BULKY DOCUMENTS

W/ Exhibits
(exceeds 300 pages)

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Title: Deposition of Mark Stiller

Part 3 of 6

Document contains two DVD disk marked "Exhibit 34 and 35" concerning mark.

Processed by Duane Foster

Michael O'Rourke interview

A couple years ago, BIR was covering the **Long Beach IBS** when we first came in contact with **Michael O'Rourke**. It was set-up day, with the usual chaos, everyone was scrambling to get their exhibits set up. Walking by the **Fashion Formulas by Ecoly** booth, I could not help but marvel at this man in motion, "schlepping" boxes, putting out merchandise, directing people—you name it and he was doing it! I introduced myself and was shocked to discover this dynamo was none other than the company president and CEO. It's definitely not S.O.P. for the chief executive officer to be down in the trenches with the workers. When the show started, guess who was on the platform? None other than Mr. O'Rourke himself. In fact, he performed non-stop everyday of the 3-day show. What was interesting, that besides his endless energy, was his charisma, his stage presence and his ability to communicate to the audience so that each hair stylist felt as if Michael was talking to her on a one-on-one basis. It's a rare trait that few platform artists possess, and it brings to mind **Vidal Sassoon** in his hey-day. Since that first meeting, I have been keeping tabs on Formulas by Ecoly and Michael O'Rourke.

Michael emigrated to the U. S. in 1978 from South Africa where he learned his trade apprenticing for 4 years and by working 14 hours a day under a killer schedule of doing four clients an hour. Michael was also an active participant in styling competitions, where he learned the structure and discipline necessary to complete and grow to the next level. It was a jam-packed schedule that also included winning a world title as champion hair stylist. During his career in South Africa, Michael learned the business side, as well as the artistic side, of running a salon that grew into a successful 40-unit salon chain and with a manufacturing business, as well. After accomplishing all that was available in a relatively small country, the land of opportunity called. Michael, who is a believer in the cyclical nature of the business cycle, felt it was time for a major up swing, and America was the best place to catch it. Michael replicated his South African successful hairstyling and salon owner career in the U. S. by creating and growing an upscale salon chain called **Carlton Salons**. He also started manufacturing his own hair care line of products that initially were sold in his salons. It is from this beginning that Formulas by Ecoly evolved. Recently, **Opal Concepts** acquired the Carlton Salons; giving Michael the money and focus to grow his rapidly-expanding hair care business.

A key ingredient in Michael's success formula is his ability to communicate with people. He deals with his employees, customers and hair stylist audiences the same way, with direct, clear, compassionate communications. Michael has a rare combination of creative skills, as exhibited by his ability to dream up creative alternatives to standard business actions that go along with his pragmatic managerial style. Michael feels having quality people is as important as making quality products. At **Ecoly**, Michael surrounds himself with a committed team of employees, led by VP's **Mark Stiller** and **Scott Scharg**, plus marketing guru, **Donna Federici**. Michael told BIR that as his business has grown and he is more involved with the business side, he never forgets his roots, "Hairdressing and the salon will always be my first love."

BIR asked Michael to tell about his blockbuster **Sexy Hair Concepts Collection**, introduced last year. Kicking off with **Big Sexy Hair** and brand extending to **Straight Sexy Hair** and most recently **Short Sexy Hair**, the collection has been a winner out of the shoot. Are these brands hot? Michael and Sexy Hair literally brought down the house at the recent **LA ICE Show**. (Check out **BIR's** ICE recap for the Chippendales-like grand finale.) Michael told us, "Sexy Hair Concepts collection are hot and at this point, driving our whole product line. The products were conceived when I realized with women assuming more roles than ever, emotions were of key importance. They want products that evoke emotion. In this case, the consumer is looking for products and hairstyles that say sexy and make her feel sensual, and there is a big difference between sexy and sensual. It's as different as night and day. Healthy hair is very sexy. Sexiness transcends all aspects of the consumer's life, so I see endless opportunities for growth. Our newest launch, Short Sexy Hair, looks like it will have more power than its successors. In today's society, a woman with short sexy hair is as comfortable in the boardroom as she is in the bedroom."

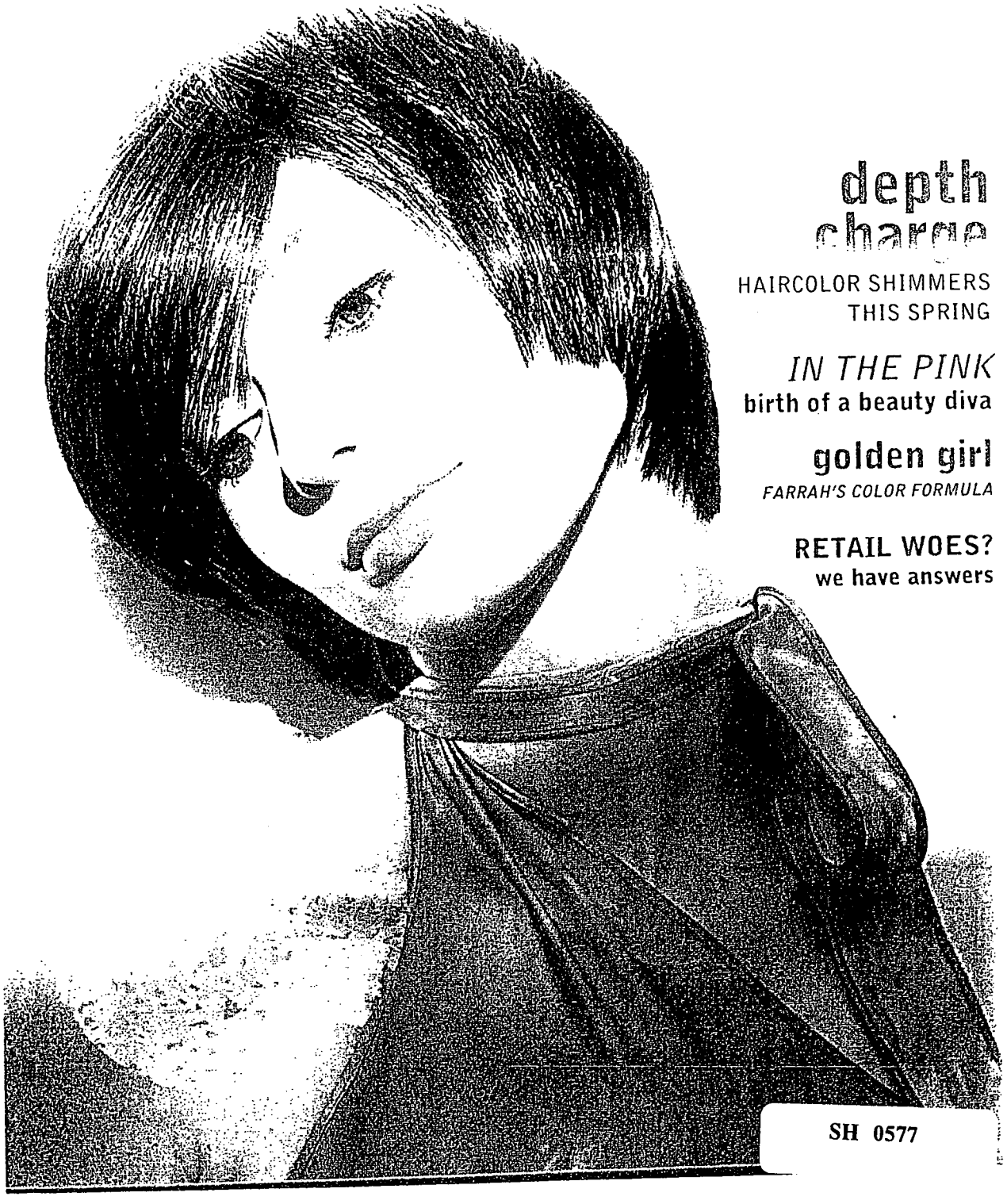
Recently, the company trade ads have started featuring Michael instead of his company's products. BIR asked Michael about this marketing shift. "After years of deliberating, I finally made the decision to allow my image to front the company. It's not an easy decision for me, because I've never been one for the limelight. Year after year while standing on platform doing hair at countless trade shows, hair stylists have addressed their concerns to me from the stylist's perspective. 'So many times, my heart has ached because I sense their lack of self-esteem and trust. They feel safe asking all kinds of questions, from cutting techniques, to salon ownership, knowing that I have faced the same travails that they do in their everyday lives. I have stacks and stacks of letters from them reaching out for advice, thanking me for the time. Whatever the reason for writing, I am always touched. So, if by associating my image with the company and the products lets the hair stylists feel that being a hairdresser is important, if it lets them dream that they too can do anything they want, then I am please and honored to do so."

Formulas by Ecoly is not only growing domestically, but is implementing an aggressive export business strategy. With Michael being an "import" himself, he is well aware of the international market possibilities and is adding exclusive distributors in a number of countries overseas.

BIR has stated a number of times that the pro beauty biz is eagerly waiting for a hairstylist/CEO, someone who has that unique combination of charisma and business smarts. Who, as a platform artist, can transcend through an audience, to the individual stylist so they feel they are being talked to directly and can identify with the person, his artistry and products. Michael O'Rourke has demonstrated time and time again that he has these key ingredients. As a result, hairdressers are buying up Formula by Ecoly and its unique product collections at a rapid pace. It's been a long time since **Vidal Sassoon** performed his magic for hair stylists. The way Michael and his product lines popularity are growing, who knows, he might be the next star the industry is eagerly waiting for.

american salon

MAY 2000



depth charge

HAIRCOLOR SHIMMERS THIS SPRING

IN THE PINK
birth of a beauty diva

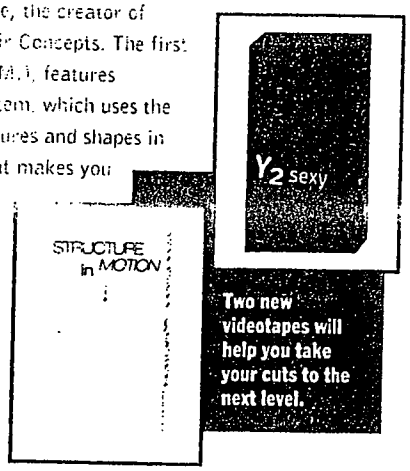
golden girl
FARRAH'S COLOR FORMULA

RETAIL WOES?
we have answers

SH 0577

reel cool hair

Hairdressers in search of cutting-edge hairdressing techniques won't want to miss the two newest educational video releases from hair guru Michael O'Rourke, the creator of Formulas by Ecoly and Sexy Hair Concepts. The first video, Structure In Motion (S.I.M.), features O'Rourke's signature cutting system, which uses the head shape to create angles, textures and shapes in one motion. "It's a technique that makes you rethink what you know and allows you to cut from within," explains the master stylist. The second video, Y2Sexy, features the latest haircuts for 2000, all of which were created using the S.I.M. cutting system. For more information on both videos, call (800) 848-3383.



Two new videotapes will help you take your cuts to the next level.

SCHOOL NEWS

NOT TOO LATE TO EDUCATE

The American Association of Cosmetology Schools has prepared an outstanding program for the Cosmetology Educators of America (CEA) Sixth Annual National Educators Convention scheduled for July 15-17, 2000, at the Hyatt Hotel in Kansas City, MO. An outstanding group of nationally known speakers will be there to present educational classes including Innovative Teaching Methods: Path to Mastery; If It Is To Be, It is Up To Me, and much more, as well as New Educational Techniques.

The cost of the convention is only $150 for CEA members and $175 for non-members. Group discounts are available. For further information, contact the AACS office at (800) 831-1086 or 15825 North 71st St., Suite 100, Scottsdale, AZ 85254-1521. Don't miss this exciting educational opportunity.—*Arthur B. DeConciliis, AACS member, Pittsburgh Beauty Academy*

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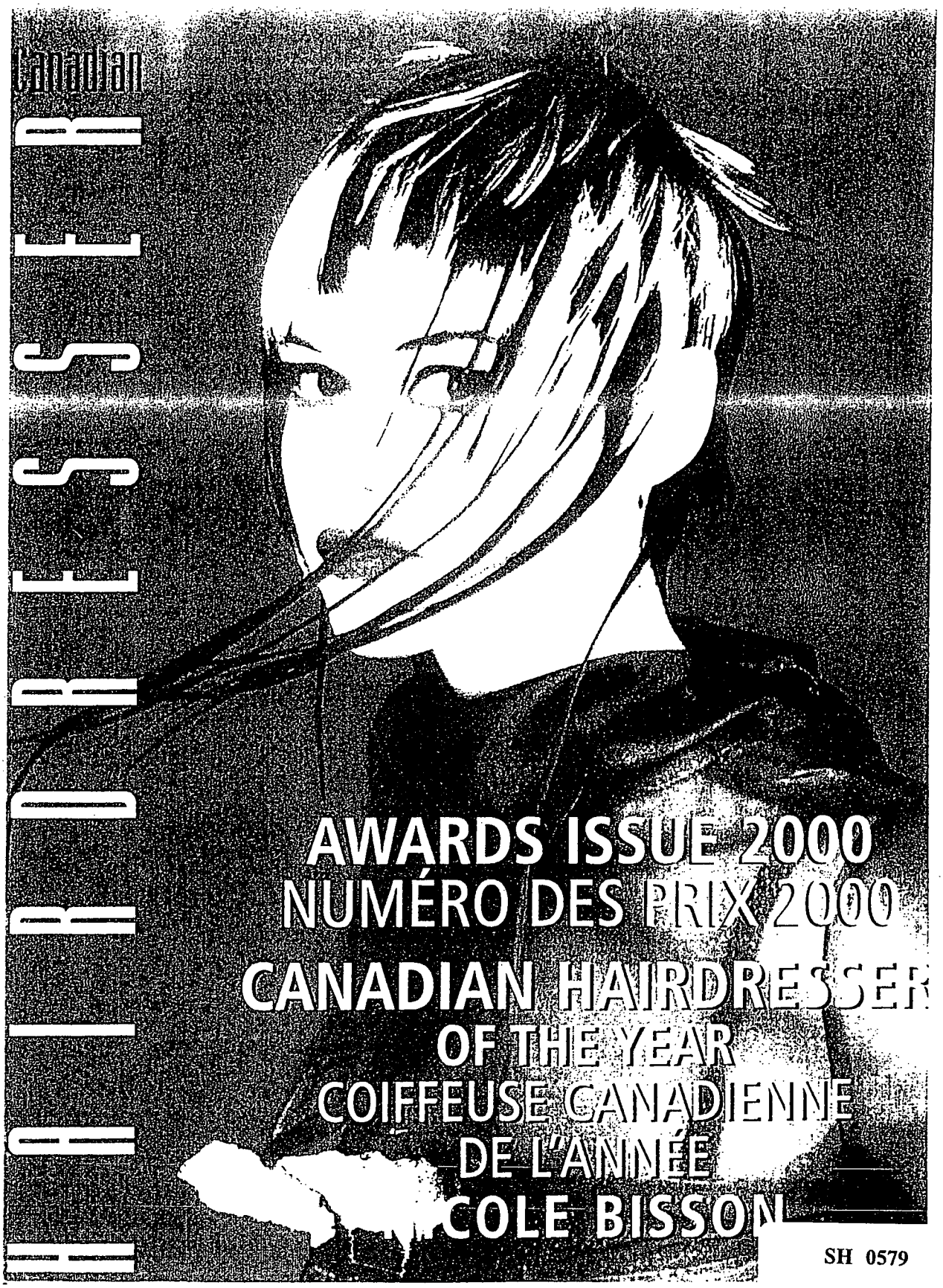
FASHION NIGHT

Rocco Altobelli Salons & Dayspas held its annual celebration, Rocco Altobelli Fashion Awards 2000, last February at the Minneapolis Convention Center. This year's event proved to be the biggest with 300 students and 900 staff members and friends in attendance. The night opened with tenure and employee of the year honors, then things got funky as 112 models strutted their stuff down the catwalk. Each sported a look created by Altobelli stylists; awards for color, style, makeup, nails, best overall and best salon followed—along with dancing.

