

# ESTETICA

UK

the HairMagazine

## COLOUR

Every Shade Offers a  
Multitude of Options

## GROOMING

Male Clientele: How to  
Make Retailing Easier

## INNOVATION

The Future Beckons with  
New Concepts and Ideas











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# ESTETICA

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## editorial



Art Director:  
Mauro Galzignato for Kemon  
Hair: Diego Comandulli  
for Kemon Crew  
Photo: Gosha Pavlenko

As we wave good riddance to 2020 and look ahead to a new year, it's hard for we of the hair industry to make any upbeat comments or harbour any positive thoughts about the past 12 months. Apart from the fact that so many hair business have suffered so much from a financial perspective, the knock-on effects of loss, loneliness, isolation and the lack of certainty about what the future might hold really do not bear thinking about. As an international publication, we are also very much aware of how the pandemic has decimated other aspects of our industry - the last global creative event we were able to attend was The International Hairdressing Awards in February; you have to go back even further in time to find a trade show when we could all meet and do business freely and without restrictions.

And yet, despite all the negatives we've endured, we're all desperate to surge forward into 2021 & do what we do best!

As well and being creative experts, hairdressers - wherever they work and in whatever capacity - provide the essential service of making clients feel good about themselves. In return, we sincerely hope that 2021 we be a year in which we can all reset the balance and the people working in our industry experience the love and appreciation that is genuinely felt for them like never before.

*Gary Kelly;  
Editor-in-Chief, Estetica UK*

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Beautiful hair is a statement which defines every woman - by expressing who she really is.

## international trends

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Every hairstyle tells a story; the style and finish form the closing chapter, when all the different threads come together.





# The Other Blondes

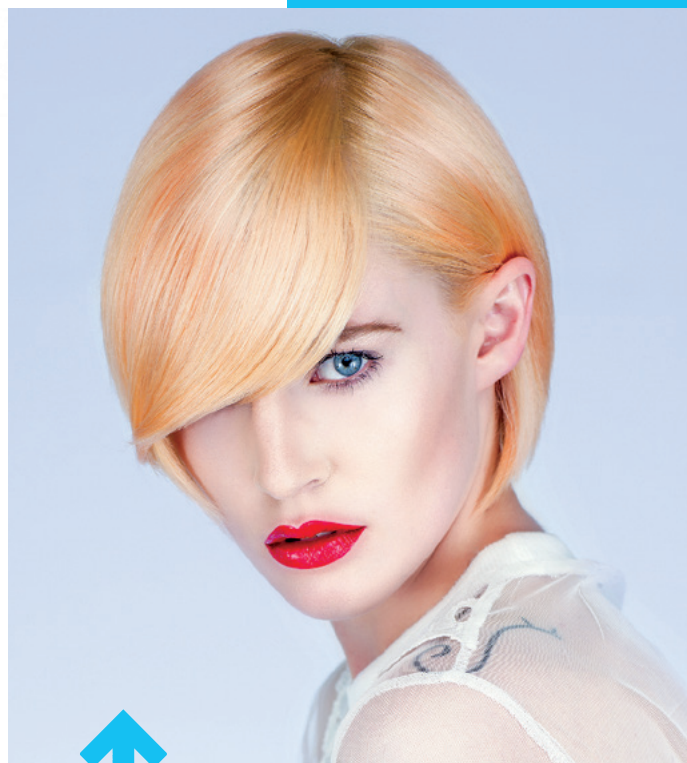
Every Hitchcock film had one - and while many of them came to a sticky end on camera, it's still generally touted that blondes have more fun; that's a matter of opinion! *Gary Kelly*

Blondes mean business – and while some studies over the years have tried to say that women and men with fair hair are more aggressive and confident than their counterparts, we've met some flaming redheads who could trash that idea in a single stroke of the hairbrush! The misconception that blondes attract more attention and that they are generally viewed by the opposite sex as more attractive, is pure Hollywood – physical attraction always has been and always will be a question of personal taste and preference. Nevertheless, blondes do come in many guises – and shades - for that matter; a fact that we can illustrate here with some outstanding looks from some of our top salon professionals.

## STARLET BLONDE

To create this natural blonde look with a slight root appearance, foils were taken back to back leave long around an inch from the root slightly blurring the lightener into the root to create a defused transition. This was then toned with a champagne toner to neutralise any warmth without creating an ash over tone or grey appearance to keep the blonde as natural and fresh as possible.

*Joseph Koniak @ Eleven*



## SUNSET BLONDE

The hair was pre-lightened to create a soft lift and retain condition. Two 'halo' sections were placed around the head - the first, beginning at the occipital bone ending at the front hair line (an inch away from the front). This allowed an underskirt of colour through the base, and a halo of colour through the top. The underskirt was then toned with an orange creative mixed with yellow, plus equal amounts of creative mix emulsion. The colour was lightly fused from roots to mid-lengths with a lighter application on the ends, to give a rich glow that filters softer through the ends. The concept behind the colour was to create a peachy goldenshue, working predominantly with summer pastel palettes.

*Sharon Cox @ Sanrizz*

## VINYL PLACEMENT BLONDE

I call this technique 'Vinyl Placement' - The idea is that the finish on the colour resembles the shine band on a vinyl record. To create a palette that is fresh and relevant to newer palettes, I have placed ultra-violet tones in a shine band on the surface in between soft peaches and iridescent copper tones.

*Clayde Baumann @ D&J Ambrose*



## SPLICER BLONDE

This guy already had a beautiful cool blonde base, however it needed some warmth and depth added to the overall finish. We looked at a palette of blonde, mixing for a lemonade finish and applied splices throughout the crown of his hair. Splices is a colouring technique that has become increasingly popular with our male clientele who feel that fine highlights gave their hair a feminine feel. Splices are thick weave hi-lights mainly throughout the front & crown area, to allow the lighter root to give depth.

*Tristan Eves*



## WINTER BLONDE

Winter Blondes are magical - they're glistening with the touch of Jack Frost! Platinum blondes are the most striking of blondes - powerful, strong and guarantee to turn heads when it's cold outside. The inspiration for this blonde was a strong, dynamic woman, with a bright blonde that is softened by feminine makeup and a feathered outline. You have to be confident to wear this Winter Blonde - it isn't for the faint hearted! But, with a proper homeware regime, Winter Blondes can sparkle through the darker months.

*David Corbett, David Corbett Hairdressing, Glasgow*



## PIXIE BLONDE

This model had naturally curly hair, with a reddish tinge to her dark blonde hair. We coloured her hair by using a fast-acting lightening powder. This type of professional product can even give up to eight levels of lift, while still ensuring that the hair is protected. After finishing the lightening treatment, the hair was then toned throughout in order to cast a warm shadow over it.

