

# ESTETICA

USA

*the* HairMagazine



## COVER LOOK

Gloss Master collection  
from the Rusk team

## BLONDS ETC.

The hottest and  
coolest trends

## NUANCE NEWS

Hair, nail, design, and  
products trends in color





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# ESTETICA

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## editorial

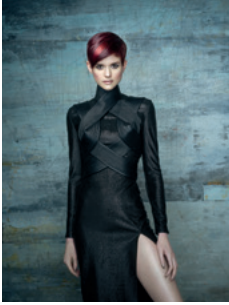


Photo: Luis Alvarez for BaBylissPRO  
Haircuts: Takashi Kitamura for Rusk  
Haircolor: Maybe Saylor for Rusk  
Hairstyling: Craig Schumaker for Rusk  
Makeup: Wanda Alvarez  
Fashion Stylist: Leah Snow  
Rusk Director Education:  
Grace Nowitsky  
Rusk Educational Manager:  
Thomas McWilliams  
Videographer: Patrick Miller  
Video Direction: Nicole Fowler



The universe of color in  
hairdressing has reached  
its boiling point.

These are good times for the universe of color in hairdressing, good times for creativity, to explore the limits of new techniques and trends, and exploit of the fabulous possibilities when implementing and marketing them in your salon. Today more than ever, the spectrum of opportunities offered by color services in our sector is richer than ever ... but also, the 2019 salon client is more informed and more receptive to opening up to this new world. We are experts at keeping a finger on the pulse of all this every day on our web and social networks, especially on Instagram, where the color proposals hold a prestigious position on @esteticamagazine, and now in our special print edition dedicated to COLOR, with extensive coverage at all levels.

The great American writer, poet and activist Maya Angelou said: "You can't use up creativity. The more you use, the more you have."

And it's the same in the universe of color in hairdressing, where every day new revolutionary ideas, coloring techniques, products that perfect and facilitate the process of coloring hair, and fashion trends continue to push this sector to the next level. As we know, if we put a hundred hairdressers together in a room to talk about blond hair, we would get 100 different ways opinions ... fascinating, right? Well, imagine if we asked those same 100 hairdressers how each of them envisions the future of hair color. Beyond being an interesting exercise in creativity, it would also yield inspiring results for the future of the profession. We at Estetica, in our own way, have done a similar experiment, counting in this issue some of the most outstanding colorists of the moment on a global level, presenting in these pages their vision of hair fashion in colors through their latest trends. In conclusion, it may just be one of the most inspiring magazines about the world of color available today... Enjoy it!

*Sergi Bancells*  
*sergi@esteticamagazine.com*

Discover the latest color trends at  
[www.esteticamagazine.com](http://www.esteticamagazine.com)





# URBAN*Angels*

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MAKE UP: NINA REMINDER WARDROBE: DANIELLE RAUTO PHOTOGRAPHY: EVAN DUNING



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shading, shape and  
dimension...





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# Cover Story

Introducing Rusk's GLOSS MASTER™ collection, where color customization is key: enter a new universe of unlimited results through an endless number of custom blends!



Photo: Luis Alvarez for BaBylissPRO  
Haircuts: Takashi Kitamura for Rusk  
Haircolor: Maybe Saylor for Rusk  
Hairstyling: Craig Schumaker for Rusk  
Makeup: Wanda Alvarez  
Fashion Stylist: Leah Snow  
Rusk Director Education: Grace Nowitsky  
Rusk Educational Manager: Thomas McWilliams  
Videographer: Patrick Miller  
Video Direction: Nicole Fowler





Photographed by industry icon Luis Alvarez, the new Rusk hair fashion collection – featured in our Color Issue’s fabulous cover– shows off the outstanding versatility of the new Rusk Deepshine Gloss: 24 fast, efficient and easy-to-apply translucent liquid demi colors infused with Marine Extracts and Oleic Acid. “When conceptualizing Rusk Deepshine Gloss, we wanted to produce something that was easy to use and allows for faster processing time - 20min or less.”

Rusk Deepshine Gloss is extremely versatile, revolutionizes color, and redefines shine with 24 shades of liquid demi-permanent color.” explains Alvarez. “We’ve created a unique process that encourages the stylist to add drops of a different shade into the client’s selection.” This fabulous additional color customization gives the stylist a broader palette from which to choose, thereby giving each and every client a truly and highly specialized result. Thanks to Rusk Deepshine Gloss, color can now be deepened, enriched, cooled or warmed, with just a few drops... unlimited results through an endless number of custom blends!

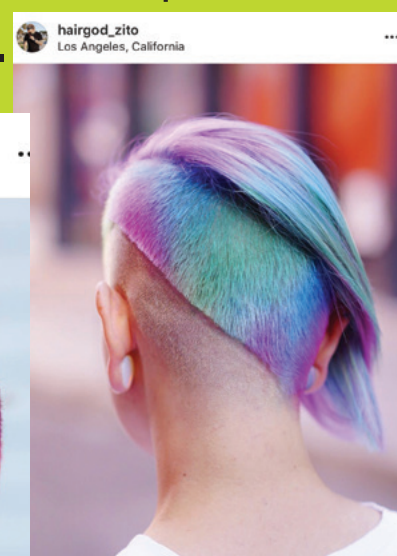
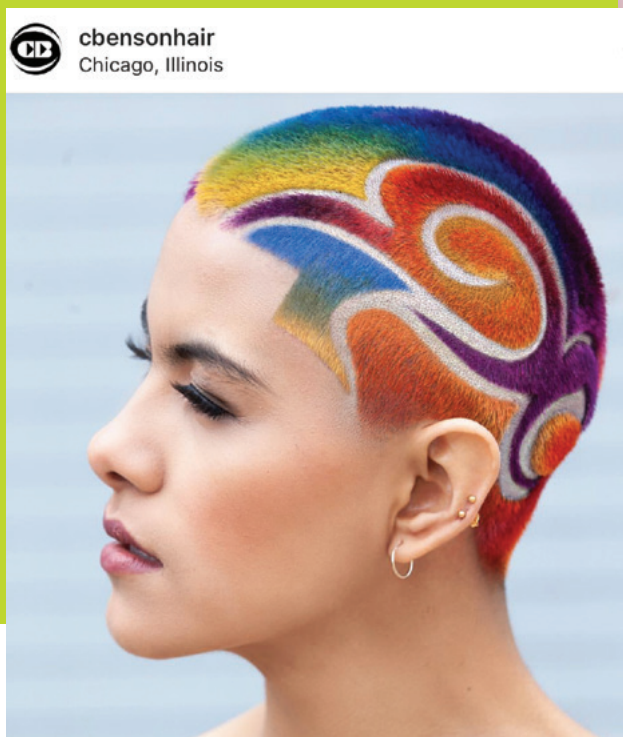
“Discover what makes a colorist a GLOSS MASTER™”. This is the 2019 new Rusk educational initiative which focuses on individual client color customization.





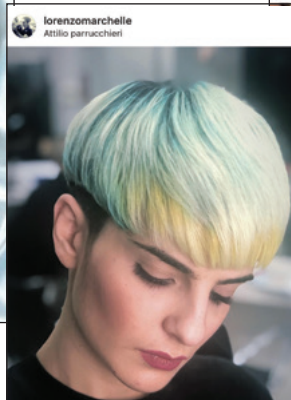
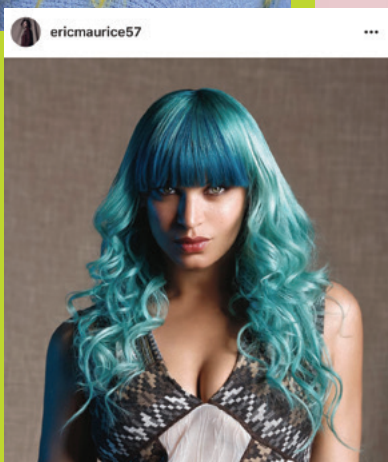
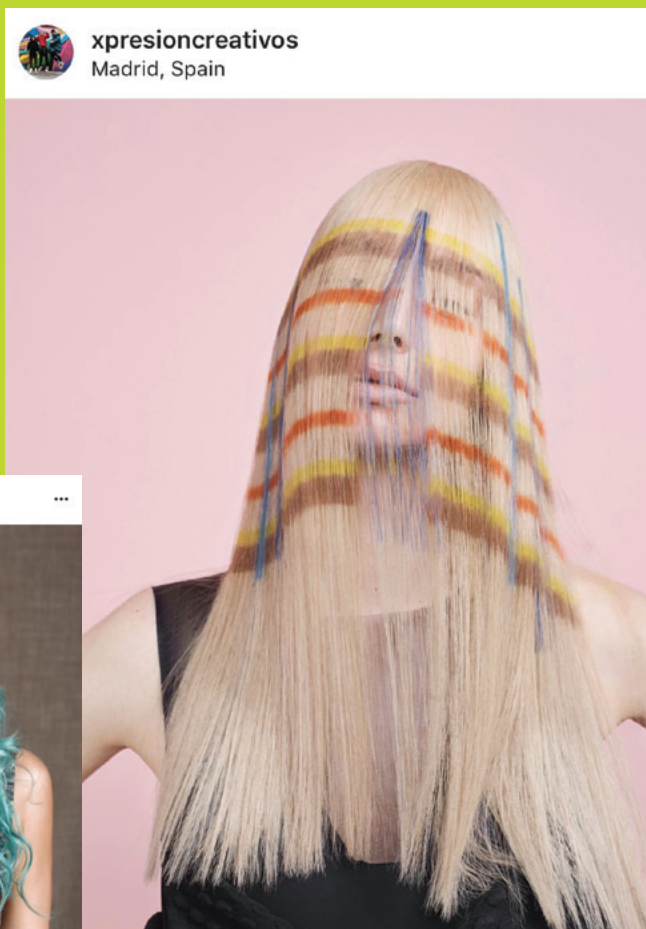
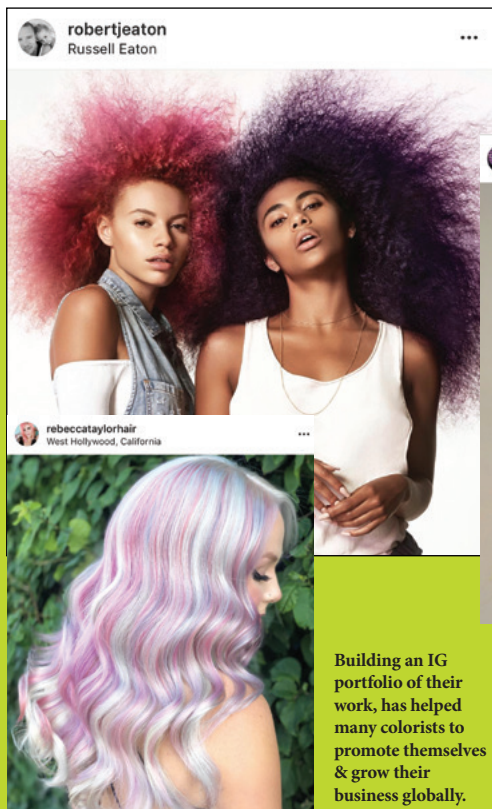
# Haircolor Instalcons