Above: Rocco Altobelli Creative Directors, *from left,* William Anderson, Daniel Link and Nino Altobelli
Below: Minneapolis Rocco Altobelli Salon for Men & Women took the honor for top salon.


canadian
HAIRDRESSER
AWARDS ISSUE 2000
NUMÉRO DES PRIX 2000
CANADIAN HAIRDRESSER
OF THE YEAR
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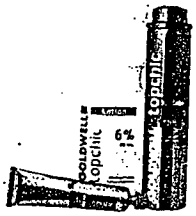
DE L'ANNÉE
COLE BISSON

SH 0579

the beauty store

Goldwell introduces seven new shades in their Topchic NN-Series. Specially formulated to address even the hardest to cover grey. Call 1-800-200-1151 or write 1 on Reader Action Card.



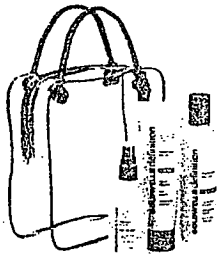
Vraies couleurs

Goldwell introduit sept nouveaux colorants capillaires dans leur nouvelle Topchic NN-Series. Leur formule spéciale permet de couvrir des cheveux gris difficiles. Appeler au 1-800-200-1151 ou inscrire 1 sur la Carte interactivité.

The Biogenol Color Care System by Framesi is a complete line of shampoos, conditioners and styling aids created specifically to maintain and protect colour longevity for all types of hair. Write 2 on Reader Action Card.

Protection professionnelle

Le Biogenol Color Care System par Framesi est une ligne complète de shampooings, revitalisants et mousses coiffantes créés spécialement pour maintenir et protéger la couleur de tous les types de cheveux. Inscrire 2 sur la Carte Interactivité.



During May and June Goldwell is offering a summer promotion on their Definition Suncare line (for shine, smoothness and UV absorption) and will put the individual products into open stock. Call 800-200-1151 or write 3 on Reader Action Card.

Économie solaire

Au mois de mai et juin Golwell offre une promotion d'été de sa ligne Definition Suncare (pour brillance, adoucissement de la peau et absorption d'ultraviolet) et mettra les produits individuels au stock ouvert. Appeler au 800-200-1151 ou inscrire 3 sur la Carte Interactivité.

Verbena, the new bath and body collection from Keyano Aromatics, has harvested ingredients from the Lemon Verbena shrub—a fresh citrus scent that both relaxes and stimulates. Write 4 on Reader Action Card.

Agrumes décontractant

Verbena, la nouvelle collection pour corps et bain sortie par Keyano Aromatics, a récolté des ingrédients de l'arbrisseau Lemon Verbena—une odeur fraîche d'agrumes qui décontracte et revigore le corps. Inscrire 4 sur la Carte Interactivité.

First Lady offers six new hair accessories in different colours for a variety of styles. The Hair Things line includes clip-in braids, comb colour veils, comb colour accents, pin-in colours, clip-in highlights and hair bands. Write 5 on Reader Action Card.

Accessoirisez

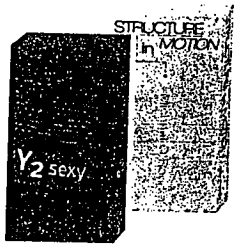
First Lady offre six nouveaux accessoires en quatre différentes combinaisons de couleurs pour obtenir une variété de styles. La ligne Hair Things inclut des tresses ajustables, mèches ajustables et rubans pour cheveux. Inscrire 5 sur la carte interactivité.

Tamer Straightening Foam by Iso allows clients to temporarily get sleek, smooth locks out of even the most unruly curls and waves. Write 6 on Reader Action Card.

Créations lisses

Tamer Straightening Foam par ISO permet aux clientes de créer temporairement des boucles lisses lisantes des boucles et ondulations les plus indisciplinées. Inscrire 6 sur la Carte Interactivité.

Michael O'Rourke of Ecoly and Sexy Hair Concepts has created two new videos. Structure in Motion (S.I.M.) demonstrates O'Rourke's unique cutting system and Y2 Sexy features his latest cuts using the S.I.M. cutting system. For more information, call 1-800-848-3383 or write 7 on Reader Action Card.



Existe en vidéo

Michael O'Rourke d'Ecoly and Sexy Hair Concepts a créé deux videos nouvelles. Structure in Motion (S.I.M.) fait voir son unique système de coupe et Y2 présente les plus récentes coupes créées par O'Rourke utilisant le système de coupe S.I.M. Pour des renseignements appeler 1-800-848-3383 ou inscrire 7 sur la Carte Interactivité.

Rusk's new ID Lightening System gives hairdressers an easy-to-use, all-purpose means for creating natural highlights or full-head, double process blonding as well as a wide array of special effects. Call 800-USE-RUSK or write 8 on Reader Action Card.

Effets éclaircissant

Le nouveau ID Lightening System de Rusk donne aux coiffeurs un moyen facile à utiliser et à usages multiples de créer des mèches natureiles ou éclaircir tous les cheveux, un blond en double processus ainsi qu'une gamme impressionnante d'effets spécifiques. Appeler au 800-USE-RUSK ou inscrire 8 sur la Carte Interactivité.

SH 0580

summer beauty basics

Valley

Home & Remodeling 2000

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Minnie Driver

Though she's definitely attained movie star status, this witty Brit is more interested in being considered an actress than a celebrity.

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SH 0581

Summer Style—From Head to Toe

Find out how to look your best this summer with a little fashion advice from Valley beauty experts.

By Sherrie Strausfogel

Grab your sunglasses, it' s going to be a bright summer. From tangerine and neon-oran[illegible] is to pearly peach and bubblegum pink nail colors to bold highlighted hair, color is in.

So how can look your best from head to toe throughout this season of color. Valley-bas[illegible] and beauty trend experts let us in on the fashion 911 for this summer. Read on to find on what th[illegible] say:

Fashion-Forward Styles

"There is a free, fun, joyful feeling to clothes for summer," says Annette Bethers, senior ma[illegible]ector and trend analyst for the Glendale Galleria. "Nothing is real serious, and no one is wearin[illegible]stead, we are seeing a broad spectrum of color—especially orange."

Indeed, the fresh, new color for summer is orange, and you will be seeing it in everythin[illegible]sories and swimwear to shoes and eveningwear. Vibrant neon orange is back in style once again [illegible] deeper, richer, jewel-tone neon orange and quieter cantaloupe and mango.

"Footwear is playful and fun this season," she says. "The rage is kicky sandals, mules a[illegible] thongs. These are more than the thongs you used to wear to the beach; they are decorated with b[illegible]mbroidery. Vinyl, metallic leather and pearlized leather are also being used to decorate footw[illegible]s, too, are being dressed up. The newest thing we are seeing is a fabric tote with either beadin[illegible]ry."

Beading and embroidery are decorating apparel as well. You will find beading at the [illegible]s, and embroidery up and down pants of all lengths, particularly the new cropped pants.

Photos courtesy of Formulas by Ecoly

The cropped look is in from top to bottom. To match the pants, made in all types of fabrics with all kinds of details, you can choose from three quarter length sleeve cropped tops or backless halter tops done up in fabrics reminiscent of the 1960s. Another flashback to the '60s is the kerchief. Don't be surprised to see women of all ages tying back their hair in these colorful abbreviated scarves.

"Accessories are also more fun this season," Bethers adds. "They are inspired by Native American Indian, East Indian and Asian cultures. Women will be wearing lots of beads, from Buddha bead bracelets to natural turquoise beaded necklaces to long dangling earrings with semiprecious stones and lots of beading. Shawls are still part of the picture for summer. Crocheted shawls and silk shawls can be worn around one or both shoulders or even hips."

For men, the latest look is loose fitting and comfortable techno garb, such as nylon pants with lots of zippers and pockets. Men will be wearing orange as well this summer, mostly in shirts—from casual T shirts to dress shirts.

Bethers says, "We are seeing more excitement about fashion than we have in a long time. We are also delighted to see both young and old enjoying these refreshing new looks."

Michael O'Rourke, hairstyist guru and CEO of formulas by Ecoly, Sexy Hair Concepts in Chatsworth, calls this "the summer of freedom." He says, "People are cutting their hair off, wearing bold colors and having an attitude of independence."

He attributes this new freedom of expression to be a reflection of the times. "The enormous financial opportunities we've had in this country in the last five years have given us an attitude to do and be what we want to be. Culture is driven by times of financial security, and financial freedom allows us to make choices. What we've done is designed around this mentality. 'The shark,' the new, short, aggressive haircut, is for the woman who is independent, who knows who she is, who is financially secure and confident—like a Sharon Stone."

If you're thinking of changing your look, this is the season to do it. O'Rourke believes changing your hairstyle liberates your emotions and imagination. He describes a typical transformation. "After a tough day at the office, a women with medium length brown hair and a great face shape comes into a salon for a trim. Instead, she is pushed into taking a chance with a shorter cut and some highlights. When she looks in the mirror, she has a whole new attitude. She feels empowered to make bigger, more important decisions.

"This is a wonderful period in beauty and fashion for designers. We are creating personalized looks for people who are not afraid of change. The trends in summer tresses are bold and aggressive to fit our technocratic society. But they are also sexy. The word 'sexy' has an emotional connotation that fits into our culture at this time. When you're done at your computer, you want to step out, be playful and express yourself."

Surprisingly, O'Rourke says women who are from 45 to 65 are the most progressive. "Today, women go from adolescence to middlescence [45-65] looking more and more beautiful," he says. "These women are more conscious of their bodies, and they have the spending power to take care of themselves. They are the ones who are whacking off their hair, they are the biggest users of colors for their hair, and from this season on, they will be setting the trends in fashion."

Just in time for those impossible hair days of summer, O'Rourke has a new line of leave-in healing treatments that are also styling aids. Cure4 helps heal hair that lacks brilliance, elasticity or volume and there are Cure4 formulas specifically for dull, dry, chemically treated and fine hair. He suggests you put the treatment on dry hair before you go out in the sun. The heat of the sun helps the nutrients and protein penetrate your hair and protect it from frying and fading.

SH 0583

FREE PRIZES ~ SURVEYS ~ QUIZZES ~ HOROSCOPES

Latingirl

The Hispanic Teen Mag

ISSUE 9

summer LOVE

will it last?

CURFEW MADNESS how to

negotiate more time

Double or Nothing!

THE SECRET LIVES of twins

Fashion Fiesta!

get away to MEXICO

TOP 10 SUMMER CDs

JUNE-JULY 2000

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SH 0584

Smooth and
STRAIGHT
STEP 1:
Towel dry wet or damp hair. Apply a volumizer like Blow Up Formulas by Ecoly. Pump a small handful of gel foam and massage into hair. For added lift, use a diffuser.
TIME:
00:30 sec
STEP 2:
Next, take a dryer like Revlon's Professional Turbo Dryer and blow dry semi-damp hair with their Detangle*mi brush, until hair is straight.
TIME:
02:30 min
STEP 3:
Part your hair, side or middle— whichever is your preference. Take a few strands of hair and braid down to the end fastening it with a rubberband. To accessorize your sleek new 'do, try adding a rhinestone clip to the top part of your braid. Tip: jazz this look up even more by adding some sparkles to the braid.
TIME:
02:45 min

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SH 0585

Bye-bye, arm jiggle p. 158

SHAPE

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June 2000
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SH 0586

Opposite: Dramatic hair calls for eye-catching color. Do try this at home with L'Oréal Super Blonde Creme Highlighting Kit. This page: Perk up even the limpest locks with Pantene Pro-V Essentials Body Enhancer, a volumizing spray.

flipped out

MAINTENANCE LEVEL Some. You can get away with eight weeks before you'll need another snip but styling can take a bit longer, especially if you blow-dry your hair straight. You'll want to use more products for this look to achieve a lot of texture.

THE LOOK "This is a very versatile cut," says Laurent. From flipped out to slicked back, you can achieve several looks with this style. He adds: "I think we'll see a lot of bangs this year — they really emphasize the eyes."

WHO IT'S FOR If you have long hair and are looking to make the snip, this is a good "beginner" cut. This style looks almost like a short cut that is growing out. Great for straight hair and soft curls like Meg Ryan's.

WHAT TO ASK FOR A blunt, chin-length cut with long layers and choppy bangs.

YOUR PRODUCTS A volumizing spray on the roots for lift and control. Try Pantene Pro-V Essentials Body Enhancer. To emphasize the jagged ends and to eliminate flyaways, use a smoothing texture cream on the tips. Try Slept In by Short Sexy Hair. If you want a stronger, nighttime look, style with a shine-enhancing pomade like Umberto Giannini Sleek & Chic Short Hair Gloss Pot.

