ESTETICA USA

the HairMagazine

COVER
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from RuskPRO

GENTS & GURUS
Men's grooming trends
& hairdressing heroes

FYI EVENTS
What's going on in the
world of hairdressing

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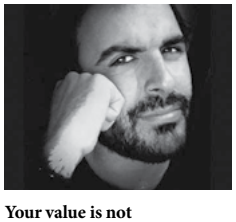
editorial

Just think for a moment... Besides family and friends, what is a hairdressing professional's greatest treasure? It's not real estate, money, fame, or even clients... because all these are merely a consequence of the real treasure that hairdressers and barbers hold in their hands: the ability to change the lives of those who sit in their chairs every day. What is the true value of this? It's not just a haircut; it's not just a change of color; it's not just washing, drying, and styling. It is the talent of being able to discern how to spark an inner light in each individual, of knowing how bring out their true personality and help them shine. It is the ability to recognize every human being's inner beauty and cultivate it so that it flourishes. Many people continue to confuse price with value: your price chart is not defined by who you are, but rather by the value of what you do for your clients. Because the value of a hairdresser or barber for the people who benefit from their services is not only monetary. It is what you accomplish every day that defines your true worth. And even though circumstances may oblige many to work at a price well below your true value, you can always take the time to put your best results on display. It's a matter of taking a decision. Decide where you want to be and how you would like to be valued. Know how to acknowledge where you are now and where you would like to envision yourself in the future. Understand that your journey from today to tomorrow is all up to you, that the road will never be exactly as you had planned, but that every obstacle you encounter will boost the value of your future self. It's confirming what you already know: you are capable of turning the switch that can light up the life of every person you serve in your salon. The value of this can be decided by you alone.



Your value is not something that someone else gives you; it is what you yourself create, what you build on your own.

Sergi Bancells
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ESTETICA
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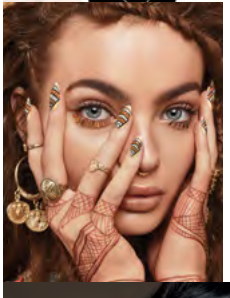
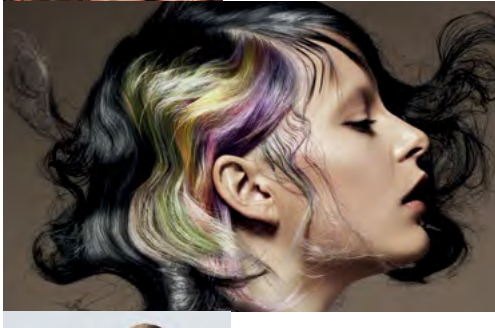
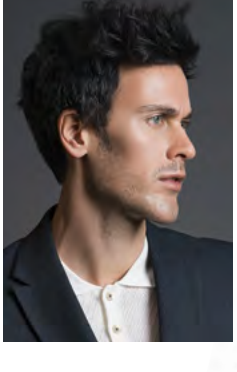


Keeping up on the trends in men's grooming.





Event coverage and the latest news about products and tools.

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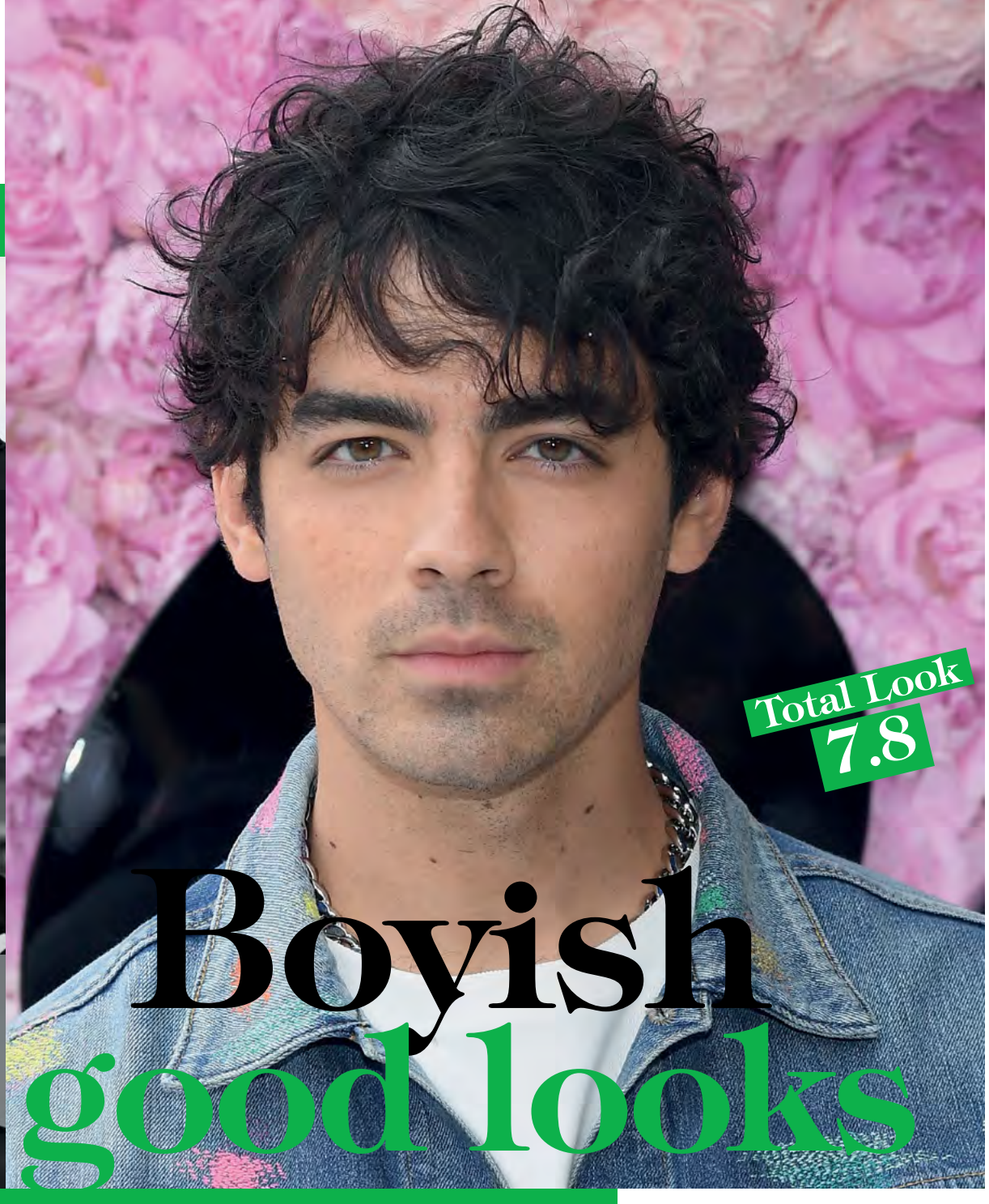


Total Look
7.8

Boyish good looks

Joe Jonas

PAUL STAFFORD: It looks like a perm has replaced bequiffed cropped cuts! He may look younger, but not in a good way. He's handsome with bundles of style - a handful of pomade could control that unruly mop.
Hair: 6/Grooming: 6/Style: 9/Vote 7.0

ROB DIAZ: The best of both worlds: medium length and JJ waves! Controlled chaos, texture, & shape. Just pinch mid-lengths and ends with a styling product to define the waves. Only curly haired people understand!
Hair: 9/ Grooming: 9/Style: 9/Vote 9.0

MIRZA BATANOVIC: I love that he's rocking his natural texture, very on trend! Guys are embracing their texture on longer styles. Some styling product would control the curls and add a bit of sheen.
Hair: 8/Grooming: 7/Style: 7/Vote 7.3

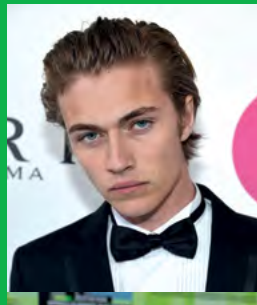
MIA LIGUORI: Joe is perfectly disheveled with tousled hair and just a hint of shadow on his baby soft skin. His distressed t-shirt and jeans jacket complement it all, saying "I look incredible and I'm not even trying!"
Hair: 8/Grooming: 7/Style: 9/Vote 8.0

Getty Images

Cole Sprouse

PAUL STAFFORD: The length, style and texture all work, adding to his re-emergence as a young man whose career is far away from the child protege he once was. His nonchalance says: it's only hair. But what hair, Cole !
Hair: 9/Grooming: 9/Style: 9/Vote 9
ROB DIAZ: Dark hair with a touch of color to accentuate the texture. Lots of length in front makes for a great man-fringe and versatility to go from I just woke up like this to I live a suite life! (Pun intended!)
Hair: 8/Grooming: 8/Style: 8/Vote 8.0
MIRZA BATANOVIC: Cole is also rocking a longer style and some color! I love the asymmetry. A blow-dryer and some pomade or paste will create that lift and movement. Plus, the versatility is awesome.
Hair: 9/Grooming: 9/Style: 8/Vote 8.7
MIA LIGUORI: I love that men are experimenting with texture, but a product can reduce frizz and define curls. A suit requires more grooming details. Cole forgot to use gel and left the house with his hair naked!
Hair: 6/Grooming: 6/Style: 7/Vote 6.3

Total Look
8.4



Lucky Blue Smith

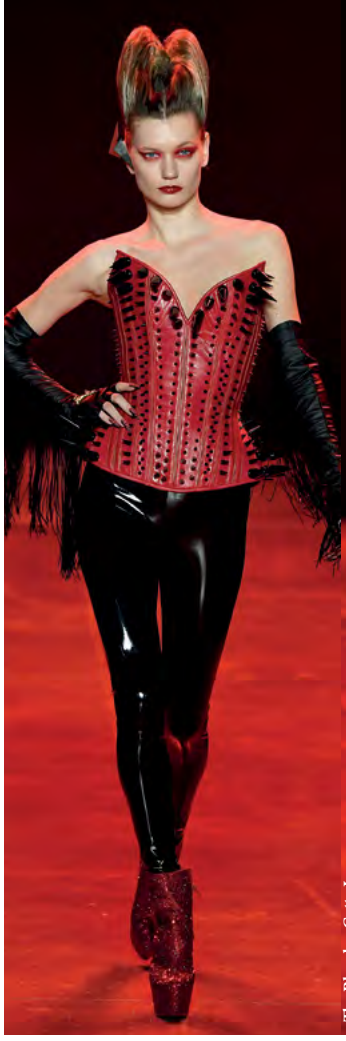
PAUL STAFFORD: Transitioning to a more grown-up look with lengths on top works well. The moody 50's screen idol look suits him, but the sides and back could be shorter and less of a wet look would be better.
Hair: 6/Grooming: 6/Style: 8/Vote 6.9

ROB DIAZ: Slick without the grease! An effortless look that demands attention, but plenty of options opened by styling with the right product. Cut to perfection so it wraps over the ears, but maintains weight in the nape.
Hair: 9/Grooming: 9/Style: 9/Vote 9.0

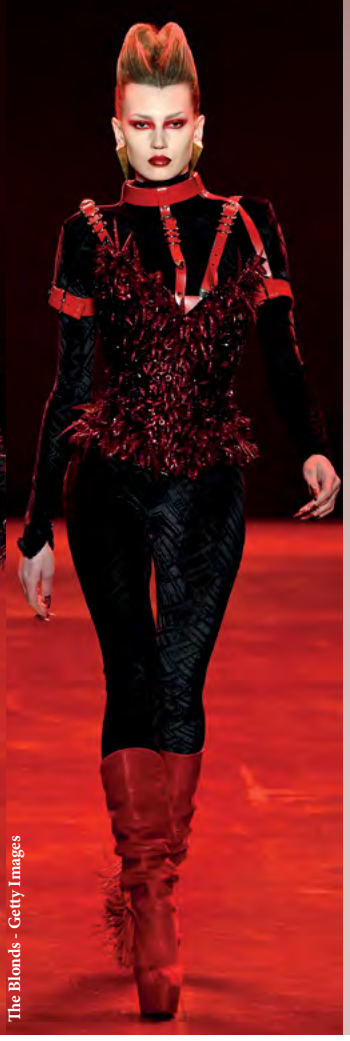
MIRZA BATANOVIC: The wet look was trending hard this summer and is one of my favorites. These different versions are sexy and a throwback with a modern vibe. An easy look for men growing out their hair.
Hair: 9/Grooming: 9/Style: 9/Vote 9.0

MIA LIGUORI: The long fringe casually pushed back, a slight flip at the nape and those bedroom eyes say SEXY! The turtleneck under a sport coat, silver chain, and clean shave nod to the 1960's English Gentleman.
Hair: 8/Grooming: 8/Style: 9.5/Vote 8.5

Photos: Getty Images



The Blonds - Getty Images



Thom Browne - Imaxtree

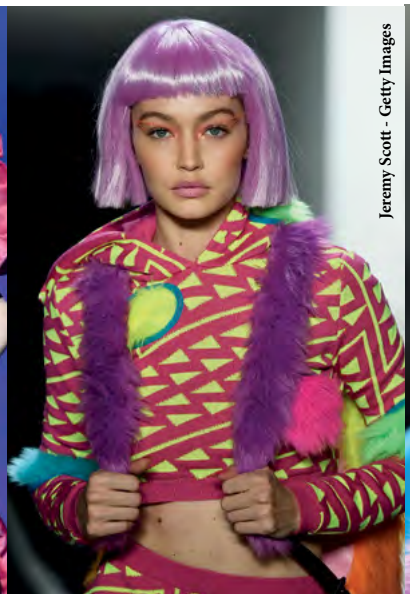
Hairplay
90s Nostalgia

Eugene Souleiman (Wella Professionals), crafted a French Renaissance wet look at the Thom Browne show and chic neon wigs for Jeremy Scott.

Fashion's #naturallook shocks catwalks no more. AW18-19 brings back hair accessories to the high-end spotlight.

Alejandra Acuña

Marc Jacobs - Getty Images

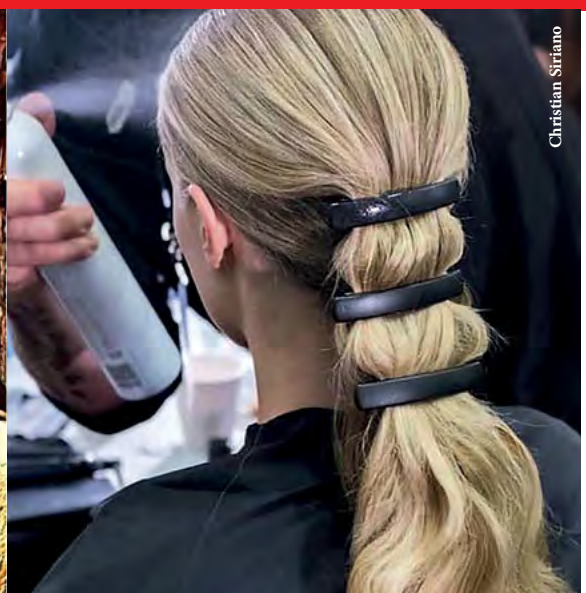


Jeremy Scott - Getty Images

Prabal Gurung - Getty Images

Tom Ford - Getty Images

The celebration of natural beauty inspired many designers to choose looks based on the model's natural hair – which ironically made everything other than loose hair the most impacting trends of the season. Those willing to slap thick leather on their models, like Tom Ford's 80s sweatbands by Orlando Pita, were the ones that stood out fiercely amongst a sea of balayage, waves and curls. Most women already own accessories of the memorable looks of the runways, and salons use these behind the chair all the time, making the shows featured above some of the most exciting and replicable looks for this fall! Redken Global Creative Director Guido Palau & Redken Global Color Creative Director Josh Wood capitalized on blowouts and vivid colors for Marc Jacobs' FW2018 Show! From stretch hair combs used in Prabal Gurung by Anthony Turner for Wella Professionals, to Kien Hoang's rolled updos in The Blonds for Oribe, the wistfulness for the past was consistent throughout this season.



Christian Siriano

Anthony Cole, Sebastian Professional International Artist, crafted the styles for Christian Siriano's NYFW show – we see banana clips as a way to control the natural wave, echoing the 90s in a very chic vertical trio.