All over the world, the most creative, inspirational hair colorists have found Instagram to be the perfect platform for expressing and sharing their creations.



At @esteticamagazine we love to share #haircolor creations that represent the finest form of #hairart we find on Instagram.





Building an IG portfolio of their work, has helped many colorists to promote themselves & grow their business globally.

Being the most "visual" social platform, it's no wonder why so many outstanding hair colorists, like the ones featured in these pages, have taken the best out of Instagram to become social media superstars. With IG now having more than 1 billion monthly active users, who upload an average of 100+ million posts every day, #haircolor creations continue to be one of the hottest topics that attracts and inspires beauty lovers around the world. But real #haircolorist influencers out there know that this is not enough, as videos are an essential part of the equation, having the highest overall engagement rate – 38% higher than image posts! The world is watching/sharing... are you IN? Follow @esteticamagazine for incredible #hairinspo!





# True colors

Design and color, a union of creativity in New York. The Color Factory is a pop-up museum with a limited run. *Giancarlo Rapetti*

Born during the summer of 2017 in San Francisco, as a month-long experience, the Color Factory was such a tremendous success that the Californian city ended up hosting the exhibition for nearly a year before passing it to New York in August 2018, the current location of this temporary “industry”. Because this fascinating interactive show is an experience unlike any other, conceived as an ephemeral museum. An “in-and-out” destined to sooner or later change locations, currently a space on Spring Street in Soho: the celebration of all the colors in the world, structured in 16 environmental





The original idea for the Color Factory belongs to planner Jordan Ferney, in collaboration with artists/designers Leah Rosenberg and Erin Jang.







The New York edition of the CF counts some prestigious partners: Cooper Hewitt, Smithsonian Design Museum.







Before the Color Factory, New York welcomed other “impossible” museums like the one on selfies, on ice cream, on pizza, and on candies.

installations. Among the habitats present in the Color Factory of New York are a dance floor, a floating room, and a room conceived by the artist Molly Young where visitors are invited to discover their “secret” color. And then there is the Manhattan Walk, an outdoor installation that pays homage to the American metropolis in all its chromatic moods. As the trend of the latest pop-up museum imposes, limited in time and dedicated to the most eclectic objects, even the Color Factory flaunts its hybrid nature half-way between show and museum, but with a very precise mission: create pop icons for a public that is constantly seeking an unforgettable social snapshot.





# Springish!

Breathe new life into your look... and blooming hues in your mani are the perfect accessory!

*Marie Scarano*

It's the season when flowers burst forth in glorious bloom and, as art imitates nature, mani trends are never far behind. CND instead offers the best of both worlds with two contrasting collections. The "Yes, I Do" Bridal Collection features four romantic shades in neutral, milky and semi-sheer tones perfect for exalting the beauty of the blushing bride. For fashion forward everyday looks, try one or all of the five hot hues in daringly vivid shades of CND's "Prismatic" collection for rebellious urban summer adventures. OPI is excited to offer a bold new "Neons" collection in collaboration with







Morgan Taylor



"Our fresh, vivid neon nail lacquer shades are the perfect hues for summer footwear," says OPI co-founder and brand ambassador Suzi Weiss-Fischmann. "Now you can match your tone-on-tone sandals or the iconic Chuck Taylor All Star with your perfectly polished manicure and/or pedicure for a playful look!"



Converse and "Always Bare for You" - featuring sheer and more natural looks especially formulated with spring and summer brides in mind. Taking their cue from Mother Nature, Morgan Taylor's SS19 "The Color of Petals" features plush pastels in shades of pretty pinks, toned-down nudes, and pops of peach and purple, many of which are perfect for year-round.





# Do it your way

After unicorn and mermaid binging, hair color trends have regained a more balanced approach to beauty and fashion-forward looks. Here are some of the latest to pick from.

Pravana



Pravana







Paul Mitchell

It's always a world where anything goes and everyone wants find their own look and identity. But now you needn't go to extremes to make a fashion statement. When seeking out your true color look, choose one close to your natural color and then change your game by changing your style. Pravana Stylers are perfect for keeping your color looking as fresh as your new do - taking you from your job to your free time in no time. For those wanting to be on trend but dare not go full-blown unicorn or mermaid can turn to Paul Mitchell's Muted Metallics in Rose Gold, Lavender and Silver for easily-wearable yet modern pastel with a hint of opalescent shine. The advantages are that there is no ammonia and can be done more or less quickly in-salon, depending on the intensity desired.





Joico

Below: Joico's Defy Damage system is a radical, new collection of salon-to-home products that deliver a 360-degree shield of defense before—and after—chemical services, protects all hair types from the ravaging effects of daily heat styling, UV exposure, and environmental pollution that lead to dry, dull, lackluster locks.

Joico



The Pantone® Color Trend Report is the inspiration behind the color placement technique and/or an innovative new hair color palette for ColorDesign® Permanent, resulting in a collection of six innovative techniques, including Granite (rich shade of mahogany with gold highlights), Peacock (deep red), Terrarium Gold (muted copper), Princess Blue (dimensional blonde with a shadow base), Eclipse (dark and intense), and Toffee (the warm, rich tones of toffee, caramel and chocolate).

Julianne Hough (left) went to Nine Zero One hair-colorist Jill Buck for her brilliant blond bob, while Lea Michele (below) asked Nikki Lee at Nine Zero One Salon for her wedding/honeymoon look. "The color was a classic brunette, with beautiful golden highlights. For weddings, I always create a timeless color. I don't want anything too trendy as I want the bride's photos to remain timeless," explained Nikki.



Nikki Lee@  
Nine Zero One Salon





Matrix



Matrix

As Lou Reed sang, "Take a walk on the wild side". These looks above by Matrix artists may not be for everyone, but are trending with the more lion-hearted among us. Less dreamy than passé rainbow effects, these bold options are sure to catch glances on the street. Why not? Life is too short not to lash out now and then with something extravagant. On a softer note, Kate Reid, of Kevin-Murphy, envisions new pastels as rose, jade, and peppermint. She specifies, "Rose can work with cool or warm skin tones, jade and peppermint with cooler skin tones, but it is best to enhance porcelain skin tones. Stone creates stunning long lasting hyper real natural tones, and is excellent for refreshing men's color, as it has a masculine edge."





Anna Peters, Sam Villa ArTeam Member



CHI Haircare

Redken offers a full range of in-salon and take home color, care and styling products to get you the look you want and keep it looking its best until your next visit. Ask at your nearest Redken salon.

With all the ins and outs of fashion, it looks like braids in any color are here to stay, surviving even the demise of Game of Thrones. "Festival hair is all about the attention to fun details with an effortless approach," says Anna Peters, Sam Villa ArTeam Member. And with the season going through August, there's plenty of time ask your hairdressers for tips on how to adding texture and braids. "This dainty, detailed, fishtail braid (left) is easy to create, yet packs a big style punch. Place the braid in the front near the face for a festival fun feel," adds Peters, and don't worry about being too perfect; the wispy hair hanging around the face gives it that perfect effortless touch. CHI hair care also offers DIY Tutorial for the look above right on their Instagram. Check it out!