SH 0587

MODERN SALON

JUNE 2000 Vance

20 WAYS TO KEEP CLIENTS HAPPY

NET EFFECT PART TWO

ROUNDUP! COOL TOOLS

FACE, FEET, HANDS, HAIR

SUMMER REPORT

SH 0588

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SUNLIGHTS
curly SEXY HAIR
SHAMPOO
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SH 0589

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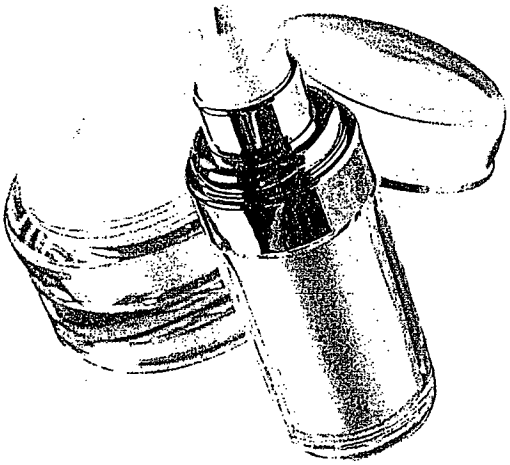
CIRCLE 114



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CIRCLE 115

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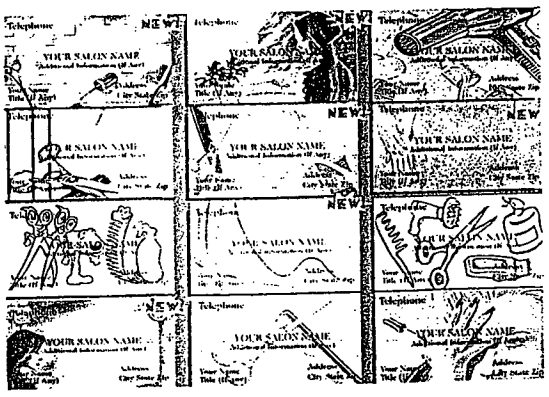
CIRCLE 116



SH 0590

and short of it

Photos by Kristina Huffman/Correspondent

Left top: Melisa Whitehead of Ontario is about to have her hair transformed into one of the latest summer hairstyles at Carlton Hair Salon at the Montclair Plaza.
Right top: Whitehead has a new, updated hairstyle for summer. She had her hair done by Lyda Corey.
Left above: Corey shapes and drys Whitehead's hair to complete the new style.
Right: Corey evens up the wisps of Whitehead's hair.
Left: Straight Sexy Hair is used to smooth and polish hair.
Above: Curly Sexy Hair shampoo and conditioner sold at Carlton Hair International in the Montclair Plaza.

By Melissa Morris
Staff Writer

A few minutes in a swivel chair at the mercy of a coiffeur is a lot of power to yield.

But rest assured.

You made the right decision if you picked a popular summer hairstyle such as the shag, baby flip or straw set.

"Everything's kicking-out more. Everything's real airy, lots of texture, lots of movement," said Maria Finn, a six-year stylist at Claremont's Escape Salon.

Finn said women are wearing the shag in extra short or shoulder-length layers, and using a lot of products by Sebastian, TIGI and Abba to give the $37-$45 cut a more rugged, almost dirty look.

Men are opting for shorter, dirty looks, too.

"The younger guys are still doing the spiky thing," Finn said. "It's kind of funner for summer."

Guys also are doing what females have done for years: they're coloring their hair.

Finn said men are going for basic colors to match their natural shades, or are bellowing for bolder hues such as blue and purple.

"It's more accepted (for men to dye their hair). And what's wrong with wanting to look nice? Women do it all the time," Finn said.

But Stylist Terry Hegeman at Carlton Hair International in Montclair Plaza warns against rainbow colors.

He said blues, oranges and reds are more suited for spring, when such colors are better paired with seasonal clothing that reflect a larger array of color.

And for older men?

"Gray hair is sexy for older men," Hegeman said. "We're just going to blend in more gray tones to make the hair shiny."

He said guys in their 20s and 30s are flashing back to the past with hairstyles popular in the 1980s: layered hair with a feathered touch.

Women, Hegeman said, are sticking with easy dos no longer than shoulder-length. He said wispy haircuts similar to Finn's shag are most popular.

"It's really nice for summer because it's not too long or short, and you can still pull it back," Hegeman said.

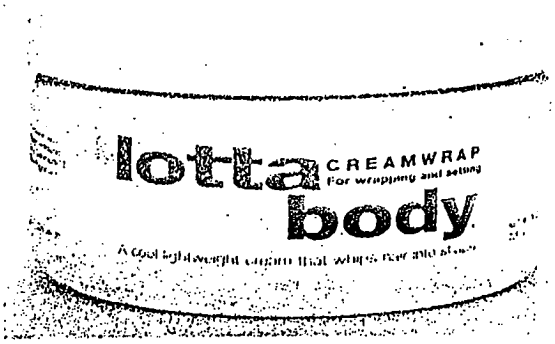
Gloria Nicholson, a stylist at Elegance Salon in Upland, said women at her parlor are requesting the baby flip, a layered cut that swoops to the shoulders.

Nicholson said the flip is popular with ladies in their late teens, 20s and 30s. The cut costs about $25-$35 at Elegance Salon and can take about 30 minutes to complete.

"It's like the old Farrah Fawcett style, but with less curl," Nicholson said.

And for men, Nicholson said baby dreads – a shorter

See STYLE/D6



Conditioning Cream For African-American Women

Revlon Professional's Lottabody Creamwrap, is a two-in-one conditioning cream for wrapping and wet-setting African-American hair. In addition to restoring and maintaining healthy-looking hair, Lottabody offers long-lasting firm hold and easy comb-through. Its alcohol-free formula is non-flaking.

Matrix Colorgraphics Expands into Foil Highlighting

The addition of Promoter 15 to the Matrix line makes Colorgraphics, traditionally a cap highlighting system, as quick and easy for foil highlighting, according to company executives. Promoter 15 was formulated to deliver the ideal processing speed, moistness and spreading ease for foil highlighting.

Curly Hair Help

Ecoly International is adding Curly Sexy Hair to its Sexy Hair Concepts collection. Curly Sexy Hair is said to enhance curls and add structure and definition to each strand. The line contains a shampoo, conditioner, curl power curl enhancer and hot curl setting lotion.

SH 0592

MODERN SALON

JULY 2000 Vance

SNAP HAPPY

SHOOT LIKE A PRO

PRE-BOOK HOOK
MORE CLIENTS, MORE OFTEN

MAKEOVERS THAT MATTER

WISHES COME TRUE

COOL TECHS

HOT STYLES

SH 0593

PRODUCTS

BEYOND SHINE This new glossing and smoothing spray can be used to add shine or to polish and smooth curly or unruly texture. CIRCLE 200 **BACK TO SCHOOL LITER DEALS** L'ANZA Super-size your back-to-school needs with these special liter deals, which include the following product pairs: Volume Formula Bodifying Shampoo and Weightless Rinse; Dry Hair Formula Moisturizing Shampoo and Detangler; and Long Hair Formula Cleanse and Condition. CIRCLE 201 **BIG SEXY HAIR VOLUMIZING DETANGLER** Leave-in conditioner adds body and detangles without leaving the hair feeling heavy. CIRCLE 202 **SOLAROIL** This blend of natural oils (jojoba, vitamin E, rice bran and almond) smooths and softens nails and cuticles. CIRCLE 203 **SWIMMER'S EMERGENT-C SYSTEM KIT** Sys-tem includes three products, ReConditioning Shampoo, Brilliant Detangling Conditioner and Emergent-C Revitalizer, which infuse strength and moisture into the hair and scalp and protect against damaging chlorine and other minerals. CIRCLE 204 **XTAH DIRTY WORKX** This liquid clay-textured product doubles as a rinse-out conditioner and leave-in styler. CIRCLE 205 **SOLVE DANDRUFF SHAMPOO** New and improved Dandruff Shampoo, designed to combat itchy, flaky scalp, contains mild surfactants, a new color formula and an improved fragrance. A new Solve Purifying Shampoo is available for clients with oily hair and scalp. CIRCLE 206 **BACK TO COOL** This trio of Metamorphosis Collection nail lacquers, packed in a reusable metal box, includes Overwhelmed, Temperamental and Whatever! Available beginning July 1. CIRCLE 207 **HEMP SEED OIL HAIR THERAPY AND SCALP THERAPY SHAMPOO** Oil Hair Therapy, a spray oil treatment, is specially formulated to breathe life back into dry, damaged or color-treated hair. Shampoo is formulated with peppermint extract to energize the scalp and balance moisture levels in the hair. CIRCLE 208 **BUMBLE SOUTH SURF SPRAY** This salt-infused styling spray features light hold for matte texture and fullness, making hair look and feel like it does after a day at the beach. CIRCLE 209 **COLOR CHARM HAIRCOLOR** This long lasting semipermanent hair color features a gentle formula ideal for use immediately after a chemical service. CIRCLE 210

SH 0594

Shades of Beauty

The Magazine for Multicultural Salons

July/August 2000
Volume 2, Number 4

FIRST LOOK AT FALL

best-selling beauty products

Hollywood's Hilarious Take on Hair Competitions

the bob gets an update

HALLE BERRY makes the perfect Storm in this summer's X-Men

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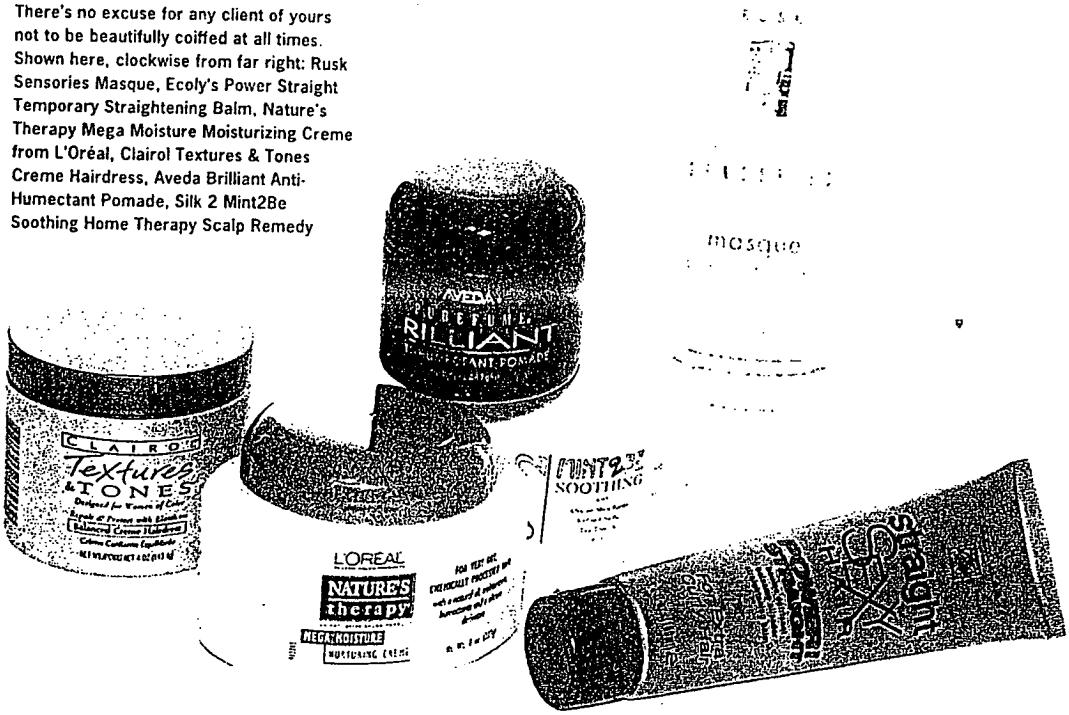
SH 0595

There's no excuse for any client of yours not to be beautifully coiffed at all times. Shown here, clockwise from far right: Rusk Sensories Masque, Ecoly's Power Straight Temporary Straightening Balm, Nature's Therapy Mega Moisture Moisturizing Creme from L'Oréal, Clairol Textures & Tones Creme Hairdress, Aveda Brilliant Anti-Humectant Pomade, Silk 2 Mint2Be Soothing Home Therapy Scalp Remedy



"Selling is a matter of belief, confidence and practice."

clients walk out of the salon without the products they'll need to duplicate their new look at home?

We talked to Arnold Zegarelli, national educator for Premier Salons. Over the years he's taught thousands of hairdressers how to increase their income and earn recognition in the salon as a sales leader—someone who "walks the talk of a positive achiever." On the following pages he shares four of his surefire techniques for increasing sales with you.—*Marianne Dougherty*

the super six

There are many excellent probing and information-gathering questions which may assist you in overcoming the reluctance to open a selling situation. Ask these questions only after you have observed and evaluated the non-verbal clues that are exhibited by a client. Adapt the wording so that it is natural for you.

