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ESTETICA

editorial



Hair: Mirza Batanovic,
Eufora US Style Director
Photo: Mark Short
Makeup: Emilia Adamkiewicz
Wardrobe: Destiny Waldon

Often you have to close your eyes and stop thinking about all the adversities of 2020 and cling enthusiastically to what we truly cherish in our lives. There is always something. Take hairdressing salons, for example. Having been in the spotlight worldwide since the beginning of the pandemic, in the end they are now among the safest and best-equipped public spaces when it comes to protecting their customers and preventing the spread of the virus. Hairdressing professionals who prepared for the reopening of their salons have always known it, their clients know it and even public opinion reflects this knowledge:

even the news about a Missouri salon where two professionals were infected with Covid-19 and did NOT infect any of its 139 clients went around the world.

This served as an example of how a workspace where social distance is not possible can be perfectly safe for clients when workers take appropriate protective measures. This is precisely what salons have achieved thanks to a daily commitment made by a majority of hairdressers and barbers all over the planet. It is undeniable that the future is still uncertain and that in the present we are all still groping in the dark to a certain extent; but the starting point, which is nothing but hard-won trust among consumers, is the best basis on which to build a new path for the industry. Hairdressing professionals have always revealed an astonishing series of attributes in their daily work, making the salon experience one that goes far beyond cutting hair. Indeed, hairdressers are a combination of artisans, businessmen, image and fashion experts, consultants, artists, therapists, teachers... Yet another side of this multifaceted profile is the precious gift of resilience... or the ability to face adversity, adapt to change and emerge stronger from any difficult circumstance. And it is precisely this gift that will determine the recovery of these remarkable professionals and the entire industry – which is already making an incredible comeback, returning stronger than ever: better days are coming.

Sergi Bancells
sergi@esteticamagazine.com



This 2020 has been a horrible year in many ways... but whatever happens, whatever your situation is today, please remember: your current circumstances do not dictate your future potential.

News, updates, and inspiration
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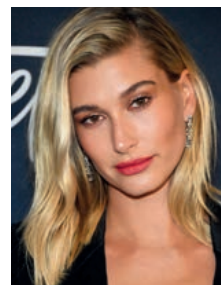
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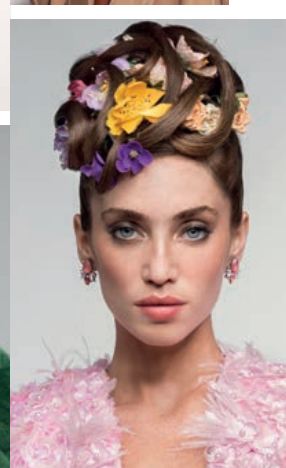
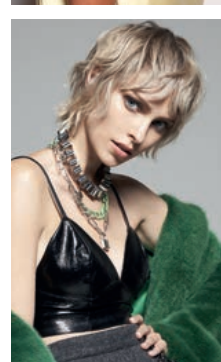
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The beauty of a bob whether it's blunt or shattered, is that it's timeless. Here's our favorite blunt bobs!



international trends

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"The true beauty of a bride lies in the eyes of the groom", or so they say. Don't miss our very own Wedding Emotions...



Pixie Power

Mirza Batanovic, Eufora US Style Director, imbues the classic pixie with graphic styling and a sophisticated and versatile urban vibe for today's no-nonsense fashionistas!



Kinky curls? Nothing could be easier... just go with the flow for this bubbly, carefree mood. Use Eufora Beautifying Elixirs Moisture Masque to hydrate hair and then a dab of EuforaStyle Forming Cream – air dry and you're good to go!





Many women are reluctant to shed their long locks, believing that it might infringe on their styling freedom: slick & straight, a variety of ponytails and updos, glamorous waves, braids or a combination of one or more of the above. But Eufora US Style Director, Mirza Batanovic decided to change all that, commenting “Starting this shoot, I knew I really wanted to show options – to defy the idea that short hair limits what you can do with your style. So NOT TRUE! Even with a short pixie you can create dozens of different looks by simply changing up your regimen of products, styling tools and how you use them.” Of course, cut and styling is only half the story! Color plays an enormous role and –as always– Mirza nailed this one, too! “I loved the idea of showcasing a blonde with roots, as it fits a powerful personality; someone who challenges the norm, and embraces her roots – literally! The roots also add a little depth and dimension.” The result is a shoot that embodies attitude and versatility, urban chic and the ultimate simplicity. In such a complex world, who doesn’t want to get back to basics?! From left to right above, choose from a fierce, gender-bending Retro-Fit, a spiky, pseudo-Manga reference for the Liberty Queen, and Boss Lady with a take-charge attitude for women either at home or in the board room or both and more! As Mirza concludes, “In the end, it’s all about working with, not against, whatever hair type and texture you have to craft the different looks, and they can be driven by mood, personality or even lifestyle. Creativity and versatility are key.”

Hair: Mirza
Batanovic, Eufora
US Style Director
Photo: Mark Short
Makeup: Emilia
Adamkiewicz
Wardrobe:
Destiny Waldon



Eufora offers a vast range of hair care and styling products guaranteed to get you the look you want when you want it. Start with the best shampoo for your hair type, like Smooth’n Frizz Control Shampoo and Conditioner for a smoother look or Curl’n Shampoo and Conditioner for more texture. Thermal Defense Prep is a must for any sort of heat styling. There are a bevy of quality options –like Beautifying Serum, Smooth’n Oil Therapy, Pure Polish and more– to help you get the look you crave while keeping hair happy and healthy.



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catwalks

FALL
WINTER
20/21

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10 catwalks

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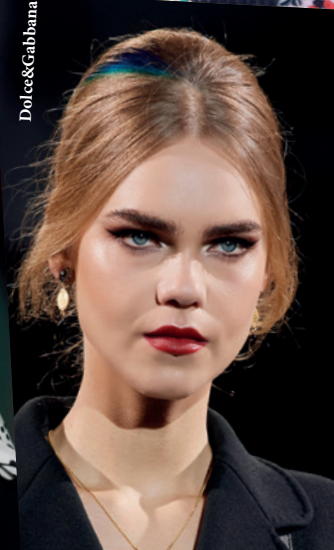
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Blunt Bobs