*Guy Kremer*



## ICE MAIDEN BLONDE

To create the colour I lifted the natural base to as light as possible whilst being careful to maintain the hair in good condition. I was also careful when toning as I didn't want to lose the vibrancy of the white blonde achieved and make it dull with a toner that was too ash/cool, so I settled with toner that eradicates yellow tones without dulling the hair.

*Mark Leeson*



## CHAMPAGNE BLONDE

For this look we started off with the models hair being a lovely light natural base. We wanted to keep the colour soft just to enhance the texture of the styling but not to overpower it. The first step was to do free hand balayage so the hair would pick up subtle ribbons of colour. Once the balayage had developed we rinsed and did a colour melt toner. Applying the toner to the roots first using a deep nougat tone and then melting into the ends with two different tones, one a more honeycomb shade and the other a champagne tone. After we rinsed and styled. The technique we used a mesh and lightly pulled the hair through the mesh to create this lovely texture on top with soft waves on either side.

*Joseph Ferraro*



# Our Hair History

Founded and directed by Raffel Pages in Barcelona, the Museum of the History of Hairdressing houses the most important collection of its kind in the world.



The Hairdressing History Museum's activities have continued, even through a year as terrible as 2020. Despite the restrictions needed due to enhanced safety and hygiene measures, new and valuable pieces related to the history of the profession have been acquired.



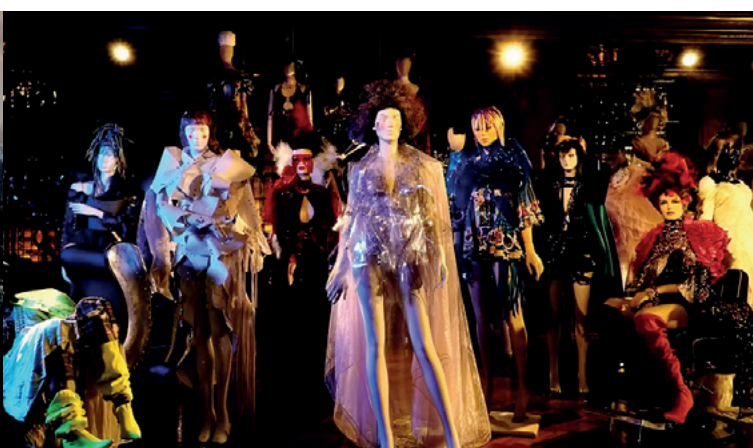
The collection also includes a unique library with more than 2,000 works from the 16th century to the present.



This significant treasure-trove of incalculable importance is made up of 11,000 pieces – 800 of which are exhibited in the Museum of the History of Hairdressing in Barcelona. Hairdresser and businessman, Raffel Pages, has the most important and distinguished collection of objects related to the history of our profession anywhere in the world. It's a collection that also includes a unique library where more than 2,000 works from the 16th century to the present. From centuries-old combs to Roman and ancient Chinese mirrors, razors from Pope Pius X and scissors from 17th Century and works of art by Goya, Picasso and Cocteau, it also includes the very first hair appliances and dryers. Also included are the first professional dyes and hair industry magazines, as well as locks by Salvador Dalí, Napoleon Bonaparte and the Beatles. All this and more has also recently attracted the attention of the prestigious Musée des Arts Décoratifs in Paris, whose anthological exhibition is to include a selection of pieces from the Raffel Pages Museum. "This will be a temporary exhibition about hairstyles and belongings typical of our trade prior to the 20th century and will be held in the Spring of 2023 in the heart of Paris," explains Raffel.



Museum of the History of Hair is now putting together its most ambitious exhibition to date, at the Musée des Arts Décoratifs in Paris, which will take place at the spring of 2023.



#### THIS YEAR'S TEAMS

Anne Veck, Beauty Underground, Sanrizz, Klaus Peter Ochs, Kohsuke Visual Network, Carlo Bay, Saco, Ken Zhou, Mikel Luzea, TIGI, Robert Cromeans, Sebastian, Stevo Pavlovic, Gogen, Rudy Mostarda, Dmitry Vinokurov and Mr. Rizzo.

# Imagine: AHS Online

Thousands experienced the first-ever virtual Alternative Hair Show on Sunday 11th October, resulting in a huge success for the organisers and its chosen blood cancer charities.



This incredible online event has reached literally hundreds of thousands of people worldwide, with donations pouring in for the organisers' chosen charities, Fighting Leukaemia, Blood Cancer UK and World Child Cancer. After months in planning and a last-minute hitch when long-term producer, John Walford, had to go into self-isolation, the 38th Alternative Hair Show went live, watched by an ever-increasing Global audience and presented by Alternative Hair Founder, Tony Rizzo, Alternative Hair Global President, Anthony Mascolo and Alternative Hair PR, Linda Evans. International Artistic Teams, most of whom had previously appeared at the live shows in London, created presentations in their own countries with their personal interpretation of the theme: IMAGINE. From fields and studios, to salons and historical buildings including the magnificent Duomo in Florence, the backdrops themselves were inspiring and the work showed an incredible attention to detail and the vision to create something amazing within the close confines of today's world.

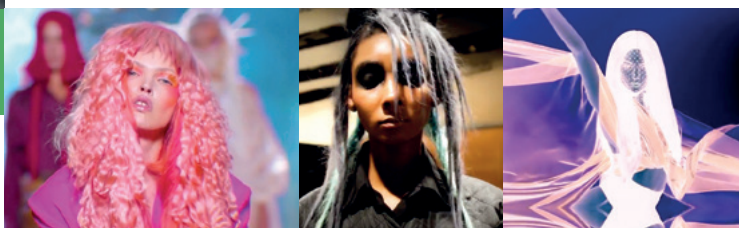
## INTERNATIONAL VISIONARY AWARDS

The International Visionary Award finals have become an increasingly important part of the event and this year the finalists each created their look and filmed their model as part of their entry. Judged by an international panel of top hairdressers the winners were announced live over Zoom. It was great to see the response on the faces of this year's winners:

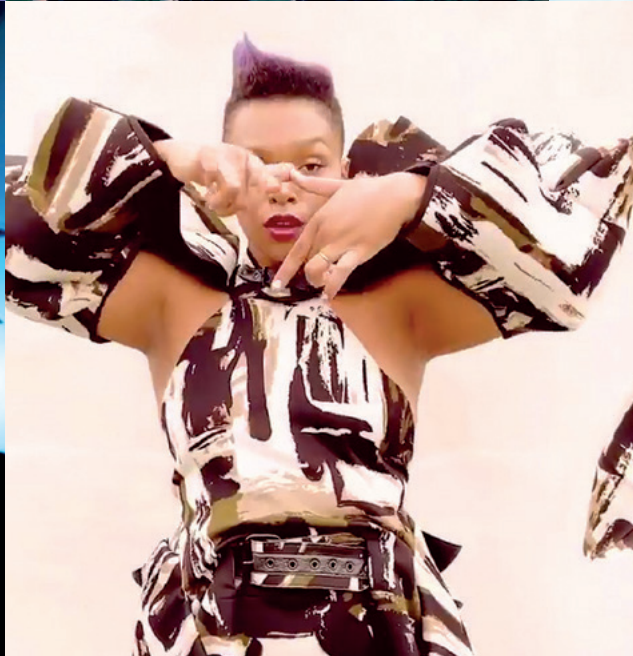
Cut & Colour – Xavier Arcarons, Spain

Men's – Carles Sanchez Congost, Spain.