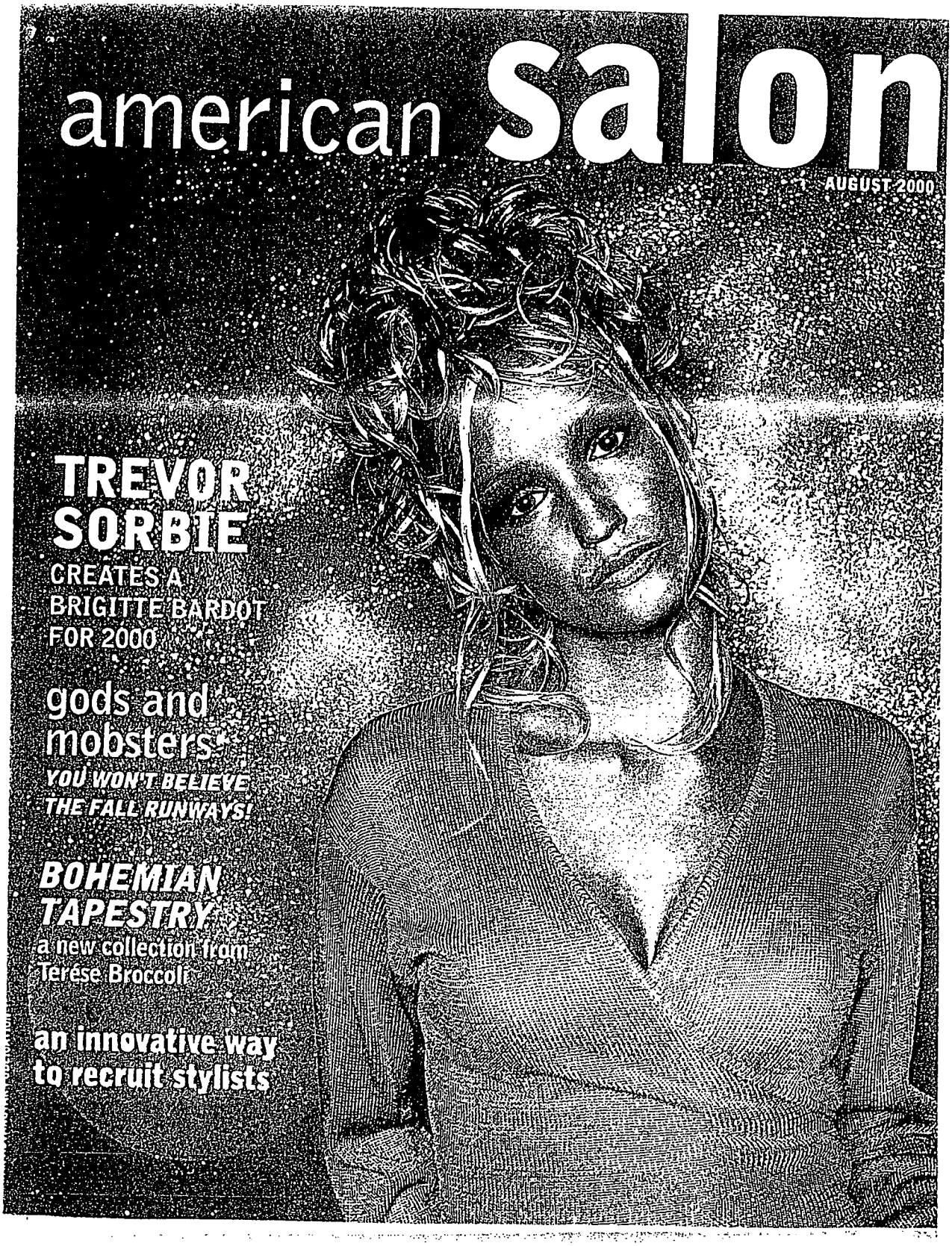
The most important thing is to realize that the sale begins only when you open it up positively with interest, enthusiasm and the expectation that an effective sale is a win-win situation. Selling is a matter of belief, confidence and practice. Not only will your income rise with your sales, but more important, you clients will be satisfied.

1. "Have you ever considered _____ your hair?" (Fill in the blank with a word or phrase that you have determined through observation or communication to be an area that needs a professional product or service, like body waving, relaxing, coloring, deep conditioning, restyling and so on).

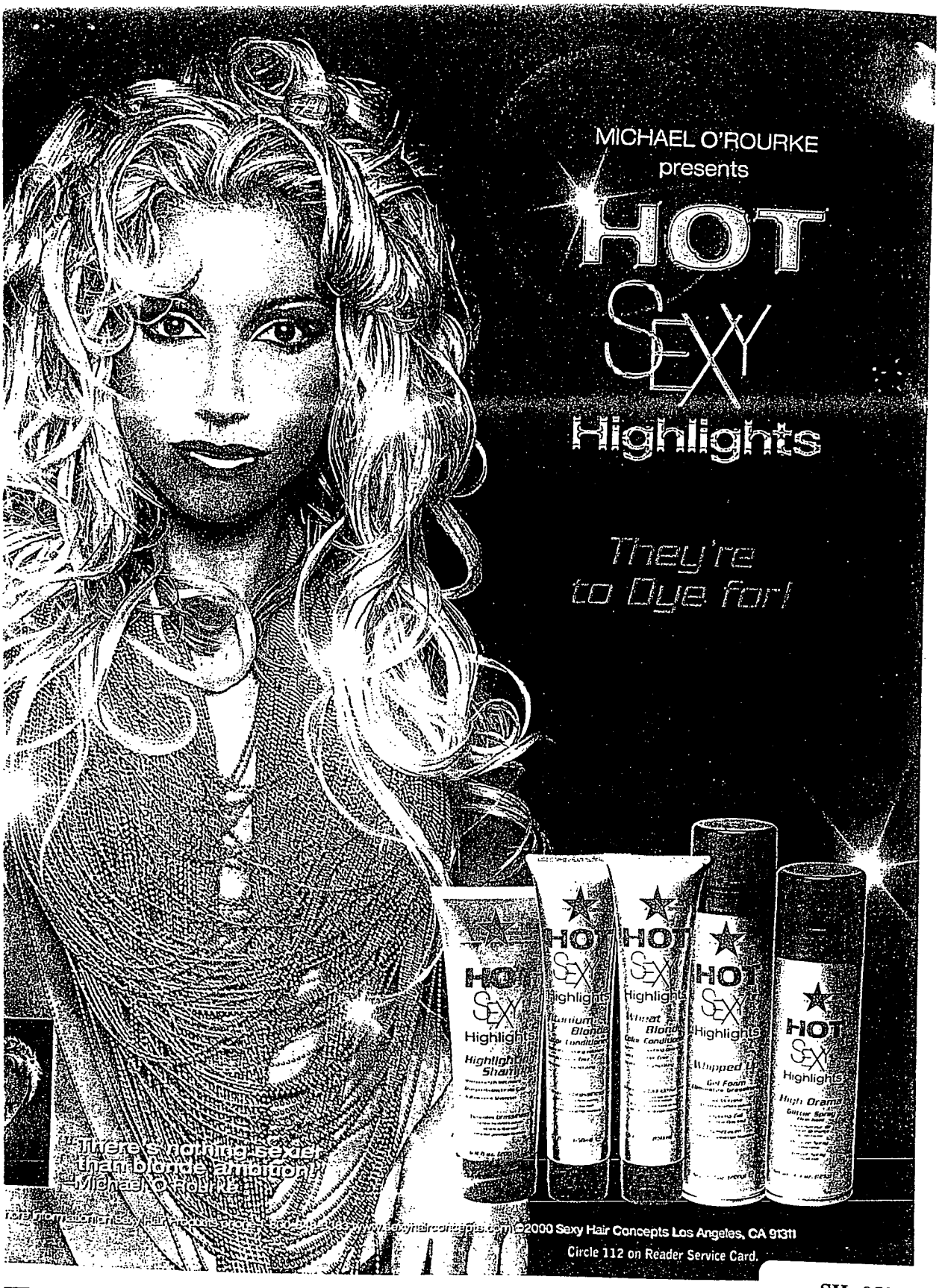
Try reading the previous question with your choice of a fill-in word and notice how easily it flows. The best part is that it is such a non-intimidating question that it usually gets a response that can be turned into a sale. For example, if the client replies "yes," you can then ask if she would like you to explain some of the benefits that particular product or service would have for her.

If the reply is "no," you can say "that's fine" but go on to explain a few of the benefits in case she changes her mind. The main thing is that you have opened up a selling situation by recognizing a possible need or desire.

SH 0596


american salon
AUGUST 2000
TREVOR SORBIE
CREATES A BRIGITTE BARDOT FOR 2000
gods and mobsters
YOU WON'T BELIEVE THE FALL RUNWAYS!
BOHEMIAN TAPESTRY
a new collection from Terese Broccoli
an innovative way to recruit stylists

SH 0597


MICHAEL O'ROURKE
presents
HOT
SEXY
Highlights
They're
to Dye for!
HOT SEXY Highlights
HOT SEXY Highlights
HOT SEXY Highlights
HOT SEXY Highlights
HOT SEXY Highlights
"There's nothing sexier than blonde ambition!"
©2000 Sexy Hair Concepts Los Angeles, CA 91311
Circle 112 on Reader Service Card.

high lights, big city

ARTec
Port Washington, NY

ARTec continues to trailblaze the color frontier with Enamels, a permanent creme gel haircolor line. Among its benefits: Haircolorists will get more predictable results with 16 tonal series developed for specific amounts of pigmentation. Enamels offers 62 different colors to choose from in four different color groupings.

Belson
Miami Lakes, FL

Belson will be debuting its Ultra-Tech line. Lightweight and powerful, the Ultra-Tech Blue Power dryer features two speeds, six heat settings, and a cool-shot button. Available in ¾", 1", and 1½", Ultra-Tech Professional Steam Irons come with a burst-of-steam option and fingertip-steam control.

Belvedere USA Corporation
Belvedere, IL

The positive effects of light therapy have spurred Belvedere to add Chromatherapy, a combination of water and light therapy, to its Equinox and Aquarelle hydrotherapy tubs. On the salon side, the company is introducing a video series that provides guidelines for full-service salons to make the transition into the day spa business.

Bioelements
Chicago

Bioelements's Ultrasmooth Moisture for Sensitive Skin uses ingredients like oil-regulating extracts, anti-oxidant vitamins, and super hydrators to strengthen the skin's natural defenses without clogging pores. A calming plant concentrate also helps to soothe reactions from sensitive skin, which results in less visible lines and more even tone.

Burmax
Holtsville, NY

Check out the return of Burmax's Champion Combs. Ranked by *InStyle* magazine as the number-one professional beauty tool, Burmax's 100% genuine hard rubber comb is making a comeback at this year's BBSI.

Celebrity Signatures International
Kansas City, MO

The Raquel Welch Signature Collection of Wigs, Additions, and Extensions is introducing several products. Impact, a wig with blunt-cut blended layers and soft textured bangs, beautifully frames the face. Pouf, a short, straight hair wrap, adds something special to an ordinary ponytail.

Creative Nail Design
Vista, CA

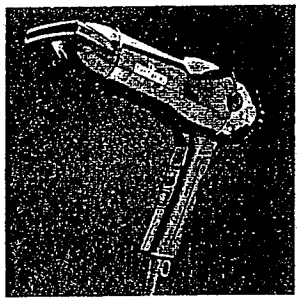
Creative Nail Design is releasing the Master Series, a brush set with replaceable, interchangeable brush heads made from pure, natural Kolinski hair, and ergonomically designed handles that come in six exciting colors.

d:fi
Denver

As part of its holiday season promotion, d:fi is debuting its new gender-neutral fragrance, d:scent.

Ecoly
Chatsworth, CA

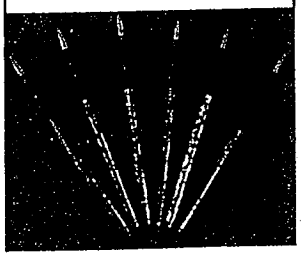
For tough guys with killer looks, Ecoly has a new men's line called Rumble Boys. The products include Knockout Stimulating Shampoo, which helps hair growth; Heavy-Weight Hold Phosphorescent Gel, which glows under black lighting; and Rumble Boys War Paint, ➤



Above: Belson's Ultra-Tech Blue Power hairdryer.

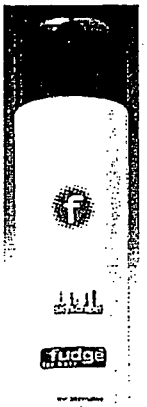
Below: Raquel Welch models Impact from Celebrity Signatures International.

Below: Creative Nail Design's Master Series brush set.



SH 0599

high lights, big city



Above: John Paul Mitchell Systems's Gloss Drops.

Right: Fudge's maximum hold Skyscraper.

Below: Eufora's Solidifi Firm Hold Gel.

Below: Ecoly's new line for men, Rumble Boys.

which comes in four, non-permanent colors for hair or skin.

Eufora International
La Costa, CA

Perfect for molding wet looks, Solidifi Firm Hold Gel can create crunchy curls and slick separation by using natural ingredients like comfrey, balm mint, and calendula. Smoothin straightening balm moisturizes, adds shine, and keeps waves bone-straight.

Fudge for Hair
Chatsworth, CA

Time can't stand still, but thanks to Fudge for Hair's Skyscraper Hairspray, hair can. Skyscraper uses hydrolyzed wheat protein to strengthen and condition hair, while a unique combination of resins works for an intense hold.

ICE
City of Industry, CA

ICE will heat things up with Spiker, a water-resistant hair glue. It keeps outrageous styles in a vise-like grip without sticky heaviness.

John Paul Mitchell Systems
Beverly Hills, CA

Great for providing definition and intense shine, Paul Mitchell Gloss Drops, which comes in a pump dispenser, allows beauty pros to get the right amount of drops for the right hair type. Paul Mitchell Dry Wax, which comes in a jar, can be used to lock curls and straight textured styles in place.

Joico Laboratories
City of Industry, CA

Joico's Hi-Rise Hair is the ultimate volumizing spray foam that adds body to fine, limp hair. Loaded with resins, silicone, and triamine complex, which protects locks from thermal damage, Hi-Rise offers astounding control and manageability.

KMS
Redding, CA

KMS delivers a sense of fun with its new haircare line, Hair Play. Stick-It Wax, an all-natural bees wax, gives maximum hold; Texture Blast, a water-based formula, provides body through a nozzle sprayer; and Styling Grit, available in a wide-mouth jar, offers great conditioning along with styling versatility.

L'Oréal Classic Salon Products
New York City

L'Oréal Classic Salon Products introduces Féria Professional Shimmering Multi-Tone Haircolor. This permanent gel color creates intense hightlights and low lights. Also new: Féria Professional Shimmering High Intensity Bleach and Color Moisturizing Treatment, a blonding tool that keeps color shiny without damaging hair. Other products being launched to help revive damaged hair are: Mega Moisture Nurturing Shampoo, Scalp Relief Treatment Shampoo, and Heat Control Leave-In Protection Creme.

Modern Organic Products (MOP)
Denver

Modern Organic Products (MOP) introduces a new skincare line, which includes a cleanser, toner, hydrating night cream, and other products. In addition, MOP will be showcasing holiday promotion packages to help salons sell the line.

OPI
North Hollywood, CA

Nicole by OPI debuts two exciting ➤

BONUS FREE HAIR PRODUCTS

marie claire

HAIR

80 QUICK TRICKS

Horoscope

How to tell if he's right for you

Lisa Kudrow's dream diary plus What do your dreams mean?