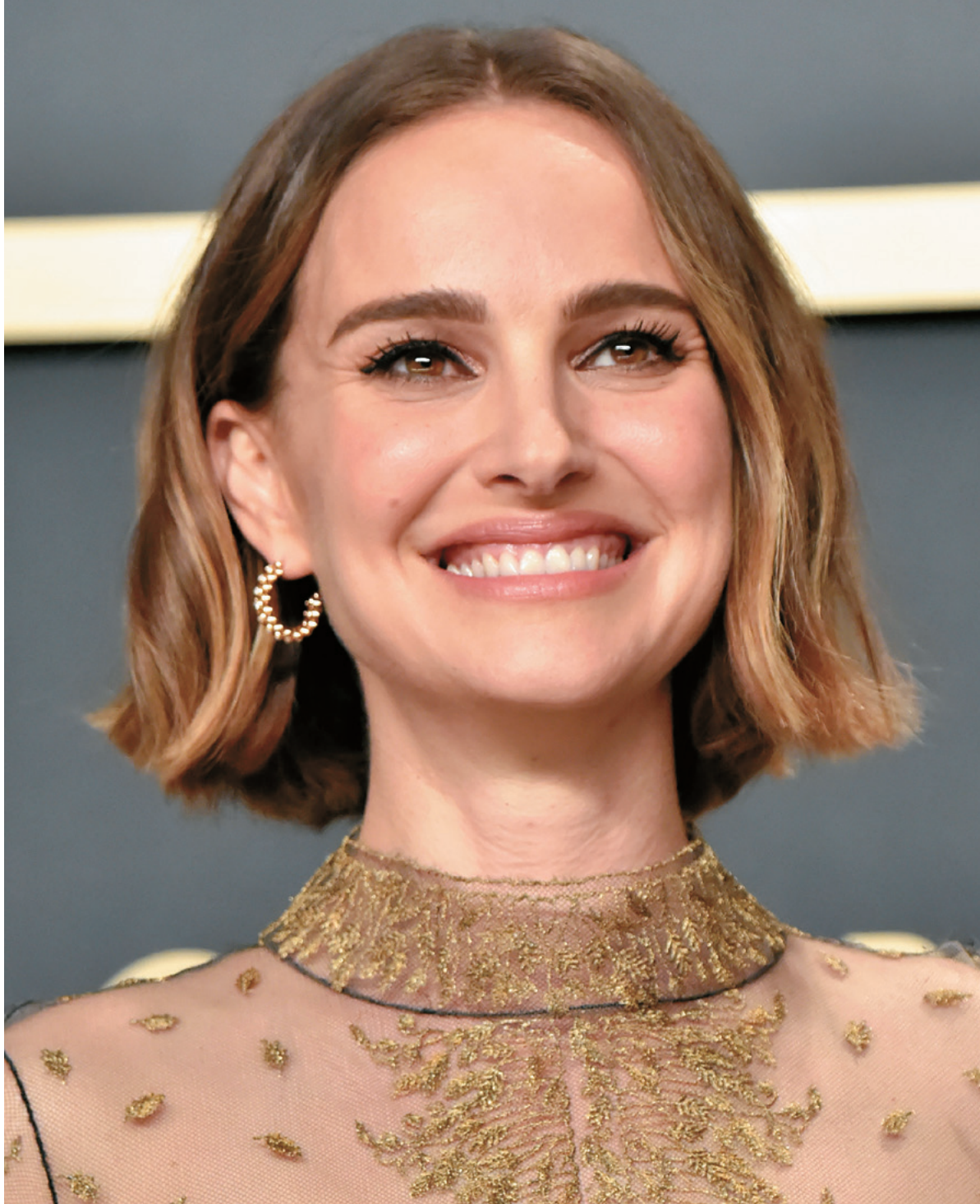
Hailey Bieber

For this edition of our VIP Look, Estetica asked Manny San Martin, Wella Educator and acclaimed haircutter, about three of our favorite stars with iconic bob haircuts. He started with Hailey Bieber, saying, “This trend favors many slender-faced women – Hailey, although an absolutely stunning girl, has a very slender facial structure that seems to become narrower with this style. The shorter, blunter bobs can elongate the appearance of the neck if not taken into consideration. Hailey looks at her best when the style is grown out just enough that it appears to be ‘lived-in’. I would stay away from any type of flat irons and reach for a large barrel curling iron to create expansion and counterbalance her slim features. The blunt bob does work with Hailey’s natural hair texture. She seems to have finer hair but plenty of it. The blunt cut gives the ends strength and density which works perfectly for finer hair textures that lack natural body. Razor bobs, which were all the rage a couple years back, are ideal for thick, dense hair textures and will soften those ends in order not to appear so heavy. An ideal length would be just grazing the shoulders in the back and reaching a longer length towards the front in an ‘A-Line’ style.”



Lucy Boynton

Born in New York City in 1994 and raised in London, Lucy Boynton currently stars as Astrid Sloan in the Netflix series 'The Politician' and will portray legendary singer Marianne Faithfull in the upcoming biopic 'Faithfull' (2021). Manny San Martin says: "I feel as though this style was made for Lucy! I seriously cannot imagine a better haircut for this bombshell. Lucy's facial features are framed perfectly with her bob. The jawline seems to run parallel to the blunt cut line of her hair that sits at such a suitable length the proportions are all so well balanced. I love everything about this look on her, the strength that the blunt chop gives to her hair is the key. Having such lightened hair can take a toll on the ends, and appear dry and fragile. With this strong finish those ends are long gone and her ends look healthy and hydrated. This cut is always styled so well for Lucy, with her subtle waves that remind me of a roaring 30's flapper. The beauty of a bob whether its blunt or shattered, is that its timeless. Bobs were cool in many decades and they keep being a favorite go-to style for the bold."



Natalie Portman

Born in Jerusalem in 1981, Natalie Portman is a leading actress and filmmaker who started her acting career at age 12. Manny San Martin says: "I'm going to be blunt. Natalie can get away with pretty much anything. Ever since she rocked that bob as a young girl in 'The Specialist' she earned the right to sport a bob whichever way she likes. The longer length bobs seem to suit her best these days. Natalie's face is not as slender as it once was, she is not that adorable 13 year old anymore. I would stay away from lengths that sit too high around her jaw-line since it makes her face appear wider than it needs to, especially with her dense hair. Ideally, if I could cut her bob I would place her length just above her shoulders near the collar bone. This length would close in on the cheeks and jaw-line just enough to make them seem narrower and allow the hair to hang low, giving a slender silhouette. I would encourage Natalie to keep the volume down and blow-dry with minimal root lift and stick to a large paddle brush. This will prevent expansion and keep the style under control. Finishing it off with a little wave utilizing a flat iron would seal the deal."



Designed to impact

Introducing the fabulous Iconic Soles collection, a designer shoe-inspired collection featuring an all-star hairdressing team including Paul Mitchell Co-Owner Angus Mitchell.

What do Christian Louboutin, Guiseppe Zanotti, Stella McCartney and Manolo Blahnik have in common with hairdressing? Iconic Soles is a collaboration of the John Paul Mitchell Systems Artistic Team, creating 4 sole-ful expressions inspired by Angus Mitchell's vision around inventive shoe designers. Don't miss out: this awe-inspiring collection features a 5 part educational e-course on paulmitchellpro.com – the interactive digital courses take you behind the scenes and inside the Iconic Soles collection by the prestigious John Paul Mitchell Systems Artistic Team. See the techniques, collaborations and artistry come to life with this all new perspective!



Angus Mitchell was born into the legacy of late, legendary hairstylist Paul Mitchell, co-founder of John Paul Mitchell Systems. As the son of the hair fashion icon, Angus' unique upbringing in the hair industry exposed him to the same passion that inspired his father, leading him to eventually fulfill his destiny in the first family of hair.



The Iconic Soles collection by John Paul Mitchell Systems Artistic Team features strong, edgy haircuts combined with bold, audacious color compositions for a series of looks designed to impact.

Paul Mitchell's award-winning team travels to hair shows around the world and is involved in the brand's online education to teach thousands of salon professionals new techniques, share the hottest hairdressing trends and spark creativity in the industry. In turn, John Paul Mitchell Systems-trained stylists are armed with elite knowledge and an unparalleled passion for their craft. This extraordinary all-star team includes Angus Mitchell – JPMS Co-Owner–, Robert Cromeans –Global Artistic and Business Director–, Lucie Doughty – Creative Director–, Colin Caruso –Artistic Director of Color–, Heather Kaanoi –Artistic Director–, Noogie Thai –Editorial Director–, and Cristiano Cora –International Trainer–.





The pandemic has been playing havoc with the economy in general and, more specifically, with service industries like hair salons and barbershops. But manufacturers are stepping up with innovative policies and tangible support.

Marie Sciarano

The importance of partners

Hair care product manufacturers are wont to refer to the salons who use and buy products wholesale as “partners”, and never has there been a time when this relationship was more significant than during and after the Covid-19 pandemic, which sent service industries in general, and especially hairdressing salons, barbershops and spas into a tailspin after being shut down for months on end in some areas due to personal contact and social distancing regulations adopted to stop the spread of the virus. Obviously these businesses were losing revenues from service tickets, but this also meant that their stocks of in-salon products and retail items, the sale of which can sometimes amount to up 15-20% of the salon profits, all ground to a halt.

Indeed, during these lockdowns, the industry almost immediately went into overdrive to innovate existing distribution and sales systems and even conceive of new ones to help their partners stay afloat and meet overhead costs during the hiatus. Many were then adapted and/or extended to support salons during the reopening phase, when salons had to deal with the “new normal” imposed by the pandemic, which included PPE, extraordinary sanitation and disinfection measures, reduced salon traffic, and even physical challenges like having to cut, color, and style hair around the clients' masks and ear elastics.

PARTNERSHIPS YOU CAN COUNT ON

According to an article in Forbes, sourced from the research firm IBISWorld, nationwide pandemic shutdowns affected more than 950,000 businesses that usually generate more than \$47 billion in revenue. John Paul DeJoria, co-founder of the Paul Mitchell line of hair products, a company known for its social, environmental, and charity initiatives, saw 60% of their revenues disappear. The company immediately realized that such figures could lead to many partner salons closing their doors for good. Their stopgap solution? JPMS provided thousands of jumpstart kits that provided stylists the potential of bringing up to \$4000 in revenue and also supplied millions of dollars in discounts to help salons get back up and running. “Through Covid, JPMS sent out a jumpstart kit which literally provided us a jumpstart for when we were finally allowed to open our doors after lockdown,” said Brett and Sonya Hawker, owners of Illusions Salon and Spa. “That kit brought us in almost \$4100 in revenue!” Other manufacturers offered incentives and support to affiliates through consulting services and promoting on-line retail sales, sometimes with curbside pick-ups, to help keep clients looking good with their favorite products, even while tele-working. Such campaigns also help maintain the highly personal and often long-term relationships clients have with their salon professionals. In addition to economic initiatives and sales incentives, brand manufacturers are also working on helping salons transition into the challenge of reopening. ECRU New York firmly believes that salons want the most is another client, rather than a new product – so they curated a collection of double-



R+Co

“We really wanted salon owners to be able to continue to offer great products and service – albeit from a distance– so we launched a custom affiliate program for R+Co Partners. We gave each salon in our network a custom URL that they could give their clients to shop R+Co. Each salon received 40% of each sale – R+Co covered all the other costs like inventory, warehousing and handling. We also accelerated the payments to be every Friday so that way we could keep income coming into the salons,” says Dan Langer, President of R+Co.