After launching their first printed issue of INFRINGE in 2017, Anthony and Pat are so excited to share their ongoing exploration of the vast world of hair culture and creativity.

Panos Damaskinidis

Alex Black

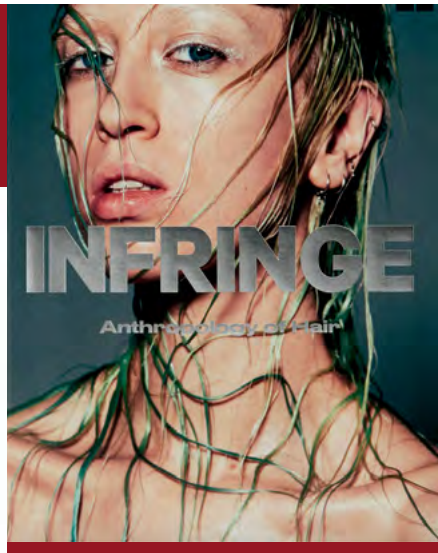
Infringe take#2

Anthony & Pat Mascolo's INFRINGE is an Anthropology of Hair, exploring its effects on culture, photography & fashion.

Gary Kelly

Estetica attended the launch in London of INFRINGE #2 – a unique publication for anyone with a passion for hair; it takes a very different viewpoint, though – exploring hair across all creative disciplines. Now in its 2nd year, it presents interviews, editorials, artworks and photo-essays, with contibutions from the likes of Trevor Sorbie and Bob Recine.

Girls Unawares



For this issue, INFRINGE travelled the world extensively in order to capture unique stories; the highlight was a team visit to Tokyo, where they observed and documented some fascinating hair rituals.

Anthony Mascolo & Panos Damaskinidis

The second issue of this beautiful coffee-table book is available to buy both online at www.infringe.com as well as through selected outlets globally: an absolute must for anyone with a passion for hair.

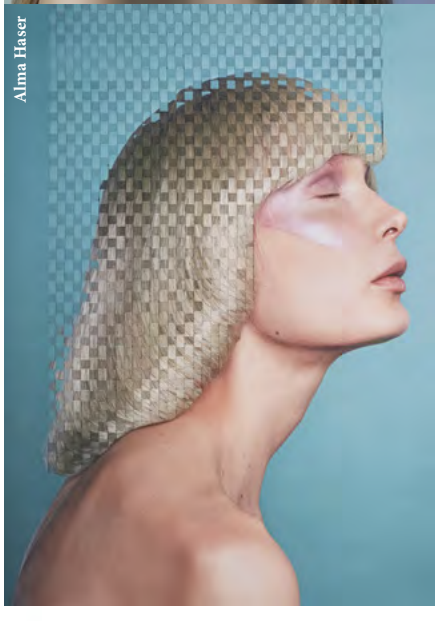
Anthony Mascolo & Panos Damaskinidis

Anthony Mascolo & Panos Damaskinidis

Alberto Maria Colombo

"When we launched our first printed issue last year, we had a niggling worry: would we run out of hair stories to tell? Far from it! Many, many people who have got in touch from all over the world to share their own hair stories. If anything, it's made us realise we've barely even scratched the surface!" Anthony & Pat Mascolo, Founders & Editors-in-Chief.

Parker Day



Alma Haser

Ethereal Elements

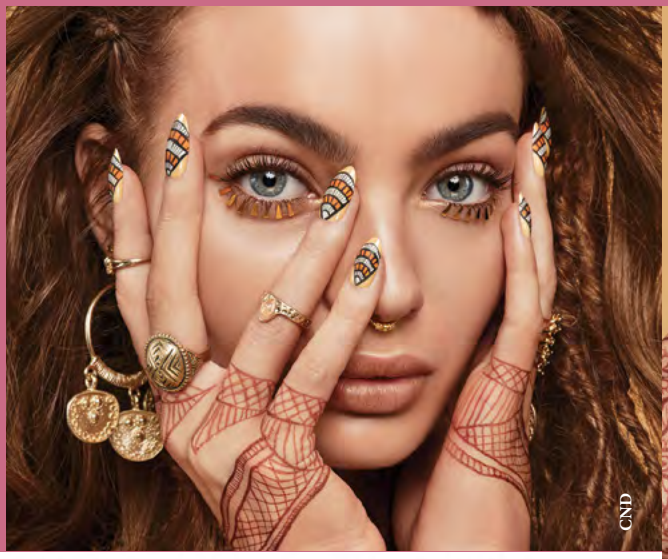
Autumn 2018 is painted in a copper veil, with terracota undertones and rich textures laced in elegance. *Alejandra Acuña*

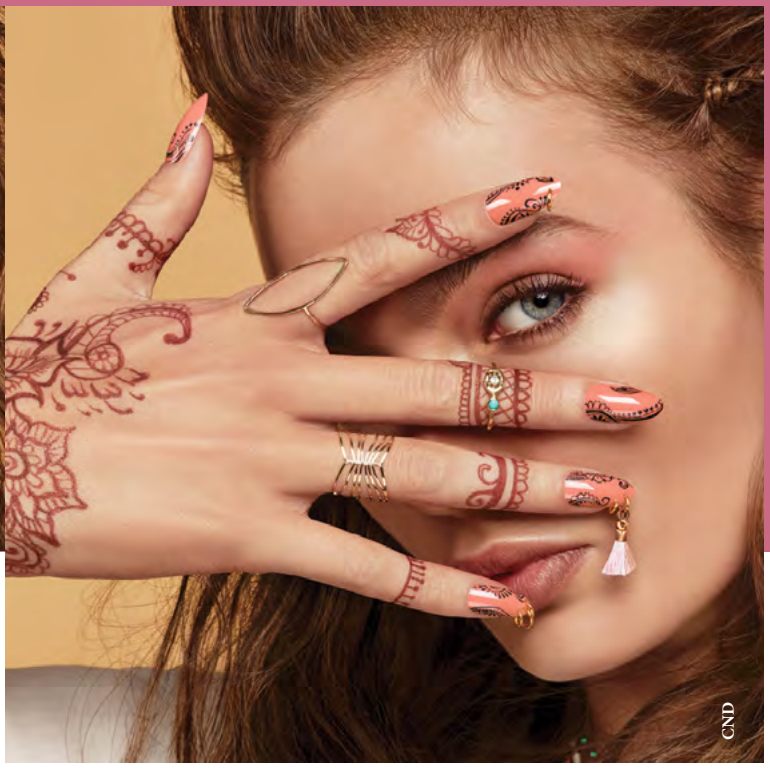
There is something cozy about fall, starting with pumpkin-spice lattes, comfy wool sweaters and the myriad of golden tones that paint the trees the color of sunsets while the air turns crisp. Naturally, the tones in this season's collections are darker and muted, much like our wardrobe, but with a special infusion of earthy nudes and blushing beige. Morgan Taylor's collection below provides a darker palette which tells a wild story about a woman who truly coordinates with the season.

Morgan Taylor launched a wild collection for truly fearless designs.

Colors seamlessly blend into dusty rose while remaining exquisitely vivid in tone, much like the leaves of Autumn themselves.

Orly has envisioned an autumn painted a dusty olive green named “Olive you Kelly” as the protagonist of their New Neutrals AW18 Collection, taking pinks and rosy neutral tones that contrast beautifully with dusty pearl greys and accented by muted brick red named “Seize the Clay.” Orly is always cruelty-free, 12-Free and vegan.





CND's Boho Spirit collection is for the bold who want to play with pops of color including a tart tangarine hue, named "Gypsy."

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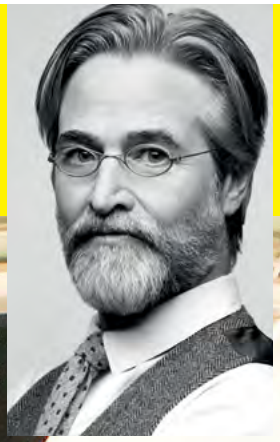
Brilliant hair gurus

Leaders of our industry are doing more than just sitting behind the chair – they're finding creative ways to use their hairdressing skills while applying it to other areas aside from simply taking clients on a day to day basis. *Alejandra Acuña*

David Raccuglia



Men's grooming visionary & precision haircutter, David Raccuglia, founded American Crew and continued to become an icon and leader in the industry by photographing and curating the most masculine and emblematic hair imagery of the last 2 decades.

Nick Stenson

International beauty expert & celebrity stylist, Nick Stenson hand-developed some of the most popular trends, leaving his mark as one of the most respected faces of the beauty industry.

As the artistic director and celebrity stylist for Matrix, and as VP of Salon Services and Trends for ULTA Beauty, Nick Stenson is someone who has found diverse ways of speaking to many markets within the industry and diversifying his beauty industry resume while continuing to service his clientele behind the chair. He advises a wide range of celebrity clients, film directors, theatre touring companies, network news programs and the elite of New York Fashion Week, while being well-versed in setting seasonal trends and motivating stylists nationwide to explore the newest varieties of cut, color and style.

Mark Bustos

Mark Bustos is a NYC celebrity hairdresser and precision cutter who used his talent to give back & founded his charity #BeAwesome ToSomebody.

Having founded his charity #BeAwesomeToSomebody, Mark Bustos has provided direct, hands-on, on-the-ground assistance to homeless and impoverished areas in over 11 different countries, including over 20 states in the USA! He has clients all over the globe, starting with his own neighbors and cousins, to a star-studded clientele like fashion designer, Phillip Lim, NASCAR Driver, Jeff Gordon while also servicing 8-year old Isabella, living homeless on the streets in the Philippines. "I cut everyone's hair," he says. His many entrepreneurial endeavors include being the owner of Silver Vine Room in Summit, NJ, hairstylist at Ammon Carver Studio in Soho, NYC and founder of the #BeAwesomeToSomebody movement. **To find out more, follow @markbustos #BeAwesomeToSomebody or visit beawesometosomebody.com**

Then there are the technology innovators... As the years go by, there are industry professionals like Joel Warren, who have targeted missing links within the business structure of salons. He is cofounder of Warren Tricomi and founder of a unique concept in beauty, The Salon Project. It's a high-end professional sanctuary where consumers can go browse the most innovative professional technology while receiving their preferred service – all in one visit. **For the full story on The Salon Project, visit www.esteticamagazine.com or www.thesalonproject.com**

Joel Warren

A revolutionary salon, where professional retail exists in an inclusive world, while consumers experience a professional service... in Saks. Genius.

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AMERICAN CREW ALL★S CHALLENGE

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A WINNING LOOK

American Crew congratulates Russia's Vitaly Pimenov for executing an original and visionary look with on-point precision, taking the 2018 Global Champion title.

The look Vitaly created balances an attitude of ease with confident style and texture to form a striking interpretation of the American Crew man.

2018 All-Star Challenge
Global Champion,
Vitaly Pimenov, Russia

For updates and your chance to be a part of next year's competition visit americancrew.com/allstarchallenge
Or follow American Crew on

Epic Style Masters Show

Revlon Professional's Style Masters Show & International Awards were held in Barcelona, in an epic night that celebrated the 10th anniversary of this unmissable event.

Gathering more than 4,000 attendees from over 70 countries, the annual contest organized by Revlon Professional rewards the talent of the best international hair artists during The Style Masters Show. Miquel García, Master of Ceremonies and Revlon Global Executive VP Artistic & Education, opened the gala on the largest stage ever at The Style Masters Show. A monumental live performance that stunned and delighted the audience with more than 800 sq/m of multimedia displays showcasing unique cutting-edge technology and mapping on transparent fabric screens.

The coveted 2018 Global Style Masters Award was conquered by Maria Montes Campal, Manuel Mon Estilistas, from Spain. Natalya Zheglova, Rayskaya Ptitza, from Russia, received The Most Beautiful Color Award. Mandy Lau Hoi Man, Color Group Hair Salon Limited, from Hong Kong, was awarded The Best Stage Performance Award and Jeneta Shekhovich, Studia Master Class, from Russia, won The Young Talent Award. The epic 2018 edition of the Show will remain in the audience's collective memory for years to come!

All-Star Challenge

Known worldwide as the top men's hair competition, the American Crew All-Star Challenge brought 16 global finalists to Barcelona where they put their grooming skills to test.

Crowned as the Global Winner of the 2017-2018 All-Star Challenge during an epic hair show in Barcelona, Vitaly Pimenov (Russia) received his award from legendary hairstylist/photographer and founder of American Crew, David Raccuglia.

In addition to the art of men's grooming – the All-Star Challenge also focuses on creativity, technique and the interpretation of the American Crew man. The 16 international finalists flew to Spain, where their creations were photographed by the founder of American Crew, David Raccuglia. Thousands of stylists from all over the world entered the competition, but only one gets recognized as the one to represent the American Crew man. This year, Russian barber Vitaly Pimenov grabbed the gold in the famed global hair competition – the winning look on the opposite page in black and white. The award ceremony took place during the The Style Masters Show 2018 in Barcelona, where American Crew presented on stage their latest men's trends, including the Style for the Road campaign in partnership with Harley Davidson.

The global judging panel for the competition was: Sandra Nygaard, Fashion and Grooming Director, Men's Health; Sergi Bancells, International Editorial Director, Estetica Magazine; Adam Mir, 2016-2017 All-Star Challenge Global Champion; Paul Wilson, Global Artistic Director, American Crew & Co-owner and Creative Director, Art + Science Salon; and Phoenix Thomson, Senior Education Manager, American Crew.

NAHA 2018 Hairstylist of the Year – Danielle Keasling

NAHA 2018 Haircolor Award Winner – Lori Zabel

NAHA inspiration!

The North American Hairstyling Awards is always an event full of creativity and inspiration. Last July marked 29 years of the fabulous NAHA awards. Next stop: Long Beach!

NAHA 2018 Master Hairstylist of the Year – Silas Tsang

NAHA 2018 Editorial Hairstylist of the Year – Mandy MacFadden

NAHA 2018 Avant-Garde Winner – Silas Tsang

NAHA 2018 Team of the Year – The Beauty Underground

The 2018 NAHA Awards Ceremony gathered more than 3,000 people at the Mandalay Bay Resort in fabulous Las Vegas and was presented by celebrity stylist and industry icon, Tabatha Coffey. The gala also included live presentations by 2017 Hairstylist of the Year Mio Sota, the ULTA Pro Beauty Artistic Team, The Beauty Underground, and Antoinette Beenders & the Aveda Artistic Team. Organized by PBA, NAHA is undoubtedly the most prestigious photographic beauty competition in North America. In 2019 NAHA is celebrating its 30th year of honoring talented and creative artists across 15 categories. With this historic moment, the NAHA Celebration is moving to the International Salon & Spa Expo in Long Beach, CA on January 26-29, 2019. See you everyone there!

Find out all the awe-inspiring styles created by the fabulous NAHA 2018 Winners and Finalists at https://probeauty.org/nahagallery

HAIR: Philip Carreon, Eufora Creative Director PHOTOGRAPHY: Church MAKE UP: Alexa Hernandez WARDROBE STYLIST: Rose Grandquist WARDROBE DESIGNERS: Gina Tyler and RSN Boheme

INTO THE WOODS

A Collection by **PHILIP CARREON** for **EUFORA**

A visually exquisite editorial that blends fairy-like natural elements with fresh and wearable neo-precision haircuts.

eufora®

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Eclectic inclination

Girls just wanna have fun, with plenty of color confidence and individualized style statements.

Hair: Emily Schultz & Libby Heinz@ Serenity Couture
Photo/Art Direction: Trav McAvaddy
Makeup: Sam Watson
Styling: Alyxx Peterson
Assistants: Jen Truitt and Matthew Rouse
Products: Aveda

Contemporary Classic

Young and fresh, precision styling that pays homage to traditional barbering techniques with a new edge. Contrasting lengths and textures for today's fashion-forward guys.