YOU

What's hot, what's not

SHRINK YOUR BODY IN A WEEK

114 BEST BEAUTY BETS

EXCLUSIVE: 'Why you should vote for me' BY AL GORE AND GEORGE BUSH

FASHION 898 NEW LOOKS

BEST BUYS

FIGURE FIXERS

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SH 0601

beauty

FALL BEAUTY PREP: WHAT'S HOT, WHAT'S NOT

IN

LOOK-AT-ME RED LIPS

Wake up your face with a super-shiny red lip color. We like BeneFit dancing darling lip sparkle, a sheer gloss that suits all skin tones.

OUT
Brown lipstick

IN

LINER & MAJOR MASCARA

This is the season to play up your eyes. Pile it on for a big night out. You'll love: Yves Saint Laurent Eyeliner Moiré #2.

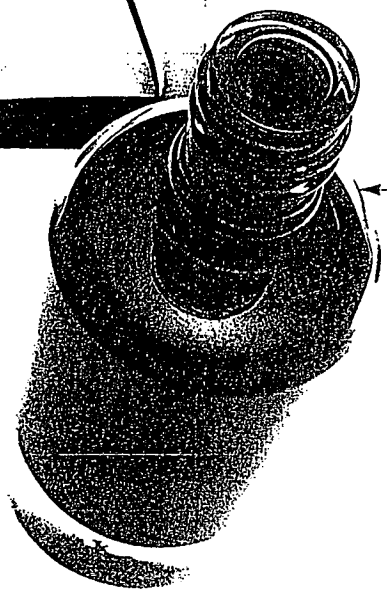
OUT
Zero eye makeup

IN

SHINY, VOLUMINOUS LOCKS

Let your hair bounce back to life. Need help? We found body-in-a-bottle: Sexy Hair Concepts' new Big Sexy Hair Volumizing Detangler.

OUT
Limp, flat hair



IN

SEXY SHIMMERING NAILS

Dare to go darker. The best new manicure: short nails painted with a dark red jewel tone like Sally Hansen Ruby Red Frost

OUT
Chalky pink polish

For information, see Shopping Directory

SH 0602

MODERN SALON

Vance | AUGUST 2000

STEP BY STEP
Two Teen Trends

REALITY CHECK:
The Color Trip

REAL MEN REMODELED

READY TO ROAR
FALL FORECAST PART 1

SH 0603

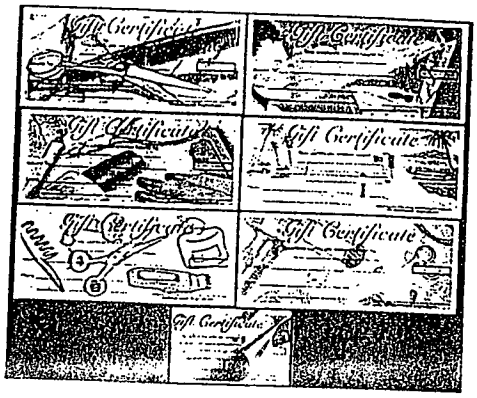
trademarks

INTRODUCING 4 NEW ADDITIONS TO SEXY HAIR CONCEPTS

Our Straight Sexy Hair Line is bringing on POWER STRAIGHT, the world's strongest temporary straightening balm, to straighten even the curliest hair along with the new weightless hold of SHINE ON polishing gloss, which locks out humidity and protects hair from becoming frizzy. Our Short Sexy Hair line just created a collection that will help make hair look salon-styled everyday—guaranteed! Both FIXED UP hair spray and HARD UP hard holding gel give intense control throughout the day and won't cause buildup. For information on all Sexy Hair Concepts products, visit our Web site www.Sexyhairconcepts.com or call.

800-848-3383

CIRCLE 118



GIFT CERTIFICATES

A great way to grow your clientele! These bound carbonless duplicate gift certificates have an exclusive carbon copy beneath to help you track your clients and product comps. All certificates arrive with 100 envelopes and a FREE cover. Available in six beautiful designs: Classic Scissor & Comb, Nail Elegance, Fun Styling Tools, Skin Care, Tanning Tropics and Salon Accessories. A great value for only $19.95! Satisfaction guaranteed. Call now to order.

800-400-2432

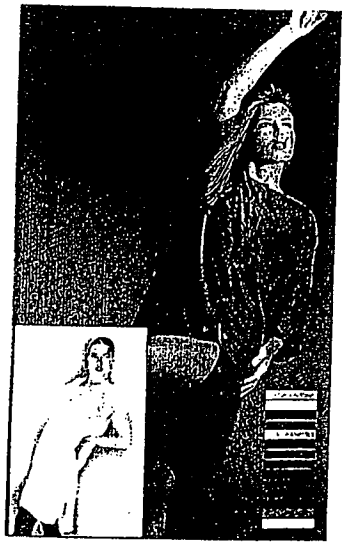
CIRCLE 119

SALON VESTS & BIG SHIRTS

Available for the first time, Salon Professionals in Lake Forest, California, presents Big Shirts by Bric McMann. These beautiful, crinkle nylon shirts are available in black, white, red, teal, navy, purple, fuchsia, silver, berry, charcoal, turquoise, royal blue and hunter green. As functional as they are elegant, Big Shirts are water repellent and will not shrink. One size fits all; pleated back expands to fit large sizes. A $35.00 value, on sale now for just $19.95 while supplies last. Satisfaction 100 percent guaranteed. Call now to order.

800-400-2432

CIRCLE 120



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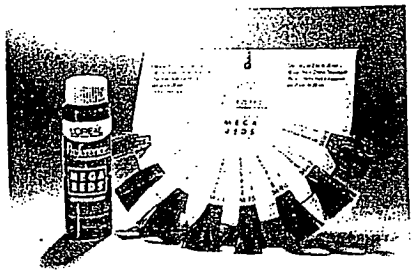
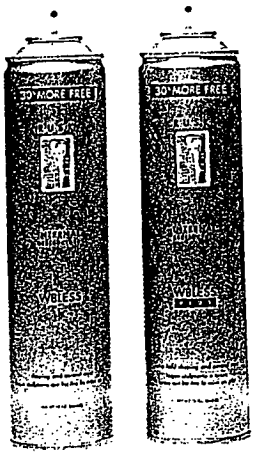
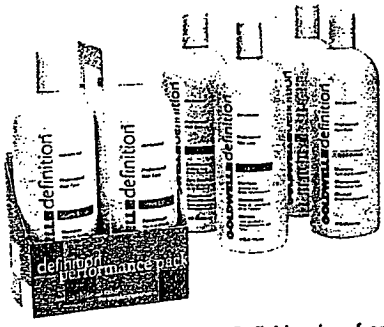


Show clients warm colors for fall using a Mega Browns color swatch wheel that's free with purchase of six Mega Browns Shades from L'Oréal Classic Salon Products. Call 800-345-5014.



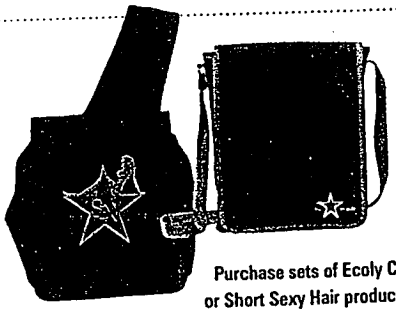
Give your clients more hold for free with 30 percent more hair spray in the bonus-size W8LESS container from Rusk. Call 800-USE-RUSK.

Shake-up nail color with Nicole by OPI's Metamorphosis Collection, including three light-changing colors: Overwhelmed, amethyst to plum; Temperamental, melon to bronze; and Whatever, henna to pumpkin spice. The trio comes in a miniature metal lunchbox. Call 800-341-9999.



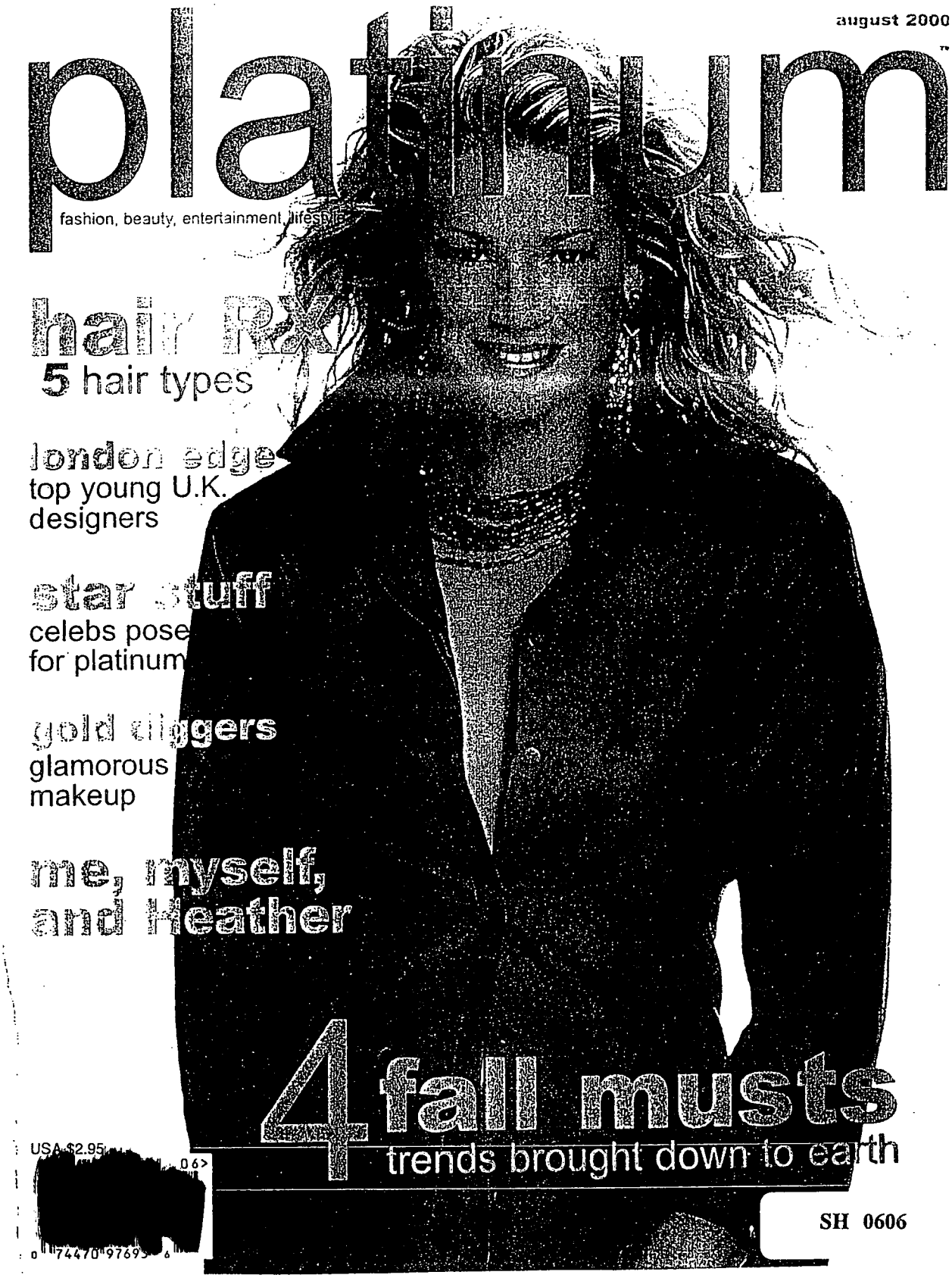
Pass along savings on these Definition duos from Goldwell in the 32-oz. size: Color and Highlights, Balance and Vitality, Permed and Curly, and Dry and Porous. Call 800-288-9118.

Save on liter combos from L'anza to handle your back-to-school rush; get special deals on: Volume Formula Bodifying Shampoo and Weightless Rinse; Dry Hair Formula Moisturizing Shampoo and Detangler; and Long Hair formula Cleanse and Conditioner. Call 888-I-USE-LANZA.



Purchase sets of Ecoly Curly Sexy Hair or Short Sexy Hair products and receive a free gift. The Short Sexy Hair set includes: Slept-In texture crème, Quick Change shaping balm, Blow It Up styling gel foam, and Control Maniac styling wax, all in a black messenger pack. The Curly Sexy Hair set includes: a curling iron, Shampoo, Conditioner, Curl Power Curl Enhancer and Hot Curl Setting Lotion, all in a blue tote. Call 800-848-3383.

SH 0605


august 2000
platinum™
fashion, beauty, entertainment, lifestyle
hair RX
5 hair types
london edge
top young U.K. designers
star stuff
celebs pose for platinum
gold diggers
glamorous makeup
me, myself, and Heather
4 fall musts
trends brought down to earth
USA $2.95
SH 0606

hair Rx

typecasting: beyond normal, oily and dry

by Nada Guirgis

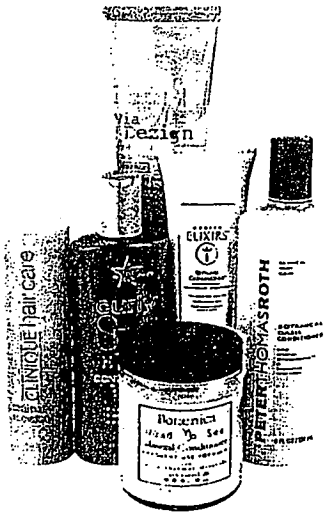
Don't go shopping for hair products alone. It's a jungle out there. Never before have we been faced with so many options. If you feel like you need a Ph.D. in chemistry just to buy a bottle of shampoo, don't despair. We've done the research for you. On the following pages, you'll find the best products on the market, categorized for easy reference. Simply take the handy little quiz on the opposite page to determine your hair's needs. If you answer "yes" to one or more of the questions in a particular category, use the color-coded chart to find products suited to your hair type.