Wahl Professional

“The aftermath of the COVID Pandemic has left salons and barbershops with new limitations that are impacting their revenue streams. The best solution to this problem is to engage in retail to begin to close in on lost profits. For instance, social distancing and capacity limitations in salons and barbershops have made waiting areas obsolete. These new “empty spaces” can best be used as retail sections to maximize added revenue opportunities. A styling and finishing line, such as Wahl Professional’s 1919, can be a quick way to bring back some lost dollars. Suggesting retail to every customer at every service is a way to add back to the bottom line and create added value to your haircut service by providing customers a way to keep their hair looking great in the days and weeks post haircut,” said Lisa Finucane, National Director of Education, Wahl Professional.



Eufora

With a view to addressing "NoTester" policies in salons, Eufora launched a new sampling initiative for partner salons to help them encourage guests to get back into the swing of regular salons visits. As of September 2020, salons have been able to exploit one or all of the several campaign components – including info on how salons can utilize the free full size Beautifying Serum, consumer-friendly e-blast copy and social images, and in-salon signage for digital download, and press releases focusing on the benefits of Beautifying Serum.



Oribe

Oribe implemented a salon commission program to support salon partners while closed or operating at limited capacity, offering a 50% commission on all retail purchases made by the salons' customers on Oribe.com. The brand has over a quarter of its network enrolled and will continue the program to minimize the impact that Covid-19 had on their businesses.

Kao Salon Division

Last Spring, Kao launched the Kao Salon Industry Recovery Initiative and committed to providing Goldwell and KMS salons with tangible resources to help them reopen and restore their businesses. In addition, Kao supported over 2,000 salons nationwide with Reopening Kits.



duty products that both treat and perform. Also, ECRU New York has created a series of short 1-3 minute consumer videos to show salon guests how to use one product in multiple ways. A service sampling program also allows the stylist to perform a service and send their guest home with a sample that will maintain it and a promotional code when they order on-line/in store.

Joico's Olivia Smalley, Brand Storyteller, and Cynthia Baker from Saga Haus Social Agency, have taught classes every month to improve Salons/Stylists' online presence, including how to create a "brand" on line and how to increase your retail sales via social media. Aspen Rae, Pravana Collective member says that "customers are doing more 'shopping' for a new salon professional than ever before – salons are seeing a new influx of guests that are looking for more expertise and wider service offerings, ranging from express services to total make-overs."

Henkel North America, via its professional brands, Alterna, Joico, Kenra, #myidentity, Pravana, Schwarzkopf Professional, SexyHair, and Zotos Professional announced its "Beauty Care United - Standing Together with Stylists" – a campaign and program designed to support professional salons and hairstylists through encouraging and motivational tools, and education from their favorite artists. It is also important to fill in what was once a waiting area with retail products and promote products and services that help prolong great results between appointments. L'Oréal Professionnel partners salons are seeing clients return with varying states of their hair color and hair needs. So Powermix treatments and Pro Longer Ends-Filler Concentrate treatment have provided solutions to target immediate needs. These treatments also help to fill-in gaps where some salons are not allowed to offer blow-dry services yet to their clients. These treatments finish off an appointment with something special but much needed and targeted! L'Oréal Professionnel also partnered with Hair.com to offer hairdressers the opportunity to partake in an affiliate marketing program.

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Stephen Moody

“IT DOESN'T FEEL LIKE 40 YEARS! IT'S BEEN AN INCREDIBLE JOURNEY AND I WOULDN'T CHANGE ANYTHING. IT JUST FEELS LIKE YESTERDAY THAT I STARTED. I THINK A BIG PART OF THAT IS THE FACT THAT I WORK WITH YOUNG PEOPLE.”



“The big thing that I've worked on over the last eight years with Wella is Triple Craft – it's when we align color-cut-finish. But it's not any haircut, it's not any color. It's color and cut that talk to each other. And the thing that I'm really passionate about at the moment is sharing with hairdressers, things that make customers salon-dependent.”

November 11th 2020 marks hair icon Stephen Moody's 40th anniversary in the hairdressing industry. Starting as an apprentice in London at Vidal Sassoon in 1980, Moody ended up traveling the world together with Vidal, moving to California in 1987 to manage the Sassoon Academy in Santa Monica and finally joining Wella in 2012 where he currently holds the position of North American Education Director.

Tell us about your beginnings in the UK. Why did you choose hairdressing?

Well it began with my mother really. She was a failing hairdresser. She converted the front living room of our house into a 3-chair salon. I was born in the bedroom above the salon. Even the word salon is an exaggeration... it was a tiny place. I'm not from a wealthy family, so my child care was the customers. I spent time with my grandmother, I spent time with neighbors. But most of my time growing up was on the customer's lap. So that was my introduction to hair: I grew up in the salon.

When did you first hear about Vidal Sassoon?

Very shortly after my birth, my mother realized that her business was going nowhere. So she researched in newspapers and magazines things that were happening that were new and different, and she saw work being done in London where people were beginning to cut hair rather than tease hair. So clear out of the blue, she wrote to this person in London –Vidal Sassoon–, “I'd like to learn from you.” She made coffee.





"I've still got seven years left in me, and if hairdressers and the industry and Wella still want me, I want to continue to do what I'm doing, I'm just about to head up the Cutting Council for Intercoiffure North America. So I want to continue what I'm doing today and come back to the beginning. I want to help people like Vidal helped me and my family, my industry, my passion."

She shampooed. She swept the floor. And in the evening Vidal taught her to cut hair. As a child growing up, at the dinner table was where I heard about his name. And I witnessed how education, specifically with Sassoon, changed my family's outlook completely.

When did your direct relationship with Sassoon begin?

I started as an apprentice in Knightsbridge in London in 1980 in a huge salon. I shampooed, I cleaned the salon, in the evening, I was allowed to bring a model and begin to learn my craft. I quickly decided that my forte was cutting, not color. All the time, in the back of my mind I wanted to share. My vision was to be an educator, as such I knew that I could reach more hairdressers as an educator than as a stylist. I was thirteen years old when I made this decision.

How did you start working with Wella?

Well in many ways, 40 years ago... because the day I started with Sassoon the color dispensary was Wella, the styling products were Wella... So when I left Sassoon in 2012, the transition to Wella was pretty natural. I knew the products, I knew the history, but more importantly I knew the people.

What is one of the most memorable Wella moments over the past eight years?

For sure, it's celebrating Triple Craft with hairdressers everywhere and really delivering education they can connect to. Changing the format, changing the mindset, breaking hair education down to: "Let's do hair on real people"... and let's do color, cut, finish they can connect to. So every hairstylist can look and think: "I can do that tomorrow morning on my customer and I can make money from that. I might not cut it as short, the red might not be so bright, but I can connect with that."

Read the complete interview with Stephen Moody at www.esteticamagazine.com



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Hair & Make-up: Teresa Romero @ Jose Luis Salon and Boutique
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Photo: Nico Nordstrom
Model: Bethany Bond

Causing a commotion



“The depth of nighttime
darkness... the aura of
the moonlight. Welcome
to my dream”

A shocking explosion of texture channels the plumage of a fabled nocturnal raptor or a contemporary Medusa. Hypnotic and powerful.


Hair: Chrystofer Benson
Assistant: Greta Coston
Photo: John Rawson
Make-up: Danielle Donahue
Wardrobe: Hannah Leigh
Produced by CBC



Misner captures the essence of two basic elements using color and texture. Spiky flames burn intense and steady. Billowing smoke rises.

Hair: Sal Misner & Kaizen Education
Photo: John Rawson
Make-up: Kerra Coticchia
@ Kaizen Education
Clothing: Marni Seabright
Backdrop art: Alex Malizia

“Flames & smoke.
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contemporareity:
defying convention,
defining the future...”



**“Bewitching nymphs, muses
of color and lightness with
an otherworldly beauty and
an elusive spirit...”**



**Best of
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The mysticism of nature,
allegorical representations of
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WEDDING EMOTIONS

"The true beauty of the bride lies in the eyes of the groom", or so they say. Nevertheless, the unwavering admiration of her husband-to-be is by no means all it takes for a girl to feel at her best on the big day: it takes a never-to-be repeated commitment to creating that sublime total look!

"La vera bellezza della sposa sta negli occhi dello sposo", o almeno così si dice. Tuttavia, l'ammirazione incrollabile del futuro marito non è tutto ciò che serve affinché una ragazza si senta al meglio nel suo grande giorno: ci vuole un impegno irripetibile per creare un look sublime!

Man sagt: "Die wahre Schönheit der Braut liegt in den Augen des Bräutigams". Trotzdem ist die unendliche Bewunderung ihres zukünftigen Mannes keineswegs alles, was eine Frau braucht, um sich an diesem großen Tag in Bestform zu fühlen: Es bedarf eines nie dagewesenen Engagements, um diesen grandiosen Look zu kreieren!