Michael Haase, Wella  
Professionals Top Artist



Michael Haase, Wella  
Professionals Top Artist



Michael Haase, Wella  
Professionals Top Artist



Michael Haase, Wella  
Professionals Top Artist

Michael Haase, Wella Professionals Top Artist and owner of Platinum Black by Michael Haase in Los Angeles, CA and creator of the images above, sees changes in the future for many clients judging on their requests. "The same grey coverage, the same hair painting technique and continuous tones seem to be complacent to many. Requests not only for color change, but also cuts, are taking the lead in salon and high-end fashion. Once again, hair is becoming a fabric for us to design with clients investing more in their image. It's a terrific time to be a colorist, cutter or stylist with that type of freedom and of course celebrating all disciplines again doesn't separate the services, but instead secures the fact that really good hairdressers can do anything. Fashion rules and so do we." So when it comes time for a change, trust in your professional colorist. you won't be disappointed.





# ARE YOU COLOR OBSESSED?

You're not alone! At Goldwell we believe in the power of color, but more importantly in the power of colorists like you!

This is the year for pure color creativity – bold colors and stunning shades. Forget the boring brunettes and lacklustre blondes – it's time to give every client show-stopping hair color.

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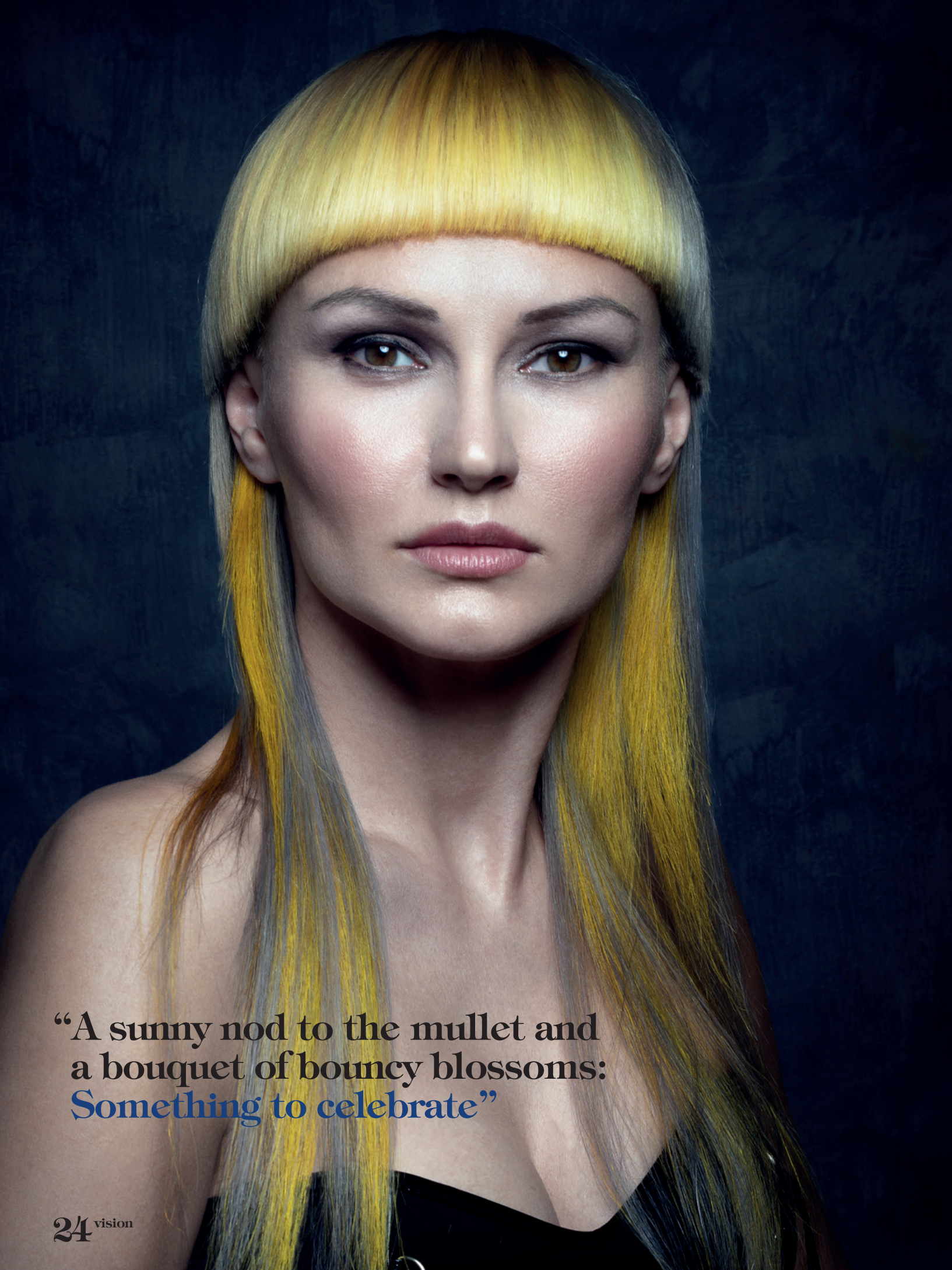


Saturated lemony lusciousness for this playful and refreshing bob for spring and summer. Freedom through beauty: joy, love, and empowerment are the core elements.

Hair: Kelli Mason  
Photo: Boswell Hardwick  
Make-up: Melissa Keryn  
Model: Hannah Fent

# A full spectrum





“A sunny nod to the mullet and  
a bouquet of bouncy blossoms:  
Something to celebrate”





Best of  
**USA**

Two emerging talents from the #WELLAPICKME COTY School Program competition co-created this collection for Estetica Magazine, inspired by the "Festival" of the Beauty Changes Lives Experience NextGen Runway Presentation.

Hair by Kamree Markley and Angie Hinojosa mentored by Anthony Cole & Galini Hristov  
Photo: David Arnal  
Makeup: Elizabeth Chervinko  
Nails: Nancy Flores  
Produced by Sergi Bancells for Estetica Magazine





Nature's stones and minerals are fundamental to living organisms. Hair hues inspired by copper and oxidated iron, essential elements. Versatile and personalised - brimming with energy.

Left: Hair: Ivan Rodriguez  
Photo: Jell Loya  
Make-up: El Salon Make Up Studio  
Styling: Rebeca Gameros  
Products: Biosilk

Right: Hair: Sonya Dove  
Photographer: Richard Monsieus  
Hair Color: Wella Professionals



“Waves of energy  
imparted by shades of  
red found in nature”





“Cosmic chaos in a  
mystical prism... or a  
night-time sky for a  
magical encounter”





One case where more - instead of less - is more: more length, more volume, more texture, more purple...

This page:

Hair: Nick Pagano, Goldwell Artistic

Team @nickpagano hair design

Photo: Jeff Mikkelsen Photography

Make-up: Jenny Thomas

Styling: Rod Novoa

A harmonious medley of contrasting colors.

Left:

Hair Color : David Vendittelli

Hair Styling: Marilyn Vendittelli

Photo: Kale Friesen

Make-up: Amanda

Styling: David Vendittelli

Products: Goldwell





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cereal bowl at breakfast!

Hair: Hannah Lovin @\_obiwand\_  
Make-up: Alondra Excene Shields @  
alondraexcene  
Host: Lisette Cruz @Lisettecruz  
Video/Photo: Liana Lydia @lianalydia  
Wardrobe: Caisa Airmet @caisadilla  
Model: Angela Le @theazncurlly





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COLOR

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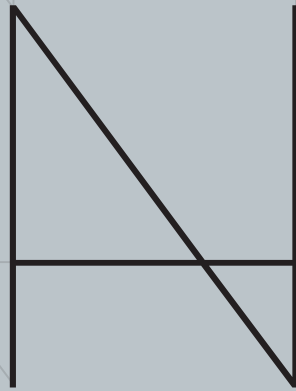
Photo by Karen Franco, Eric Fisher Academy, Wichita, KS  
Student Champion Winner, 2019 ABS Global Image Awards  
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# ESTETICA

MODA  
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Hair & Photo: Jake Thompson @ Jake Thompson Hair

THE  
KINGDOM  
OF

# colour

Fluo, pastel, natural, ethnic. Even surprising, unexpected. Colour this season is kaleidoscopic, so powerful in its variety. With a spectrum so wide that it covers all needs, to offer a change in look every time.

Fluo, pastello, naturale, etnico. Ma anche sorprendente, inedito, inaspettato. Il colore di questa stagione è caleidoscopico, così imponente nella sua varietà. Con uno spettro talmente ampio da coprire tutte le esigenze, per offrire un cambio look ogni volta memorabile.

Fluoreszierend, pastellfarben, natürlich und ethnisch. Aber auch überraschend, brandneu und unerwartet. Die Farbe dieser Saison erinnert mit ihrer beeindruckenden, ständig wechselnden Vielfalt an ein Kaleidoskop. Dank einer breiten Palette können alle Wünsche erfüllt werden, um jederzeit einen neuen Look zu kreieren.

Fluo, pastel, naturel, ethnique. Mais aussi, surprenant, inédit, inattendu. La couleur de cette saison est un caléidoscope, à la variété imposante. Avec un spectre si vaste qu'il assouvit à toutes les exigences, pour offrir un look nouveau, mémorable à chaque fois.