Hair: Esquire Grooming Top Artists
Photo: Richard Monsieurs
Make up by Milou den Oudenaarde
Styling: Jeroen Kamphorst

Shades of Stardust

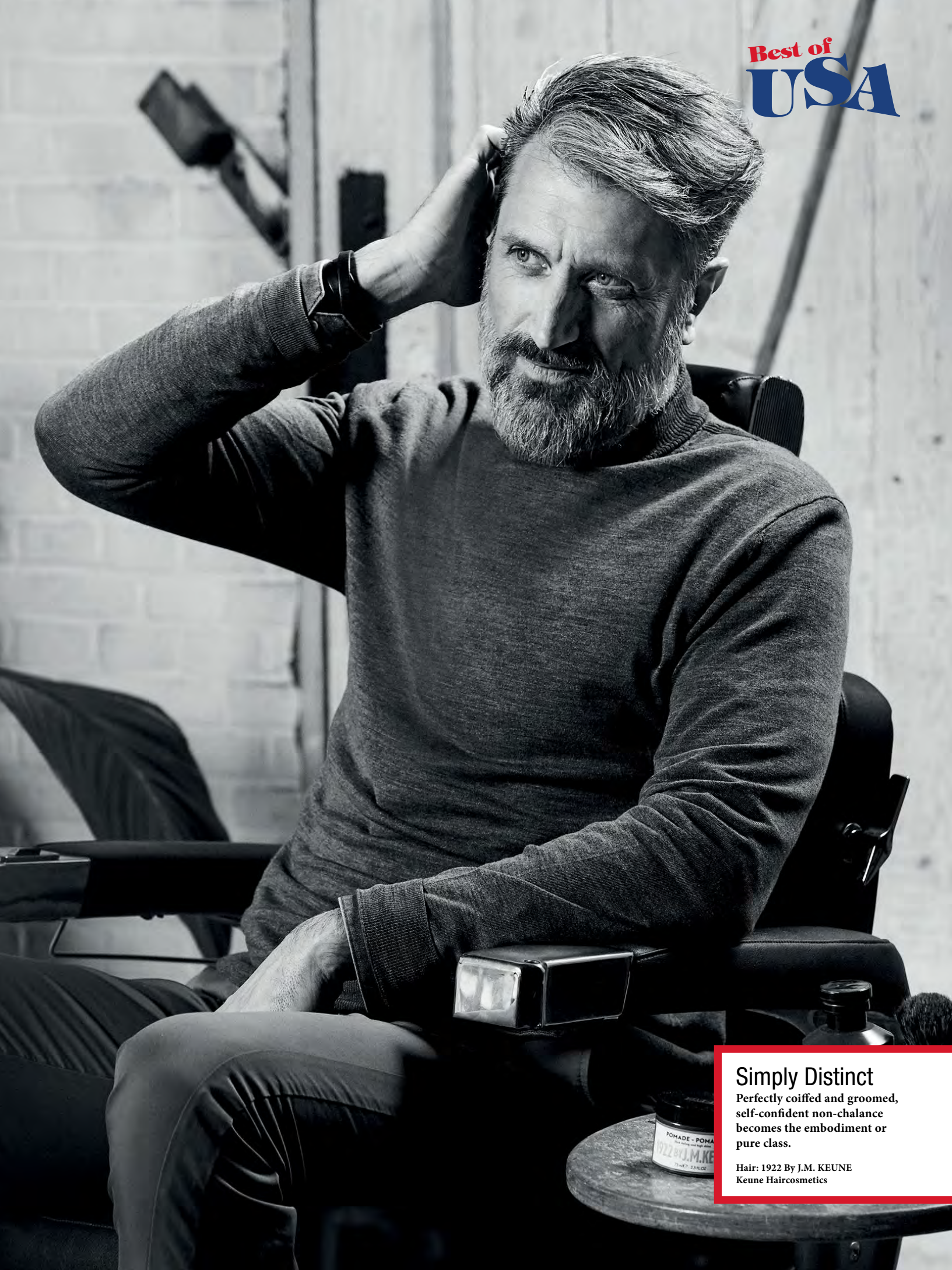
This crested pixie in fiery shades of red is perfect for the fashion-forward personality who dares to be different.

Hair: Farouk Systems Global Artistic Director, Patrick Kalle; Creative Director, Maurice den Exter; Color Director, Richard Jordan
Photo: Richard Monsieurs
Make-up: Laura Yard
Styling: Esther Hopstaken

Interfusion

Reminiscing about the ’90s, before social media, when life was simpler. Movement with structure, strong texture with softness, and geometric shapes with flow.

Hair: Dana Hodges Caschetta
Photo: Richard Monsieurs
Makeup: Knox Sloop



Simply Distinct

Perfectly coiffed and groomed, self-confident non-chalance becomes the embodiment or pure class.

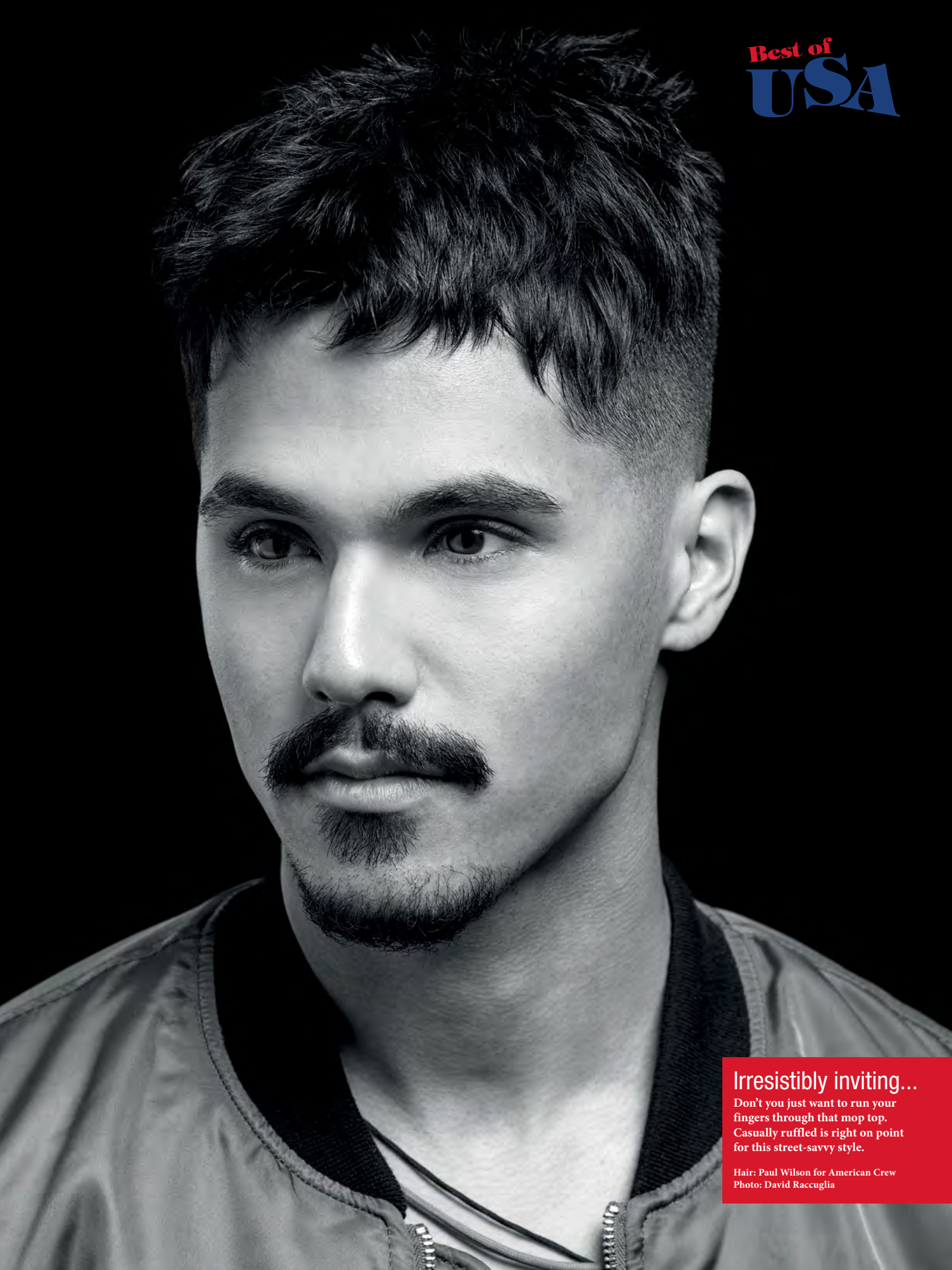
Hair: 1922 By J.M. KEUNE
Keune Haircosmetics

Easy does it...

Tight sides, height on top, precision cut, perfectly groomed beard... ready to go anywhere.

Hair: Jami Ashley@Dezigns by Tonya Salon
Photo: Josh Barker
Make-up: Taylor Poland@Dezigns By Tonya Salon
Stylist: Elise Masquelier

Best of USA



Irresistibly inviting...

Don't you just want to run your fingers through that mop top. Casually ruffled is right on point for this street-savvy style.

Hair: Paul Wilson for American Crew
Photo: David Raccuglia

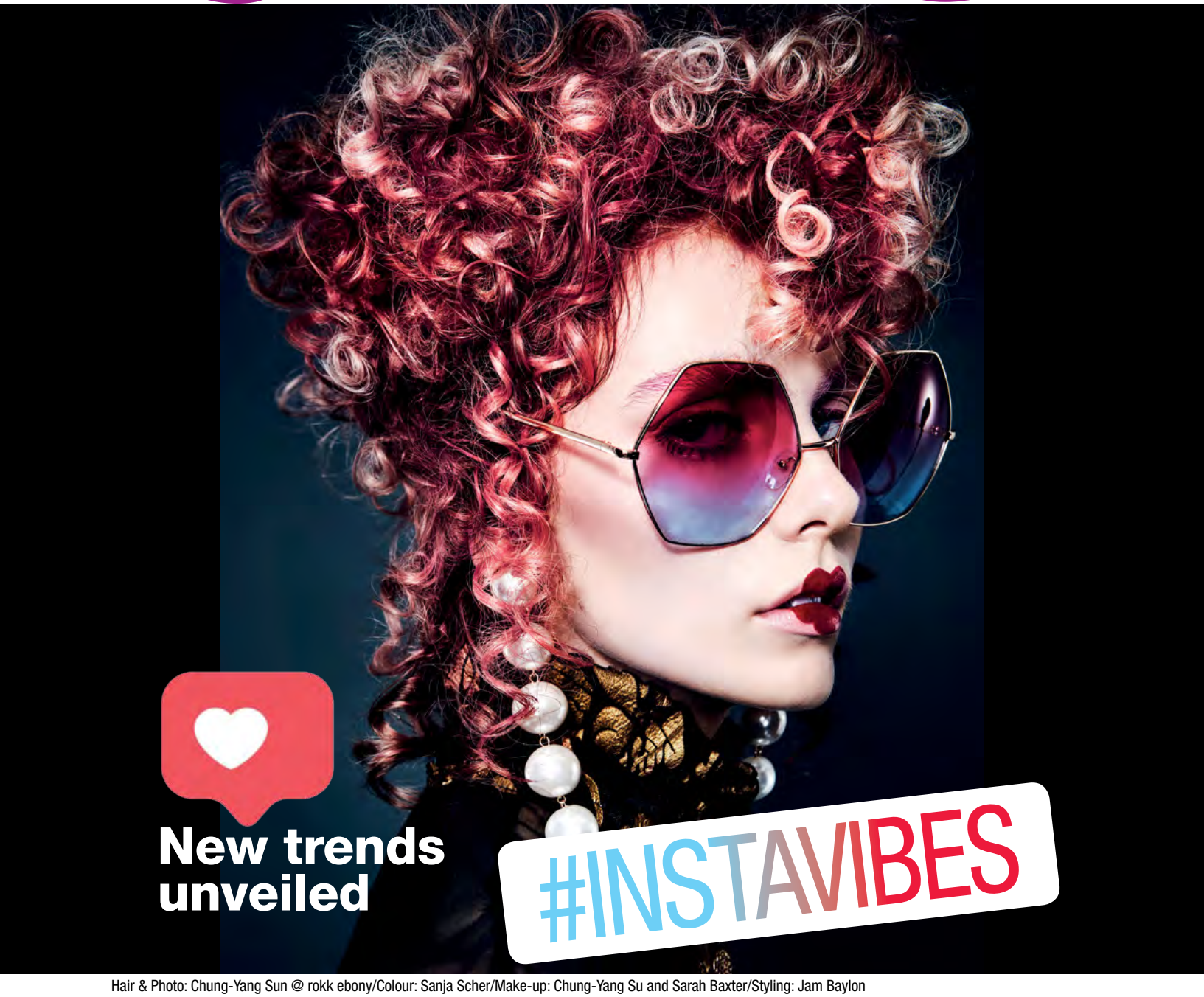
Best of USA

Crest of the wave

Daring to ride out the latest men's cut and color trends with the boldest of contrasts in lengths and hues.

Hair: Members of the KMS Global Style Council Lori Panarello, Simon Miller & Sam Burnett
Photo: Ralph Mecke
Styling: Ingo Nahrwold
Make-up: Yvonne Wengler

ESTETICA MODA INT'L



Hair & Photo: Chung-Yang Sun @ rokk ebony/Colour: Sanja Scher/Make-up: Chung-Yang Su and Sarah Baxter/Styling: Jam Baylon

The first fruits of the new season. Already in full bloom, Estetica prepares a splendid collection of the latest hair trends to offer our readers variegated looks. The common denominator is the highest level of creativity in colour, cut, and styling. Primizie di stagione. Pronta a rientrare con grinta, Estetica mette sul tavolo degli hair trend tutte le sue carte migliori, offrendo un panorama variegatissimo di look. Comune denominatore è l'alto livello di creatività, nel colore, nel taglio, nello styling. Vorsaison. Estetica ist bereit, voller Elan zurückzukommen und spielt seine Trümpfe mit den neuesten Haartrends aus, die eine große Auswahl an unterschiedlichen Looks bieten. Allen gemeinsam ist eine hohe Kreativität hinsichtlich Farbe, Schnitt und Styling. Primeurs saisonnières. Prêt pour une rentrée pleine d'énergie, Estetica pose sur la table des tendances de coiffure tous ses meilleurs atouts, en offrant un panorama très varié de looks. Le dénominateur commun : le haut niveau de créativité, sur le plan de la couleur, de la coupe et du coiffage. Primicias de temporada. Lista para volver a entrar con fuerza, Estetica pone sobre la mesa de los hair trend sus mejores cartas, ofreciendo un panorama muy variado de looks. El denominador común es el alto nivel de creatividad en el color, el corte y el styling.

Hair: Christophe Gaillet
for L'Oréal Professionnel
Photo: Weronika Kosinska
Make-up: Izabela Szelagowska
Styling: Joanna Wolff

Hair: Chung-Yang Su
Colour: Sanja Scher
Photo: Michaela Barca
Make-up: Sarah Baxter

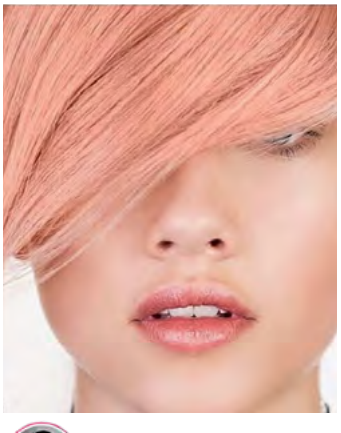
Artistic Direction: Fabien Provost
Hair: Fabien Provost, Alexandrine Piel Couleur, Denis Fischer
Photo: Adel Awad
Make-up: Charlotte Willer
Styling: Chloé Dugast

#LONG&LANGUID

Fringes can make a dramatic difference - disproportionate lengths, choppy, side-swept, or blunt at the bridge of the nose.