Avant Garde – Eugene Low Wai Ket, Malaysia.







Leading on from the Awards was the exciting announcement of the NEW VISIONARIES a new show element to be launched in 2021. To illustrate the concept Rudi Rizzo, Tony's youngest son, showed a short presentation for Mr Rizzo.

## CHARITY FUND-RAISING

Of course, Alternative Hair is about creativity, inspiration and entertainment but at its heart is fund-raising for Fighting Leukaemia, Blood Cancer UK and World Child Cancer. The audience was reminded throughout the Show that even the smallest donation can change lives with films and appeals emphasising the ultimate goal of Alternative Hair – to find a cure to guarantee every person suffering from blood cancer survives.

[www.alternativehair.org](http://www.alternativehair.org)

From fields and studios, to salons and historical buildings including the magnificent Duomo in Florence, the backdrops themselves were inspiring.







# Stellar experience

The first-ever Kao Salon Virtual Experience saw more than 20,000 hair industry professionals from around the world come together to experience 48 hours of pure creativity.



"When we decided in April to cancel the live event, we made the commitment to our Kao Salon Family that we believe that #creativityneverstops and for that reason, we decided to transform our event into a virtual event," says John Moroney, VP of Creative & Communication.







Hosted by Kao Salon Division from October 18th - 19th, this was the virtual event that laid down the foundations for the future of global creative events of this kind in our industry. The fact that it was a virtual event did not in any way diminish the excitement and inspirational importance of witnessing work of such a high calibre. The occasion also presented the debut of the Goldwell Couture Collection, the world premiere of the new Angelo Seminara Collection, as well as news and developmental updates from all Kao Salon Division brands. Featured artists included Mario Krankl (Austria), M&P (UK), Shane Bennett (UK), Hare & Bone (UK), ICONO (Germany), J7 (Germany). "We re-imagined the event in a digital space in order to still provide with the same quality of visual artistic experience that they would get if they came to the live event – the Artist Sessions, the excitement of the Gala Show and of course Brand Experiences with Goldwell, KMS, Oribe and Varis," said John Moroney.

"In a year where it would have been easy to simply forego the event, we felt compelled to make the considerable investment in creativity by bringing the quality of the live event to stylists virtually," said Cory Coutts, Global President, Kao Salon Division.







# global creative awards

GOLDWELL. KMS ORIBE

For more information visit [www.globalcreativeawards.com](http://www.globalcreativeawards.com)  
or contact your Goldwell, KMS or Orbe consultant.



# show the world your vision

**// imagine:** Let your imagination run wild. Envision your collection. What will you show the world? How will the colors, shapes and textures look? Once you have your vision, assemble your mood board to bring it to life. Review. Refine. Reimagine. Repeat until you're satisfied.

**// create:** Find your muse. Assemble your team. It's time for you to bring your vision to life. Be clear. Be focused. Push yourself and make it big. Make it great. Make it stand out.

**// inspire:** Now it's time for you to put your creation out there. Enter the Global Creative Awards and share your vision with the world. Impress our judges with your collection. Inspire the entire world.





## technical categories

### **The ultimate in technical competition.**

Creativity starts with a photo shoot and ends with a live technical competition. For years, the Color Zoom Challenge has inspired thousands of stylists to compete – and now it continues in an exciting new way.

**Compete first at the national level in your country. Gold winners move on to the international live competition.**

### **// new talent colorist of the year**

Show the world that age is not a prerequisite for creative excellence. Show your talent and technical ability in this category designed for stylists with less than five years of experience.

### **// creative colorist of the year**

The ultimate color competition. Create your vision with a stunning photograph and then recreate it in the international live competition. Open to all stylists with the passion and drive to compete in the world of color.

### **// creative haircutter of the year**

**NEW** – Show the world your work is a cut above with this precision cutting competition. Open to all passionate haircutters. Show us your image and then compete live at the international level.

## editorial categories

### **NEW – These are the categories you've been waiting for!**

Four exciting new categories of **photo-only** global competition that celebrate the ultimate in editorial creativity. The more creative, the better!

**Compete globally in this photo-only international competition.**

### **// men's hairstylist of the year**

Show your mastery and expertise in men's styling, barbering and grooming by creating a collection of cutting-edge men's looks.

### **// salon team of the year**

Channel the creativity of your entire salon team. Create a collection that represents your shared vision and show the power of your team.

### **// avant garde stylist of the year**

Pure unbridled creativity. Push the boundaries of conventional hairstyling and dare to inspire with your collection of visionary work.

### **// editorial colorist of the year**

Express your vision in color. Create an editorial color collection that showcases color creativity, precision and vision.

For more information visit [www.globalcreativeawards.com](http://www.globalcreativeawards.com) or contact your Goldwell, KMS or Oribe consultant.





# so many ways to shine

## **Reward and recognition for your efforts**

As the gold winner of your category, you deserve the recognition and reward for all of your creative efforts. In addition to your trophy, you deserve to have the world see your work!

### **In the technical categories, the gold winners will receive:**

1. International Gold Trophy
2. Worldwide press and editorial coverage with ESTETICA Magazine
3. Participation in a future global photo shoot

### **In the editorial categories, the gold winners will receive:**

1. International Gold Trophy
2. Worldwide press and editorial coverage with ESTETICA Magazine
3. Cash prize of €2,500

# entry guidelines and rules



## color guidelines

1. Color creations must be created with Goldwell products only, e.g. Topchic, Colorance, Nectaya, @Pure Pigments and/or Elumen/Elumen Play. In all categories, hair can be lightened and bleached with Goldwell products, e.g. Topchic HiBlondes Control, SilkLift and Oxycur Platin. KMS Stylecolor may also be used.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.

## styling guidelines

1. Styling creations must be created with Goldwell, Kerasilk, KMS and Oribe products only.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.
3. Extensions, hairpieces or wigs **are not allowed** with the exception of the Avant Garde category.

## retouching guidelines

1. Your photographic entry is what will be judged most critically. If you decide to retouch your photo, please consider the following: retouching minor skin or hair imperfections is certainly standard practice and allowed. Extreme retouching work to skin or hair will be taken into account by the judges and reflected in your score.
2. Keep in mind that your live result must look the same as your entry photo.
3. Excessively retouched images are very difficult to recreate in a live setting. You will be scored accordingly.
4. No retouching permitted on the model in the "before" image.
5. At the international live competition you will have to color, cut and style a model to recreate the look on your entry photograph.