Fluor, pastel, natural, étnico. Pero también sorprendente, inédito, inesperado. El color de esta temporada es caleidoscópico, impresionante por su variedad. Con un espectro tan amplio que cubre todas las necesidades, para ofrecer un cambio de look siempre memorable.





Creative direction:  
Mauro Galzignato for Kemon  
Hair: D. Carlucci, R. Rogari,  
A. Candido, P. Baltieri,  
D. Comandulli, F. Morelli  
Photo: Fernando Gomez  
@ Aura Photo Agency



THE  
KINGDOM  
OF  
colour

Hair: Revlon Professional®  
Artistic and Creative Direction:  
Miquel García Cotado  
Photo: Jonas Bresnan



THE  
KINGDOM  
OF  
colour



Hair: Lisa Polini © Hype Hair Studio  
for De Lorenzo  
Colour: Lisa Polini  
Photo: David Mannah  
Make-up: Christina Rodio  
Styling: Lydia-Jane Saunders





Hair: Chrystofer Benson  
Photo: John Rawson  
Make-up: Danielle Donahue



THE  
KINGDOM  
OF  
colour

Hair & Concept: @xpresioncreativos  
Photo: Richard Ramos  
Make-up: Lolita Make up  
Styling: Carol Gamarra

**global**  
engagement





Hair: Julie Vriesinga @ Salon Entrenous/Photo: Paula Tizzard



Hair & Concept: @xpresioncreativos/Photo: Richard Ramos



Hair: Trevor Sorbie Artistic Team/Photo: Jack Eames



Hair: Kumehair/Photo: David Arnal



Hair: Manuel Mon @Manuel Mon Estilistas  
Photo: Bernardo Baragaño



Hair & Photo: Jake Thompson



Hair: Capelli Corine/Photo: Mathieu Galfre



Hair: Ángel Morado @ Salón Blue by Raquel Saiz/Photo: Esteban Roca



Hair: Nadia Semanic/Photo: Andrew O'Toole



Hair: Danny Pato/Photo: Mara Sommer



Hair: Natasha King/Photo: Carl Keeley



Hair & Colour: Roberto Perozzi/Photo: Takashi Imai





Hair: Lindsey Mollenhauer @ Elevencherry/Photo: Trav McAvaddy



Hair: Rut Navarro/Photo David Ansal



Hair: Salones CV by Carlos Valiente  
Photo: Esteban Roca



Hair: Ammon Carver @ Ammon Carver Studio/Photo: Richard Monsieus



Ethnicity, romanticism, futurism. A voyage to seek origins, reinterpreted and pushed forward towards something new.

Etnicismi, romanticismi, futurismi.  
Un viaggio alla ricerca delle origini, reinterpretate e spinte in avanti verso il nuovo.

Ethnien, Romantik, Zukunft. Eine Reise auf der Suche nach den Ursprüngen – neu interpretiert und dem Neuen zugewandt.

Ethnicités, romantismes, futurismes. Un voyage à la recherche des origines, puis réinterprétées et propulsées vers la nouveauté.

Etnicismos, romanticismos, futurismos. Un viaje en busca de los orígenes, reinterpretados y lanzados hacia lo nuevo.

Hair: Eros Creative Team/Photo: Howard Chang



Hair: Amparo Carratalá/Photo: David Ansal



Hair: Andrea de Deugd/Photo: Elizabeth Maleevsky





Hair: Felicitas Hair Team  
Photo: Esteban Roca  
Make-up: Kuki Giménez  
Styling: Visori Fashionart  
Products: Revlon Professional





Hair: Manuel Mon  
© Manuel Mon Estilistas  
Photo: Bernardo Baragaño  
Make-up: María Montes  
Styling: Visori Fashionart



Artist Direction: Angelo Seminara  
Colour: Angelo Seminara Team  
Photo: Andrew O'Toole  
Make-up: Daniel Kolaric  
Products: Davines







Hair: Yu Jen Yang  
Photo: Tuan-Kai Liang  
Make-up: Ching Wen Lu  
Styling: Yu Jen Yang, Ching Wen Lu





Standing  
on  
end

Hair: Goldwell Color Zoom '19  
Creative Team  
Make-up: Loni Baur  
Photo: Ralph Mecke  
Styling: Ingo Nahrwold



Hair: Elle Schoemaker  
Colour: Kristie Kesic  
Photo: Sarah Fountain  
Make-up: Gemma Elaine  
Styling: Tamzen Holland

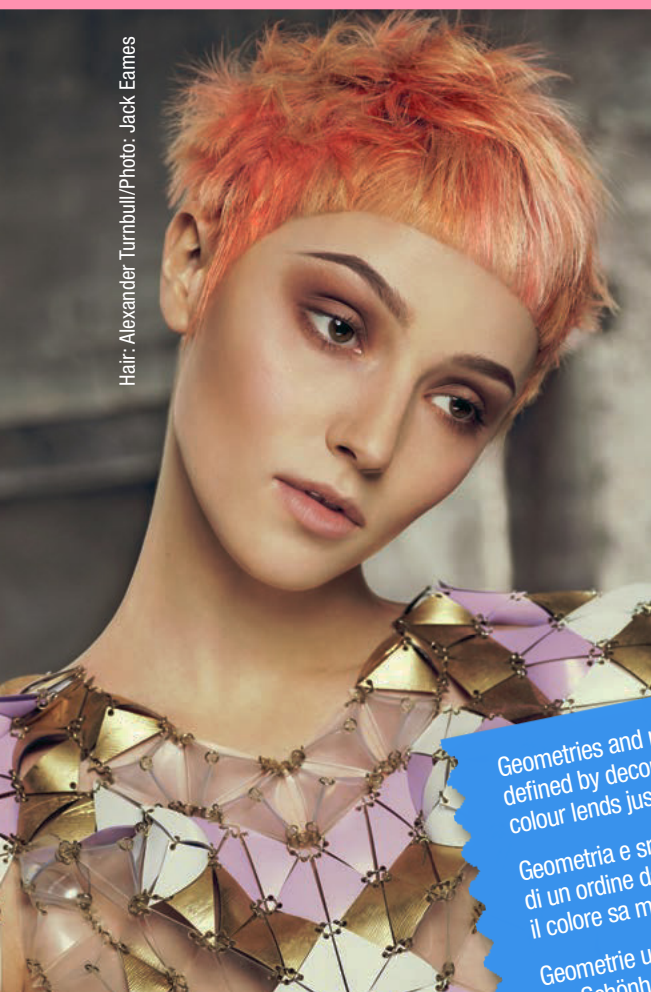




Hair: Angelo Seminara  
Photo: Andrew O'Toole  
Make-up: Laura Dominique  
Styling: Lotta Aspenberg



Hair: Alexander Turnbull/Photo: Jack Eames



Geometries and rule-breaking. Beauty defined by deconstructed details, that the colour lends just the right highlight.

Geometria e sregolatezza. La bellezza di un ordine dal dettaglio scomposto, che il colore sa mettere in evidenza il giusto.

Geometrie und Ungezwungenheit. Die Schönheit einer Ordnung besticht durch unordentliche Details, die erst durch die Farbe richtig in Szene gesetzt werden.

Géométrie et irrégularité. La beauté d'un ordre aux détails décomposés que la couleur sait souligner juste ce qu'il faut.

Geometría y desmesura. La belleza de un orden con detalles descompuestos, que el color sabe cómo resaltar.

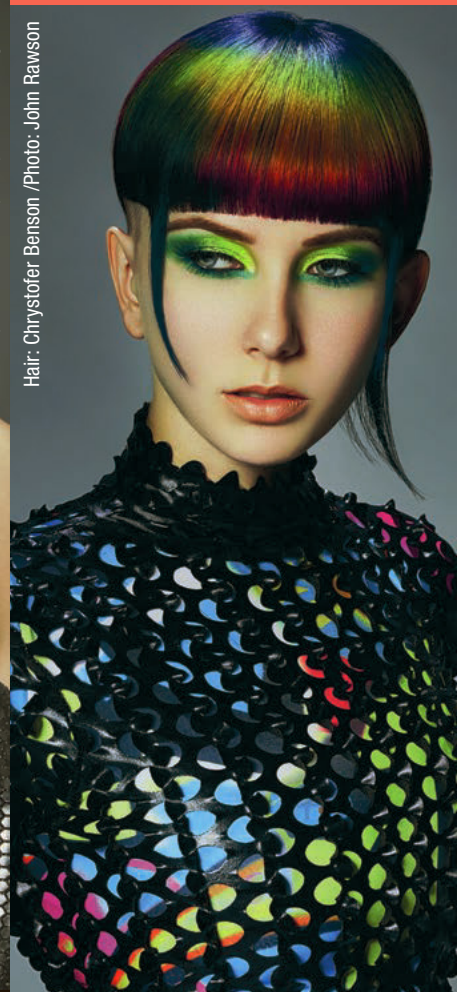
Hair: David Barron/Photo: Jack Eames



Hair: Alan Simpson and Karen Storr-Simpson @ Contemporary Hairdressing/Photo: John Rawson



Hair: Chrystofer Benson /Photo: John Rawson



Hair: Eric Zemmour for L'Oréal Professionnel/Photo: Stéphane Gagnard





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colour



Hair: Bill Tsiknaris  
Photo: Anniss+Barton





Hair: Damien Johnston  
Colour: Emma Burchett  
Photo: Glenn Norwood  
Make-up: Melissa Elliot  
Styling: Molly Thompson  
Shot for HJBHA



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# Prismatic artwork

Concept & Hair: Luigi Neri  
@ classhair.com  
Photo: Fabio Munis  
Make-up: Simone  
for L'Oreal Paris





Hair: Jose García @ Kumenhair  
Photo: David Arnal  
Products: Revlon Professional



Hair: Loft parrucchieri/Photo: Gplusphoto



Hair: Alexander Kiryliuk/Photo: David Arnal



Hair: Diego Avellini, Carmine Spartano/Photo: Kamil Strudzinski



Hair: Chad Demchuk  
Photo: John Rawson



Hair: Darren Ambrose/Colour: Clayde Baumann/Photo: Chris Buleziuk



Forget about any tone-on-tone idea you might have, her majesty colour intends to toss out what has already been seen and blaze new trails to nuances.