La vraie beauté de la mariée est dans les yeux de son époux. Comme le veut la tradition. Mais l'admiration du futur marié ne suffit pas toujours pour que la jeune femme se sente parfaite. Il lui faut également de nombreux préparatifs pour que sa beauté rayonne ce jour-là.

"La verdadera belleza de la novia está en los ojos del novio", o eso dicen. Sin embargo, la admiración inquebrantable de su futuro esposo no es, de ninguna forma, todo lo que se necesita para que una mujer se sienta en su mejor momento en el gran día: ¡se necesita un compromiso inagotable para crear ese look total sublime!



Hair: Anne Veck
Photo: Patrice Guyard
Make-Up Shameem Kumar
Dresses: Cymbeline
Styling: Maddy @ Bicester Bridal



**BRIDAL
DREAMS**
MADE REAL
IN BEAUTY
& PASSION

All images by: Hair: Anne Veck/Photo: Barry Jeffery/Make-up: Janine Bird/Styling: Kate Jeffery







Hair: Simon Hill,
Sesh Hairdressing
Photo: Chris Bulezuik
Make-up: Michael Becman



georgiykot



mpobedinskaya



clairehartleystylist



oksana_sergeeva



Hair: Artistic Team Inebrya
Photo: Filippo Fortis





All images by:
Hair: Kiwiblu
Make-up: HochWerk



Hair: Juan Ayoso/Photo: Antonio Luna /Make-up: Jose Merina/Styling: Maria Divan



viola-pyak



immaweddinghairstylist



picheski-spb



paulandmego



Hair: Rafael Bueno/Photo: Dani Medina/Make-up: Jorge Sánchez/Styling: Rodolfo Mccartney

A side-profile portrait of a woman with a highly intricate and voluminous hairstyle. The hair is blonde with dark roots, styled into a series of complex braids that form a large, sculptural bun on top of her head. A thick, multi-strand braid runs horizontally across the crown of her head, just above her ears. The rest of her hair is pulled back into a sleek, low ponytail. She has a soft, natural makeup look with defined eyebrows, closed eyes, and a slight smile. She is wearing a white, thin-strapped garment with a large, ornate, jeweled brooch or shoulder piece on her left shoulder. The background is a plain, light gray.

**INDIVIDUALITY
REIGNS SUPREME
INTRICATE PLAITS &
ACCESSORIES ADD
THEIR OWN VIBE**

Hair: Gandini Team
Photo: Paulo Rentfle
Make-up: Alemka Krupc
Styling: Amélie L.



All images by:
Hair: Xevi Jubany for KIN Cosmetics
Photo: María Bailac
Make-up: Emma López García
Styling: Jordi Dalmau Costura
Products: KIN Cosmetics





Hair: Philip Bell for Ishoka
Photo: Trevor Leighton



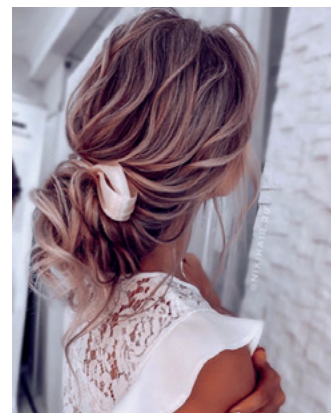
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kasia_fortuna



hairbykatied



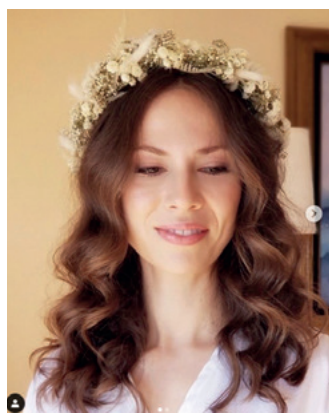
nikihair-ru



Hair: Eric Sammartano & Laurent Legal/Photo: Daniel Pister/Products: Wella Professional



theweddinghair
company



katieleehair



caraleestyles



nina.hair.stylist

**HAPPY IS
THE BRIDE
THAT THE SUN
SHINES ON...**



Hair: Toni Pellegrino for Atelier Emè
Photo: Gianmarco Vetrano



Hair: Toni Pellegrino
for Sposi Magazine



Hair: Olga Garcia
Photo: David Arnal
Make-up: Wilder Rodriguez
Styling: Aaron Gil



amandajeank



hairbykatied



samirasjewelry



katieleehair



Hair: Mayte Garrote
 @ Different Estilistas
 Photo: David Arnal
 Make-up: Jose Luis Blasco
 Styling: Visori Fashionart



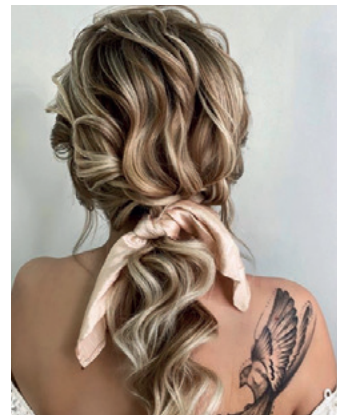
paulandmeggo



haircome



lova_studio



nadigerber





All images by:
Hair: Juanmy Medialdea
© Juan Miguel Medialdea Peluqueros
Photo: Alejandro Onieva
Make-up: Sergio Castillo, D&D
Styling: Juanmy Medialdea
Products: Schwarzkopf Professional





**SHORT & SHARP,
THE BOB IS
PERFECTION -
WHATEVER THE
TOTAL LOOK**

Hair: Xaro Ferri Sanchís
© Xaro Ferri Estilistas
Photo: Julian Gabaldón
Make-up: Karla Rillo
Styling: Vicente Blasco

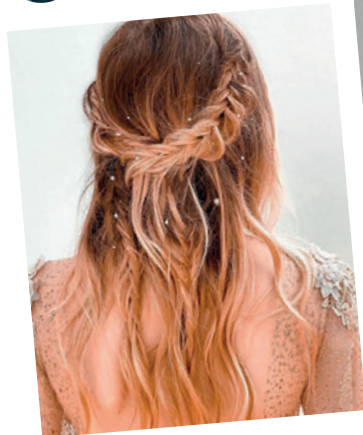




samirasjewelry



nikihair-ru



theweddinghaircompany



kasia_fortuna



Hair: Llongueras



All Images by:
Hair: Kilian Garrigós, Miguel
Silva, Inna Lipkovich
Photo: David Arnal
Make-up: Natalya Sidorova
Styling: Strekoza





Hair: Trevor Sorbie Art Team
Photo: Boy / Girl
Make-up: Victoria Martin
Styling: Cynthia Laurence-John



**DEFY CONVENTION AND
DROP A BOMBSHELL:
IT'S YOUR BIG DAY
FOR TURNING HEADS!**

Hair: Kiwiblu
Make-up: HochWerk



Hair & Photo: Ross Charles/Make-up: Sonia Schofield/Styling: Ross Charles



nina.hair stylist



Hairstyle_by_elena_
demchenko



mpobedinskaya



iselinakslen



Hair: Jonathan Turner
Photo: Michael Young
Make-up: Kirsten Bailli
Styling: Clare Frith



All images by:
Hair: Juanmy Medialdea @ Juan
Miguel Medialdea Peluqueros
Photo: David Arnal
Make-up: Sergio Peña Castillo,
Jessica del Arbol
Styling: Juanmy Medialdea

A woman with blonde wavy hair is shown in profile, looking down. She is wearing a white top with small black polka dots. Her hair is styled with several pearl hair clips. She has a nose ring and a pearl earring.

**WHEN THE WORLD
IS YOUR OYSTER
IT'S DOWN TO YOU TO
FIND YOUR PEARLS!**



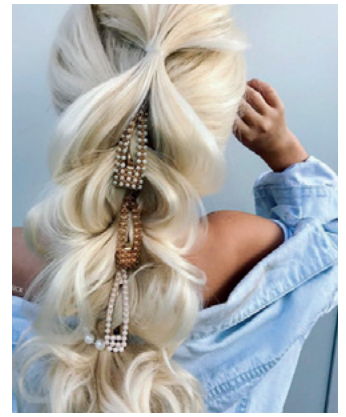
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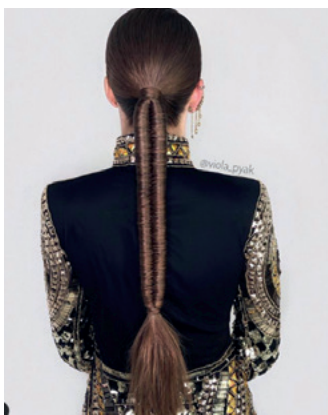
hairstylist.dream



luxxloxx



Hair: Gennaro Diana, Roberto Vitaro, Valentina Musco for Matrix/Photo: Oak Studio/Styling: Maison Le Dive/Products: Matrix



viola_pyak



nadigerber



haircome



borisboriswho



Hair: Alfaparf Milano



AUTUMN ATTITUDE

From bright reds and burnt oranges to russet browns, Autumn is not only an attitude, but an immersion into a tender, aromatic dream. Cool yet vibrant, its beauty is reprised in the hair fashion trends that borrow its name. Lose yourself in the autumnal spirit and feel free to roam!