Artistic Team René Furterer Paris/Artistic beauty direction: Gregory Kaoua/Ben Wrobel/Photo: Greg Conraux/Make-up: Julie Nozières/Products: René Furterer

chelseahaircutters



ianmichaelblack

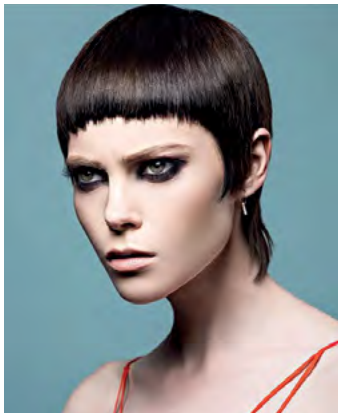
blacksheepparlor

pink_nouveau

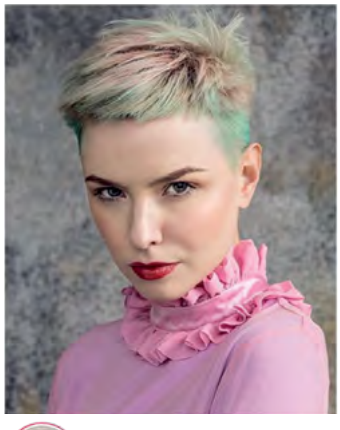
Hair: Joey Scandizzo
@ Joey Scandizzo Salon
Photo: Andrew O'Toole
Make-up: Kylie O'Toole
Styling: Josie McManus

Hair: Tony Ricci
Photo: Richard Miles

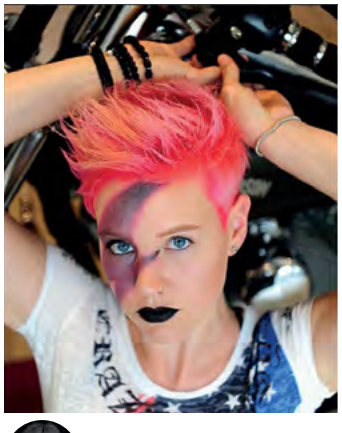
Hair Concept: Luigi Martini
& International Creative Team
for Sens.ùs
Creative Director:
Gian Enrico Barbagli
Photo: Mauro Mancioppi
Styling: Luca Termine
Make-up: Raffaella Tabanelli



wearestaffordhair



toniandguylondonacademy



petrapeffer_intercoiffure

Hair: Karine Jackson for Organic Colour System/Photo: Andrew O'Toole/Make-up: Belinda Zollo/Styling: Mel Nixon

mazellaandpalmer_salon

bexpfeiffer

elizabethwhibley

hans_beers

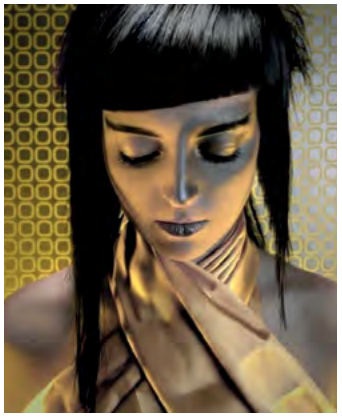
Hair & Colour: Angelo Seminara
for Davines
Photo: Andrew O'Toole
Make-Up: Daniel Kolaric
Styling: Ashlee Hill

Hair: Cathy Batit
Photo: Latil Pascal
Make-up: Adeline Raffin
Styling: Cathy Batit & Avi

Hair: Hakan Alacali
Photo: G + K
Make-up: Mariska De Jong
Styling: Julia Muller

rafaelbuenopeluqueros

markleeson68



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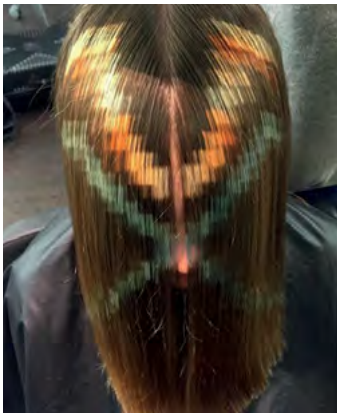

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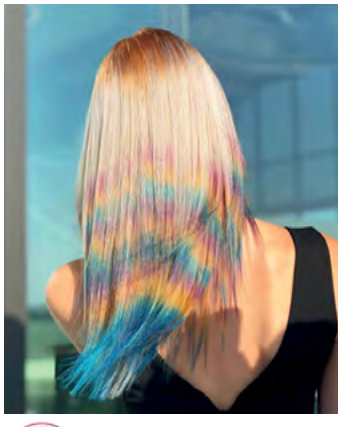

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davidarnalteam

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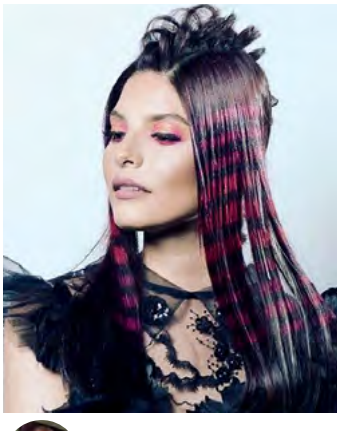
blushandmane

darrenambrose



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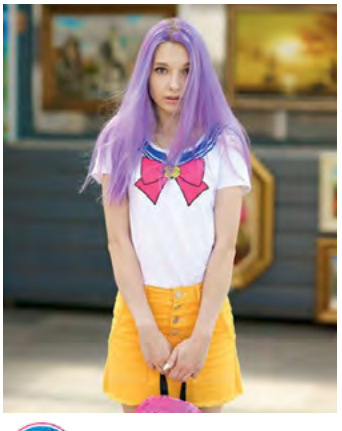
guy_tang

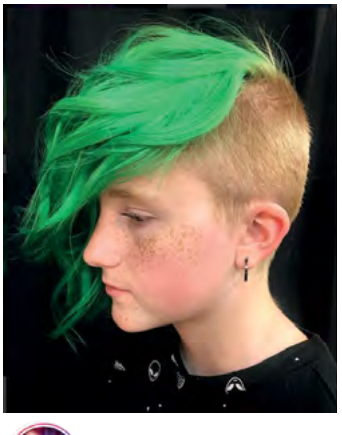


tillnyaschka

kseniakisavna

prettylittleombre

lisetteveldink



uggoff

Hair: Hermiz Daniel
Photo: Andrew O'Toole
Make-up: Janice Wu
Styling: Elaine Marshall

Hair: Angelo Di Pasca
Photo: John Rawson
Make-up: Marika D'Autiel

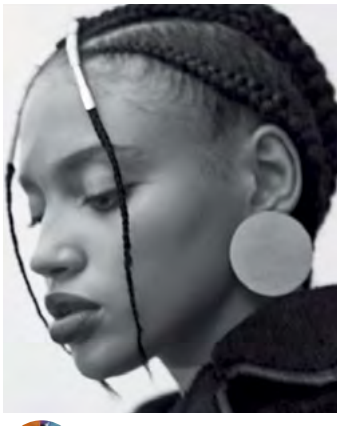
Hair: Laetitia Guenaou
Photo: Jacek Ura
Make-up: Karolina Supernak
Styling: Joanna Baumgartner

WEFTS&WARPS

Envisioning hair as a creative medium, the ultimate fibre to be dyed, tied, woven, braided, twisted, sculpted, felted, or carded to define contours and add texture.

Hair: SHY+FLO/Photo: Karine&Oliver/Make-up: De Maria/Styling: Patrick Hausermann

_brizabot



roxy_roxy_roxy

kyle.redken

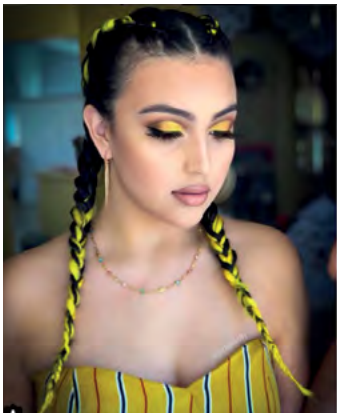
sukihairdressing

Hair: Matteo Susini
for Loft parrucchieri
Photo: Shkelzen Konxheli
Make-up: Carla Curione
Styling: Anika Esposito

Hair: Rick Roberts
Photo: Desmond Murray
Make-up: Abbie Beaumont
Styling: Bernard Connolly

Artistic Direction: Massimo Corsi
Hair : Chiara Falasca Zamponi
Photo : Andrea Piunti Studio
Make-up : Ghisce C.
Styling: Francesca Marchetti
Products : Paul Mitchell System

hairbymisskellyo



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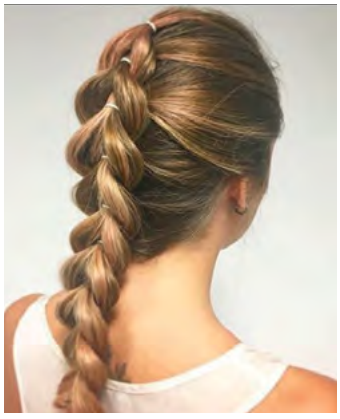

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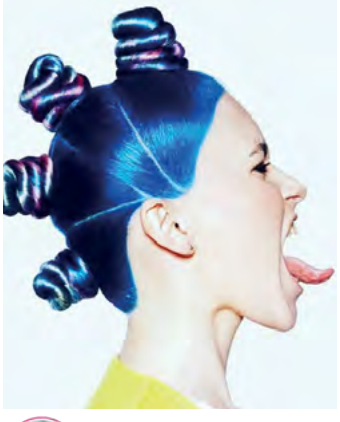


marco.gilento

hotforbeauty

stephhstyles

_art_of_hair

derekcashstyles

mnk_hairlab

shaydempsey1

guidopalau

elstilespb

Hair: Nathan Cherrington
@ Toni & Guy Concord
Make-up: Chereine Waddell
Styling: Melissa Nixon

Hair: Zoe Wilde
Photo: Carl Keeley
Make-up: Lizzie Sharp

Hair: Just Hair Coiffure
Art Direction and Photo: Latit Pascal
Make-up: Stéphanie Joffroy
Styling: Véronique Suchet
Products: L'Oréal,
Kérastase, ghd

Going beyond mere fashion to create two-dimensional portraits, Where hair is the focal point of the composition. All the rest is just details.

rossmichaelssalon

theconfidentcolorist

federico_fashion_style

ryan_u.g

Hair: Caterina Di Biase
Photo: Andrew O'Toole
Styling: Pip Cock
Make-up: Kylie O'Toole
Products: Denman Tools

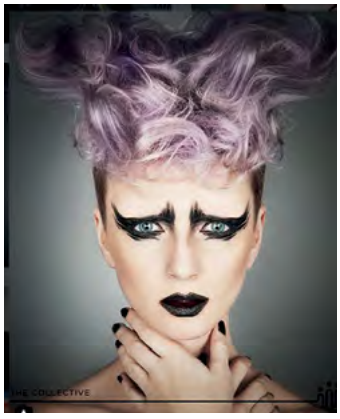
Hair: Kobi Bokshish
Colour - Stevie English
Photo: David Mannah
Make-up: Chereine Waddell
Styling - Lydia Jane Saunders

Hair: Morgan Richards
@ Toni&Guy North Sydney
Photo: Anniss+Barton
Make-up: Charlotte Revet
Styling: Katy Bloom &
Lydia-Jane Saunders
Products: Wella professionals
& Label M

Hair & Colour: Joeri Rouffa
Photo: G + K
Make-up: Lili Glavan
Styling: Julia Muller

aldo_furfaro

blushandmane



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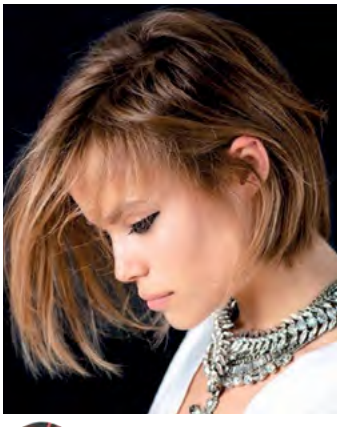
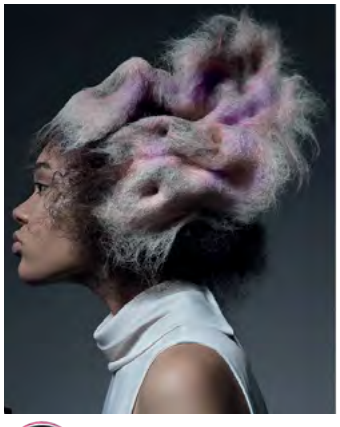


lorenzi.stefano



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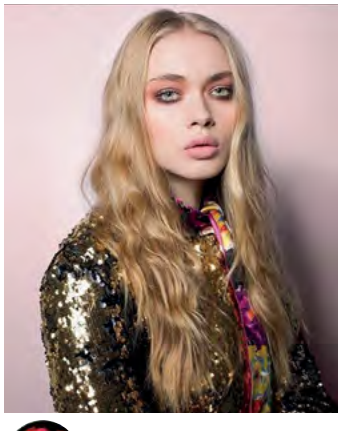
damiencarneypro



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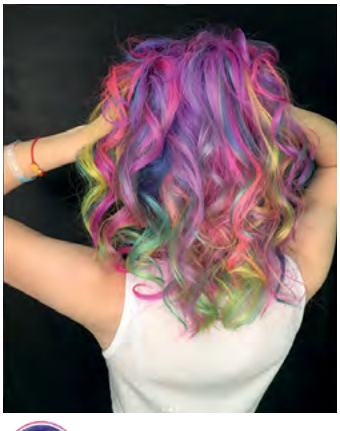

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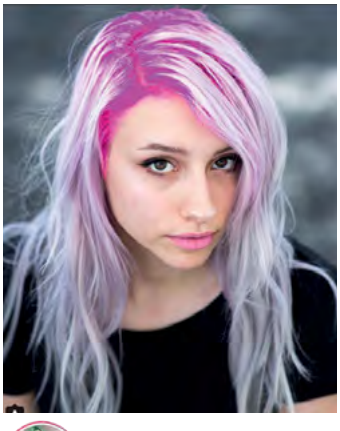
christosmichailidis

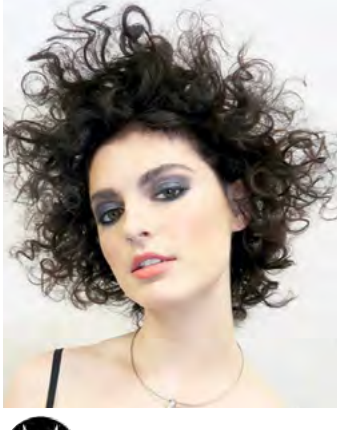


thehairygodmotherr

mr_marcoiafrate

lysseon

helandloul



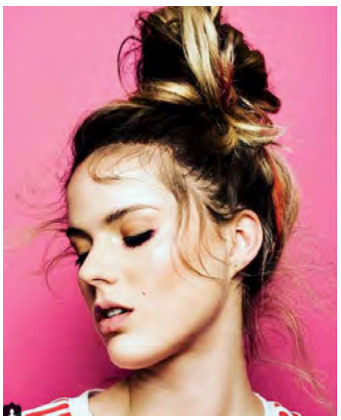
anthony_cress

Hair: Sylvestre Finold
Photo: Kevin Luchmun
Make-up: Simon James
Styling: Phonix

Hair Mentor: Sharon Blain
Hair: Box Hill Institute Educators
Photo: Milos Mlynarik
Make-up Mentor: Sarah Laidlaw
Styling: Courtney Humphries

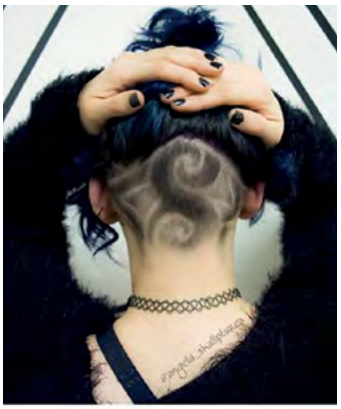
Hair & Colour: Joffrey Conings
Photo: G+K
Make-up: Lili Glavan
Styling: Julia Muller

georgiykot



darrenambrose

girlslonghair



angela_skullptures

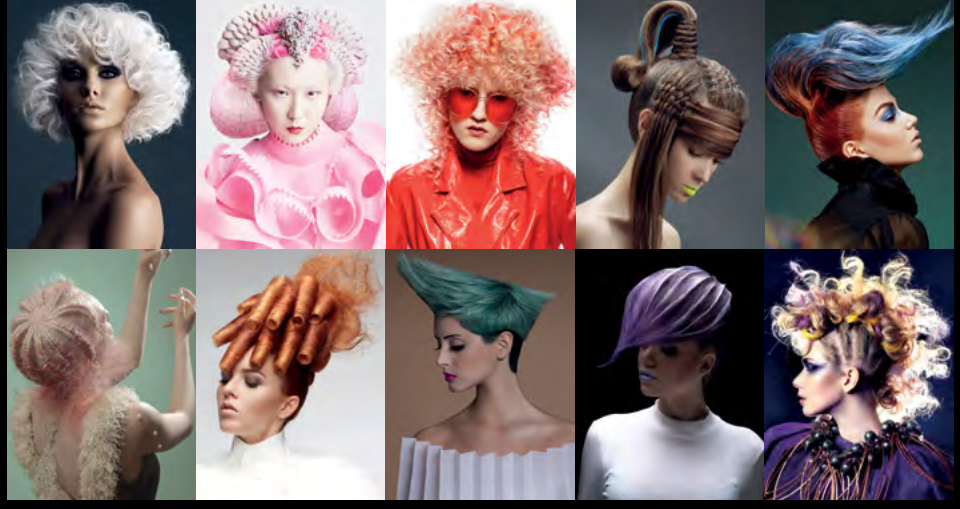
#COSMIC COIFFURE

GALACTIC FORCES CREATE NEW DIMENSIONS WITH PRISMATIC HUES AND GRAVITY-DEFYING SHAPES

Hair: Bianca Van Zwieten
Photo: G + K
Make-up: Magdalena Loza
Styling: Lieve Gerrits

Hair: Ine Rooijakkers
Photo: G+K Photo
Make-up: Mireille Bevers Brunt
Styling: Annet Veerbeek

Hair: Gary Hooker
& Michael Young
Photo: Jack Eames
Make-up: Alex Byrne
Styling: Clare Frith



STYLE MASTERS AWARDS 2018

The Style Masters International Awards are a platform created by Revlon Professional to give hairdressers from all over the world the chance to express themselves as artists and showcase their most creative work on the prestigious global platform. For the first time this year, this awe-inspiring competition went a step further and incorporated color in The Style Masters philosophy: 1 cut, 3 looks. Meet here the award-winning looks presented during the magnificent Style Masters Show that took place in Barcelona.