Abbandonate l'idea del ton sur ton, sua maestà il colore vuole scardinare il già visto e aprire altre strade alle sfumature.

Vergessen Sie die Vorstellung von Ton in Ton, seine Erhabenheit. Die Farbe will das bereits Gesehene ausblenden und andere Wege für neue Farbnuancen eröffnen.

Oubliez le concept du ton sur ton, sa majesté la Couleur veut défaire le déjà vu et ouvrir de nouvelles voies aux nuances.

Abandonar la idea del ton sur ton, su majestad el color, quiere demoler lo ya visto y abrir otros caminos a las esfumaduras.

Hair: Schwarzkopf Professional



Hair: XXL Hair/Photo: David Arnal



Artist Direction: Angelo Seminara  
Colour: Angelo Seminara Team /Photo: Andrew O'Toole





Hair: Antonio Palladino  
Photo: Des Murray  
Make-up: Jo Sugar  
Styling: Sue Fyfe-Williams







Hair: Altin Ismaili/Photo: Richard Miles Photography



Hair: Diego Avellini/Carmine Spartano  
Photo: Kamil Strudzinski



Hair: Studio Parrucchieri/Photo: Lele Oldrini



Hair: Jason Hall/Photo: Lee Howell @ Jarred Photography



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# A fringe

## ALL YOUR OWN

Hair: Leonardo Rizzo for Alter Ego Italy  
Photo: Andrew O'Toole  
Styling: Emanuela Mari @ Day Dream  
Make-up: Silvia dell'Orto





Hair: Bruno, Lucca & Yvan Estatoff  
Colour: Laetitia Bonnard  
Photo: Bruno Estatoff  
Make-up: Morgane Guillet





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Long hair  
& **sexy**  
waves

Hair: Pierre Ginsburg  
Photo: Fabrice Meuwissen  
Make-up: Julie Roux



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Hair & Photo: Desmond Murray  
Make-up: Bernard Connolly





Hair: Clive Allwright  
Colour: Brooke & Peanut





Hair: Detlef Gehlhaar/Photo: John Rawson



Hair: Mark Van Westerop/Photo: Ivo de Kok



Hair: Gen Itoh for TIGI Bed Head  
Colour: Warren Boodaghian/Photo: Alex Barron-Hough



Hair: Jose Valle, Eva Blas, Àngelo Villalba  
for Backstage BCN/Photo: Yoye



Hair: Chad Demchuk  
Photo: Tom Carson



Hair: Clive Allwright  
Colour: Brooke & Peanut



Hair: Antonio Palladino/Photo: Desmond Murray

Yellow, orange, cornflower, lilac.  
Conventionality is banned, audacity is the  
new charter of contemporary femininity.

Giallo, arancio, ciano, lilla. La convenzionalità  
è bandita, l'audacia è la nuova carta della  
femminilità contemporanea.

Gelb, Orange, Cyan, Flieder. Konventionalität  
ist tabu, Ungezwungenheit ist das neue  
Motto zeitgenössischer Weiblichkeit.

Jaune, orange, cyan, lilas. À bas le  
conventionnel, l'audace est le nouvel atout  
de la féminité contemporaine.

Amarillo, naranja, cian, lila. La convencionalidad  
está prohibida, la audacia es la nueva carta de  
la feminidad contemporánea.



Hair: Thiago Câmara  
Photo: David Arnal  
Make-up: Cristina Torres  
Styling: Eunnis Mesa







Hair: Detlef Gehlhaar  
Photo: John Rawson  
Make-up: Susan Voss Redfern  
Styling: Tim Hartley



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Hair: Chad Demchuk  
Photo: Tom Carson  
Make-up: Nancy Luna



Hair: Bill Tsiknaris © Tsiknaris Hair  
Colour: Chris Tsiknaris  
Photo: Annis+Barton  
Make-up: Charlotte Ravet  
Styling: Milana Demina

# Angels VS DEVILS





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Artistic Direction:  
Harkaitz Barreros Soria  
Hair: H Motion  
Photo: Javier Lopez  
Make-up: Luz Martinez Perez,  
David Jimenez Blanco  
Styling: Eder Aurre Ferreira



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Hair: Manou Grijzen  
Photo: Petra Holland  
Make-up: Darien Touma  
Styling: Annet Veerbeek





Hair: Chrystofer Benson  
Photo: John Rawson  
Make-up: Danielle Donahue



Hair: Anna Barroca/Photo: David Arna



Hair: Danny van Tuij/Colour: Siobhan Golden /Photo: Felix Rachor



Hair: Ritz Lam @ A Ten Studio /Photo: Larry Yau



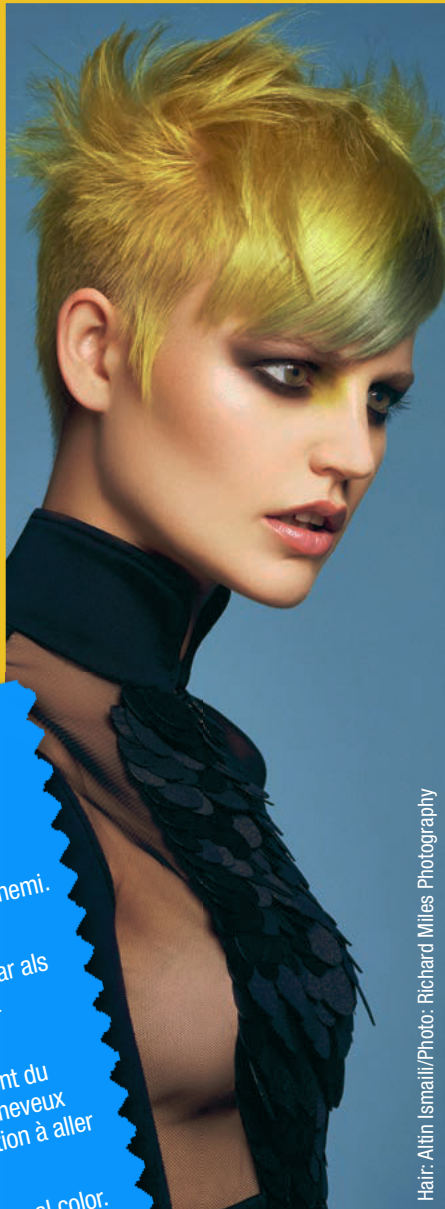
Hair: Alexander Kiryluk/Photo: David Arna



Hair: Revlon Professional



Hair: Altin Ismaili/Photo: Richard Miles Photography



Hair: Loft parrucchieri/Photo: Gpluskphoto



Forms, without limits. That give body to colour. An ode to hair as liquid matter, an invitation to break all the rules.

Forme, senza limiti. Che danno corpo al colore. Un inno ai capelli come materia liquida, un invito ad abbattere tutti gli schemi.

Formen ohne Grenzen. Sie geben der Farbe Fülle. Eine Hommage an das Haar als fließende Materie, eine Einladung, mit sämtlichen Klischees zu brechen.

Des formes, sans limites. Qui donnent du corps à la couleur. Un hymne aux cheveux comme matière liquide, une invitation à aller hors des chemins battus.

Formas, sin límites. Que dan cuerpo al color. Un himno al cabello como materia líquida, una invitación a romper todos los esquemas.





Hair & Photo: Desmond Murray



Hair: Darren Ambrose/Colour: Clayde Baumann  
Photo: Chris Bulezuik



Hair: Totti Frappier @ Dragonfly Salon/Photo: Paula Tizzard



Hair: Dorothy Tsang @ Blushes/Photo: Andrew O'Toole



Hair: Vincent Moutault for La Loge/Photo: Kortum



Hair: Amanda Menz/Photo: Andrew O'Toole





Hair: Alexander Kiryliuk  
Colour: Kilian Garrigós  
Photo: David Arnal  
Make-up: Miguel Silva  
Styling: Elena Estaun



Hair: Chrystofer Benson  
@ Chrystofer Benson Collective  
Photo: John Rawson  
Make-up: Danielle Donahue  
Styling: Hannah Leigh





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**colour**

**BEWARE!**

**Curlicues**

**and**

**RINGLET'S**

**AHEAD!**

Creative Direction: Eirini Vassou  
Hair: Christos Michailidis  
Photo: Nikol Bartzoka  
Make-up: @efi\_ramone





Creative Direction:  
Mauro Galzignato for Kemon  
Hair: D. Carlucci, R. Rogari, A. Candido,  
P. Baltieri, D. Comandulli, F. Morelli  
Photo: Fernando Gomez  
© Aura Photo Agency



Hair: Ine Rooijackers /Photo: G+K Photo



Hair: Arian Bevers  
Photo: G+K Photo



Hair: Nicole Wilmink/Photo: Sanne Grasdijk



Soft nuances that oscillate between the colours of sand and the reflections of the sea. Long waves become the mermaid's spell.