## // new talent colorist of the year

who can enter?

**Qualified\* junior stylists with less than 5 years of experience (excluding the apprenticeship) by the date of submission, working in a Goldwell, KMS or Oribe affiliated salon.**

### stylist guidelines

1. Color and styling creations must be created with Goldwell, Kerasilk, KMS and Oribe products only.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.
3. No extensions, hairpieces or wigs are allowed.

### model requirements

- 1. Models (male or female) must be 18 years or older.**
- 2. Signed model release form.**

### image requirements

- 1. 1 model: 1 beauty image + 1 before image**  
**Only color images are allowed.**

All images must be in JPEG (.jpg) format.

No B&W. No Polaroids.

Only the digital format will be accepted.

Images must be A4 size (A4 = 210 x 297 mm)

with a resolution of 300 dpi.

One final image (no larger than 10 MB).

One unedited, unretouched "before" image (no larger than 10 MB).

Excessive retouching of the hair's shape, texture or color is not allowed.

### how to enter

1. All entries must be submitted via [www.globalcreativeawards.com](http://www.globalcreativeawards.com), national entries will be transferred to local organization for judging.
2. Submit a completed, legible and signed entry form and description of your color formulae, placement and color products used.
3. National gold winners will advance to the international competition.



# technical categories

## // creative colorist of the year

who can enter?

**Qualified\* stylists who are active Goldwell, KMS, Oribe customers or working in a Goldwell, KMS or Oribe affiliated salon.**

### stylist guidelines

1. Color and styling creations must be created with Goldwell, Kerasilk, KMS and Oribe products only.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.
3. No extensions, hairpieces or wigs are allowed.

### model requirements

1. **Models (male or female) must be 18 years or older.**
2. **Signed model release form.**

### image requirements

#### 1. 1 model: 1 beauty image + 1 before image

##### Only color images are allowed.

All images must be in JPEG (.jpg) format.

No B&W. No Polaroids.

Only the digital format will be accepted.

Images must be A4 size (A4 = 210 X 297 mm) with a resolution of 300 dpi.

One final image (no larger than 10 MB).

One unedited, unretouched "before" image (no larger than 10 MB).

Excessive retouching of the hair's shape, texture or color is not allowed.

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2. Submit a completed, legible and signed entry form and description of your color formulae, placement and color products used.
3. National gold winners will advance to the international competition.

## // creative haircutter of the year

who can enter?

**Qualified\* stylists who are active Goldwell, KMS, Oribe customers or working in a Goldwell, KMS or Oribe affiliated salon.**

### stylist guidelines

1. Color and styling creations must be created with Goldwell, Kerasik, KMS and Oribe products only.
2. The haircut must be in focus and easy to identify on the photo.
3. No extensions, hairpieces or wigs are allowed.

### model requirements

1. **Models (male or female) must be 18 years or older.**
2. **Signed model release form.**

### image requirements

#### 1. 1 model: 1 beauty image + 1 before image

##### Only color images are allowed.

All images must be in JPEG (.jpg) format.

No B&W. No Polaroids.

Only the digital format will be accepted.

Images must be A4 size (A4 = 210 X 297 mm) with a resolution of 300 dpi.

One final image (no larger than 10 MB).

One unedited, unretouched "before" image (no larger than 10 MB).

Excessive retouching of the hair's shape, texture or color is not allowed.

### how to enter

1. All entries must be submitted via [www.globalcreativeawards.com](http://www.globalcreativeawards.com), national entries will be transferred to local organization for judging.
  2. Submit a completed, legible and signed entry form and description of your cut and styling products used.
  3. National gold winners will advance to the international competition.
- \* Must have completed an apprenticeship or fulfilled local licensing or accreditation which certifies you as a fully qualified professional hairdresser.

For more information visit [www.globalcreativeawards.com](http://www.globalcreativeawards.com) or contact your Goldwell, KMS or Oribe consultant.



## // men's stylist of the year

who can enter?

**Qualified\* stylists who are active Goldwell, KMS, Oribe customers or working in a Goldwell, KMS or Oribe affiliated salon.**

### stylist guidelines

1. Color and styling creations must be created with Goldwell, Kerasilk, KMS and Oribe products only.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.
3. No extensions, hairpieces or wigs are allowed.

### model requirements

1. Models must be 18 years or older.
2. Signed model release form.

### image requirements

#### 1. 3 models: 3 beauty images + 3 before images

**Color or black-and-white images are allowed.**

All images must be in JPEG (.jpg) format.

No Polaroids. Only the digital format will be accepted.

Images must be A4 size (A4 = 210 x 297 mm) with a resolution of 300 dpi.

Three final images (no larger than 10 MB).

Three unedited, unretouched before images (no larger than 10 MB).

Excessive retouching of the hair's shape, texture or color is not allowed.

### how to enter

1. Entries are submitted directly to Kao Salon Division Global HQ via [globalcreativeawards.com](http://globalcreativeawards.com)
2. Submit a completed, legible and signed entry form.
3. Six (6) global finalists will be announced.

## // salon team of the year

who can enter?

**Any Goldwell, KMS, Oribe salon\*\* may enter.**

### stylist guidelines

1. Color and styling creations must be created with Goldwell, Kerasilk, KMS and Oribe products only.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.
3. No extensions, hairpieces or wigs are allowed.

### model requirements

1. Models (male or female) must be 18 years or older.
2. Signed model release form.

### image requirements

#### 1. 3 models: 3 beauty images + 3 before images

**Only color images are allowed.**

All images must be in JPEG (.jpg) format.

No B&W. No Polaroids.

Only the digital format will be accepted.

Images must be A4 size (A4 = 210 x 297 mm) with a resolution of 300 dpi.

Three final images (no larger than 10 MB).

Three unedited, unretouched before images (no larger than 10 MB).

Excessive retouching of the hair's shape, texture or color is not allowed.

### how to enter

1. Entries are submitted directly to Kao Salon Division Global HQ via [globalcreativeawards.com](http://globalcreativeawards.com)
2. Submit a completed, legible and signed entry form.
3. Six (6) global finalists will be announced.

**\*\* Actively purchasing Goldwell, KMS, Oribe products for professional usage and retail sales.**

For more information visit **[www.globalcreativeawards.com](http://www.globalcreativeawards.com)** or contact your Goldwell, KMS or Oribe consultant.



# editorial categories



## // avant garde stylist of the year

who can enter?

**Qualified\* stylists who are active Goldwell, KMS, Oribe customers or working in a Goldwell, KMS or Oribe affiliated salon.**

### stylist guidelines

1. Color and styling creations must be created with Goldwell, Kerasilk, KMS and Oribe products only.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.
3. Extensions, hairpieces, wigs and other hair-like products are allowed.