Gli Style Master International Awards sono una realtà ideata da Revlon Professional per dare la possibilità ai parrucchieri di tutto il mondo di esprimere se stessi come artisti e mostrare il loro lavoro più creativo a livello globale. Quest'anno, per la prima volta, questa straordinaria competizione è andata oltre, includendo il colore nella filosofia Style Master: 1 taglio, 3 look. In queste pagine, i look premiati e presentati durante il magnifico Style Master Show che si è svolto a Barcellona.

Die Style Masters International Awards sind eine von Revlon Professional geschaffene Plattform, die Friseuren aus aller Welt die Möglichkeit gibt, sich als Künstler auszudrücken und ihre kreativsten Arbeiten auf einer renommierten globalen Plattform zu präsentieren. Zum ersten Mal in diesem Jahr ging dieser eindrucksvolle Wettbewerb einen Schritt weiter und integrierte Farbe in die Philosophie von The Style Masters: 1 Schnitt, 3 Looks. Erleben Sie hier die preisgekrönten Looks, die während der großartigen Style Masters Show in Barcelona präsentiert wurden.

Les Style Masters International Awards sont la plate-forme créée par Revlon Professional pour donner aux coiffeuses et coiffeurs du monde entier la chance d'exprimer leur talent d'artiste et d'exposer leur travail créatif sur la prestigieuse scène internationale. Pour la première fois cette année, cette impressionnante compétition est allée plus loin et a incorporé la couleur dans la philosophie The Style Masters : 1 coupe, 3 looks. Découvrez ici les looks gagnants présentés durant le sublime Style Masters Show qui s'est tenu à Barcelone.

The Style Masters International Awards son una plataforma creada por Revlon Professional que ofrece a los estilistas de todo el mundo la oportunidad de expresarse como artistas y de exhibir sus obras más creativas en la prestigiosa plataforma global. Por primera vez este año, esta inspiradora competición fue más allá e incorporó el color en la filosofía de Style Masters: 1 corte, 3 looks. Descubre aquí los looks ganadores presentados durante el magnífico Style Masters Show que tuvo lugar en Barcelona.

REVLON PROFESSIONAL®

Global Winner

Maria Montes Campal
Manuel Mon Estilistas
SPAIN

The Best Stage Performance Award

Mandy Lau Hoi Man
Color Group
Hair Salon Limited
HONG KONG

The Most Beautiful Color Award

Natalya Zheglova
Rayskaya Ptitza
RUSSIA

The Young Talent Award

Jeneta Shekhovich
Studio Master Classs
RUSSIA

Pavlina Gemedzhieva | *Polly Style* | **BULGARIA**

INTERNATIONAL FINALISTS

Carla Fuenzalida Durán | *Carla Fuenzalida Parlour* | **CHILE**

SABINE PÖSL | *GM Friseure* | **GERMANY**

Among the winners, the jury chose 9 international finalists who competed to win the Global Style Masters Award, the Best Stage Performance Award and the Most Beautiful Color Award and showcased their creations live in Barcelona.

Tra i vincitori, la giuria ha scelto 9 finalisti internazionali che hanno gareggiato per aggiudicarsi il Global Style Masters Award, il Best Stage Performance Award ed il Most Beautiful Color Award e che hanno mostrato le loro creazioni live a Barcellona.

GIANNI FUSCHI | *In Primo Piano Pineto snc* | **ITALY**

LINDA SCHUSTER | *Salong Etage* | **SWEDEN**

Unter den Gewinnern wählte die Jury 9 internationale Finalisten aus, die sich um den Global Style Masters Award, den Best Stage Performance Award und den Most Beautiful Color Award bewarben und ihre Kreationen live in Barcelona präsentierten.

Le jury a choisi parmi les divers gagnants nationaux les 9 finalistes internationaux qui ont concouru pour remporter le Global Style Masters Award, le Best Stage Performance Award et le Beautiful Color Award ainsi qu'exposer leurs créations en live à Barcelone.

Entre los ganadores, el jurado escogió a los 9 finalistas internacionales que compitieron para ganar el Global Style Masters Award, el Best Stage Performance Award y el Most Beautiful Color Award, mostrando sus creaciones en directo en Barcelona.

DAVID RAE | *David Rae Salons* | **UK**

ALL-STAR CHALLENGE 2018

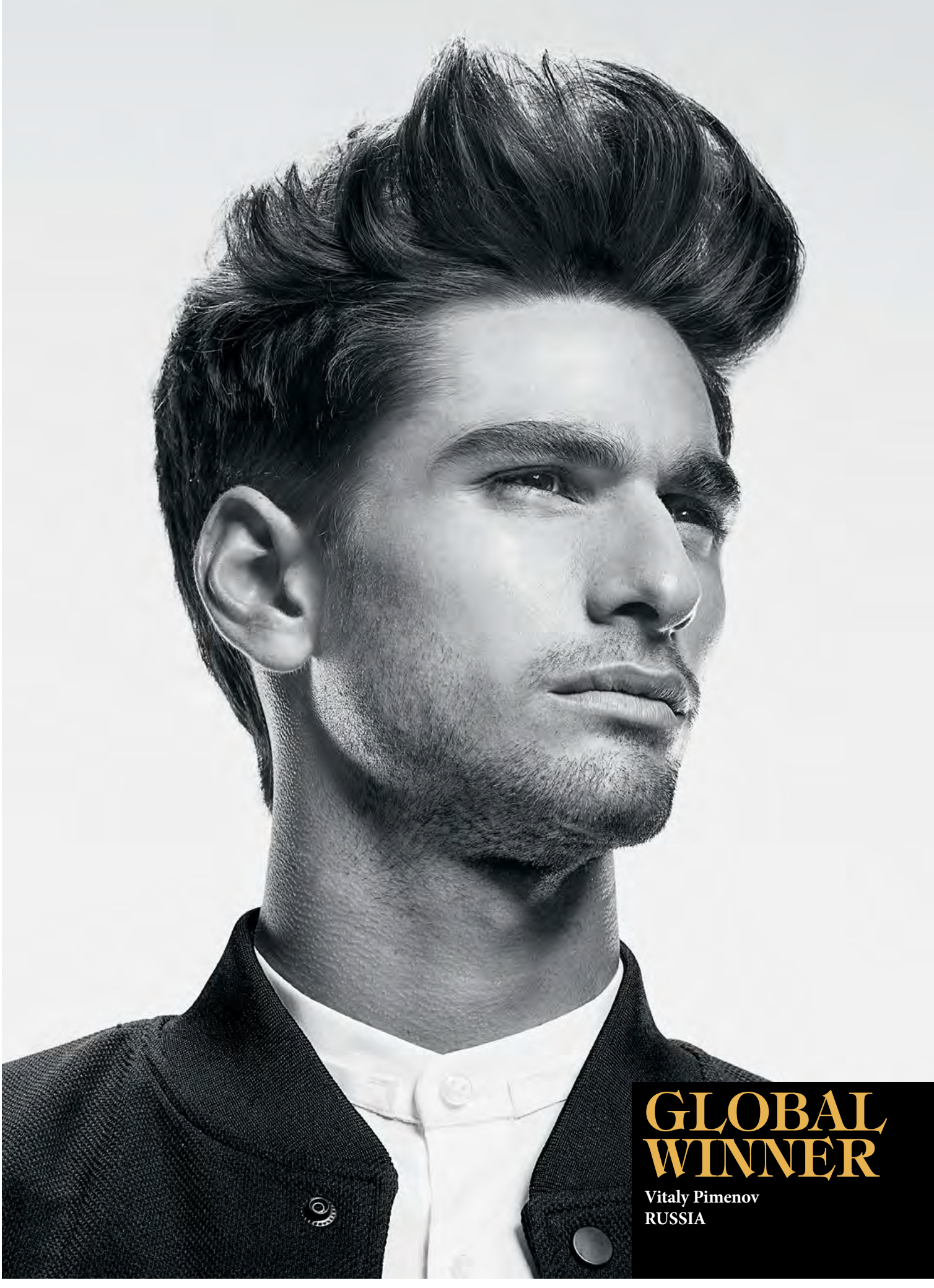
After the overwhelming success of the American Crew All-Star Challenge 2017-2018, the most important men's hairstyling competition in the world, we are glad to present the work of the 16 global finalists shot by legendary photographer and American Crew founder, David Raccuglia. The competition finals took place in Barcelona, where a 4000-strong crowd saw Vitaly Pimenov (Russia) named the Global Winner.

Dopo il travolgente successo dell'American Crew All-Star Challenge 2017-2018, la più importante competizione maschile per parrucchieri al mondo, siamo lieti di presentare il lavoro dei 16 global finalist immortalato dal leggendario fotografo e fondatore di American Crew, David Raccuglia. Le finali della competizione si sono svolte a Barcellona, dove un pubblico di 4000 persone ha assistito alla nomina di Vitaly Pimenov (Russia) come vincitore globale.

Nach dem überwältigenden Erfolg der American Crew All-Star Challenge 2017-2018, dem weltweit wichtigsten Wettbewerb für Männerfrisuren, freuen wir uns, die Arbeiten der 16 Finalisten präsentieren zu können, die von dem legendären Fotografen und American Crew-Gründer, David Raccuglia aufgenommen wurden. Das Finale des Wettbewerbs fand in Barcelona statt, wo Vitaly Pimenov (Russland) vor 4000 Zuschauern zum Global Winner gekürt wurde.

Après le succès sans précédent de l'American Crew All-Star Challenge 2017-2018, la compétition de coiffure pour hommes la plus importante au monde, nous sommes heureux de présenter le travail des 16 finalistes internationaux photographiés par le photographe légendaire et fondateur d'American Crew, David Raccuglia. Les finales de la compétition se sont tenues à Barcelone, où une foule en délire de 4000 spectateurs a vu Vitaly Pimenov (Russie) remporter le titre de Champion du monde.

Tras el arrollador éxito del American Crew All-Star Challenge 2017-2018, la competición de peluquería masculina más importante del mundo, estamos encantados de presentaros el trabajo de los 16 finalistas internacionales capturado por el legendario fotógrafo y fundador de American Crew, David Raccuglia. La gran final de la competición tuvo lugar en Barcelona, donde 4.000 asistentes vieron a Vitaly Pimenov (Rusia) coronarse como Global Winner.



GLOBAL WINNER

Vitaly Pimenov
RUSSIA

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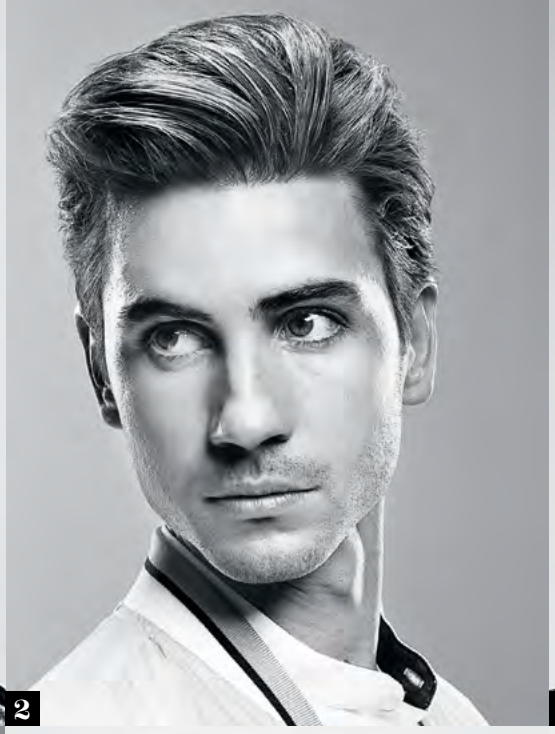
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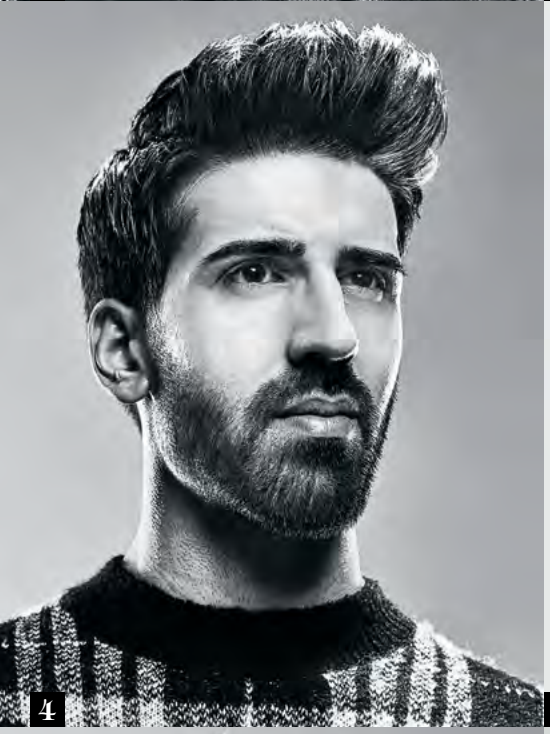
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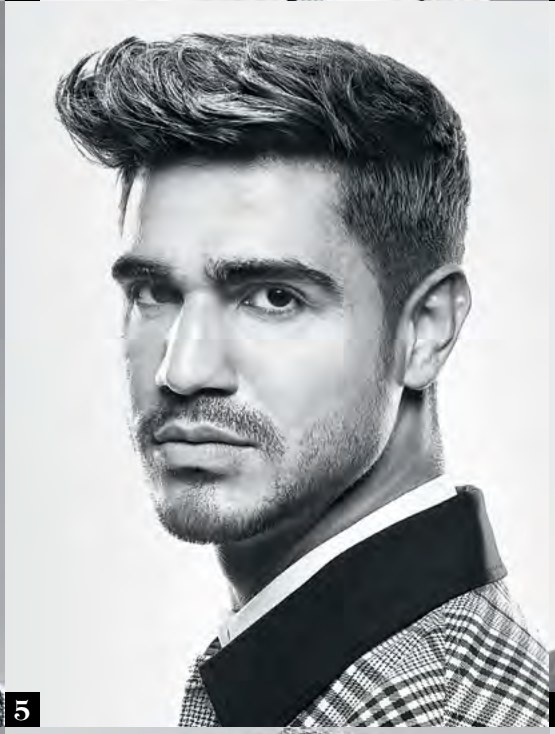
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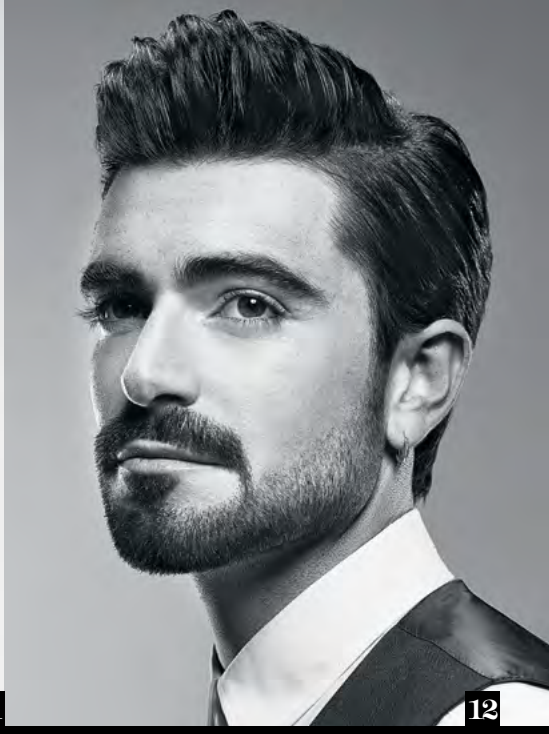
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AMERICAN CREW
ALL★S
CHALLENGE

1-Kelvin Wong (AUSTRALIA); **2**-Hassan Nasser (CANADA); **3**-Brit Laursen (DENMARK);
4-Rabbah Bouzghaia (FRANCE); **5**-Laura Sierra Garcia (GERMANY); **6**-Mariano Schiano (ITALY);
7-Daniel Arturo Quinones Elias (MEXICO); **8**-Wilman Valverde Perez (PERU); **9**-Viggo Von Scheliha (S.AFRICA);
10-Alberto Salvador (SPAIN); **11**-Julien Vacca (SWITZERLAND); **12**-Mehmet Ali Denel (TURKEY);
13-Sam Wall (UK); **14**-Bohdan Vasylevskyi (UKRAINE); **15**-Jorge Buccio (USA).