Nuance morbide che oscillano fra i colori della sabbia e i riflessi del mare. Il lungo mosso diventa una magia da sirena.

Weiche Farbtöne, die zwischen den Farben des Sandes und den Reflexionen des Meeres oszillieren. Langes, gewelltes Haar erinnert an den Zauber einer Meerjungfrau.

De douces nuances qui oscillent entre les couleurs du sable et les reflets de la mer. Les cheveux longs se parent de magie comme des sirènes.

Tonos suaves que oscilan entre los colores arena y los reflejos del mar. El largo ondulado se convierte en magia de sirena.

Hair & Colour: Kirsten Alacali/Photo: G+K Photo



Hair: Alexander Turnbull/Photo: Jack Eames







Hair, Colour & Styling: Lizzy Lemon  
Make-up: Franziska Wilkeup  
Photo: Felix Rachor





Hair: Jose García @ Kumenhair  
Photo: David Arnal  
Products: Revlon Professional



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# Wind and WAVES

Hair: Trevor Sorbie  
Photo: Craig Fleming  
Make-up: Lucy Flower  
Styling: Natalie Armin



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# Guy Tang



With a combined following of nearly 6M on YouTube, Facebook + Instagram, @guy\_tang is the original haircolor influencer.



1. As a colorist, I am... an activist.
2. The thing I value the most about specializing in color is... the relationship I have with my clients.
3. The trend that never should have existed... I like every trend because we need them all to evolve.
4. If I could change a well-known person's look it would have to be... Ariana Grande.
5. The most challenging haircolor moment to me has been... some of my videos on YouTube! Especially the ones that I do with youtubers, because they want to change their color every 3-4 weeks.
6. My main source of inspiration is... Mariah Carey. I listen to her every day... musically she's the only one that can make me cry.
7. My specialty when it comes to color is... 'paranormal hairtivities'! It's more fun, it challenges and makes you learn more.
8. My passion for painting hair is... always learning something new.
9. I love that my career has given me... life and purpose.
10. What I want to share with budding painters/hairbesties is... everything! If you watch my latest videos, I literally share everything – it's more of a personal approach.



# Sonya Dove



Wella Global Top Stylist and Ulta Pro team member @sonyadove is one of the most respected color artists/educators in the world.



1. **As a colorist I am...** blessed and grateful that my chosen craft has given me the ability to stand on my own two feet and travel the world and meet other like-minded people.
2. **My favorite technique at the moment is...** being able to use color to contour or change a person's face shape.
3. **A colorist should always have...** a good understanding of the color wheel, their color brushes and a caring personality.
4. **The most special colorist moment I've recently had is...** taking Sophie Turner from a red head for many years to a very light blonde. It is such a pleasure to have done this and I still color her hair for Wella North America.
5. **An unforgettable color advice is...** don't put all your color ideas on one head.
6. **My main source of inspiration is...** Nature. I'm a huge outdoors person and everyday I'm blown away by Mother Nature.
7. **If I could change a well-known person's look it would have to be...** for sure the Queen of England.
8. **The trend that never should have existed...** chunky highlights like strips. In England we'd call it zebra-crossing lines.
9. **I love that my career has given me...** the opportunity to travel the world and meet incredibly talented people.
10. **Before retiring I would like to...** do creative retreats for hairdressers in San Miguel de Allende, Mexico.

More questions and answers on [www.esteticamagazine.com](http://www.esteticamagazine.com)





Prayana



Hair by The Affinage Colour Rebels &  
Tracey Devine-Smith  
Photo: Richard Miles

# From Fire to Ice

What is it about blonds? Do they really have more fun? Should every woman be a blond once in her life? What options do you have today for blinding your clients?

Marie Scarano



With short and mid length styles showing in trends again, these blondes are custom to celebritise the look. Mod colors with accents of complimentary tones for skin and on trend fashion is huge in this creative artistic blonde. Almost makes you ask, 'Who is that?' I say, 'Keep them wondering and wear it like you mean it.'" Michael Haase, Wella Professionals Top Artist.

You may not remember Shirley Polykoff, the advertising genius who took over the Clairol account in the 1950s, but you will definitely remember the query she posed: "Does she or doesn't she?" The answer - "Only her hairdresser knows for sure" - not only increased the sale of dyes, tints and rinses from \$25 million to more than \$200 million, with Clairol accounting for more than half of the total earnings, but also changed cultural norms. In a 1975 interview with the New York Times, she implored, "If I've only one life, let me live it as a blonde!" When asked if blonds really have more fun, she observed, "Some blondes do," she said. "The thing about being blond is that you don't have to be as pretty. There's kind of an aura of light that comes off your face when you're blonde, and, of course, being blond is much rarer than being middle brown." "There's power in being a blonde, it's a way of life," she added fervently.\* Times may have changed since then, and fashions along with them. For example, the old hair color mantra that had women going darker in the fall and lighter in the summer no



Ten new shades from Paul Mitchell the color XG that control unwanted warmth and enhance and complement the Paul Mitchell blonding portfolio.







Lakme

longer rings true. One thing that hasn't changed is the blond allure. And luckily for all those who aspire to becoming a blond bombshell, there are breakthrough chemical advancements that make available new blonding techniques and complementary hair care that make almost any change possible on virtually any type or color of hair, more safely and sometimes even more naturally. For example, Pravana's PURE LIGHT Ultra Lightener™ highest lifting lightener features Reunite Mending Technology, which deposits amino acids for added strength and plant-derived polymers that mend the cuticle layer, while lifting up to 9 levels. Affinage America makes it easy for hairdressers to achieve with its 90% naturally-derived Infiniti High Lift Series for up to 4-5 levels of pure lightening. Moreover, the advanced breakthrough formula features DATEM Plus technology, shea butter, and Argan Oil. Another thing that has not changed is the need for an in-depth consultation to duly inform your client above all of the commitment that must be made to maintaining the color service in terms of both time and costs (especially if the change is a drastic one), perhaps recommend a more gradual transformation that might be easier on hair health and give your difficult client a reality check. Let's face it, women who go blond when blond is totally incoherent with their complexion makes no sense.



Matrix

Top: Lakme's ICE collection contains groundbreaking platinum colors with multilayered cuts and bold bangs. Other dimensional effects might be more versatile - like Julianne Hough's bouncy bob.



Joico



Hair: Michael Haase  
Products: Wella Professionals





PURE LIGHT Ultra Lightener™ does more than lift; it's formulated with New Reunite Mending Technology that restores hair from the inside out.

Nothing is more unappealing than dry, brittle, and over-processed hair. VIP's are especially aware of this danger. Before they sat down for the salon service, Julianne Hough, Nine Zero One hair-colorist Jill Buck and salon owner, Riawna Capri also experienced Joico's virtual reality video showcasing the new Defy Damage line. It was a fun and playful way to learn about the next generation in bond-building and truly be immersed in the line and all it's healthy-hair benefits. The result was Julianne's brightest blond bob ever (see left) and big smiles. Never underestimate your clients! Keep them informed!

Michael Haase, Top Artist at Wella Professionals and Owner/Hairstylist at Platinum Black by Michael Haase in Los Angeles shares, "The key to attention getting long dimensional blonds (see left) is healthy hair. It allows seasonal change with tone and depth to go with the moods and time of year. On long hair I like Wella Professionals Fusionplex with up to 95% protection against breakage and damage, perfect for any long-haired girl."

Another big trend has been Optic White. Kevin.Murphy's Kate Reid weighed in on her technique for achieving Optic White hair.

"It is important to leave no hair out of the foils, as this helps to get the hair white and even. The best technique this look is back-to-back foils using CREAM.LIGHTENER by KEVIN.





Kate Redd Kevin Murphy

Just being blond is never enough! There must also be an edgy cut - whether long or short - and don't forget bangs to complete the look.

MURPHY formulated with Murumuru Butter and Inca Inchi Oil help to protect the hair and scalp while achieving up to seven levels of lightening without drying out the hair." The Tawny Blond below is part of the new Goldwell Elumination Collection Elumen, the art of adding extraordinary brilliance and shine to every color. New @Pure Pigments Cool Violet and three new @Eluminated Metallics shades - Cool Bronze Eluminated Pearl Beige, Cool Copper Eluminated Pink and Steel Violet Eluminated Pink - now make it possible cover grey and achieve even more incredibly beautiful shades.

\* <https://www.nytimes.com/1975/09/09/archives/in-her-60s-shes-still-blondes-cheerleader.html>



Goldwell



Above: R+Co GEMSTONE Color Shampoo and Conditioner has an added color protection complex, ChromoHance™ to protect and prolong color vibrancy. SUNSET BLVD Blonde Shampoo keeps blonds bright and greys silver. BEL AIR Smoothing Conditioner has a powerful Anti-Oxideant Complex.