### model requirements

1. Models (male or female) must be 18 years or older.
2. Signed model release form.

### image requirements

#### 1. 3 models: 3 beauty images + 3 before images

**Color or black-and-white images are allowed.**

All images must be in JPEG (.jpg) format.

No Polaroids. Only the digital format will be accepted.

Images must be A4 size (A4 = 210 x 297 mm)

with a resolution of 300 dpi.

Three final images (no larger than 10 MB).

Three unedited, unretouched before images

(no larger than 10 MB).

Excessive retouching of the hair's shape,

texture or color is not allowed.

### how to enter

1. Entries are submitted directly to Kao Salon Division Global HQ via [globalcreativeawards.com](http://globalcreativeawards.com)
2. Submit a completed, legible and signed entry form.
3. Six (6) global finalists will be announced.

## // editorial colorist of the year

who can enter?

**Any stylist working in a Goldwell, KMS or Oribe affiliated salon.\***

### stylist guidelines

1. Color and styling creations must be created with Goldwell, Kerasilk, KMS and Oribe products only.
2. The haircut, hairstyle and color must be in focus and easy to identify on the photo.
3. No extensions, hairpieces or wigs are allowed.

### model requirements

1. Models (male or female) must be 18 years or older.
2. Signed model release form.

### image requirements

#### 1. 3 models: 3 beauty images + 3 before images

**Only color images are allowed.**

All images must be in JPEG (.jpg) format.

No B&W. No Polaroids.

Only the digital format will be accepted.

Images must be A4 size (A4 = 210 x 297 mm)

with a resolution of 300 dpi.

Three final images (no larger than 10 MB).

Three unedited, unretouched before images

(no larger than 10 MB).

Excessive retouching of the hair's shape,

texture or color is not allowed.

### how to enter

1. Entries are submitted directly to Kao Salon Division Global HQ via [globalcreativeawards.com](http://globalcreativeawards.com)
2. Submit a completed, legible and signed entry form.
3. Six (6) global finalists will be announced.

\*Must have completed an apprenticeship or fulfilled local licensing or accreditation which certifies you as a fully qualified professional hairdresser.





This collection 'Saitai Life' highlights the street fashions and free-spirited lifestyles that today's Asian cultures share with the world, but which retain a strong connection to a national identity.


Hair: Paul Stafford  
Photos: Lee Mitchell  
Make-up: DJ Griffin  
Stylist: Sara O'Neill  
Products: Denman  
Images: FPA

# Spirits of cool



“A love for the  
**unity of kindred  
spirits** - to make  
the world a much  
better place!”





From smooth strands to cropped cuts, braids and cloud-like silhouettes, this collection celebrates the artistic excellence of hairdressing.

Hair: Marcello Moccia and  
Karen Perry at Room 97 Creative  
Photos: Richard Miles



“The creation of **new shapes and textures** is what makes every hair masterpiece unique”





There's no such thing as a one-size blonde to fit all – from icy white to soft rosé, there's a shade to please everyone!

Hair: Tim Scott Wright @  
The Hair Surgery  
Photos: James Nicklin  
Make-up: Stacey Ellen Simpson  
Styling: TSW Art Team





Best of  
**Brit**

“Bring out your  
**inner-blonde...**  
no matter what  
your hair type!



We love this look by Karoliina Saunders from a collection inspired by the 70s 80s & 90s pop culture movements - Punk, New Romantic & Rave.

Hair: Karoliina Saunders @  
Karoliina Saunders Hair Design  
Photos: Desmond Murray  
Make-up: Jo Sugar  
Fashion: Bernard Connolly  
Photos: Desmond Murray



# ESTETICA

MODA  
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INTERNATIONAL  
HAIRDRESSING  
AWARDS®

## THE FINALISTS 2021

Now in its third year, the International Hairdressing Awards competition presents its fifteen 2021 finalists, coming from 7 countries: Italy, Malaysia, Netherlands, Spain, Taiwan, United Kingdom and the USA. In a very difficult year marked by the pandemic, almost 600 collections from 44 different countries were submitted to the competition. The International Hairdressing Awards is an independent organization, powered by hairdressers, which has been supported since its inception by one main sponsor of international relevance which believes in the message and mission of these awards: Revlon Professional. Salon Look Madrid-Ifema acts as sponsor and Estetica Magazine as global media partner.

Giunto alla terza edizione, il concorso International Hairdressing Awards presenta i suoi quindici finalisti 2021, provenienti da 7 Paesi: Italia, Malesia, Paesi Bassi, Spagna, Taiwan, Regno Unito e Stati Uniti. In un anno estremamente difficile, segnato dalla pandemia, sono quasi 600 le collezioni presentate alla competizione, provenienti da 44 Paesi diversi. Gli International Hairdressing Awards sono un'organizzazione indipendente, alimentata da parrucchieri e supportata sin dalla sua nascita da un main sponsor di rilevanza internazionale che crede nel messaggio e nella mission di questi premi: Revlon Professional. Salon Look Madrid-Ifema ricopre inoltre il ruolo di sponsor ed Estetica Magazine è media partner globale.

Der International Hairdressing Awards-Wettbewerb, der bereits im dritten Jahr stattfindet, präsentiert 2021 fünfzehn Finalisten aus sieben Ländern: Italien, Malaysia, Niederlande, Spanien, Taiwan, GB und USA. In einem von der Pandemie geprägten, sehr schwierigen Jahr wurden fast 600 Kollektionen aus 44 verschiedenen Ländern eingereicht. Die International Hairdressing Awards sind eine unabhängige Organisation, powered von Friseuren. Seit der Gründung werden die Awards von einem Hauptsponsor von internationaler Relevanz unterstützt, der an die Message dieser dieser Auszeichnungen glaubt: Revlon Professional. Salon Look Madrid-Ifema fungiert als weiterer Sponsor und das Estetica Magazine als globaler Medienpartner.

Pour leur 3ème édition, les International Hairdressing Awards présentent les quinze finalistes 2021, originaires de 7 pays : Italie, Malaisie, Pays-Bas, Espagne, Taiwan, Royaume-Uni et Etats-Unis. Malgré les nombreuses difficultés survenues durant toute cette année de crise sanitaire, plus de 600 dossiers de participation ont été enregistrés, en provenance de 44 pays. L'organisation des International Hairdressing Awards est indépendante, gérée par des coiffeurs et soutenue depuis sa création par des sponsors d'envergure mondiale qui croient dans le message véhiculé. Parmi les sponsors de référence, Revlon Professional. Salon Look Madrid-Ifema est également sponsor aux côtés d'Estetica Magazine, partenaire média international.