Dai toni aranciati alle nuance ruggine, l'autunno non è solo un atteggiamento, ma un'immersione in un sogno tenero e profumato. Fresco ma vibrante, la sua bellezza è ripresa nelle tendenze della modacapelli che si rifanno al suo nome. Perdetevi nello spirito autunnale e sentitevi liberi di creare!

Von strahlenden Rottönen und leuchtendem Orange bis hin zu Rostbraun. Der Herbst ist nicht nur eine Jahreszeit, er ist ein Eintauchen in einen zarten, duftigen Traum. Kühl und dennoch strahlend. Herbstliche Namen spiegeln sich in den Haarfarben wider. Tauchen Sie in die herbstliche Stimmung ein und beflügeln Sie Ihre Kreativität!

Des reflets cuivrés aux tonalités de marron intenses, l'automne n'est pas seulement un style, mais s'offre comme une immersion. Un rêve tendre et parfumé. Fraîche et vibrante, sa beauté inspire la tendance coiffure. Laissez-vous séduire par son esprit et sentez-vous libre de créer !

Desde rojos brillantes y naranjas tostados hasta marrones rojizos, el otoño no es solo una actitud, sino una inmersión en un sueño tierno y aromático. Fresca pero vibrante, su belleza se refleja en las tendencias de la moda del cabello que toman prestado su nombre. ¡Piérdete en el espíritu otoñal y siéntete libre para crear!



Hair & Art Direction:
Tom Connell for Davines
Colour: Ashleigh Hodges
Photo: Stefano Galuzzi
Make-up: Victoria Martin

AUTUMN
ATTITUDE

Hair: Eric Zemmour
Photo: Stéphane Gagnard
Make-up: Kelly McClain
Products: L'Oréal Professionnel,
Babyliss Pro, Great Lengths,
Mizutani Scissors



Art director:
Miquel García Cotado
Hair: Revlon Professional
Artistic Team
Photo: Miguel Reveriego
Make-up: Dani Rull



In this page:
Hair: J. Ayache, G. Mandelli,
Q. Barnette for Jean Louis David
Photo: M. Bresson
Make-up: N. Maillard, M. Hirano
Styling: F. H. Evans

EMBRACE THE WARM SHADES OF AUTUMN:
TAKE HEART, THERE'S A CRISPNESS IN THE AIR.



AUTUMN
ATTITUDE

Hair: Angelo Seminara,
Goldwell Global Ambassador
Colour: A. Seminara,
Takashi Kurokawa
Photo: Andrew O'Toole
Make-up: Laura Dominique



Hair: Giovanni Iovino for Cotril
Photo: Andrea Varano





**THE SICILIAN ADVENTURE: WARM LIGHT, ANCIENT
HERITAGE, **BRIGHT COLOURS** & COOL LIFESTYLE!**



In this page:
Art Director: Rossano Ferretti
for Great Lengths
Photo: Alessandro Molinari

AUTUMN
ATTITUDE

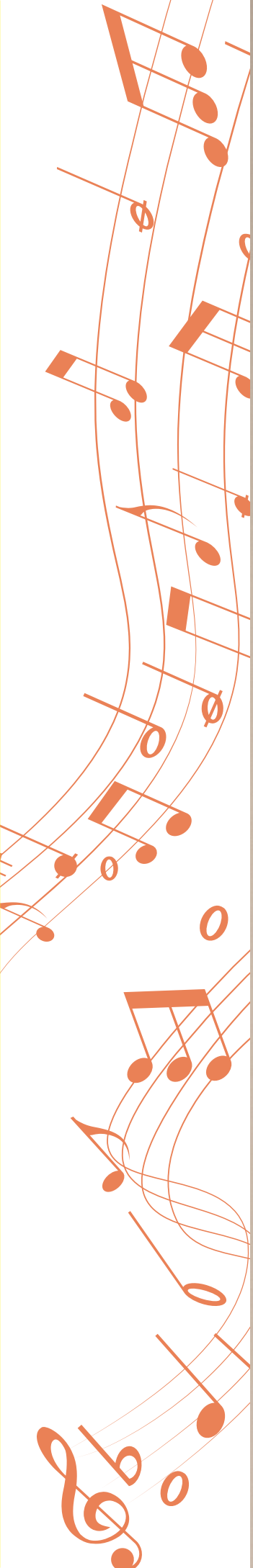


Hair: Groupe VOG - Mon Coiffeur Exclusif

AUTUMN
ATTITUDE



Hair: Laetitia Guenaou
Photo: Przemysław Chola
Make-up: Karolina Supernak



Art Director: Yuri Coppari
Hair: La Biosthetique
Artistic Team Italia



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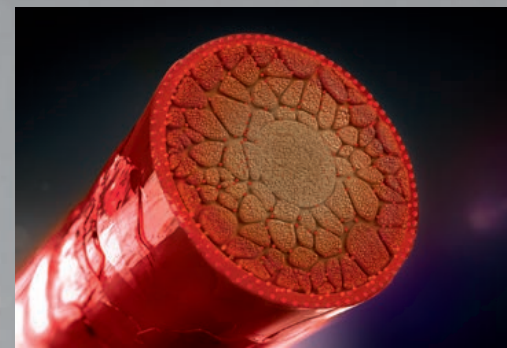
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IMAGINE COLOR.
NOW MULTIPLY IT.

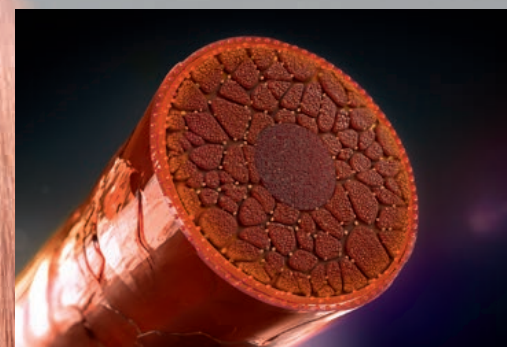
GOLDWELL

ELUMINATION

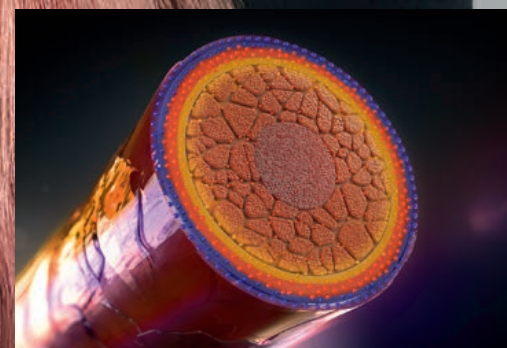
THE ART & SCIENCE OF DIRECT DYE MASTERY



Elumen HD^{max} Technology penetrates deep into the hair to create color intensity and longevity.



The @Elumened Technology combines oxidative dyes and direct dyes in the same pre-mixed shade formulation for the first time.



The HD³ Color Technology in @Pure Pigments creates multi-dimensional, high-definition color results for unique light reflections from all angles.



FIRST SUPER-CHARGED
DIRECT DYE FORMULATION

1998



ELUMEN

2001



RESEARCH BEGINS:
COMBINING DIRECT DYES
WITH OXIDATIVE DYES

2002

kao FUJIFILM

UNIQUE
COLLABORATION
WITH FUJIFILM

2002

LEADERS FOR 20 YEARS. AND IT'S JUST THE BEGINNING.

GOLDWELL GIVES US A GLIMPSE INTO THE FUTURE OF DIRECT DYE TECHNOLOGY.

Elumination is Goldwell's first-of-a-kind portfolio of direct dye-based products, which take hair color to a whole new level. An entirely new category of color technology that started with a question posed by Goldwell's Research & Development scientists: how to make direct dyes better?

To fully grasp the uniqueness of Goldwell's mastery of direct dyes, we need to look back to 20 years ago. Direct dyes do not penetrate deeply into the hair, which means that they wash out easily. This was the starting point of "Project Super Color".

Starting with the launch of Elumen in 2001, Goldwell's mastery of direct dyes became evident when they created a direct dye that could last like a permanent color. From that point on, creating color that was shinier and more brilliant than ever before became the brand's mission.



The Ring Effect: Elumination adds even more multi-dimensional shine to every color service through the use of technologically advanced direct dyes.