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# Blooming new talents

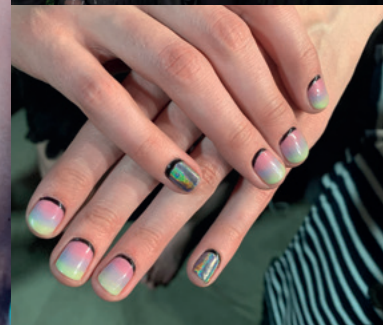
Mentored by Sebastian's Anthony Cole and Wella's Galini Hristov, cosmetology students Angie Hinojosa & Kamree Markley shine at their first pro photoshoot with Estetica.



Cosmetology students Angie Hinojosa of Bellus Academy in Poway, California, and Kamree Markley of Hays Academy in Hays, Kansas, were selected from more than 1,300 entrants as winners of the “#WELLAPICKME” COTY School Program competition. The prize? The duo received an all-expense paid trip to Chicago, where they showcased their work at the Beauty Changes Lives Experience on March 31. Mentored by Sebastian Professional International Artist Anthony Cole and by Wella Professionals’ Signature Educator Galini Hristov, Angie & Kamree were also invited to co-create their very first hair fashion collection on a photo shoot for Estetica Magazine: their fascinating editorial images –featured in these pages– were inspired by the Beauty Changes Lives Experience NextGen Runway Presentation evening’s theme, “Festival.” Anthony Cole said to Estetica: “I had the most incredible experience mentoring these two students who have such incredible talent. I take pride in mentoring, it is so important today for students to use platforms such as entering competitions and social media to show their work.” The COTY School Program is dedicated to the development and empowerment of young stylists. “We wanted to reward these passionate beauty school students not only with a once-in-a-lifetime opportunity, but also with an experience that builds skills they can use in their professional career,” said COTY School Program Director Victoria Anthony.



Hair by Kamree Markley and Angie Hinojosa mentored by Anthony Cole & Galini Hristov  
Photo: David Arnal  
Makeup: Elizabeth Chervinko  
Nails: Nancy Flores  
Produced by Sergi Bancells for Estetica Magazine







# Subtle elegance

As an award-winning Goldwell colorist and educator, Odete DaSilva brought her artistic eye to her new salon and spa to pamper a savvy, upscale clientele. *Marie Scarano*

Artistex, a Green Circle eco-conscious salon located in Westport Connecticut, underwent drastic expansion and remodelling to include luxurious spa services that attract high-profile clients in addition to the hair salon and barbershop. Owner Odete DaSilva explained, "I worked closely with my architect to create an open space that would not feel like a large, impersonal loft-like box, or like an assembly line." The result is a welcoming communal style environment where clients feel at ease explaining their needs,





and stylists can exercise their talents and express their creative sides.” DaSilva did not leave her color scheme to chance. Much of the salon revolves around mauvish tones, a hue that can evoke a sense of luxury, power, wisdom, creativity, and magic - mostly because it is the balancing color between red and blue’s color psychologies. Red brings intensity and energy to the color; blue brings relaxation and stability. Together they make purple - the perfect balance of the two. Color Psychology says that it “can have calming effects over the mind and nerves, it can be uplifting and can trigger creativity.” Other hues in the palette may be complementary, but always soft and relaxing.



Artistex Salon & Spa is triangular-shaped with overlapped octagonal sides, featuring floor-to-ceiling mirrored stations where cutting and other hair services are performed.





Best Texture: Shelly Devlin



Student Champion: Karen Franco @ Eric Fisher Academy



# Global Image Awards

Now in its second year, America's Beauty Show's contest recognizes hairdressing talent on an international level.

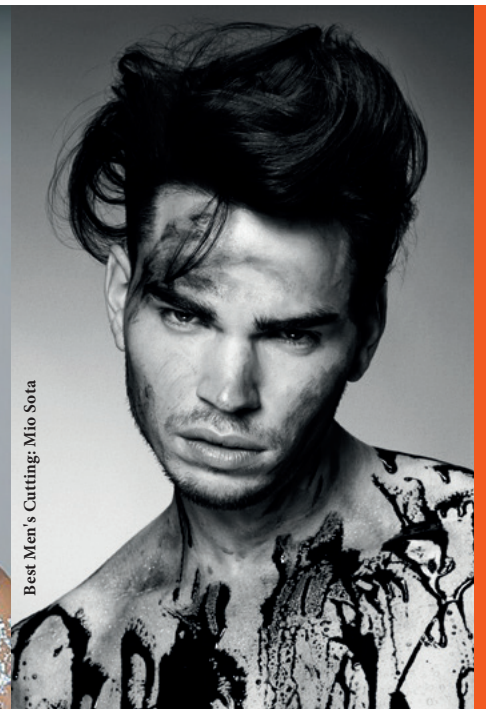
The ABS Global Image Awards competition took place during the amazing Beauty Changes Lives Experience on Sunday, March 31 during an evening of glitz and glamour at the Geraghty in downtown Chicago. Organized by Cosmetologists Chicago, the contest celebrates the passion and artistry of professional and emerging hairstylists in a photo competition that features seven professional categories and two student categories. This year's ABS Global Image Awards skyrocketed in popularity with participants from across the globe entering their fiercest hair collections: enjoy here the winning collections! Exclusive to America's Beauty Show, the ABS Global Image Awards is one-to-watch in years to come.

Best Salon Team: The Texture Collectives

Avant Garde School Team: Hannah Olenik, Kim Pilcher, Brynn Radke @ Brown Aveda Institute



Best Men's Cutting: Mio Sota





Best Editorial: Chrystofer Benson



Best Avant Garde: Chris Vandehey



In addition to each category winner, Chrystofer Benson won the Leo Passage Gold Trophy in honor of the late Pivot Point founder and Cosmetologists Chicago member. This prestigious award is given to the competitor with the highest cumulative scores.

ColorAmerica Award: Greta Coston



Best Haircutting: Dorothy Tang





# PRODUCTS



## De-stress your hair

The ECRU New York Acacia Treatment collection is a complete specialized treatment collection for dry, damaged and stressed hair. Acacia Collagen™ - a plant-based, anti-aging collagen - give rise hair the perfect balance of moisture and protein, making it perfect for weak and chemically-treated hair. The Shampoo, Conditioner, Masque, Oil, and BB Cream are all sulfate & paraben-free, and color-safe.



## Protect bonds and color

Joico Defy Damage is a complete line of professional in-salon bond-protecting and color-protecting treatments and an at-home care range. When used in tandem results can include up to 80% less breakage, maintenance of 90% of color vibrancy, increased shine, and virtually immediate results!



## Smooths and repairs

The Aquage Seaextend® Silkening Power Infusion is a 60-second rinse-out treatment that penetrates deeply to seal the cuticle, replenish moisture, and lock in color molecules to prevent fading. The exclusive Algaeplex® technology harnesses the healing powers of organic seaweeds and algae serious in the salon and at home.



## Get obsessed

Keratin Obsessed is an amazing lightweight all-in-one spray that delivers the instant results of Keratin Complex Keratin along with 30 other nourishing benefits to hair! Hair is instantly healthier, stronger, more vibrant and smoother! And when used with a heat tool (dryer or flat iron), hair color revitalizes, pops and intensifies, making this product unique.



## Toners & Treatment

Matrix Color Sync offers Sheer Acidic Toners and 5-Minute Fast Toners for professional color services. Follow up with Matrix Total Results Keep Me Vivid treatment to help keep any haircolor - from blonde, red, copper, mocha, brunette to brights and pastels - vivid and shiny.



## Signature styling

Pravana helps keep a salon-fresh look with a new styling line, including Fresh Dry Shampoo, which absorbs oil and refreshes hair to help prolong blowouts and color without dulling hair. Try the Polish & ReUnite Split End Mender and at the Texture Balm Dry Matte Paste for more styling options.



**Salerm**  
COSMETICS



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# COLOR

## THE NEXT GENERATION OF HAIR COLOR

- INTENSE, SHINY AND LONG-LASTING COLORS
- COMPLETE GRAY COVERAGE
- WITH 6 CERTIFIED ORGANIC VEGETABLE OILS
- MAXIMUM HAIR TREATMENT AND CARE



PARABEN FREE



PPD FREE



RESORCINOL FREE



100% COVERAGE





# Live your life in color

Max-out shine and customize your look with a collection of brilliant new shades from a leading professional color brand.

**A**s a colorist you always set out to find cutting-edge products that enable you to fully express your creativity, but are also safe for your clients and give them the results they crave.

Imagine the most stunning colors you can: vivid reds, deep blues, fresh greens and fiery oranges. Then image these same colors glow with reflections of brilliant light. Goldwell's Elumenation is just that! Drawing on Goldwell's core strength as a true innovator in Direct Dye hair color technology, and with more than five decades of research, Elumenation now ushers in a new era in color creativity. Colorists are able to inject these already-beautiful shades with intense reflections and shine, optimizing their own creative potential and meeting the demands of increasingly savvy clients seeking excellence in professional color services.