Ya en su tercer año, los International Hairdressing Awards presentan a sus quince finalistas para la edición 2021, procedentes de 7 países: Italia, Malasia, Países Bajos, España, Taiwán, Reino Unido y Estados Unidos. En un año muy difícil marcado por la pandemia, casi 600 colecciones de 44 países diferentes se presentaron al concurso. Los International Hairdressing Awards son una organización independiente, impulsada por peluqueros, que ha sido apoyada desde sus inicios por un main sponsor de relevancia internacional que cree en el mensaje y misión de estos premios: Revlon Professional. Salon Look Madrid-Ifema actúa como sponsor y Estetica Magazine como media partner global.





# Best International Women's Commercial Collection

FINALIST **ANNE VECK**  
*United Kingdom*



Hair: Anne Veck  
Photo: Desmond Murray  
Make-up: Amelia Roberts  
Styling: Jamie Russell













# Best International Women's Commercial Collection



FINALIST **EMMA SIMMONS**  
*United Kingdom*



Hair: Emma Simmons  
Photo: Tony Le Britton  
Make-up: Paula Maxwell Makeup Advisory  
Styling: Bernard Connolly









# Best International Women's Commercial Collection

FINALIST **NICOLA SMYTH**  
*United Kingdom*



Hair: Nicola Smyth  
Photo: Richard Miles  
Make-up: Naomi McKeever  
Styling: Magdalena Jacobs





# Best International Men's Commercial Collection

FINALIST **ANDREA GILES & TERRI  
KAY @ MARK LEESON**  
*United Kingdom*



Hair: Andrea Giles & Terri Kay @ Mark Leeson  
Photo: Richard Miles  
Make-up: Clare Read  
Styling: Bernard Connolly













# Best International Men's Commercial Collection

FINALIST **GIANLUCA CARUSO**  
*Italy*



Hair: Gianluca Caruso  
Photo: Pedro Antunes  
Make-up: Gabriel Sandino & Paul Gomez  
Styling: Chiara Amodio









# Best International Men's Commercial Collection



FINALIST **SONIA NERI @ PELSYNERA**  
*Spain*



Hair: Sonia Neri @ Pelsynera  
Photo: David Arnal  
Make-up: De Maria  
Styling: Pelsynera





# Best International Avant-Garde Collection

**DICKSUM LOW @**  
**FINALIST A CUT ABOVE**  
*Malaysia*



Hair: Dicksum Low @ A Cut Above  
Photo: Aaron Lee  
Make-up: Tiffany Liew  
Styling: Faevien Yee













# Best International Avant-Garde Collection

FINALIST **MARK VAN WESTEROP**  
*Netherlands*



Hair: Mark van Westerop  
Photo: Ivo de Kok  
Make-up: Angelique Stapelbroek  
Styling: Ed Noijons









# Best International Avant-Garde Collection

FINALIST **VISAVIS**  
*Taiwan*



Hair: Huang Chih-Chien, Chou Tzu-Jen, Liu Ching-Hao, Huang Yu-Lang © Visavis  
Photo: Dean  
Make-up: Tseng Ya-Fan  
Styling: Andre





# International Artistic Team of the Year

## FINALIST **BEAUTY UNDERGROUND** *United States*



Hair: Beauty Underground  
Photo: John Rawson  
Make-up: Tiaja Pierre, Nicholas Warne and LaMia Edwards  
Styling: Mona Lucero













# International Artistic Team of the Year

FINALIST **MARK LEESON ART TEAM**  
*United Kingdom*



Hair: Mark Leeson Art Team  
Photo: Richard Miles  
Make-up: Clare Read  
Styling: Bernard Connolly









# International Artistic Team of the Year

FINALIST **X-PRESION**  
*Spain*



Hair: X-Presion  
Photo: Alberto Hidalgo  
Make-up: Pablo Robledo  
Styling: Carol Gamarra





# International Hairdresser of the Year

## FINALIST **ANTOINETTE BEENDERS** *United States*



Hair: Antoinette Beenders  
Photo: Damian Foxe  
Make-up: Marco Antonio  
Styling: Elad Bitton













# International Hairdresser of the Year



FINALIST **ERROL DOUGLAS**  
*United Kingdom*



Hair: Errol Douglas MBE for Bellami Professional  
Photo: Richard Miles  
Make-up: Lan Nguyen-Grealis  
Styling: ED:it









# International Hairdresser of the Year

FINALIST **SALLY BROOKS**  
*United Kingdom*



Hair: Sally Brooks  
Photo: Jenny Hands  
Make-up: Violet Zeng  
Styling: Ann Shore





# INTERNATIONAL HAIRDRESSING AWARDS®

3rd EDITION - February 2021

## THE INTERNATIONAL HAIRDRESSING AWARDS® THIRD EDITION FINALS WILL TAKE PLACE ON FEBRUARY 2021. STAY TUNED!

Due to the COVID-19 global crisis, the format of the 3rd annual International Hairdressing Awards will be different – a totally new and surprising format will revolutionize the awards in the world of hairdressing!

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# Male aware

Professional men's styling and grooming products are an outstanding achievement by brand research & development. So why can it sometimes prove so difficult to retail them? Could expressing your expertise be the key to success?

Gary Kelly





Devising your own product testimonials are a highly effective way of helping with your in-salon retailing, especially when it comes to male clients. It's simply a case of putting into your own words why you love a particular product and why you think it's right for them.



Marcus Giammetti for Joico

## RETAILING TO MALE CLIENTS: HAVE YOUR SAY!

Recently, I caught the closing comments of a bizarre dialogue between two very well-dressed thirty-something women who were discussing how easy it is to 'let oneself go' during lockdown, especially as we're all socialising so much less and not leaving the house anywhere near as often as we do in normal circumstances. "Of course, it's easier for men," one of them concluded. "They don't have to try as hard as we do." Although I disagree on that one fundamental point, I do kind of get where they were coming from to a certain extent. It's certainly the case that a lot of gals feel they have to live up to other women's expectations; in a micro-second, two females can size each other up and, in an instant, compose a mental checklist of everything that's right or wrong with their adversary's appearance. Most men either don't bother or, more likely don't care, providing they're happy with their own perception of themselves, based primarily on what's looking back at them in the mirror. Furthermore, call it lack of peer-pressure or simply not worrying about letting the side down, but men are far less judgemental of each other than many of their female counterparts might appear to be.



# Products



American Crew



Fudge Professional



Joico

**AMERICAN CREW** ➤ American Crew's new Finishing Spray, an essential tool for stylists to add the ultimate finishing touch to their creations. This lightweight, fast-drying spray helps control style while adding texture and body to any look. It is formulated to de-frizz hair without leaving any visible residue, while providing manageable control and all-day protection from humidity. "We're always looking to expand our product collection with the Professional's needs in mind," said American Crew Founder, David Raccuglia. "Our Finishing Spray provides barbers and stylists with the perfect tool to finesse any look, while giving them the confidence that it will lock in style all day."