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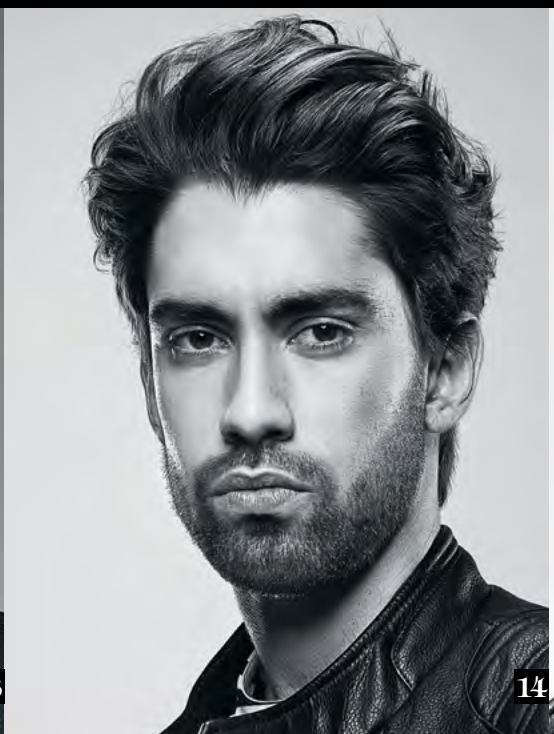
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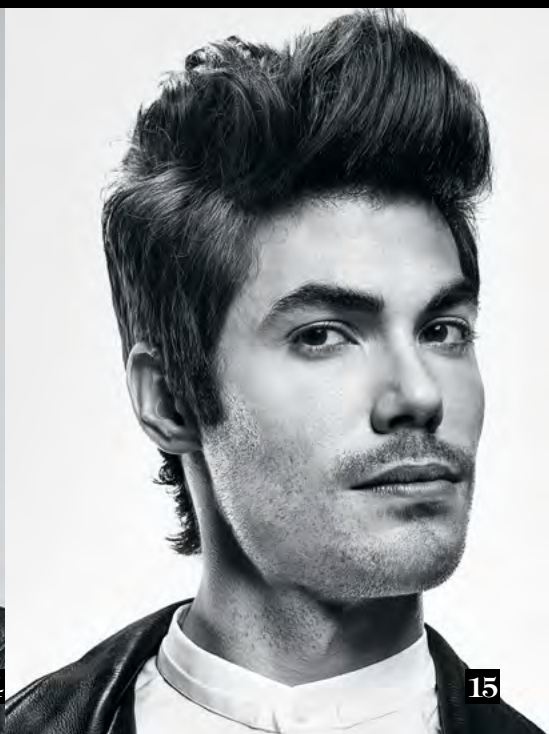
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Basim Shami

> “EVERY NEW LAUNCH HAS BEEN ON TOP OF EVERYTHING BEAUTY – ONE OF THE MAIN STEPS OF PRODUCT LAUNCHES IS TO ALWAYS KNOW WHAT THE LATEST INNOVATIVE TECHNOLOGY IS.”

As a leading player in the beauty industry, Basim Shami has been applying his impeccable business acumen to major mergers and the acquisition of innovative brands with a view to international expansion.

Basim Shami firmly holds the reins of Beauty Elite Group as CEO of the giant umbrella with a bright future of its own. He has incredible experience in various roles within the beauty industry, which has imprinted him with the vision of beauty entrepreneurship success and an understanding what the professionals in the industry are demanding. Through his latest acquisition of Fuel Hair and Scruples Professional Salon Products, he is building an impressive professional portfolio, including Blowpro and SoSilk among other brands. He spoke with us about his latest accomplishments in the industry and his plans for the future.

Let us know about Beauty Elite Group key product launches and plans for the next few months.

We actually just recently launched our new and improved website for Blowpro, and at the end of September we will be launching our new tool line that we have just created with our partners from Univision for Nuestra Belleza Latina (NBL).

Next month is going to be the 1st year anniversary of the BEG’s acquisition of Scruples. How do you feel about this exciting venture?

Since acquiring Scruples, we have encountered such high and rapid growth, that

In 2005, Stuart Sklar opened the world's very first blow dry bar , "Blow" in Manhattan and then launched Blowpro in 2008. Basim Shami acquired both brands and further developed the brand by adding the best styling tools for a complete blow-out experience.

we have found ourselves having to staff more and more in each department. Blowpro now has over 80% distribution in the U.S., and more in Canada.

How are you planning to expand on international markets?

We are participating in international hair shows and currently working with top European and Latin American countries distributors. We have also been expanding to the Middle East and Dubai.

What is your future vision for BEG, Fuel Hair, Scruples, and Blowpro?

My vision is to become one of the top selling beauty brands and to continue to grow fron office to warehouse; reaching new stylists through product innovation, continuing the stylist's education through our Academy, teaching techniques and the art of the blowout while also continuing our drive to expand internationally.

www.blowpro.com

Guy Tang

"A HAIR ACTIVIST THAT BREAKS AWAY FROM ALL THE CANONS OF COIFFURE... AND MUCH MORE. GUY TANG, THE SOCIAL MEDIA GURU, IS AN EXAMPLE OF PROFESSIONAL & PERSONAL SUCCESS."

Guy Tang, interviewed on the only Italian stop of his #myidentity tour, tells Estetica about who he is...

You say no to... smoking/drinking/drugs. **You spend money on...** gym memberships, I have 5 gym membership at the moment. I love working out and taking care of myself. **You dream of...** being a K-POP star. **Before falling asleep, you...** floss and brush my teeth, remove my contact lenses. **You fall in love with…** Mariah Carey. **If you weren't a hairdresser, you would be...** a photographer. **You laugh about...** slapstick. **You couldn't live without...** music. **As a kid you were...** an outcast. **You believe in...** angels. **You regret having...** moles. **You're happy if...** I can workout. **On TV you watch...** Supergirl. **At the cinema you adore...** heroines. **You think a man/woman is attractive if/when...** they are confident. **You are bored if...** I can't use my cellphone. **Today, you are free/you feel free to...** burst into a song. **You are nostalgic about...** my dog Mimi. **You take care of yourself with...** working out. **Success makes...** me humble. **For a friend you would...** run naked. **You could live on...** plain rice. **You run away from…** insects/spiders. **In hair you look for...** colors. **You see the future with...** technology. **You use irony to...** make things interesting. **You find sexy...** in confident people. **When you're sad you...** eat sugary stuff. **Good taste is...** dressing

On this page, some of the creations signed by Guy Tang, lover of experimentation in the world of color: pushing the envelope of coloring limits and breaking all the rules are his objectives.

comfortably. **You would like to thank...** my #Hairbesties for all the support. **You are obsessed with...** Mariah Carey. **You would never be without...** cellphone. **Your shortcoming is...** being too nice at times. **You are greedy...** brownie brittle. **You are happy when...** I get the job done. **Your character is...** kind. **You always forget...** birthdays. **You work to...** inspire others. **Your job obliges you to...** be passionate. **Love prevents us from...** hurting. **The first thing you put in your suitcase...** my toothbrush. **You keep your fingers crossed if...** your flight won't get delayed. **With color you can...** create art. **Big 9 is...** the best lightener/bleach. **Your super power is...** doing what is fair and good. **Anything about your past you would change?** Nothing, the past makes me who I am today.

Magical realms

Eufora's Creative Director Philip Carreon proposes his Fall 2018 "Into the Woods" collection to show how Neo-Precision haircuts can be very fresh and wearable.

Moveable style that changes like leaves in the wind – bouncing and catching the play of light, ultimately finding its way back to form. Cuts that rely on clean lines can often be the hardest to achieve. A hairstylist's appreciation for precision haircuts may also seem impossible to translate into wearable looks. But, when shooting in a natural woodland setting, the effects of Neo-Precision cuts embellished with Eufora Artisan Direct Dye come to life, unveiling a unique shape and luminosity that can transition beautifully into lifestyle looks suitable for any occasion.

Hair: Philip Carreon, Eufora Creative Director
Photo: Church
Make-up: Alexa Hernandez
Styling: Rose Grandquist
Wardrobe Designers: Gina Tyler and RSN Boheme

American Crew's answer to hair loss is the Fortifying Hair Care Range – a unique and powerful combination that helps to reinvigorate and fortify the hair while providing volume and promoting a healthier and energized scalp.

American Crew

Making it masculine

With the demise of man-buns and the onset of exciting new products and cutting techniques, the latest men's hairstyling trends are truly something to crow about.

Gone are the lumberjacks and the man-buns, as men's hairstyling and grooming comes into its own much as adolescent rebellion evolves into sophisticated individualism. And men continue to get savvier about what they need and what they want. Indeed, the global male grooming market was valued at US$47.2 billion in 2015, and, according to Euromonitor, is projected to grow at a CAGR of 5.2% to reach US$60.7 billion by 2020. Guys are tired of using their girlfriend's products, and this is why so many professional hair product companies are developing specific and targeted lines for men and their special needs and why salon professionals need to keep up with these and influencers, so they can advise the fellow in their chair about what's best for them. Andrew Carruthers – Director of Education for Sam Villa recommends above all creating a gender-neutral space where male clients will feel comfortable and be ready to give advice. "A good portion of men don't have a clue about hairstyles, products, or salon etiquette (like prebooking & referrals)," he shares, "so they need to be told!"

Eufora

Eufora Hero Power Pomade delivers long-lasting hold, texture, and shine without "crunch or greasiness" and offers wear-in treatment benefits as well.

Goldwell simplifies it for guys with a one-stop Hair & Body Shampoo as well as solutions that speak to Thickening and Anti-Dandruff needs. Once styled, keep it that way with Dry Styling Wax, Texture Cream, or extra strong Power Gel.

Scruples offers Dual Design for volume and control on wet hair and shine and separation on dry hair. High Impact fights humidity and builds hold without getting flaky. Added Value: Scruples' exclusiveProtective Barrier Complex (PBX).

Denman Brushes presents the Jack Dean Fade Brush with extra-soft bristles that gently remove cut hair to allow the barber or stylist to check for imperfections. Check out the tear-drop handle for comfortable grip and control!

"They also don't know what they are missing by not coming to you, so tell them why it's well worth the effort (and possibly paying more)."

Once you've got your salon on track, invest in your own education. As Carruthers, says, "Men's hairdressing can be more challenging at times because if a mistake in made in a haircut, it's apparent." In other words, the margin of error is minimal. Go to your professional products partner and ask what's on the table in terms of courses and academies. This is one investment that will guarantee a worthwhile ROI.

Esquire Grooming Collection

Goldwell

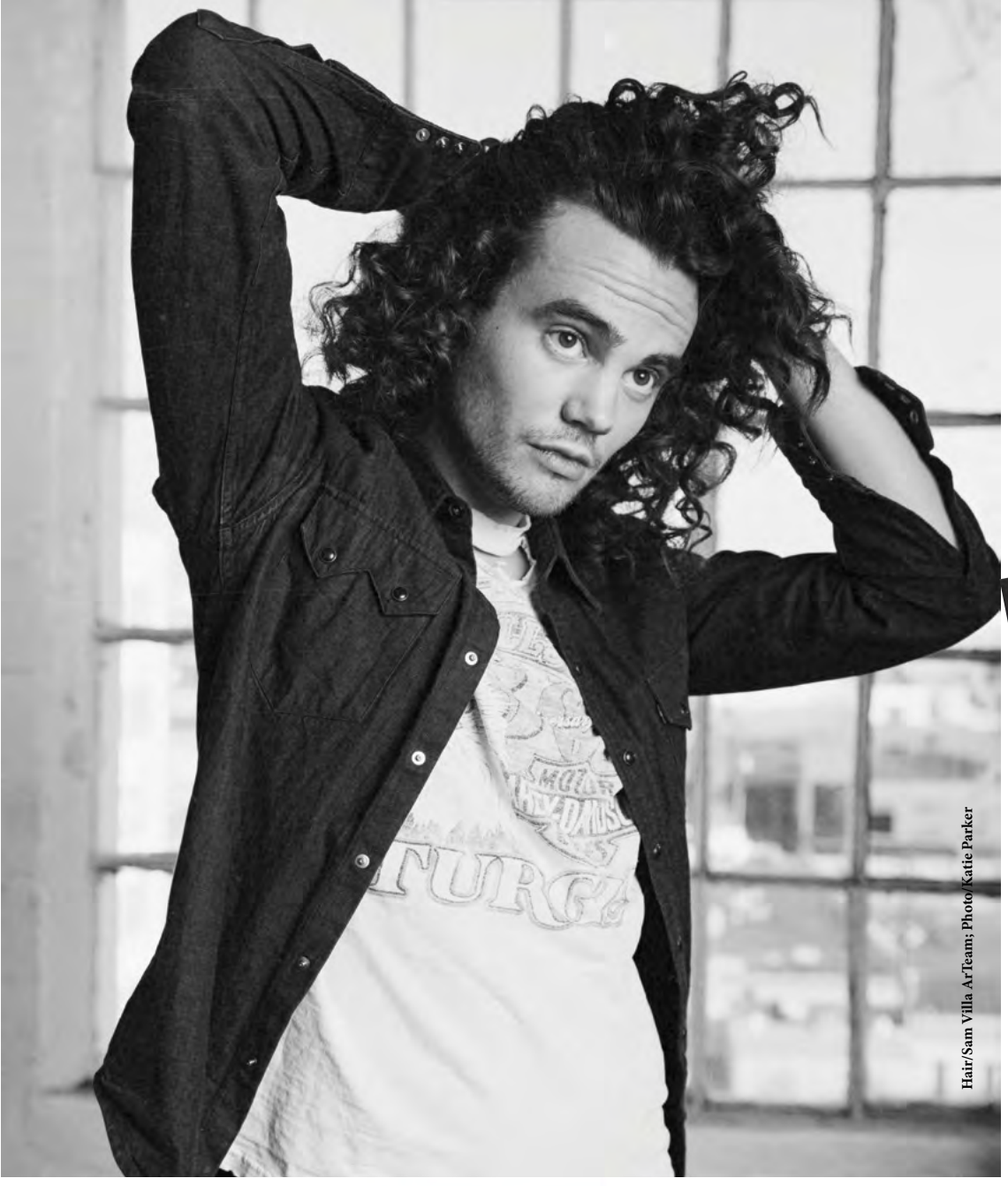
Shape, balance and proportion are key, which also implies precision cutting. Always follow up by recommending and demonstrating take-home styling products to keep him looking good.