SH 0607

check all that apply

hair type		yes	no		yes	no		yes	no
curly	Is your hair curly, kinky or very wavy?			Is your hair prone to frizziness?			Does your hair sometimes have too much volume, particularly in humid climates?		
fine	Does your hair get greasy and look dirty very quickly?			Do you need to wash your hair daily?			Is your hair limp, flat, and lifeless?		
dry/ damaged	Do you have hair that is brittle, fried and unhealthy?			Does your hair frequently suffer from split ends?			Is your hair chemically processed or color treated?		
color treated	Do you color or highlight your hair?			Is your hair naturally blonde or red?			Is your hair prone to changes in color as a result of exposure to sun or chlorine?		
normal	Is your hair generally healthy and shiny?			Does your hair give you few, if any, problems?			Do you spend very little time thinking about or working on your hair?		

moisturizing conditioners



Dry, damaged or processed hair demands products that saturate it with moisture to restore health, softness and shine. *Shown*: Clinique Hair Care Dramatic Moisture; CurlySexyHair Conditioner; Matrix ViaDezign Conditioning Foundation; Modern Elixirs Refining Conditioner; Peter Thomas Roth Botanical Oasis Conditioner; Botaenica Dead Sea Mineral Conditioner

curly hair products

Curly, kinky, frizzy hair demands products that add definition and shine while fighting humidity. *Shown*: Ouidad Climate Control Heat & Humidity Gel; Clinique Defined Curls; CurlySexyHair Curl Power Curl Enhancer; Modern Elixirs Frizz Calmplex; DiCesare Defining Ice Humectant Frost Curl Enhancer

SH 0608

texturizers

If your hair does nothing but lie down and play dead, give it some oomph with products designed to give limp locks sexy texture. *Shown*: John Frieda Sheer Blonde Funky Chunky; Rusk Thick Body and Texture Amplifier; KMS Amp Volume 2-in-1 Thickening Cream; Modern Elixirs Texturizing Balm; Short Sexy Hair Slept In Texture Cream; TextureLine Material

colored hair products

Colored hair should be handled with care. The following products coddle colored hair—won't leave it dull or brassy. *Shown*: CamoCare Camomile Conditioner; Clairol Shimmer Lights Conditioner; Bumble and bumble Color Support High Shine Conditioner for True Reds; ColorSeal Foam Weightless Volumizer; John Frieda Sheer Blonde Crystal Clear hairspray

hair treatments

Every once in a while (more often if your hair is damaged), treat yourself to a deep conditioning treatment to replenish and restore parched locks. *Shown*: Rusk Sensories masque; Laurent D. Salon Soin Reconstructeur; Sebastian Suedeluxe Reconstructor; Peter Thomas Roth Glycolic Acid 2% Hair Repair Conditioning Treatment; DiCesare Oat Cream Fortifying Complex Deep Conditioner; Crabtree & Evelyn Hair Therapy Hydrating and Conditioning Mask; Rusk DeepShine Marine Nutrient Treatment; KMS Daily Repair Pro-Gold Therapy; Bumble and bumble Super Rich Conditioner

bodifiers

Limp, flat lifeless hair will get some amplification from the products shown here, which add shine and style without deflating your 'do. *Shown*: Rusk Sensories Full; Sebastian Mohair Shampoo; Bumble and bumble Styling Lotion; ARTec Kiwi Bodifying Detangler; Clinique HairCare Extra Body; Matrix ViaDezign Struxturing Gelly; Rene Furterer Stimulating Shampoo; John Frieda readytowear Upbeat

SH 0609

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Hot-weather hairstyles

Michelle Pfeiffer

EXCLUSIVE

"I still feel like a newlywed." Why she waited so long for the right man, the sacrifices she's made to keep love alive, and her secret fears for her children

AUGUST 2000 $2.50 OR

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SH 0610

3 new hot-weather hairstyles

Sally Hershberger, star stylist to Meg Ryan and Sandra Bullock, tells which of her signature cuts works best for you.

Hilary Swank

Naomi Campbell

Richardson

THE SHORT SHAG

The look: In this *very* updated version of the mod '60s style, the top layer of hair is left rather long (layers are cut in only around the nape), producing a tantalizingly tousled look.

Who it's right for: Almost anyone—except those with very round faces, since short hair can accentuate width.

Style how-tos: Spread mousse through wet hair and blow-dry with a styling brush to create body. Work texturizing balm through ends. (Hershberger uses John Frieda Ready To Wear Quick Coif Styling Foam and Shaping + Glossing Balm; or try Infusium 23 Styling Mousse and Short Sexy Hair Shaping Balm.)

SEE PHOTO CREDITS ON SHOPPING GUIDE, LAST PAGES.

MID-LENGTH LAYERS

The look: Hair is basically cut in an all-one-length bob (from roots to chin). Then face-framing, graduated layers are added to the ends to produce a fringy, wispy effect.

Who it's right for: People with angular jawlines or pointy chins, since the feathery ends soften the severity of angular features.

Style how-tos: Spread straightening balm through damp tresses and blow-dry with a paddle brush to prevent frizz. Once hair's dry, top it with a hit of shine spray or serum. (Hershberger uses John Frieda Wind-Down Relaxing Creme and Instant Touch-Up Glossing Spray; or try Rusk Str8 and Citré Shine Miracle Anti-Frizz Polisher.)

Meg Ryan

Aniston

Flockhart

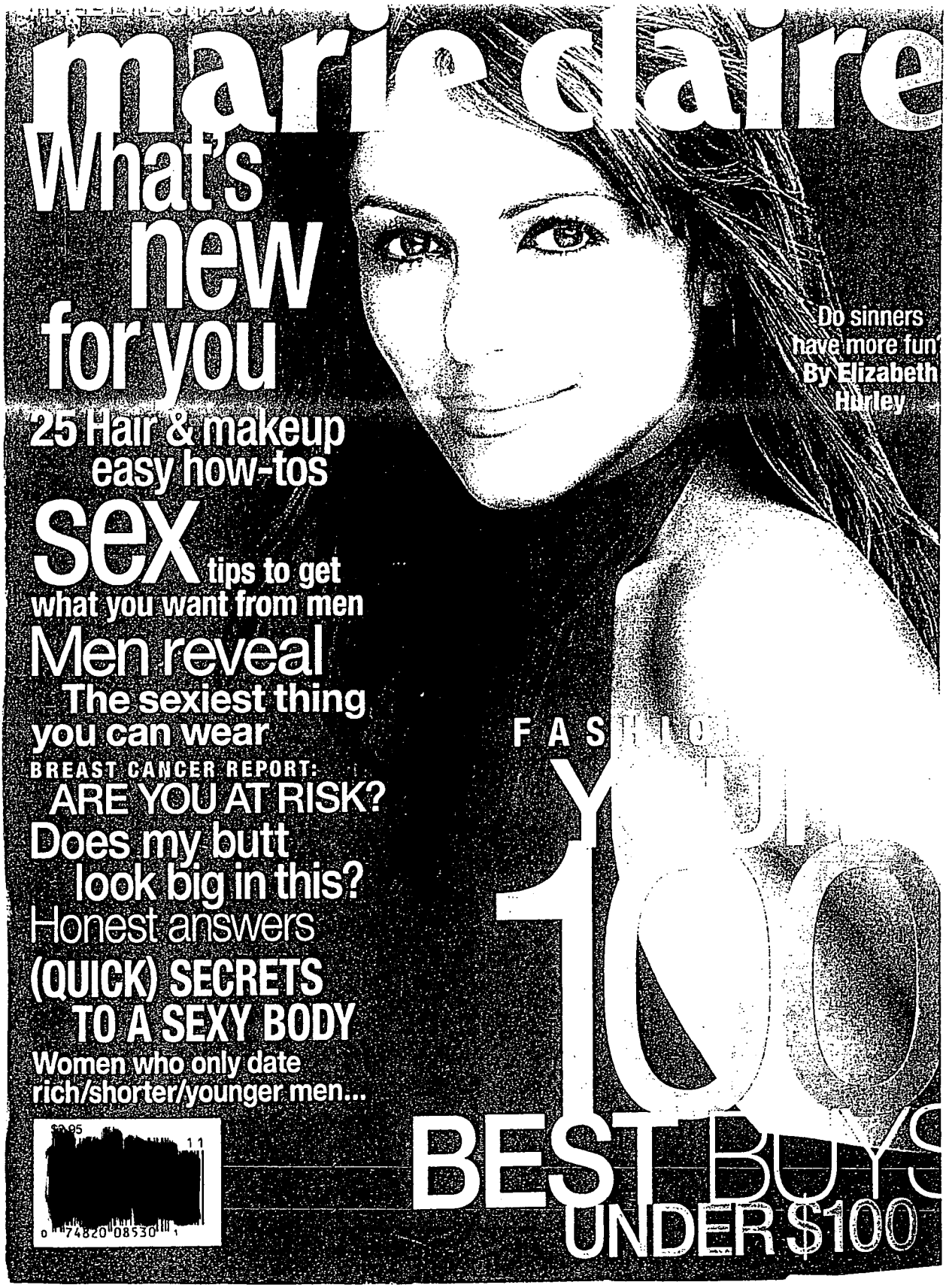
LONG WAVES

The look: Talk about low maintenance! Hair dangles at the collarbone and long layers are cut in to sides and back for texture.

Who it's right for: People with round faces or prominent cheekbones—the fine-featured can get overpowered by all that hair.

Style how-tos: Douse damp roots with thickening lotion, then blow-dry with a round brush to create volume. Define ends with styling balm or mud. (Hershberger uses John Frieda Ready to Wear Thickening Lotion and Sheer Blonde Funky Chunky; or try Thicker Fuller Hair Texture Shine Thickening Styling Crème and Sebastian Molding Mud.)

SEE SHOPPING GUIDE, LAST PAGES, FOR DETAILS.


marie claire
What's new for you
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100
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SH 0612

BEAUTY

ten best

Marie Claire's beauty editors pick this month's must-haves

YOUR HAIR

1 Super style: Give short hair texture with Short Sexy Hair gel, $9.95.

2 Easy updo: Hold a bun in place with the Colette Maiouf stick, $23.

YOUR FACE

3 Mega moisturizer: Estée Lauder Future Perfect SkinGel, $45, makes skin soft.

4 So long, spots: Lighten dark marks and blotches with St. Ives Face Cream, $8.99.

5 Nighttime nourisher: Smooth Prescriptives Concentrate, $60, onto dry skin before bed.

6 Remarkable remover: Try Clarins Gentle Eye Make-Up Remover Lotion, $18.50.

7 Eye enhancer: Line your lashes with Cover Girl Eye Pencil in Soft Aqua, $4.

8 Hot hue: Try Maybelline Expert Eyes Shadow in Emerald, $3.30.

YOUR BODY

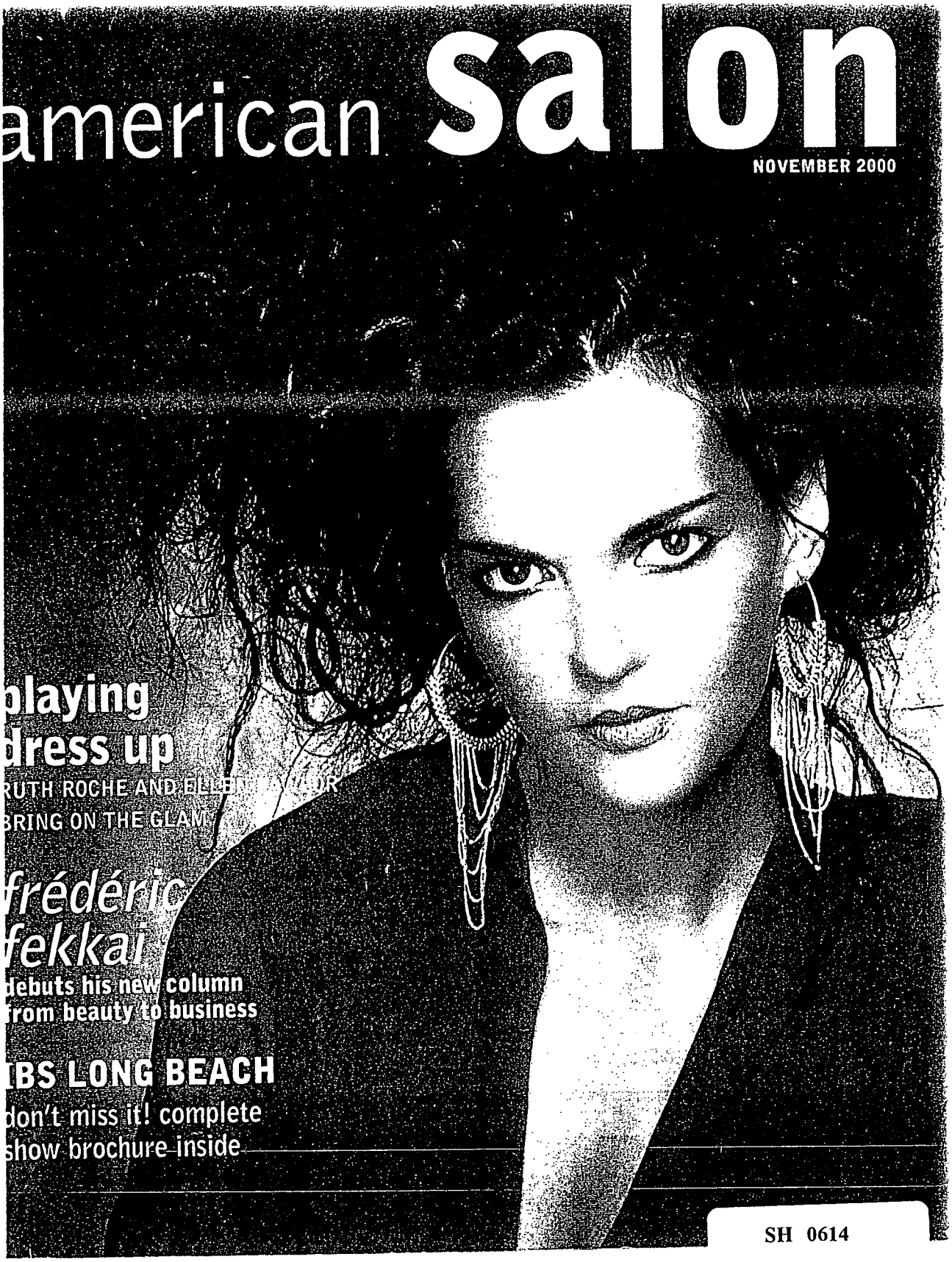
9 Spa simulator: Add Biotherm Aquathermale Replenishing Bath Minerals, $22.50, to your tub.

For information, see Shopping Directory

10 BUY OF THE MONTH

Great gloss: Jane Lip Jelly in Berries Jubilee, $3.49. looks blue in the package, but clear on lips. Wear it over any lipstick for super shine.

SH 0613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SH 0614

11. D:FI

Created to defy gravity, Up creates a natural finish with serious hold. Cactus and sugarcane extracts, found in all d:fi products, provide hold while maintaining moisture, luster, and softness. Designed to help young clients combat the damaging rays of the sun, d:fi has added UV protectants, antioxidants, and vitamin E to help protect and condition the hair. Call (800) 598-2739.