## VARIETY OF VERSATILITY

Take advantage of a variety of ways to unleash the full creative potential and versatility of Elumenation. First of all there is Elumen and @Pure Pigments, which is

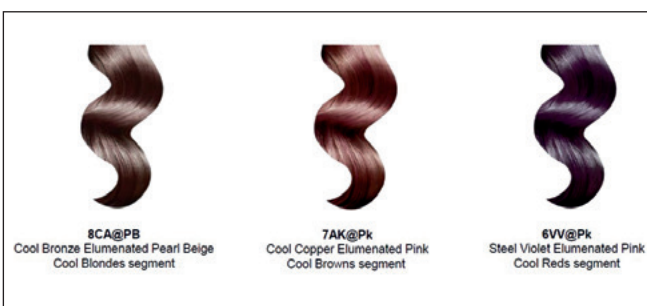
introduced a new shade within the group – @Pure Pigments Cool Violet – capable of cooling down every look by counteracting warmth and adding a smoky hue with a greyish undertone.

And say hello to three new @Elumenated Metallics shades with outstanding cool shine: Cool Bronze Elumenated Pearl Beige, Cool Copper Elumenated Pink, and Steel Violet Elumenated Pink. These shades were specially formulated to offer beautiful, metallized colors with depth and coverage plus a layer of multi-shine reflections.

Topchic and Colorance @Elumenated Shades are pre-mixed oxidative hair colors that provide excellent gray coverage and have an outer layer of Elumen reflections. Now you can turn any color service into an absolutely brilliant one. It's easier than ever to mix and match the colors that suit your client best and achieve high shine results. The collection also features myriad other trending tones like a rich Sparkling Berry, a wonderfully warm Tawney Blonde, and Shimmering Bronze.

**For a more in-depth look into the amazing looks you can create with these new additions to the assortment, visit the Goldwell Education Plus app – available for download in the Apple and Google App stores.**

During May and June, there are also introductory offers. Try all the new shades!





Inspired by the key elements of skincare science, the Revitalize routine creates a customized “facial” for the scalp to help combat dehydration, imbalance, and weakened hair.



# A scalp facial

It's time to give your scalp the extra care needed to bring out the best in your hair. Revitalize your scalp. Beautify your hair.

**N**othing feels as good as having beautiful skin. We consider it so important to our overall appearance that most women have an entire skincare routine devoted to keeping facial skin looking healthy and youthful. We exfoliate, we cleanse, we mask, and we cream – but most women ignore some of the most important skin on their bodies: the scalp. The fact is, giving the scalp appropriate care directly affects the condition of your hair. What's more, the skin

on your scalp ages six times faster than facial skin. So what are you waiting for? Get started now!

## THE SCALP: WHERE BEAUTIFUL HAIR BEGINS

Addressing skin aging is vital to keeping your scalp and hair in great condition. External stress factors such as UV radiation, pollution, chemical stress, and extreme heat and cold can lead to oxidative stress, the main external cause of skin aging. This can become visible through three key signs: dehydration, imbalance and weak, thinning hair.

The good news is that you can now combat these signs of aging with the new Kerasilk Revitalize range by Goldwell, which offers a unique scalp and hair rejuvenating routine. All products are enriched with ECTOIN®, one of nature's most powerful protectors that effectively shields the scalp from oxidative stress.

The overall goal is to transforming your scalp to reveal healthier and more youthful-looking hair. It's a highly effective way to give your scalp the same level of care you give the rest of your skin, and your hair will thank you for it.

**Explore the full portfolio and discover endless possibilities at: [goldwell.us](http://goldwell.us)**



Exfoliating Pre-Wash, Customized Shampoos, and Rebalancing Scalp Foundation, plus customized serums for lasting results.



# A future of beauty

“Festival” was the theme of the evening at the 7th Beauty Changes Lives (BCL) Experience.

**C**olor, texture, light and sound fused into a multi-sensory, kaleidoscopic display that celebrated the primal essence of oneself. Sunday, March 31, 2019 was a truly magical night

at the renowned Geraghty in down-town Chicago. BCL is a nonprofit driven to empower the next generation of beauty professionals through scholarships and education necessary to realize their full potential and drive the industry forward.

Celebrity stylist and Redken Global Artistic Ambassador, Sam Villa, known for his encouragement to stylists and their growth, brilliantly emceed this year's event, which honored the late Paul Mitchell at the exclusive Legacy Award Dinner, with remarks from his son, Angus



A celebration of scholarships and mentorship, but mostly inspiration in all its forms - from award presentations to spectacular shows - marked the Beauty Changes Lives Experience.

Mitchell, and JPMS Global Artistic Director, Robert Cromeans. Following the 2019 Global Image Awards, the presentation of the Leo Passage Gold Trophy Award, and the Fred A. Piattoni Award received by Dr. Farouk Shami, the venue transformed into a vivacious, edgy runway presentation delivered by the inspiring artists of the NextGen of beauty talent by Matrix, Pivot Point, Redken, TIGI, Ulta Beauty and Wella.

For more information, visit [www.beautychangeslives.org](http://www.beautychangeslives.org).







“And the COLOR winner is...” - the ABS Global Image Awards audience waited with bated breath!

A festive and gorgeous night in Chicago during America's Beauty Show, held from March 30-April 1, 2019, when hundreds of participants gathered at The Geraghty for the ever-popular Beauty Changes Lives Experience and the announcement of the winners of the prestigious Third Annual ABS Global Image Awards. The high-caliber categories of the competition included Avant Garde, Color America® Hair Colorist of the Year, Editorial, Texture, Haircutting, Men's Cutting, Salon Team, Student Champion and School Team Avant Garde. Of these, one of the most competitive and creative has always been the category of Color America® Hair Colorist of the Year. And this year was no exception. The competition was as fierce as color was flawless. The very best



judges with a truly daunting task of choosing a winner. Finally the announcement was made: the 2019 ABS Global Image Awards Color America® Hair Colorist of the Year winner was Greta Coston, Chrystofer Benson Collective, South Weber, Utah! Watch for announcements of the 2020 ABS Global Image Awards call for entries at [AmericasBeautyShow.com](http://AmericasBeautyShow.com). Next year's winners will be announced during America's Beauty Show, April 18-20, 2020 in Chicago, IL!

# Color America



Top left & bottom right: Nick Stenson.  
Bottom left: Greta Coston of Chrystofer Benson Collective.  
Top right: Chrystofer Benson

color creations were on vividly stunning display, showing exemplary cutting-edge color techniques and finishing. As always, personalized colors were placed to perfectly enhance the cuts and styling of the hair for the ultimate photographic image. Sometimes subtle, sometimes sensational, there's no doubt that color is the absolute protagonist. This year's Color America® Hair Colorist of the Year finalists included Nick Stenson of the ULTA Beauty Salon Pro Team, Greta Coston, Chrystofer Benson Collective and Chrystofer Benson, Chrystofer Benson Collective, leaving the





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# 100 years of history

Just a single patent and a family-run business changed the world of barbering forever.

From crew cuts, pompadours and afros to today's fades and custom designs, history tells us the one constant in hairstyles is change.

Yet regardless of what styles come and go over the years, Wahl Clipper Corporation has remained the leader in pioneering and refining the world's best electric clippers. For the past 100 years, the company has continued to innovate and create the tools that make cutting the hairstyles of the past and future possible for barbers and stylists all over the world. But despite its global leadership position, the company remains family-owned and headquartered in the same town where it began. After focusing on the needs of barbers for more efficient hair cutting tools, on October 14, 1919, Leo J. Wahl of Sterling, Illinois applied for patents on his newly developed electromagnetic hair clipper. As a result, the Wahl Clipper Corporation was born. Over the years, Wahl continually improved his designs and expanded the product line. The rest is history.



Now with the third generation of the family at its helm, the Wahl Clipper Corporation continues to listen to barbers. Now, in celebration of 100 years of business, Wahl has combined a century of engineering advances into its newest product, the 100 Year Cordless Clipper, with the classic style of the original Wahl designs and an all-metal casing, but with powerful cordless technology and a li-ion battery. Only available in a limited release, the 100 Year Clipper is sure to sell out quickly. A reminder that the core of what makes Wahl what it is today is that it has not changed since the days of Leo Wahl. The focus on innovation, quality and efficiency have helped the Wahl Clipper Corporation become the leader in its industry and will allow it to continue as the leader for years to come.

Wahl Clipper Corporation started with one man's vision, a single patent and a small manufacturing plant. Today, it's grown to seven factories on four continents, 26 sales offices around the world serving over 165 countries, and over 274 patents related to the barbering, salon and pet grooming industries.





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### PRINTED IN ITALY BY

Tipo Stampa srl  
Estetica USA "ISSN 2239-7213" (USPS # 12220) is published quarterly for \$ 49.00 per year by EDIZIONI ESAV SRL - Via Cavour 50, 10123 Torino. Distributed in the USA by Tri State Magazine NY, Inc, 1209 Oakpoint Ave, Bronx, NY 10474 POSTMASTER: Send address changes to Estetica USA c/o Tri State Magazine NY, Inc, 1209 Oakpoint Ave, Bronx, NY 10474

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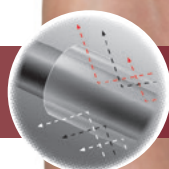
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