And as Dad always used to say, "A workman his only as good as his tools!" So don't skimp on a great set of clippers and quality shears that can handle shear over comb work. Keeping up on trends and personalizing them is the fun part. Barber E. Trevelle Baker, Esquire Grooming Collection Top Artist, observes that although beards along with short and edgy looks are still in play, men's grooming styles have been trending toward longer hair lengths. And remember that color options are now fair play in this game, whether classic grey coverage or totally creative vivids and pastels. Baker predicts, "We will see more grooming styles that will rely on color to cover grey hair as well as completing total transformations."

The overall trend today on runways and on the street is shape and direction. Variations on the fade are the basic, to be mixed and matched with sophisticated sculpted tops. Height is important, but must be perfectly proportional, as is texture. Add a "rebellious"

This new men's label from Keune Haircosmetics North America offers a professional-grade product range and a collection of personalised looks with something for everyone.

Keune



Hair/Sam Villa Ar'Team; Photo/Katie Parker

Below: Mitch Heavy Hitter Deep Cleansing Shampoo and Clean Cut Styling Hair Cream is a one-stop grooming combo. Shaving Glide by 18.21 Man Made offers a precision shave with complete transparency for men who want to shape beards, mustaches or sideburns.

1922 by J.M. Keune Collection (left) features a complete range of hair-care, styling, color and grooming essentials. Gamma+ Italia Absolute Zero Foil Shaver (right) is super compact for greater precision.

quiff for a slightly more casual mood. For longer looks, casual is key, but not necessarily easy! The cut is always important as is the styling, which means a good blow-out with the right products to set and define individual curls and waves and banish frizz. Most men's lines today offer waxes, gels, pomades, and pastes with varying holding power to add volume and shine to those irresistibly tousled locks. The double whammy about styling products is that most of them also contain some sort of protective and nourishing ingredients or complex to keep hair moisturized and healthy, as well as stimulating scalp for improved circulation to prevent hair loss. When it comes to beards, the suggestion of a shadow is fine, but don't let things get out of hand or distract from a gorgeous coif!

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Innovative Vision

Pioneering stylists with an inherent sense of originality presented their skills at the Wella Professionals' 2018 North American TrendVision Awards in the heart of Las Vegas.

During NATVA 2018 gala, three artistic teams, comprised of Wella Top Artists and Brand Educators, presented their artistic creations onstage.

This opulent annual competition offers stylists and talented colorists across North America a chance to showcase their passion and talent to the world on an international platform in the industry! Finalists from Canada, Puerto Rico and the United States competed for the chance to be crowned one of hairdressing's rising stars of the future. The 3,443 American and Canadian competitors entered their interpretations of the Wella Professionals 2018 trends and only 37 finalists in three categories were present in the final challenge as a part of one of the largest international competitions of its kind! The Gold winners of NATVA will go on to represent USA,Canada & Puerto Rico with an all expenses paid trip to participate in Wella's International TrendVision Awards Competition hosted in Lisbon, Portugal.

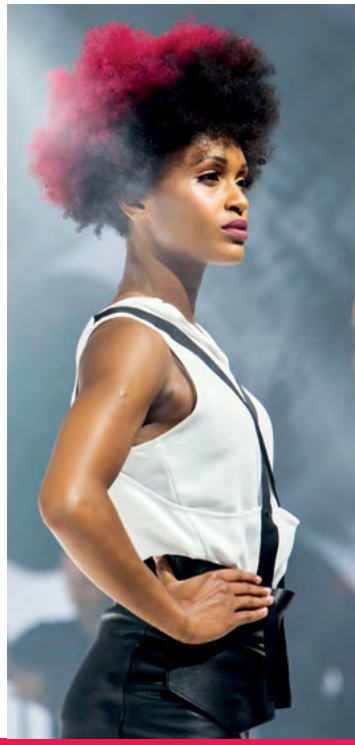
Meet the NATVA 2018 Absolute Winners! Above, left to right: Daniel Greco, Canada Color Vision Winner; Edison Lu, USA Creative Vision Winner; Emma Hancock, USA Color Vision Winner. Below, left to right: Jaileen Velez, Puerto Rico Creative Vision Winner; Julissa Alonzo, Student Category Winner; Rafael Ortiz, Puerto Rico Color Vision Winner; and Robert Rella, Canada Creative Vision Winner.

Gathering creative pros

Paul Mitchell's The Gathering is the brand's monumental event that fuses live hair education and vivid runways showcasing dozens of daring looks to inspire our industry.

Set in the beautiful Aria Resort & Casino, in Las Vegas, this gilded event brought thousands of beauty professionals last July to experience two days of education, main stage presentations, business building education and networking opportunities, making Paul Mitchell's The Gathering a truly special inspirational event. Attendees learnt about John Paul DeJoria's business wisdom that he and an amazing pack of keynote speakers shared, along with the innovations and incredible collaborations of educators that Paul Mitchell selected to represent the brand during this extraordinary event.

A number of brilliant onstage presentations brought every brand to life featuring hair icons such as Robert Cromeans (above) and Angus Mitchell (right).

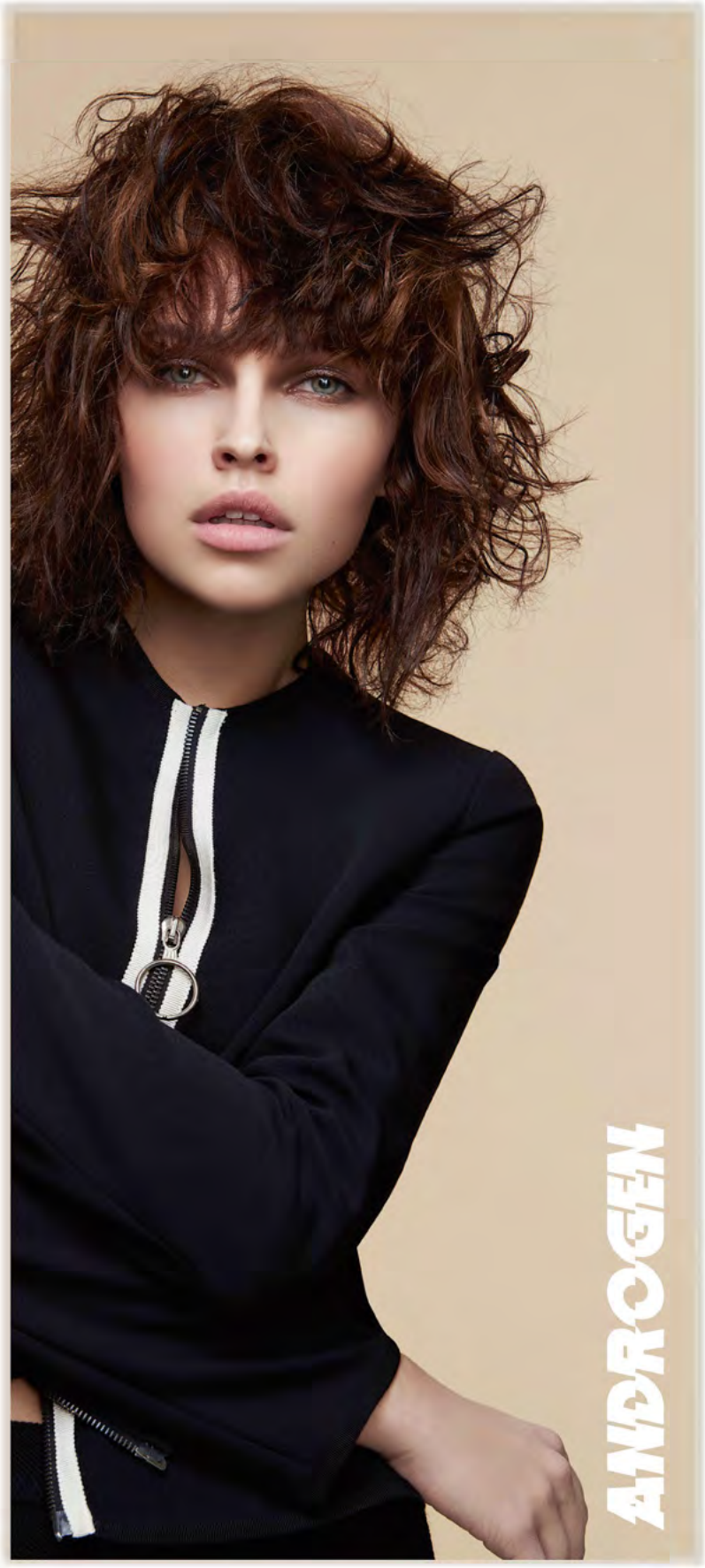


The Grand Finale Show was an explosion of color, passion, and genuine bonds that transform a career into a strong family – and Paul Mitchell's The Gathering makes everyone feel like it's Christmas in July! The culture of 'Live Beautifully' is unifying & shamelessly bold, much like JP's witty charm that kicked off and closed this grandiose celebration of hairdressing.

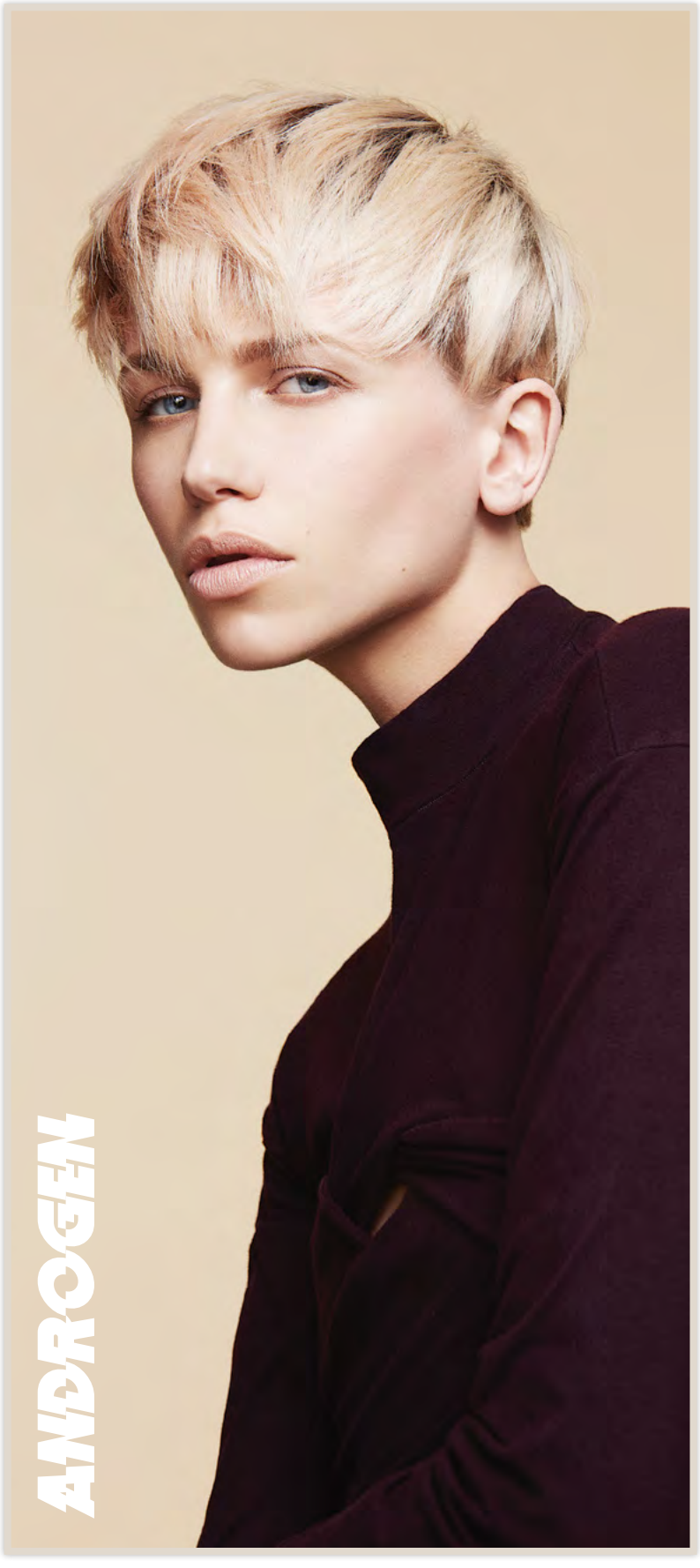
CONTINUING...

THE STORY

2018 A/W COLLECTION



Hair_Leonardo Rizzo as Sanrizz International Creative Director for Alter Ego Italy /
Photography_Andrew O'Toole / **Products**_Alter Ego Italy



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NEWS

Provenzano will counsel the IDFPR Board of Cosmetology as decisions are made that potentially affect cosmetologists in Illinois.

New job for Provenzano

Denise Provenzano, past-president of Cosmetologists Chicago and owner of Zano Salons & Spas was appointed as the multi-location representative to the Illinois Department of Financial and Professional Regulations (IDFPR) Board of Cosmetology.

Estetica Hellas 2018

The Hair Awards 2018 of Estetica Hellas took place in Zappeion Hall for the third consecutive year. Estetica Hellas's Publication Director, Frini Latou, welcomed attendees to a great night of hairdressing art and the best products and services of 2018. Wella Professionals was the Golden sponsor of the event. Other sponsors were Highlife, Prestige Telis Kikeris, and Farcom Professional.

Gino hairandmore won the Platinum Award, Ioanna Tzani won the Golden Award, Prestige Telis Kikeris the Silver, while the Bronze Award was given to Elena Verykiou.

The technical features, design and the luxury version of this model swayed the jury. It's also made of eco-friendly mateirals.

Parlux is a Winner

The prestigious Australian magazine INSTYLE presented the Parlux 385 PowerLight® LightGold with the Best Hairdryer of the Year award. Winning features were its compact design, great balance, a powerful silent motor and the exclusive Ceramic & Ionic System.

Farouk Systems' new VP

Farouk Systems, Inc. announced Farouk R. Shami II as Vice President of Operations after a decade of experience in various departments of the company to gain invaluable insight into day-to-day operations.

Farouk R. Shami II represents the thir generation to proudly bring his passion for hairdressing to the family business.

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NEWS

Costanza will work closely with the Operations teams to ensure effective business performance and coordinate efforts across Marketing and Creative teams.

Conair's new GM&VP

Conair Corporation announced the return of John Costanza as General Manager and Vice President of the Professional Division. Costanza has full P&L and business oversight of the global division, leading strategy and execution of growth plans, including new product development.

Pravana Education

Marcie Owsinski has joined the Pravana team as the new Education Manager. Marcie will be responsible for managing all Pravana's educational activities and providing an expert level of technical support for distributor partners, educators and customer experience team. She will also be assisting Marketing with print and digital education needs.

Owsinski began her career with Pravana nine years ago and has been an educator, a show team member and a brand specialist.

In their new roles, Attenborough and Giannandrea will assume leadership for all Kao Salon Division sales affiliates within their regions.

Kao Salon Division

Kao Salon Division announced that Trevor Attenborough, General Manager, Kao Salon North America and Mark Giannandrea, General Manager, Kao Salon UK, will fill the newly created leadership roles of Vice President, Salon Commercial, Americas and Vice President, Salon Commercial, EMEA, respectively.

Denman & Stafford

British company Denman appointed British Hairdressing Hall of Fame member Paul Stafford as Global Creative Director. Paul will lead Denman's creative contribution to the industry, supporting education and global ambassador programs.

Paul brings all his expertise right into the factory to help with product development while giving the company the creative kudos it deserves.