**FUDGE PROFESSIONAL** ➤ Fudge Professional has somewhat mastered the art of men's styling with its extensive range of bespoke shaping products. Jonathan Andrew, Fudge Professional Global Brand, explains why Ambassador Shaper and Matte Hed Mouldable are so special: "Matte Hed Mouldable is one of our latest innovations and is one of my most used kit bag and salon essentials, what I love about this product is how versatile it is. It's so easy to distribute in the hair and give a great matte finish. Shaper, on the other hand, is the one that started it all, since its launch in 1991 it has been a mainstay in the range. This is a great product because the texture allows you to create so many different looks, especially with the trend predictions showing a lot more short hair and crops coming through."

**JOICO** ➤ Structure Paste Flexible Adhesive by Joico puts users in complete creative control of their look. Its flexibility allows for hair to be molded into a stylish shape with matte texture, and a firm yet not too stiff hold. It's suitable for all hair types - especially for shorter hair - and the product has a hold level of 4 in a range of 1 to 5. I used Structure products throughout my most recent men's collection in order to give high definition to each style along with the freedom to move and be moulded," explains Joico ambassador, Marcus Giamettei. "The collection was all about created texture in each look, using different styling techniques, I wanted the hair to be given freedom to move whilst showing that texture can be playful. One of the products that I used on every look was the Structure Paste Flexible Adhesive. It's a styling paste wax that provides a firm (but not stiff) hold, giving you complete creative control over the look. It has been created for use on all hair types."





# Products



Nioxin



MVRCK by Paul Mitchell



TIGI

**NIOXIN** ▶ Nioxin's range of care and styling products are designed specifically for thinning and fine hair. The brand is backed by more than 30 years of dedicated independent research and has the support of the Institute of Trichologists - the foremost professional association for the study and science of hair in the world. "I am a huge fan of NIOXIN for all thinning hair issues and its Night Density Restore Overnight Treatment is a true hero product," says Zoe Irwin, NIOXIN Editorial Ambassador. "This is a leave-on scalp treatment that helps promote hair density. It works by fighting against oxidative damage, which is known to contribute to hair loss. Ingredients such as vitamin E, ginger root extract, caffeine and biotin target oxidative damage and help neutralise free radical attacks for healthy scalp maintenance. My clients love this product as it genuinely makes an incredible improvement."

**MVRCK by Paul Mitchell** ▶ "Bending society's expectation of male grooming, MVRCK gives room for unconventional styles while still embodying the classic skill and craftsmanship of barbering," says Vicky Panting, Sales and Technical Education Consultant for Salon Success. "Modernise, revamp or just maintain your look with the latest range that is rooted in functionality and authenticity." Created for barbers by barbers, a complete line of trusted products designed to suit any grooming need, elevating your experience at home or in the barbershop. Designed to control and moisturise all beard styles and lengths, Skin + Beard Lotion shapes and tames coarse beard hair, from light stubble to full grown and everything in between. The rich, hydrating formula moisturises the face including the skin underneath the beard and other facial hair with a refreshing agave citrus scent.

**TIGI** ▶ TIGI's Custom Create Texturising Salt Spray creates wavy styles and tousled texture by utilising Dead Sea salt for long lasting body with light hold. It is renowned for leaving hair feeling moisturised, soft and healthy. My hero product for men's hair is definitely TIGI Copyright Texturising Salt Spray," says TIGI Collective Member, Barber and Salon Owner, Cameron Stananought. "I find this to be the most versatile styling tool for all hair types - it is the perfect foundation for any styling. Its main ingredient is glycerin to lock in moisture and care for your hair for day-to-day-styling."



TIGI





Male grooming therefore tends to be much more of an understated, downbeat business. Hair- and skincare products are rarely, if ever, discussed; they are hardly ever experimented with and, in the eyes of your typical male punter in the salon, serve a purely practical purpose: dry skin needs cream, hair needs a 'bit of product in it' and so on and so forth. So, it's a difficult business when you're a salon or a barbershop with a vast array of stunningly effective professional men's products that you're bursting to retail on to your male clientele. One strategy does, however, really seem to work: testimonials from an expert. Whatever walk of life men come from, they do tend to sit up and listen when they know that the other person really knows what they're talking about. To illustrate the point, we've taken 6 excellent men's grooming products and asked brand experts or ambassadors to comment on why they find them so outstanding. And it's not just what they think - every salon professional is an expert in his or her own right. So why not select a couple of men's product from your retail stand that you really love, then take the time to put into words what you find so great about them? Then the next time an appropriate client comes along, you'll be fully armed for the big sell!





**ANGELO SEMINARA**  
GOLDWELL GLOBAL  
BRAND AMBASSADOR





# COLOURS SPEAK A NEW LANGUAGE

**ANGELO SEMINARA ON COLOUR CREATIVITY AS THE KEY TO SALON SUCCESS.**

**Four-times winner of the British Hairdresser of the Year Award, Angelo Seminara, is well known for pushing the boundaries of creativity. Recently signing on with GOLDWELL as a Global Brand Ambassador, Angelo has also opened a new salon in the exclusive Knightsbridge area of London. Now more than ever, he focuses on colour, which he sees as the key to unlocking not only creativity, but also salon success.**

In an exclusive interview he tells us all about his new "GLANCE" collection and his dedication to hair colour excellence.



**What was your motivation to join the Goldwell brand?**

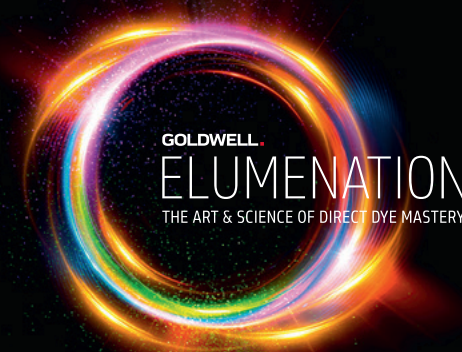
**Angelo Seminara:** I've always been very, very passionate about hair colour and I'm constantly trying to get amazing new results. And after a long time researching different colour brands with my colour technician Takashi, I found that Goldwell is second to none when it comes to hair coloration. So I decided to join the brand. I'm looking forward to an exciting future collaborating with Goldwell and to developing lots of exciting things that will advance the future of colour and styling.

**What is the inspiration for your new collection GLANCE? What role did colour play?**

The inspiration for the GLANCE collection is all about making an appearance. I wanted to create the impression of something emerging from the darkness, or appearing, for the very first time - in this case, the models and their incredible hair colour.

My aim was for the models to portray classic, beautiful looks - looks where the focal point is the hair colour. I wanted to show a new vision of how colour can convey beauty through a new type of design language.

It was my second time working with Elumen and I wanted to create a tasteful but interesting colour placement - one never seen before. I couldn't have done this collection without Elumen and Topchic, without



their versatility and performance. Elumen has incredible, vibrant shine and a presence that helped me to create those beautiful looks.