In 2002, Goldwell began a collaboration with the color and photo dye experts at Fujifilm to explore new types of direct dyes that had never been used in hair color before. This collaboration led to a number of remarkable innovations in direct dye technology, including the creation of @Elumination Hair Color in 2014. A milestone for Goldwell, combining oxidative dyes with direct dyes in pre-mixed formulas so that color not only wraps the hair with direct dye brilliance, but provides the full coverage of an oxidative hair color.

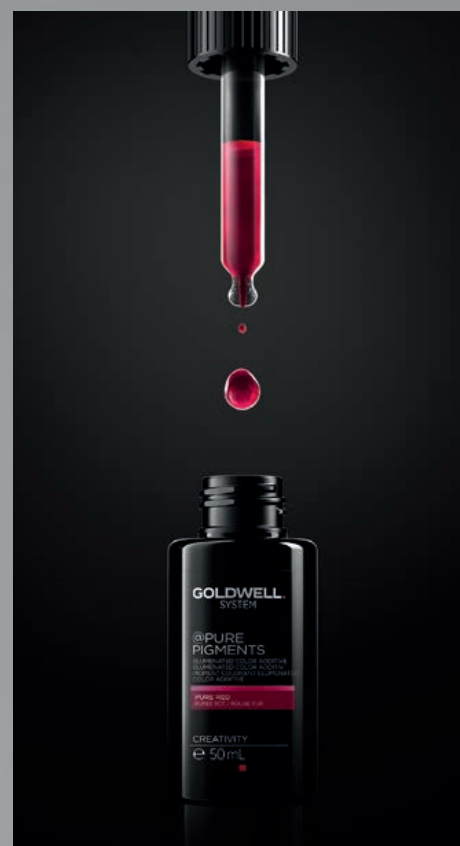
The pinnacle of the Goldwell/Fujifilm collaboration came with the development of the HD³ Color Technology, found in @Pure Pigments, a completely new direct dye molecule derived from photo dyes, which creates multi-dimensional shine and gives entirely new depth, dimension and holographic brilliance to hair color.

"Direct dye technology has been around for a long time with no significant innovation. Our goal was to push the performance further - to make it better, brighter and more long-lasting."

DR. DOMINIC PRATT
VICE PRESIDENT KAO
RESEARCH & DEVELOPMENT

"Elumination opens up an entirely new world of hair color creativity. Layers of color create never-before-seen effects in every hair color service. It's a whole new category of service for salons that want to set themselves apart by delivering truly bespoke hair color."

JOHN MORONEY
GLOBAL CREATIVE DIRECTOR

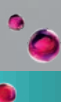


High-definition direct dye additives that elevate oxidative hair color with incredible vibrancy and brilliance: this is @Pure Pigments.



@ELUMINATION HAIR COLOR—
DIRECT DYES AND OXIDATIVE
DYES IN THE SAME FORMULA

2014



HD³ COLOR
TECHNOLOGY
DEVELOPED

2016



SILKLIFT CONTROL
WITH HD³ COLOR
TECHNOLOGY

2016



@PURE
PIGMENTS

2018



INNOVATION
NEVER STOPS

The future

CREATIVITY. TAKEN FURTHER.

Goldwell's world of Elumination comprises oxidant-free color, ready-to-use formulas and high-definition direct dye additives. Elumen, Topchic, Colorance and @Pure Pigments give every stylist the creative tools to reveal the true artist inside. Encouraging them to play around with multi-layer dyeing, brilliance and shine—using highly-efficient direct dyes.



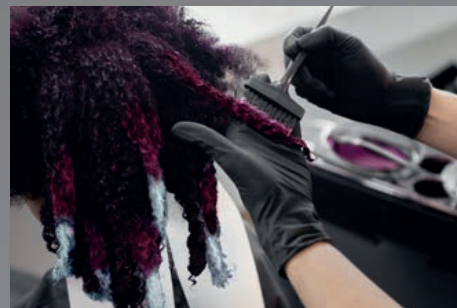
COLOR MORPHING

Iridescent, holographic effects that change and move with the light. Multiple tones of @Pure Pigments create dazzling, morphing color effects.



COLOR WASHING

Adding @Pure Pigments drop by drop to toners and blonde shades creates pastel washes of color from subtle to intense.



COLOR BOOSTING

Adding tone-on-tone colors to Topchic and Colorance formulations creates spectacular intensity. Show-stopping looks with vivid brilliance and color saturation.



COLOR COOLING

Beautiful rich cool tones are created by adding @Pure Pigments Matte Green and Pearl Blue to reduce and eliminate warm tones in the hair.



A WHOLE NEW WORLD

@Elumination Hair Color is more than a new color. It adds a whole new category of hair color services to the salon menu, encompassing full head color applications, dimensional blondes and freehand or balayage services.



"The intensity and shine of Goldwell's color is what initially attracted me to the brand. Then I discovered all the technology behind it and I can honestly say I've never seen hair color like this before. It's the future of hair color!"

ANGELO SEMINARA
GLOBAL BRAND AMBASSADOR



COOL IS THE NEW HOT

The new Elumination COOL CHIC shades welcome a whole new look in hair fashion. The latest shade collection combines warm shades with icy cool @Eluminated tones to create trendy, wearable shades elevated by Elumination. Everything you need to create truly individual fashion statements. Check out the latest addition to @Pure Pigments - COOL PINK.



Eclectic education

It's always been important, but with salon lockdowns and a sense of isolation, brands are learning to compensate and recover through innovative educational initiatives.

Marie Scarano

As often happens, a crisis can bring out the best in people, sometimes calling attention to shortcomings in community structures and bringing us together to mutually support each other and compensate, resulting in dramatic developments and evolution. Hairdressers who are used to spending their days engaging with clients and making them look and feel better about themselves, suddenly found themselves alone and with plenty of time on their hands, especially subject to suffering personally and professionally, as well as economically, from imposed isolation and closures. On the bright side, the Covid-19 pandemic spurred and continues to spur innovation and improvements in the salon industry, not only in terms of hygiene, safety, and business management techniques, but surprisingly also when it came down to perfecting the skills and professionalism of the artist behind the chair.

REACHING OUT, STAYING CONNECTED, FOSTERING INSPIRATION

Those working in all aspects of hairdressing are well-aware that it goes far beyond being an industry – they feel part of a community of trained professionals whose careers and services are founded on education. For decades cutting and styling has been taught using traditional methods in academies, through apprenticeships and even through trade publications like ours. But more recently the evolution of marketing strategies, the onset of digital channels, and evolution of a variety of innovative products and services made energizing trade fair platforms and stages, proprietary brand events, and even in-salon training the venues of choice. Until now. With the cancellation of such events worldwide due to the Covid-19 pandemic, brands took a pro-active approach to consolidating their salon partner community ties mostly through innovative streaming and on-demand education online and even social media. Pravana's Director of Education Steven Henley confirms, "Virtual education has become the norm for all forms of education, and the salon professional industry is no different." To this view, Pravana has expanded their presence on TikTok, Facebook, and Instagram while working on a new initiative featuring on-demand education, live streaming opportunities and more!

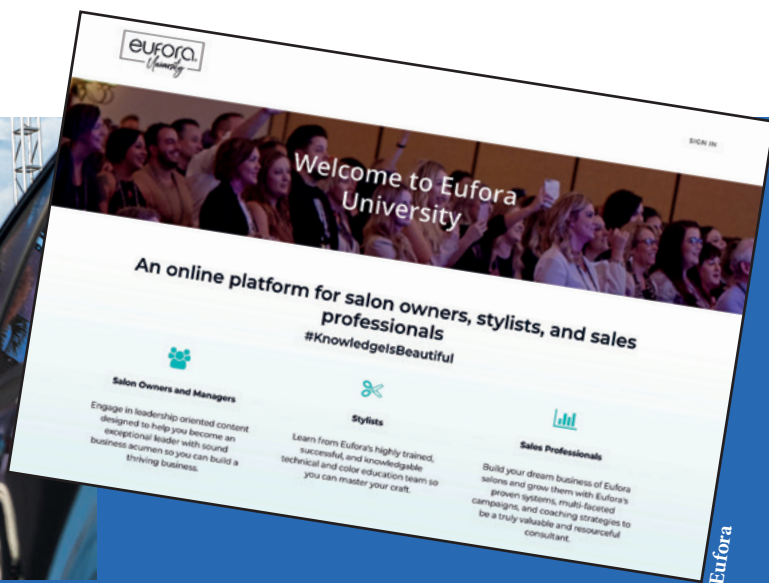


The Wella App was designed exclusively for licensed hairstylists and cosmetology students to feature educational how-to's, step by step videos, business education, social media content, and downloadable pdfs.