Circle 309 on the Reader Service Card.

12. ECOLY

Locking out humidity and keeping tresses straight is always a challenge, but the struggle is over. Sexy Hair Concepts introduces two new additions to the Straight Sexy Hair collection: Power Straight Temporary Straightening Balm and Shine On Polishing Gloss. Each product is designed to keep hair straight throughout the day, protect hair from becoming frizzy, and give weightless hold. Call (800) 848-3383 for more information.

Circle 310 on the Reader Service Card.

13. CLAIROL

The new 20-ounce tub of Kaleidocolors Tonal Powder Lighteners, in Blue and Neutral, lighten and tone in one-step. Used with or without heat, the fast-acting powders are functional with any off-the-scalp lightening technique. Perfect for adding highlights or special effects to the hair. Call (800) 877-9520 for more information.

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14. YOUR NAME COSMETICS

Bold color mixes with intense shine in the new LiquiColor collection. Eight sumptuous shades with a "richer-is-better" luster range from the discreet (Iced Latte) to the bold (Crimson Glaze). They're as essential this season as diamonds and pearls. Call (800) 221-3071 for more information.

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15. AVEDA

See the light. Made from pure beeswax, the Sap Moss Candle from Aveda is made from only plant derived oils and waxes, as well as freshly distilled flower and plant essences. It refreshes the air and rejuvenates the senses with completely natural aromas such as lemon oil and cinnamon leaf. Call (800) 283-3224 for more information.

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allure

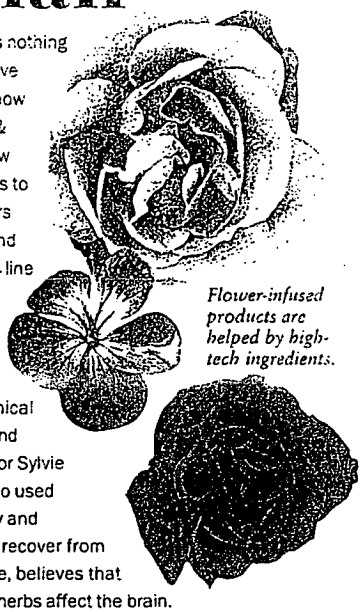
The Beauty Expert

SH 0616

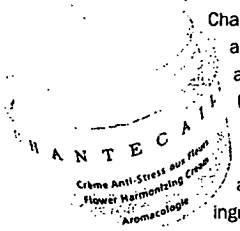
A to Z

Fleur Plan

Botanical-based skin care is nothing new. Clarins and Sisley have offered it for years, and now botanicals are at a Bath & Body Works near you (in Bio, its new plant-based line). So the next step is to one-up Mother Nature. Clarins offers laboratory-enhanced botanicals, and Chantecaille's new Aromacology is a line of hybrid products, such as Retinol Intense, a face cream that's 83 percent botanicals (jasmine, rose, geranium), and Flower Infused Cleansing Milk, a 95 percent botanical cleanser with cornflower, mimosa, and panthenol. Cocreator Sylvie Chantecaille, who used aromatherapy and antibiotics to recover from Lyme disease, believes that flowers and herbs affect the brain. Dermatologist Lenora Felderman says that a botanical formula may help skin absorb ingredients like retinol and panthenol, but would require "clinical trials to determine that." But even if the effects of flowers are all in your head, sometimes beauty is just a state of mind. —STEPHANIE SAULMON



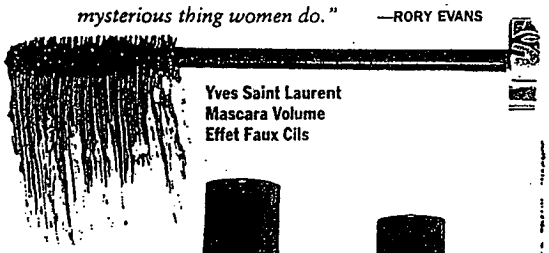
Flower-infused products are helped by high-tech ingredients.



Contents: rose, seaweed, and panthenol.

40 Lashes

Fake lashes may be breathing their last. Yves Saint Laurent Mascara Volume Effet Faux Cils, Chanel Extrême Cils Drama Lash, and Helena Rubinstein Crescendo mascaras have lengthening ingredients to replicate the look of false eyelashes. These mascaras are for upper lashes only (long lower fringe looks spidery). And you still may want to put on your falsies, which Los Angeles makeup artist Jeannia Robinette says "is a little mysterious thing women do." —RORY EVANS



Yves Saint Laurent Mascara Volume Effet Faux Cils

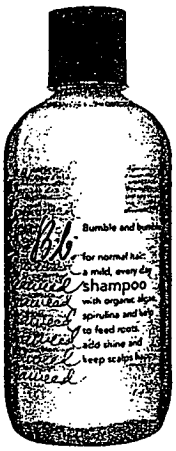
Best-Sellers

Suds Upped

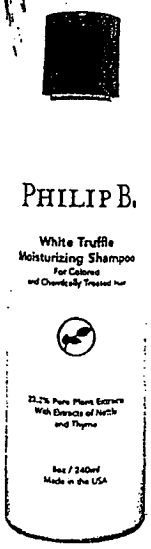
We all want different things from a bottle of shampoo (Clairol Herbal Essences customers might want a little too much). On the West Coast, women want volume—look out for Sarah Jessica Parker–like locks—while East Coast women are demanding more moisture. Whether for coiffing or quenching, these shampoos are the ones getting women in a lather. —LAURA MAUK

KOMENUKA BUIN HAIR SHAMPOO
Beverly Hills Beauty Center, Beverly Hills

NEXXUS THERAPPE LUXURY MOISTURIZING SHAMPOO
Cosmetics Plus, Totowa, New Jersey



BUMBLE AND BUMBLE SEAWEED SHAMPOO
Bellisima Boutique, Tucson



PHILIP B WHITE TRUFFLE MOISTURIZING SHAMPOO
Barneys New York, New York City

BIG SEXY HAIR BIG VOLUME SHAMPOO
Professional Image Beauty Supply, Riverside, California

SH 0617

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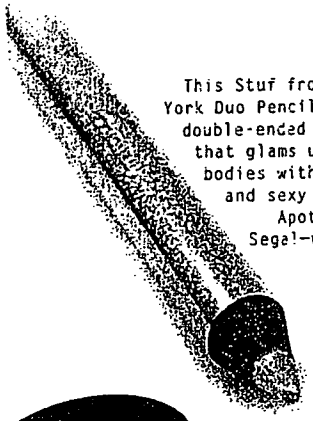
SH 0618

hotstuff beauty

In search of a style saver for cropped locks? Short Sexy Hair Fixed Up Hard Hairspray ($12) is mane moisturizing. 800-848-3383.



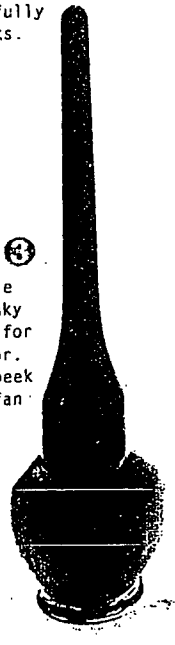
1

This Stuf from Lafco New York Duo Pencil ($10) is a double-ended wonder-wand that glams up faces and bodies with fine lines and sexy smudges. At Apothia at Fred Segal—where Alicia Silverstone shops.

Aēsop's Violet Leaf Hair Balm ($25) is a perfect pick for hair-raisers seeking scentfully beautiful locks. At Barneys New York.

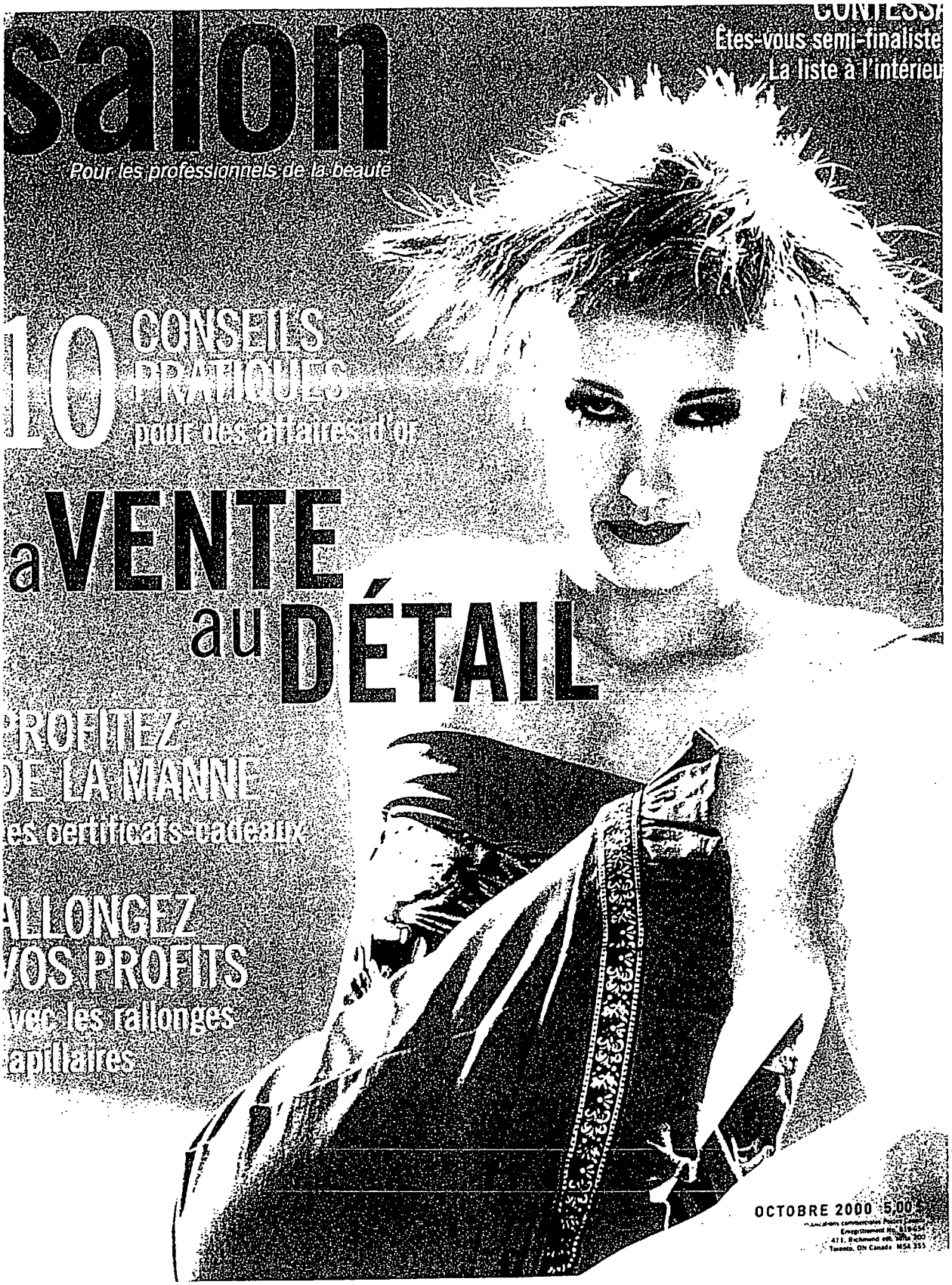
2

Fing'rs Lava Lips and Glitter Tips ($4) are like mini lava lamps full of scented lip gloss with matching glitter polish. This favorite line of Angelina Jolie's will be gone in less than 60 seconds. At drugstores.



3

Colorescience Genie Bottle ($13) in Seduction (a funky fuchsia) grants our wish for cool new eye and lip color. This TP exclusive sneak peek is sure to please brand fan Christina Applegate. At select Nordstrom stores.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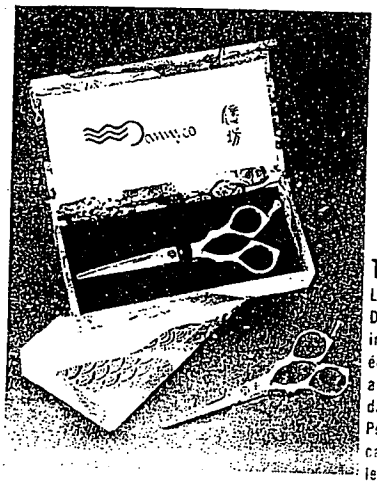
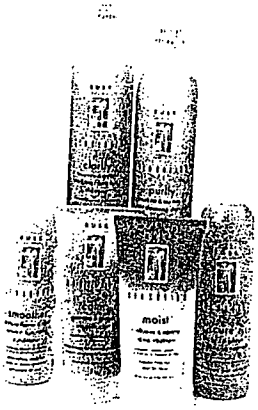


TOUT DE LAMES

Les ciseaux de style Yasaka™ Y-50, de Dannyco, sont faits à la main, en acier inoxydable japonais. Légers et parfaitement équilibrés, leurs lames sont concaves et très aiguisées. Tranchant longue durée. Glisse dans les cheveux pour une coupe silencieuse. Pour plus de détails, inscrivez 339 sur la carte de renseignements gratuits ou composez le (514) 345-0949 ou 1-800-363-0707.



TOUS SENS

La gamme Sensories, de Rusk, offre six shampoolings et traitements fragrants qui calme autant les cheveux stressés et fatigués que l'esprit et le corps de ceux qui les portent. Pour plus de détails, inscrivez 342 sur la carte de renseignements gratuits ou composez le 1-800-USE-RUSK.

TOUT EN PHOTO

Le livre de coiffure MEGA de la série «Coiffures», par Novostyl International, renferme plus de 600 photos couleur, le tout divisé en six sections : court, moyen, long, hommes, enfants, coiffures hautes & fantaisies. Pour plus de détails, inscrivez 340 sur la carte de renseignements gratuits ou composez le (450) 581-7230 ou 1-800-455-9247.

L'ÉCLAT DU JOUR

Les Hot Sexy Highlights, de Formulas by Ecoly, est une gamme de produits nettoyants, revitalisants et coiffants destinée à faire ressortir le blond de chacun d'entre nous. Pour plus de détails, inscrivez 343 sur la carte de renseignements gratuits ou composez le 1-800-848-3383.