**Why would you recommend Goldwell hair colour to a salon?**

I recommend Goldwell hair colour to salons not only for the performance, but also for the variety of products and solutions it offers for any colour service. The performance and impeccable results you can get on the salon floor with Topchic, Colorance and Elumen are perfect and super professional because the products do exactly what they promise. The intensity of the colours is amazing and delivers incredible shine. With Goldwell colour, you go straight to the result you want where the hair is left beautifully shiny with a soft conditioned feel.

**To see Angelo's GLANCE Collection, as well as more about Goldwell hair colour, please visit the Goldwell Education Plus YouTube Channel.**

[www.youtube.com/GoldwellEducationPlus](http://www.youtube.com/GoldwellEducationPlus)



# Colour Me Fresh!

Wella Professionals' new Color Fresh Mask offers a unique way to continue the professional salon experience at home with 11 ready-made temporary colour-depositing masks.

**F**ormulated with carefully selected dyes for professional colour results, the Color Fresh Mask creates the perfect solution to revive or transform colour at home, whether it's to enhance subtle natural looking colours or to boldly experiment with fantasy colours for fun and self-expression.

## REFRESH OR TRANSFORM

Divided into two distinct ranges, the Color Fresh Mask collection consists of seven natural looking shades; these shades are perfect for reviving the salon colour at home, bringing a visible colour refresh and shine enhancement. The seven NATURAL looking shades are Copper Glow, Pearl Blonde, Golden Gloss, Lilac Frost, Rose Blaze, Caramel Glaze and Chocolate Touch. The four VIBRANT/BOLD shades are Mint, Red, Blue, and Pink.

## COLOUR AND CARE

The Color Fresh Mask answers the call of anyone looking for low-commitment and zero damage colour solutions. Providing both stylists and consumers with a professional quality solution they can trust, the Color Fresh Mask guarantees a professional looking colour within 10 minutes. But this is more than just a colouring mask, as it contains botanical oils – either Avocado Oil, Apricot Kernel Oil or









# Transform Your Business

When it comes to add-on salon services, Great Lengths is an incredible way to grow both your client-base and your bottom line!

**G**reat Lengths is the power tool to transform your salon business. Learn from GL Certified stylist Vicky Demetriou who has done just that!

## GET A CONTINGENCY PLAN IN PLACE

If this year has taught us all anything it's that we need to respond fast to changes. Having a contingency plan in place allows you to carry on, not as normal but in a new way to still ensure some elements of business are able to continue. Who knows what 2021 will bring for us, but you should continuously be monitoring your working practices and environment and be as prepared as you can for potential salon changes.



Great Lengths Certified stylist, Vicky Demetriou from Larry King Hair in London (above left), often discovers that extensions are great for quick or temporary change fast, without the need to wait for their hair to naturally grow.

## CREATE A NEW DIMENSION

Vicky Demetriou is a GL certified stylist and freelance stylist at Larry King Hair, London and comments on creating a new dimension with Great Lengths. "You have cuts, you have colours but using extensions really does bring something different to the salon. They are great for clients who are after a quick or temporary change fast and don't have time to wait for their hair to naturally grow. As well as being used to to create length and a new look externally, extensions can also work wonders on self-confidence by solving hair-loss and hair thinning issues".

## LET YOUR CREATIVITY FLOW

Vicky comments "From a creative point of view Great Lengths are very exciting to work with and I really do see them as an extra tool in my kit, especially for session styling. If you really think about it, extensions allow you to create something completely new, that you wouldn't be able to create otherwise, once you run out of natural hair without extensions there is nowhere else to go, that's why for backstage styling extensions are key."



Creative Direction: Alessandro Molinari and Elisa Barbieri  
Photo: Alessandro Molinari  
Artistic Director: Rossano Ferretti

## CREATE A ONE STOP SHOP

If you train up your team or get in an incredible hair extensionist, their client portfolio are no doubt going to use the same salon for their cut and colour. By adding in an extra service such as extensions you're creating a bespoke package that takes care of all your clients needs under one roof. Not to mention, Great Lengths, of course need the correct aftercare and maintenance to achieve longevity so it's also opening a whole new element to your retail business too.

Great Lengths are proud partners of The Little Princess Trust and after an introduction from James Henderson - M Hair Nottingham in 2015, now work with the trust on a global level and his is just one of the many salons which work with the trust to help donate thousands of hair bundles each year to create wigs and hair pieces for beneficiaries in need. With Great Lengths, you can trust that the complete journey will be traceable from the origin to the disposal.

**To find out more about Great Lengths Virtual Education or to book your place contact [info.uk@greatlengths.com](mailto:info.uk@greatlengths.com) or call +44 (0) 113 278 1292**



Processing technology plays a vital role in the delivery of technical hairdressing services. Here's what you need to know.

# Innovation Not to Be Mist!



The addition of Micro Mist and Spa Mist II into your salon brings real benefits to key technical services, allows for VIP treatments and new premium value services to be introduced, and it adds a point of difference to your salon.

**P**rocessing technology facilitates the penetration of colour, conditioning and other chemical treatments for better outcomes, accelerates processing time and it enhances the client's sense of relaxation and wellbeing. But with mist and steam processors on the market, which is best for you and your client? Mist and steam processors are both designed to enhance the outcome of chemical processes by opening the cuticle layer at the optimum temperature, so when colour and technical products are applied, they penetrate into each hair strand. And when the process is complete, the hair is cooled to close the cuticle layer and seal product in. So, does it matter whether you use mist or steam technology? In short, yes. Steam processors heat water hot enough to generate steam and the effect of this can adversely affect the integrity of the hair. Not only can this negate treatment benefits and compromise colour intensity it can cause damage to hair, especially when used incorrectly. Steam also generates moisture - the presence of which dilutes products and reduces their effect.

## MIST INNOVATION

Takara Belmont's Micro Mist and Spa Mist II processors introduce mist innovation. With the hairs' cuticle layer opening at just 30° - 40° overheating and dilution are avoided, both processors create a refined, moisture-free mist at much lower temperatures that protects the hair from heat damage and ensures treatment products are undiluted. In the case of Spa Mist II, an ultrasonic transducer vibrates 1.6 million times a second to generate a super-fine mist of microscopic water particles. Under close scientific analysis, Spa Mist II and Micro Mist are shown to have tangible benefits on colour vibrancy and durability, conditioning and chemical treatment outcomes, as well as yielding benefits to the scalp itself. Furthermore, the conditioning effects and benefits to scalp health has led to these technologies delivering spa-style hand and nail treatments. After cleansing the pores and applying moisturising treatments, they create the ultimate manicure experience to leave hands feeling rejuvenated and moisturised.

**Contact Takara Belmont to discuss the benefits of our mist processing technologies by calling 020 7515 0333, visit [www.takarahairdressing.co.uk](http://www.takarahairdressing.co.uk) or email [hairdressing@takara.co.uk](mailto:hairdressing@takara.co.uk)**





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