategic placement, refined color palette and masterful technique.
- **Editorial Artist:** Grounded in high fashion to captivate the audience.
- **Creative Artist:** Imaginative looks focused on overall styling, shape and hair ingenuity.
- **Men's Artist:** Cohesive looks that incorporate both cut and style for men's grooming.
- **Total Transformation:** Side-by-side before-and-after photos to showcase a jaw-dropping makeover.
- **Bridal Hair Artist:** Expertise in heightening a bride's beauty with a look that's innovative yet wearable.
- **Nail Artist:** OPI's mantra is "Color is the answer." Entries express individuality with a range of the brand's hues that evoke individuality.
- **Future Star:** Entries by cosmetology students which embody the future of haircare and the #ICAN mission: Integrity, Courage, Ambition and Next-Gen Talent.
- **Natural Texture Artist:** Emphasizes the beauty of curly, coily and wavy locks in this total-look challenge.
- **Elite Artist:** An invitation-only category, Elite Artist celebrates the industry's most influential artists.
- **Salon Team:** Tells a team's story through a four-model collection of either individual images or one group shot.

SHATTERED, BUT STRONGER TOGETHER

As beauty professionals, we're known for taking the unconventional route, the one that requires a creative mindset—an original perspective. The road to BEA 2020 will be no exception.

Our lifestyles, careers and expectations have all been **FRACTURED**. And although we are forced to reimagine our routines, we are also faced with an opportunity to envision new ways of thinking, connecting and creating.

Physical distance can't stop us from shattering standards and crushing conformity. That's why #BEA2020 will continue—reinvented as a completely digital competition—while still offering invaluable mentorship, industry recognition, and the opportunity to win big while elevating your craft.

In place of the live show scheduled for August in Las Vegas, we'll be redirecting funds to support the industry, along with hosting a digital fundraiser to raise money for salon pros in need.

Together, we can turn isolation into innovation and build a stronger, more united industry. Alone, we may feel shattered—but we are stronger together.

> BEAUTY ENVISION AWARDS DETAILS

HOW: Vote for your favorite entries to help them advance to the next round of competition.

WHERE: Vote online at beautyenvisionawards.com and stay tuned for updates on @wellaeducation.

WHEN: Semifinalists will be announced online June 8; finalists will be announced online June 22. Finalists will then compete in a digital round, and winners will be announced online August 9.

PRIZES: Each winner will receive a \$5,000 Visa gift card and free product from ProfessionalStore.com. Only Color Artist of the Year winners will receive a trip to the International TrendVision Global Retreat next year. Elite Artist and Salon Team winners will receive a \$1,000 Visa gift card and attendance at BEA 2021.

For more information head to beautyenvisionawards.com.



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

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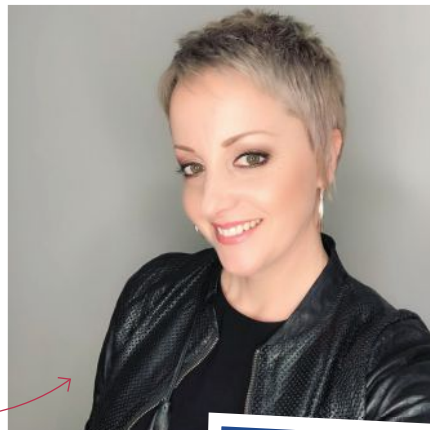
Photo Credits: Hair & Color: Anna Pacitto | Make-up: Ekaterina Ulyanoff | Photo: Ara Sassoonian

The Must List

Life in Color

WHAT'S INSPIRING SCHWARZKOPF
PROFESSIONAL NORTH AMERICA COLOR
DIRECTOR AND INTERNATIONAL AMBASSADOR
ROSSA JURENAS (@ROSSAJURENAS).

—AS TOLD TO ALYSON OSTERMAN-KERR



1 FAMILY

This group of people means the world to me! We work, play and motivate each other at all times. They may not know it, but my family members inspire me every single day to be the best mom and professional I can be.

2 MOTHER NATURE

Nature is the most fascinating miracle in the entire world. From stunning sunsets to striking trees and flowers, all of the unique textures and colors are a well of inspiration.

3 PLAY

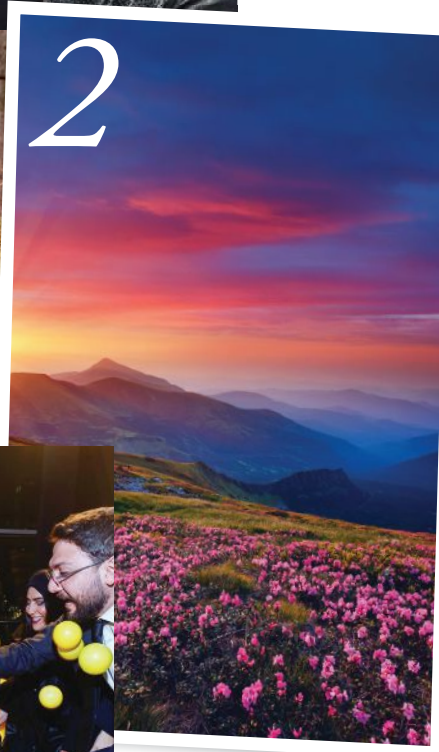
While traveling and educating globally, the bottom line is about having fun. I like to laugh and enjoy living in the moment.

4 GLOBAL EDUCATION

Educating stylists around the world has exposed me to new people and different cultures. Keeping an open mind wherever I am allows me to learn everywhere I go. All stylists share the same passion, yet each of us has a different approach.

5 COLOR

The method of applying color, and how all colorists have their own unique techniques, thrills and inspires me. I love to see how color glides, melts and creates illusions of light reflection.



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