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PRODUCTS

Biolage Advanced Oil Renew System

The innovative Advanced Oil Renew formulas with soybean, coconut, and argan oil offer concentrated daily care for porous hair. The System includes Shampoo, Conditioner, and a Leave-in product that repairs hair, replenishes moisture, shields hair cuticle damage, reduces porosity and frizz and increases manageability.

MOP® Basil Mint Gel

Every modern gent's grooming need is covered with three botanically-based formulations by MOP®, like Basil Mint Gel. Just apply to towel-dried hair for shape, healthy yet subtle shine and superb hold that never flakes or flies-away, rinsing clean with just water.

ColorProof for Beachy Waves

SeaSugarTM Salt-Free Beach Spray Finish Spray delivers voluminous waves and shine, while blocking harmful UVA/UVB rays and protecting color. Enjoy the infused aromatheraphy essences of black current, jasmine and peach.

Bella Colori Tooling System

This patented tooling system incorporates a foil passing spring arm, interconnecting bowls, color coded brushes and disposable recyclable bowl liners, all within easy reach to allow you to focus your creativity on surpassing your client's expectations!

Gamma + Italia

The Active Oxygen hairdryer uses Activated Oxygen (O3) Technology, in combination with Nano Silver Technology, to help hair color last longer, prevent premature oxidation and fading, and enhance hair's condition, brightness and shine.

Stylecraft Shmedium

The most unique travel iron around, the palm-sized professional Shmedium performs better than many full-sized irons thanks to long floating plates, Tri-Plex Fusion and Ultra Glide technology to protect hair while styling, leaving it healthier looking and frizz-free.

Imagine color - now multiply it

Create holographic hair color, dimensional pastels, and boosted vivid shades - Get ready to see color in a whole new light!

Add tone-on-tone colors to Topchic, Colorance or Nectaya formulations to create spectacular intensity.

Goldwell has long been a leader in break-through hair color technology, unleashing the creativity of hair-dressers worldwide. Goldwell @Pure Pigments are direct dye additives that are mixed into oxidative hair color to create holographic effects, tone-on-tone boosting, and dimensional cool and pastel tones. Forget what you know about other additives. Red + Yellow ≠ Orange. Pure Pigments don't mix together — they sit next to each other on the hair so that each dye reflects its own color. The Goldwell HD³ Dye Technology is the result of a joint collaboration between Kao and Fujifilm. Using the latest innovations, these additives push the limits of traditional hair color. These patented direct dye additives can be customized to create unique color reflections in the hair - like light passing through a prism. When they are integrated into

oxidative hair color, pastels gain dimensions, vivids are boosted, and never-before seen color morphing effects can be achieved. Moreover, the system is governed by one simple rule for mixing: no matter what level, you can add as little as one drop or as much as 10% to the final color mass. The lighter the level, the more intense the result will be. By using the six shades either individually or combined and in various concentrations, one can design holographic effects or soft pastels, enhance cooler tones or counteract unwanted warms. To top it all off, Goldwell has developed three new inspiring services to personalize your clients' new look. The Color Morphing Service creates iridescent, holographic effects in hair color that change and move with light. Just add multiple tones of @Pure Pigments to create dazzling, morphing color effects. The Color Boosting Service entails adding tone-on-tone colors to Topchic, Colorance or Nectaya to create spectacular intentsity and achieve show-stopping looks with vivid brilliance. Instead, the Color Washing Service consists of Elumenating lighter tones by adding @Pure Pigments drop by drop to toners, blonde shades, and highlift control shades to create subtle cool tones and intense dimensional pastels. Feeling truly artistic? Unprecedented versatility and freehand techniques are made possible thanks to the new Goldwell Thickener, which enables you to control and customize the consistency of your color and lightener products for precision freehand application with no blending or bleeding. Dualsenses or Kerasilk Color Care follow-up will guarantee that your masterpiece will be enjoyed for weeks to come.

Create iridescent, holographic effects in hair color that change and move with light.

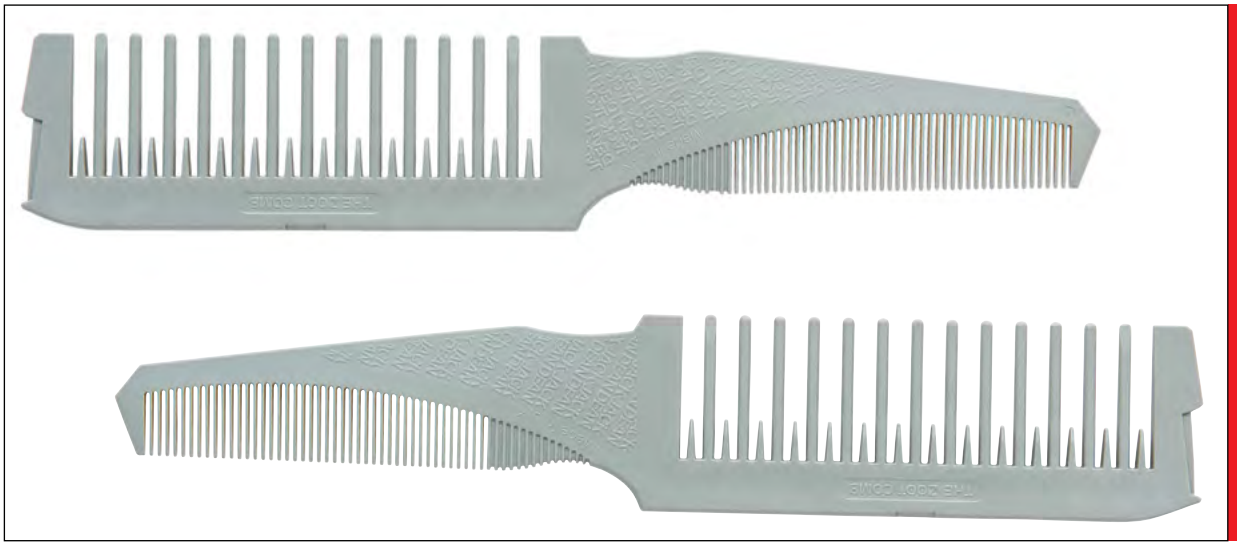
An infinite palette of color possibilities and creativity is now at your fingertips!

Ivan Zoot, aka ClipperGuy: licensed cosmetologist, barber, author, YouTube personality, three-time Guinness World Hair Cutting Record holder... and now inventor!

Concept to completion

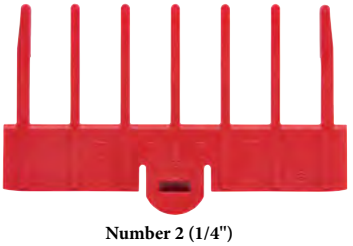
The story of Ivan's path to innovation in his very own words: With over 30 years' experience in men's grooming, I really wanted to design a comb that could serve an entire set of cutting needs. Ultimately, I wanted to create the "Swiss Army Comb" for barbers and stylists worldwide.

So, while at Cosmoprof Las Vegas in 2016, I took my idea to the Denman booth and John Rainey, Denman's Chairman. I explained that, like all experienced haircutters, I had favourite combs that were my go-to partners for each of my



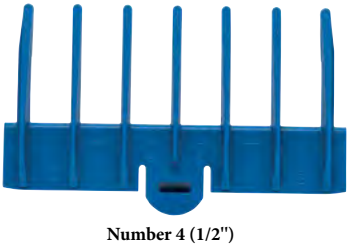
The Zoot Comb is a "Number 1" (1/8") universal cutting comb that can be used with a clipper or with scissors over comb. It features an additional fine-tooth finishing comb in the handle.

Colour-coded snap-on guards for precision tapering.



Number 2 (1/4")

Number 3 (3/8")



Number 4 (1/2")

cutting tools. John took my ideas back to Denman's UK factory and invited me to work with their design and engineering teams to analyse and explore "the what and the why" of each comb. Lots of questions needed answering: why was a particular comb the choice for scissor work; why did a different comb get picked up for razor cutting; what it is about a clipper comb that makes clipper cutting better, efficient, etc.?

ASKING QUESTIONS, FINDING ANSWERS

I began by creating a list of common design elements and unique characteristics that led to these specific preferences. The Denman team analysed all my findings and created an initial prototype. Then there were the various changes and refinements to be made. A full year after the project began, we had finally developed a working prototype that looked and felt close to my original vision. Then more questions arose: Could we create a comb that would make haircutting easier? Could we design a training element and could we help experienced haircutters work faster and better? What about helping new professionals build skill and confidence in men's haircutting? Once again, we started with a proto type and ended up with a patent for a unique snap-on guard system unlike anything ever seen before. Now it's 2018 and the Zoot Comb was launched at Cosmoprof, Las Vegas – the place where the first ideas were discussed. The comb is a modern wonder of efficiency and productivity: the unique design provides 18 specific functions and benefits. The Zoot comb is the only comb you need for all men's cutting and it can be your one go-to partner for all your cutting tools. Pick up a Zoot comb and you will never put it down; from bulk cutting to precision detailing, this comb has got you covered. It is the ideal partner for all your tools and any men's or short hair cutting needs.

For more information visit www.clipperguy.com and www.denmanbrushus.com

This innovative, all purpose "combo-comb" meets all the needs for men's and short haircutting. Once you pick it up, you won't want to put it down.

We developed a powerful answer to the questions we asked. We raised the bar and expectations for professional haircutters.

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Going longer

Laura VanderMoere provides tips for stylists working with men transitioning to longer styles with a more natural edge for a relaxed look.

Upcoming trends for men will rock longer lengths and off-scalp cutting; which will require a grow out period for the fades & undercuts and create a more natural edge instead of strong outlines. How do we successfully guide our gentlemen clients through this process? Wahl Professional Global Director of Education Laura VanderMoere answers, "By keeping the perimeter trimmed and the interior blended while growing, creating a more 'relaxed' look." Indeed, clipper over comb and clipper over finger techniques are excellent transition techniques as they are much easier on your body and much faster than shears. And Wahl has the right clippers to guarantee an even tension and momentum. For example, a Wahl clipper with a standard, ridged back blade such as the Designer or Cordless Sterling 4 both have the standard blade with a 21° bevel to help scoop the hair and glide the blade over the comb. This also helps in tapering the hair as it naturally encourages the C-Stroke technique. To finish the relaxed, natural look which complements the 'grow-out' stages, choose a trimmer with teeth a bit wider apart - the ideal partner for this is the Wahl Peanut. Remember that the larger the gap between the teeth, the more hair feeds at once, creating a natural line (versus a sharp line). Even tension and momentum when clipper cutting is the secret to a smooth blend. Resist the urge to push the clipper on the comb when cutting, as this can make 'stair steps'. A light grip is all you need, regardless if you're using a clipper or trimmer; hold the tool with your fingertips and keep your wrists flexible. If your hand or wrist is tiring, check your grip. Follow these easy tips and you are well on your way to clipper success!

Visit www.wahlpro.com or www.youtube.com/wahlpro for maintenance tips!

Wahl Professional offers a full line of clippers for every need. Choose the one that best suits your client's hair and the style he wants.

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Change of heart?

Scruples' revolutionary color removal products now makes color transformations quick and easy.

Frequent haircolor shifts are not only time consuming for the stylist, they can also take a toll on hair health. But not anymore!

JUST ADD WATER

When clients demand fantasy shades and pastels, hair is often lifted to high levels, leaving it at a higher risk of becoming brittle and damaged. Using more bleach to then remove these colors can further increase the risk of damage or even push the color deeper, making it permanent.

The solution? Scruples Urban Shock Direct Dye Remover, a color remover that only extracts direct dyes using cold tap water, no developer required.

"I love how gentle the Scruples Urban Shock Direct Dye Remover is," says Kristina Cheeseman (@kristinacheeseman), St. Louis hair artist. "As a colorist, I feel confident knowing my clients can now change their fashion colors more frequently,

Color Delete Permanent Haircolor Remover easily and evenly extracts oxidative dyes found in all levels of permanent haircolor. Urban Shock Direct Dye Remover utilizes water to gently clear away existing direct dyes in hair.

Scruples color removers are gentle, yet effective alternatives for extracting color.

Before and after results of Urban Shock Direct Dye Remover.

Before and after results of Color Delete Permanent Haircolor Remover.

and I don't have to use lightener and developer every time to remove their color. All I need now is just the Direct Dye Remover and cold tap water. It's a total game changer!"

In addition, the direct dye remover does not alter the clients natural or permanent haircolor, and new color can be applied immediately after use.

COLOR, DELETE, REPEAT

Permanent haircolor is not always easy to remove, and no colorist wants to tell their client that they are stuck with the same color…especially when they are ready for a change.

To help stylists create a clean canvas, Scruples created Color Delete Permanent Haircolor Remover. This color remover allows for a Cinderella-like transformation to occur in a single trip to the salon! Color Delete gently, easily and evenly extracts permanent haircolor when mixed with either cold tap water or developer, allowing stylists to color hair with the new shade immediately following removal. It can be used for slight or complete color removal to suit the needs of any client.

"Having Color Delete Permanent Color Remover in my inventory is an absolute must!" says Amanda Evans (@jaevans1315), stylist from St. George, Utah.

"With so many clients wanting to transition from darker to lighter tones, this product helps me get it done quicker and in fewer sessions, while still maintaining the integrity of the hair. Taking this step to create a clean canvas gives stylists the freedom to create more customized, creative techniques!"

For more info: scrupleshaircare.com

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Got FOMO? Don't let your "Fear of Missing Out" leave you wondering. Registration for the 2019 America's Beauty Show is now open online.

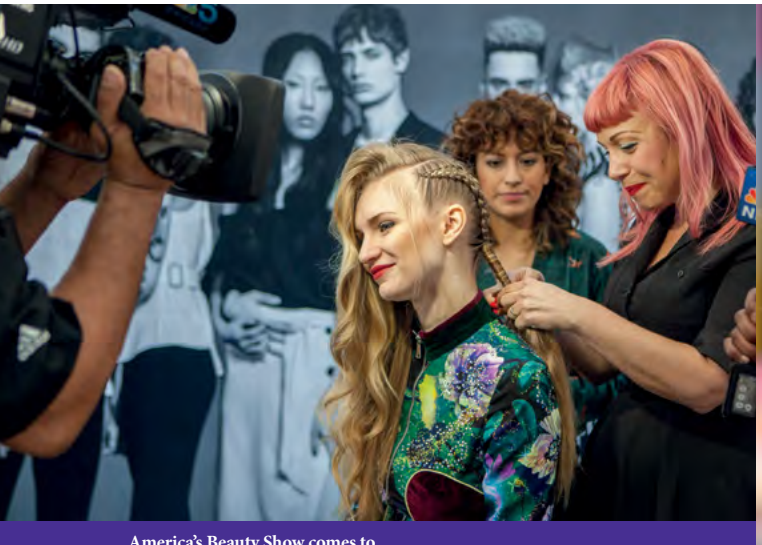
See you there!

At the forefront of major events for beauty pros, ABS will be held March 30 through April 1, 2019. IECSC Chicago is co-located for esthetics and spa professionals. Pros of every segment of the industry have a one-stop opportunity for learning and shopping. Top industry brands will offer their newest products and services. Already included are: Aquage, BabylissPRO, Brazilian Blowout, CHI, Conair, Esquire Grooming, Farouk, Keune, Manic Panic, Moroccanoil, Morphe, Olivia Garden, Redken, RUSK, Satin Smooth, Takara Belmont, ULTA Beauty and more. Other highlights include the ABS Global Image Awards, recognizing hairdressing talent on an international level. Enter now at americasbeautyshow.com! The Beauty Changes Lives Foundation will posthumously recognize Paul Mitchell at ABS. CIDESCO USA will host top-level classes for estheticians while INTA will give nail techs the creative training they crave.

The best way to avoid ABS FOMO is to join Cosmetologists Chicago or its affiliate groups.

Free admission to ABS is one of the major benefits, in addition to joining your peers in support of the profession you love!

So don't let your "Fear of Missing Out" leave you out in the cold. Registration for the 2019 America's Beauty Show by Cosmetologists Chicago, March 30-April 1, 2019 is open at www.americasbeautyshow.com.



America's Beauty Show comes to Chicago March 30 through April 1, 2019. Don't miss out!

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