"As soon as the lockdown took effect in March, we quickly reacted and switched gear to focus 100% of our efforts on digital education," said Carole Protat, Wella Senior Director of Education North America. "This allowed us to stay connected with our community through Craft education and techniques, plus provide important resources and tools to help during the reopening of salons across the country." Richelle Lizarraga, Portfolio Digital Education Senior Manager, is excited about #WellaEdFromHome Live Digital Education Series, which makes the best-in-class education accessible anytime via Instagram. "Our goal is to deliver Craft-based education from some of the most valued educators in the industry today," says Richelle, "to keep industry professionals engaged, optimistic and up-to-date." The #WellaEdFromHome series has been received with high praise resulting in 200K+ views in just a few short months.

Eufora has historically focused on high caliber in-person education such as their National Trainer Program, bringing hands-on training from Eufora's top trainers into local markets and the Eufora Advanced Training Academy where stylists focus on honing skills in areas specific to their own wants and needs. When these programs suddenly became inaccessible, Eufora wanted to craft a complementary program that could keep their education connection going strong. So Eufora Education Manager, Brynn Bewley, recruited a team of Eufora top trainers to identify relevant topics that would address real needs of their stylist community, and then present them through short, succinct Facebook Live online learning sessions. For many it proved to be a game-changer. Brynn Bewley explains, "Once salons started to reopen, we continued to get requests and realized we had something that would continue to help stylists thrive even when in-person education once again became an option. We began reframing the sessions, adding more content and eventually renamed the series 'Live Your Art' for timeless appeal... and they're available in both streaming and on-demand."

Paul Mitchell top educators and artists also developed a menu of online education courses designed to help expand knowledge,



Professional brands continue to boost digital and online education and find innovative formats to maintain connections and provide inspiration.

explore different specialties and perform with confidence. The first in the series was a session featuring an all-star team, including Paul Mitchell Co-owner Angus Mitchell! The follow up's 5 interactive digital courses that take participants behind the scenes and inside the Iconic Soles collection, presented in during an informative, interactive and inspiring LIVE video session on Paul Mitchell's Facebook page. In a retro-inspired twist on stages featuring platform artists, R+Co took their education "on the road" with its Drive-In Tour. "Physically distant does not mean anti-social," said R+Co President Dan Langer. "The last four months we've shifted all of R+Co's education to digital – and we realized just how strong the desire for community is. The goal was to take elements of the virtual experiences of our livestream education, Zoom classes and Netflix Watch Party movie nights and replicate it in real life, while still

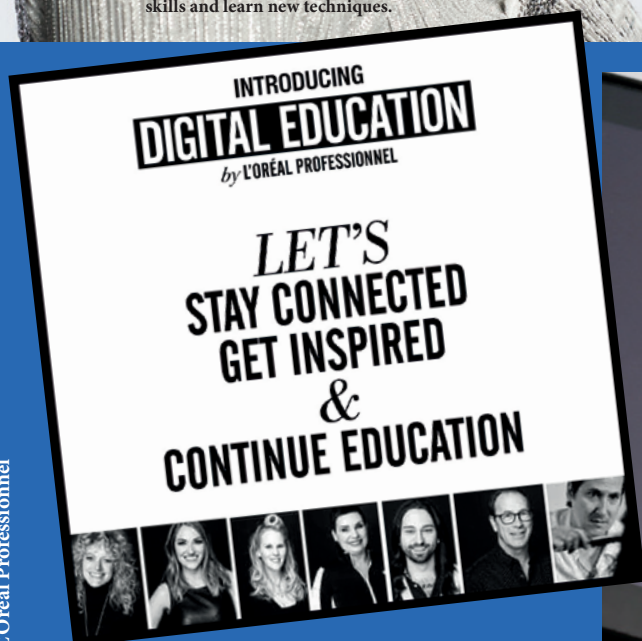


Ecru New York

When clients were force-fasting from fave color services during lockdowns, the demand for refreshes, corrections, and care rose exponentially, cueing salon pros that this was the perfect time upgrade skills and learn new techniques.



Goldwell



L'Oréal Professionnel





maintaining safety and physical distancing, to give people the opportunity to see each other, wave from their cars, get inspired and have fun.” Ecrú New York started 2020 with a brand new campaign called ‘Evolution’; then when the quarantine started, they created a weekly series of cutting/styling classes, IG Lives that focused on how to stay connected to their salon clients, and Global Gatherings with their Distribution network to discuss how everyone is evolving together. Suzanne Sturm, VP of Redken Education, US, also promises that, “The Redken Exchange is committed to offering online education through a series of digital education events, digital hands-on classes, and more.”

GROWING BIGGER AND GETTING BETTER, BUT KEEPING IT PERSONAL

When the going got tough, the Wahl Education and Artistic Team went into full creative mode, thanks to some of the very best educators in the US. Lisa Finucane, National Director of Education, Wahl Professional, shared, “We felt that a great way to begin to create a ‘community atmosphere’ was to have videos shot from their homes, shops, basements, kitchens, back yards, and offices. [...] My vision for Wahl Education 2021 is to create connection in a world where disconnection is becoming our new reality.” She is also looking forward to working with Jamie DiGrazia, the 1919 styling and finishing line Creative Consultant on new cutting and styling techniques made possible with these products. In any case, digital platforms leave room for dialogue and exchange, making it possible to tailor



content to meet the current needs of hairdressers. For example, L'Oréal Access, the company's first global e-learning and networking platform with over 200,000 users, is also designed to create constant interactions and networking between users. Stylists and salon professionals are able to comment on or post questions about all content, such as videos and forums, in order to learn and share knowledge, expertise and creativity. Darren Oram, VP L'Oréal Professionnel Education, notes, "The feedback on each type of video has allowed us to review each week's content to ensure we're meeting the need of hairdressers during this very uncertain time. Our goal has been to support our hairdressers for



All Joico's online education is available for free at Joico Education On Demand platform: joico.com/education-on-demand By the close of 2020 Joico will have produced over 200+ "live" education events with their great roster of top digital educators.

whatever they need and really uplift and support the industry as best we can." When Kao Salon Division had to cancel their live event in Amsterdam, they remained true to their promise of #creativityneverstops with the Kao Salon Virtual Experience held in digital format with streaming and on-demand content available for 48 hours in October, covering all global time zones. In the U.S., Kao Salon Division had launched online education in 2018 – as a result, when the lockdown began, they had infrastructure in place to build out their virtual education. "Within a few weeks, we had increased our digital education footprint by 65%," says Charles Elias, Director of Education for Kao USA Salon Division. "We didn't stop there. Understanding that education in the salon industry has changed for good, we continued to expand our online Goldwell and KMS classes." Daniel Kaner, Oribe Co-Founder and President, reminds us with his transcendental eloquence that, "Oftentimes, we can only see the challenges that change brings, but in this case, we have a new format in which to reimagine our global education. Portability, accessibility, broader audiences, and non-diluted messaging are all pieces of the puzzle that our educators are currently working through. We see this as an opportunity, which is exciting and will provide more for all."



OMC goes online!

OMC makes history with its first ever online competition, the 2020 OMC World Championship, replacing the 2020 OMC Hairworld in Paris – canceled due to the Covid-19 pandemic.



OMC World President Salvatore Fodera (left) and Takara Belmont Chairman and CEO Hidetaka Yoshikawa (right) have announced that OMC Hairworld 2021 will take place in Yokohama (Japan) on September 26-28, 2021 – presented by OMC Japan and Takara Belmont.

A BRAND NEW ONLINE COMPETITION

The new competition created by the Organisation Mondiale Coiffure (OMC) has been launched this year exceptionally to replace the 2020 OMC Hairworld in Paris – canceled due to the Covid-19 pandemic. The 2020 OMC World Championship is open to all OMC Affiliated Members. Because of the Covid-19 OMC has offered to all competitors a FREE registration. The online Registration and photos submissions is November 14, 2020. The affiliated OMC Member Countries' President must register and upload their organization's competitors' photos as well as their official jurors' photos and e-mail addresses. For more information visit www.omchairworld.com



OMC is the largest professional hairstylists' organization in the world and is responsible for hosting a very special competition for those who thrive both in their career and their artistic skills. With over 50 member countries and over 2,000,000 individual members worldwide, this is a competition that will gather some of the best hair artists in the world.

Salon musings

At Muse Salon and Spa in John's Creek, Georgia, traditional southern hospitality and Salon Emotion are the foundation of the ultimate salon experience.

After 22 years behind the chair, Jody Mason-Jones (left) now brings his vast experience to Muse Salon and Spa as General Manager, while globe-trotting partner Daniel Mason-Jones gleans inspiration worldwide to fuel his drive as the Creative Director. Together they are a team that impeccably focuses on guaranteeing guests a world-class luxury experience from the moment they make their first appointment, founded on and in keeping with L'Oréal Professional Products Divisions' Salon Emotion program.



The Covid-19 pandemic has taken –and continues to take– an enormous toll on all businesses, but has been particularly brutal on all service enterprises, including hair salons and spas. More than ever salon professionals are looking to hone their business skills, focusing on the theories and concepts that can be tangibly translated into practice and –more importantly– results. Melissa Davis, Assistant Vice President, Retail Innovation and Development with L'Oréal Professionnel, gave us the skinny on the company's latest program to keep their salon partners successful in the offing. “There are so many ways Salon Emotion can help salons grow their business as we navigate our new normal,” says Melissa, “The wonderful thing about Salon Emotion is that, while there are 7 steps that we teach, it truly is flexible and modular enough that it can be applied on a space-by-space basis – literally. One of the goals of Salon Emotion is to look at specific areas within the salon and recognize how

they individually make a salon a great place to be. It goes back to the idea that the sum is greater than the parts. We're here to help with the salons parts!”

MORE THAN A MERE MUSE FOR SALON PROS

Muse Salon and Spa in John's Creek has been totally on board with Salon Emotion for some time, but are now realizing that such an approach is more relevant than ever. Daniel Mason-Jones, Muse Salon Creative Director, says, “Having Salon Emotion as an additional tool in your tool kit is essential, because having the ability to understand how the customer processes their experience through feelings is crucial during these times. People are on edge to begin with coming into a salon due to the inability to truly social distance, so having yourself prepared and putting your staff in the mindset of the customer is key.” “Honestly, the consultation has almost become a precursor to ‘The Welcome’, because



“This year has taught us **how valuable our industry is** as a whole. Salons should step up their game”

Daniel Mason-Jones, Muse Salon and Spa, John's Creek, GA

Covid-19 has reminded us that the consultation happens even before a client steps inside the salon.

Of course, there may be a more detailed version when they finally sit in the chair, but that first call, that first question, is when the consultation starts.”

Daniel also relies increasingly on digital communications, sharing that: “Creating custom banners and protocols on our salon digital signage as well as social media posts, was key to allowing our guest to understand all of the safety protocols we had implemented as well as retail promos and service specials we were having. Social Media such as Instagram, Facebook, and Pinterest are crucial to reaching your guests to let them know that your business is still ready to serve them even in these tough times.”

Salon Emotion teaches service providers better ways to connect with guests on levels that make their experience superior to any salon/spa experience they’ve had at other places,” explains Daniel, “and our guests immediately notice there is something different about our culture.” And that’s what keeps them coming back.



The talented artists of Muse Salon and Spa welcome guests to surprising sleek design and decor with a neutral palette, the warmth of natural wood essences, and theatrical lighting.





WAHLPRO.COM

Wahl Professional adds expert stylist and 2018 NAHA Men's Stylist of the Year winner, Jamie DiGrazia as its new Retail and Business Educator.

Retail expertise

DiGrazia will use her passion for cutting and styling hair to teach barbers and stylists how to use the Wahl 1919 styling and finishing line to enhance their cuts and increase their revenue. In turn, purchase of the products will provide scholarships to the next generation of barbers and stylists through the company's Fade It Forward program. DiGrazia, who owns well-known shop Logan Parlor in Chicago, knows the importance of selling retail and can vouch for the growth it has brought to her business. She sees the 1919 line as an important way for barbers and stylists to increase their revenue simply by educating clients on how to create their salon looks at home. "There are two ways to earn money in this industry – service and retail. Through educating your guests, you



DiGrazia will be creating and sharing information about the Wahl 1919 product line and teaching barbers and stylists how they can use the products to transform their businesses for the better.

can have a whole other part of your business that can be flourishing," says DiGrazia. "To have a long, successful career, I think business education is what is going to take someone to the next level. And that comes from selling retail, having product knowledge, and business education." DiGrazia is excited to help support the Wahl 1919 styling and finishing line by both educating barbers and stylists on how to use these high-quality products, but also by educating them on how to sell them to improve their business. Each product has a sulfate- and paraben-free formula that is healthy to use on hair and skin and doesn't leave a residue. Also, to help promote hygiene, the styling and finishing line is packaged in tubes rather than pucks to help prevent the spread of hair fragments from one customer to another.



For barbers and stylists interested in getting their hands on the Wahl 1919 styling and finishing products, a discounted introductory kit of all 11 products is available through Wahl Professional at wahlpro.com/store/1919.html



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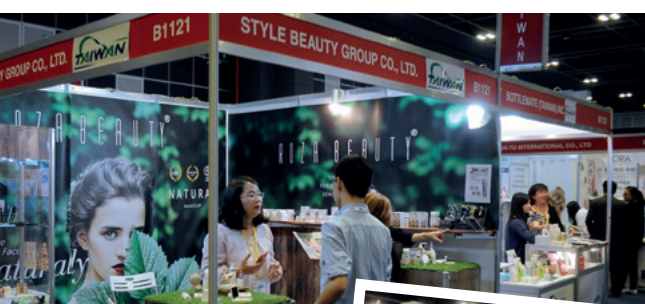
WHY SINGAPORE?

Recognized globally as probably the easiest place anywhere to do business, Singapore's connectivity makes it a regional hub for world markets. A leading financial and technical center, it is endorsed as a 'City of the Future', a 'Smart City' in every respect. Changi Airport SG serves over 100 airlines flying to 300 cities worldwide accessing an incredible 4 billion people within a 7-hour flight radius. And when you touch down in Singapore the smooth operation doesn't end there - far from it! The speed and efficiency of the public transport system is second-to-none. Peace-of-mind is also paramount for international visitors and Singapore enjoys a very low crime rate, and political stability, as well as being sheltered from natural disasters.

WHY BEAUTYASIA?

Over its 23 years, BeautyAsia has welcomed an increasing number of international exhibitors, with the event being recognized as the driving force for establishing trends, a platform for new opportunities and a test-bed for innovative products. The trade fair continues to establish a strong foothold in Asia's beauty and wellness industry as professionals converge in Singapore to anchor their business here and serve the Southeast Asia market. BeautyAsia celebrates its 24th edition in 2021 welcoming more exhibitors from countries as far as the United States, Poland, Moscow, New Zealand, Italy, as well as the regional countries Thailand, Taiwan, Hong Kong, China, Japan, Korea and many more. Exhibitors have greatly benefitted from the business matching program @ BeautyAsia that connects like-minded businesses with esteemed trade buyers and visitors, ensuring time is well spent at the event.

For more information please visit
www.beautyasia.com.sg



Destination Suntec Singapore, 1st - 3rd March 2021 for the 24th Edition of Beauty Asia Singapore. Dedicated exclusively to Trade and Beauty Industry Professionals, this is the beauty fair which connects all of the industry's movers and shakers under one fabulous roof. Incorporating SpaAsia, HealthAsia and NaturalAsia, BeautyAsia's all-inclusive 4-in-1 networking exhibition is recognized as the trusted platform for global business to convene and showcase innovative products, as well as access to a plethora of opportunities. As Singapore's ONLY beauty trade exhibition, BeautyAsia is a regional gateway to bold new market ideas and concepts for this industry.

Cryotherapy benefits

Meet the ColdBrush by BaBylissPRO: a revolutionary, state-of-the-art finishing tool applying cryotherapy.



Through ongoing product use, customers will see reduced frizz, noticeable shine, increased hydration and hair that will be smooth and in enhanced condition. The ColdBrush retails for \$190 and expand BaBylissPRO's premium offerings, providing customers with an unprecedented way to care for their hair.



100 tools

BaBylissPRO has launched the innovative BaBylissPRO CryoCare ("The ColdBrush", for easy reference) a premier cryogenic hair tool, engineered with a Thermoelectric Cooler (TEC), that improves the look and feel of hair. The ColdBrush can be used on either wet or dry hair, which allows for easier styling and blow drying, while delivering extraordinary condition, finish and shine.

PERKS OF FREEZING COLD TEMPERATURES

The ColdBrush joins BaBylissPRO's current lineup of professional tools including straightening irons, curling irons, shaping tools, dryers, clippers, trimmers, and shavers. The ColdBrush actually adds moisture back into the hair, thereby improving overall look, feel and condition. By reaching freezing cold temperatures, moisture is transferred to the hair shaft, while 90 metal bristles detangle and align each strand, making hair smoother shinier and softer. Repeated use ensures long-lasting results.

Based on the Peltier Effect, the Thermoelectric Cooler (TEC) has two ceramic insulated plates with two types of semiconductors (positive and negative) between the plates in parallel formation. When electricity flows through the module, heat transfers away through the bottom, while creating cold temperatures on the

top. This sophisticated technology was designed around a durable, yet sleek, stainless steel housing that operates with a simple, easy to use on/off button.

A deluxe black clutch, included with purchase, is ideal for travel or storage.

AN ENTIRELY NEW CATEGORY OF HAIR CARE

Alan Stockman, SVP, General Manager of BaBylissPRO says, "What's most exciting about the BaBylissPro CryoCare brush is that it's an entirely new category of hair care. We took a unique, patent pending technology in cryotherapy, and saw how it benefited hair. Delivering hydration, shine and manageability through a tool reaching freezing temperatures is nothing short of revolutionary."



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