DU «SUR MESURE»

La nouvelle gamme de soins Série Expert, de L'Oréal Professionnel, vise à répondre aux besoins de chaque type de cheveux à l'aide de six familles de produits : Color (5 produits) protège la couleur, Energy (5 produits) dynamise les boucles ou les cheveux fins, Repair (3 produits) nourrit les cheveux secs, Silver déjaunit les cheveux blancs, Sebo Control élimine l'excès de sébum et Powerdose (3 soins) remet à neuf les cheveux sensibilisés, bouclés et naturels secs. Pour plus de détails, inscrivez 344 sur la carte de renseignements gratuits ou composez le 1-800-461-1861.

VIVE LE RAVIVEUR!

Le raviveur Voilà Toner, de Revlon Professional, est offert en 12 nuances. Il est formulé pour couvrir jusqu'à 50 pour 100 des cheveux gris tout en apportant de la brillance. Pour plus de détails, inscrivez 341 sur la carte de renseignements gratuits ou composez le 1-800-387-7980.

SH 0621

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SH 0622

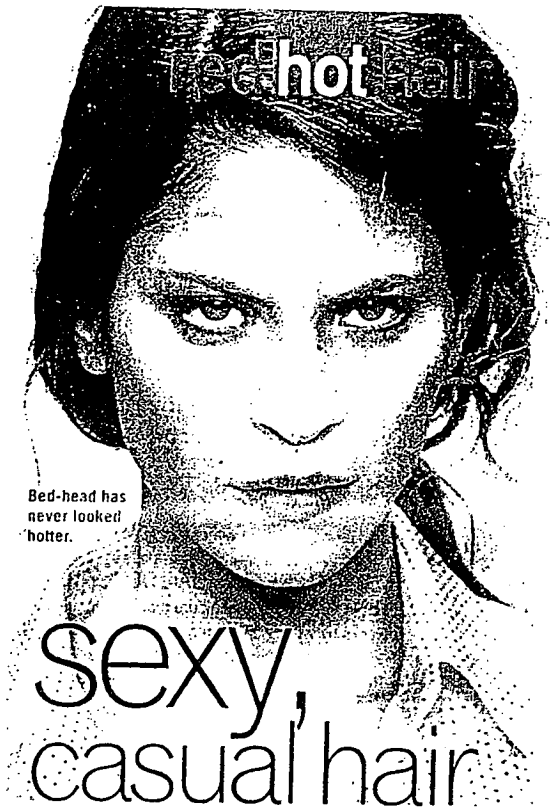
FLAW-FIXING STYLES

To de-emphasize your least favorite feature, all you need is a good cut, color—or maybe both, say Stuart Gavert and Cody Kusakabe, owners of Gavert Atelier salon in Beverly Hills. Here, they share a few camouflage techniques the celebs have been using to excellent effect for years.

To play down a prominent nose:
Don't cut locks shorter than chin-length.
Do opt for longer, layered, or wavy styles; the extra volume on the sides and back of your head will offset your nose. (See Sarah Jessica Parker.)

To slim a wide face:
Don't wear hair sleek, straight, and longer than the base of your neck.
Do opt for a textured or wavy look that hits somewhere between your jaw and shoulders. Highlights around your face will also help elongate your features. (See Cameron Diaz.)

To bring wide-set eyes closer:
Don't cut straight-across (blunt) bangs.
Do go for thin, wispy face-framing layers (no shorter than cheekbone length). Highlight them to produce a closer-eyed effect. (See Michelle Pfeiffer.)



Bed-head has never looked hotter.

sexy, casual hair

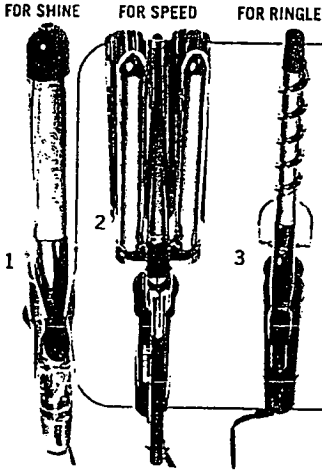
HIDE YOUR ROOTS!

Three easy strategies for overgrown color and highlights:
PAINT-ON COLOR: Use a haircolor-loaded comb or hair crayon to temporarily place fresh color on roots. (Try Komb-In Hot Head Temporary Hair Colour or Cover Girl Dipstick Hair Crayons.) **The first 50 readers to call 877-670-3900 will receive a free Komb-In product—specify which shade you need when you call.**
LEAVE-IN LIGHTENER: Apply a peroxide-laced mousse to roots until they match your overall hue. (Try Salon Selectives Lighten Up Subtle Highlighting Foam.)
HIGHLIGHT PROTECTOR: Use shampoo and conditioner formulated for highlighted hair to prevent brassiness, which makes contrast noticeable. (Try Formulas by Ecoly Hot Sexy Highlights Shampoo and Conditioner.)

"Unstyled" hair was all the rage on fall runways. The look is soft, touchable—and easy to achieve at home, says Joelle, a senior stylist at the Avon Centre Salon & Spa in New York City.

1. Use a moisturizing shampoo to leave hair shiny. Follow with a daily conditioner or deep-conditioner if your hair is dry or damaged. (Try Phytocadamia Shampoo, Back to Basics Sunflower Moisture Infusing Conditioner, or Paul Mitchell Super-Charged Moisturizer.)
2. Comb five drops of silicone serum through damp hair to enhance luster and tame flyaways. (Try Silky Sage Frizz Relief by Avon Spa.)
3. *Don't* part your hair (the finished style should look like you just rolled out of bed); instead, let it fall naturally to one side.
4. Air-dry until hair is 95 percent dry, then twist two-inch-wide sections all over head, from roots to ends, and bobby-pin to scalp to secure.
5. Blow-dry twists (on high heat at a low speed) the rest of the way, then undo. Shake out curls with fingers and pull back into a low ponytail or leave loose.

FOR SHINE FOR SPEED FOR RINGLETS



[illegible]

Curling irons used to be more hassle than they were worth; they were either too labor-intensive or left you looking like the evil offspring of Bozo the Clown and Shirley Temple. No longer!

1. Conair Steam 'N' Shine Instant Heat Curling Iron ($29.99) The moisture from the steam infuses your curls with shine. Bonus: A heat shield cools the iron immediately after use—handy when you're on the go.

2. Hot Tools Professional 3-Barrel Waver ($39.95) The triple barrel creates soft, natural waves and cuts curling time in half (thanks to the expanded width).

3. Jilbére Spirals Professional Curling Iron ($11.99) Raised ridges let you wrap one-inch-wide pieces of hair horizontally around the iron to produce perfect ringlets (think Madonna and Nicole Kidman).

CLOCKWISE FROM TOP RIGHT: MCV PHOTO; STILLS BY ALEX CAO; ROBERT BEMBARON/CORBIS SYGMA; STEVE GRANITZ/RETNA; PHIL ROACH/IPOL

SH 0623

QUIZZES: WHAT'S HE AFTER? • ARE YOU A FELICITY OR A PHOEBE?

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julia stiles

10 things you never knew

SH 0624

thick curly

Description: very thick; falls into undefined, frizzy curls.
Prescription: a gentle shampoo (Redken All Soft Shampoo) and a light conditioner (Ouidad Balancing Rinse, shown below) to moisturize without weighing down the curl.

normal curly

Description: medium-textured; coils into defined ringlets.
Prescription: a light shampoo/conditioner (L'Oréal Nutrivive Shampoo & Conditioner 2 in 1, shown below) cleanses thoroughly and leaves curls bouncy.

natural

Denise Richards

Natural: Use a wide-tooth comb to distribute styling lotion (Pantene Pro-V Smoothing Cream, Kiehl's Cream Wash & Cream Dressed To Kill Dressing Cream) through wet locks. Air-dry hair until separate the strands by twirling them out with your fingers.

Keri Russell

Natural: Work a curl-defining gel (L'Oréal Style Line Spectacular Curl Gel, Tru Curl Power Curl) or a leave-in serum (Clearly Natural Curl Separator) into your ringlets by finger-combing the product through your locks, starting low hard to dry.

styled

Beyoncé

Styled: Run a leave-in conditioner (Wella Elan Plus Leave-in Conditioning Treatment, Bumble and Bumble Leave-In Conditioner) through wet hair and finger-style as you blow-dry using a diffuser. Finish with a dollop of pomade (Aveda Brilliant Humectant Pomade, Back to Basics Green Tea Dressing Wax) for a smooth, wavy effect.

Ananda Lewis

Styled: While your hair is still wet, massage in an antifrizz product (Pantene Pro-V Frizz Down Calming Masque, shown) to define and hold your curls. Blow-dry using a diffuser attachment, then work a defining gel (Aussie Mega Styling Gel) into the pieces framing your face and coil for extra definition.

primped

Jennifer Lopez

Primped: Work in a smoothing gel (Redken Glass, shown; Aquage Smoothing Microgel) and blow-dry hair until nearly dry. Set hair with six three-inch rollers—one on top, one on each side and three in back—allow it to air-dry, then spritz with a mild hairspray (Salon Selectives Stay Flexible).

Julia Roberts

Primped: Try an antifrizz lotion (L'Oréal Anti-Frizz Smooth and Shine Gel) followed by a curl-defining gel (Citré Shine Styler Curling Balm) for smooth, shiny ringlets. Grab small sections of hair and coil each piece around your finger, securing it to your head with bobby pins. Dry pin curls, using a diffuser, then unroll—voilà, tightly coiled curls.

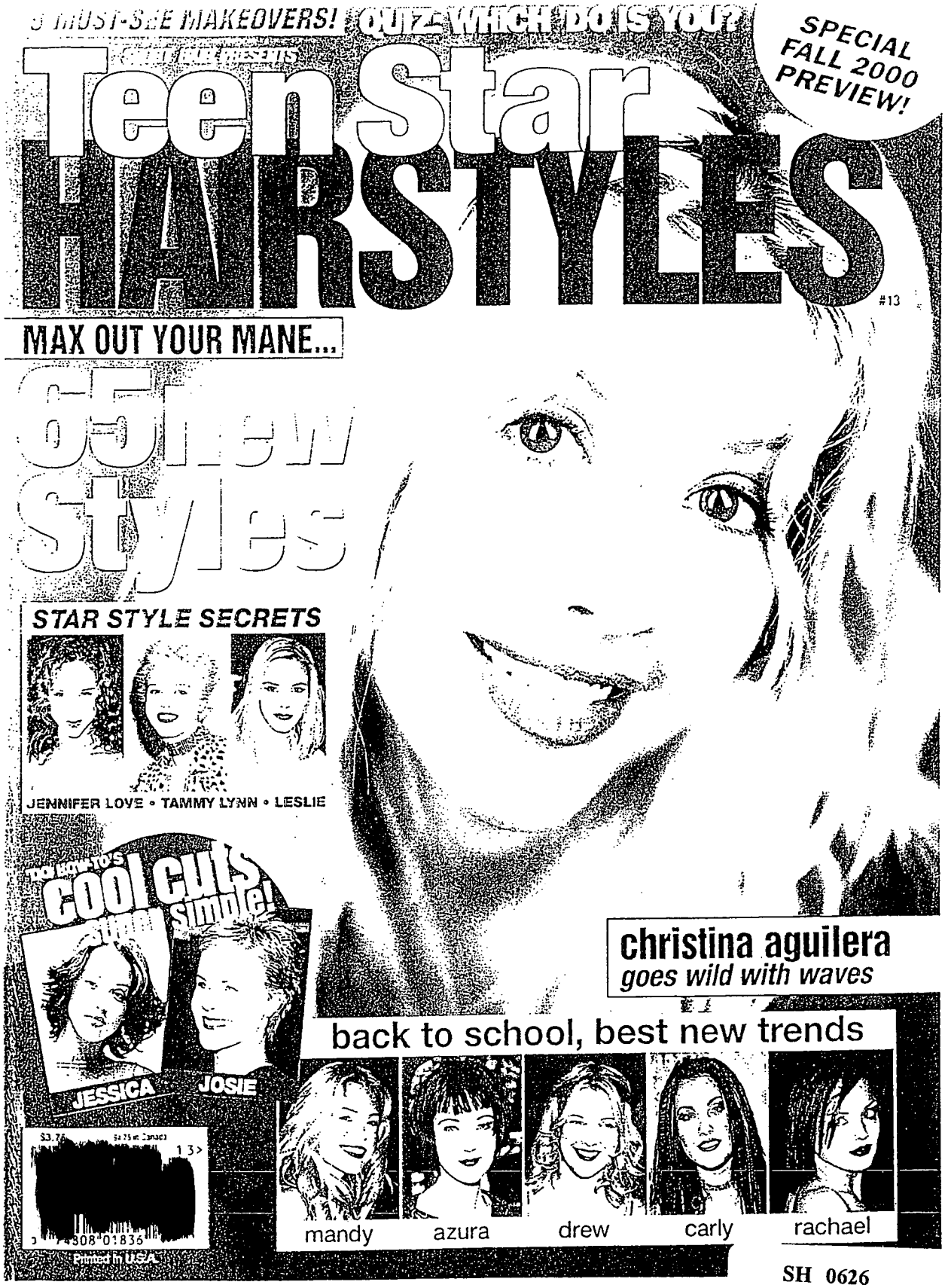
rad reversal

Aaliyah

Rad reversal: Aaliyah gets her naturally curly locks bone-straight with a relaxer, a chemical process that straightens hair for three to six months. "Since relaxing damages the hair, use a rich conditioner daily," says curl guru Ouidad, owner of NYC's Ouidad Salon for Curly Hair. Try Tressemmé European Intensive Protein Treatment.

Driver

Rad reversal: Work an antifrizz lotion and a straightening balm (Alterna Hemp Seed Straightening Balm) into damp locks. Clip hair into sections on top of your head and, using the highest heat setting, blow-dry each one. Tip: Use a paddle brush to pull strands tightly from underneath for a smooth, straight finish, says Oribe, consulting hairstylist for L'Oréal.



5 MUST-SEE MAKEOVERS!
QUIZ: WHICH DO IS YOU?
SPECIAL FALL 2000 PREVIEW!
Teen Star
HAIRSTYLES
#13
MAX OUT YOUR MANE...
65 New Styles
STAR STYLE SECRETS
JENNIFER LOVE • TAMMY LYNN • LESLIE
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cool cuts
simple!
JESSICA
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goes wild with waves
back to school, best new trends
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carly
rachael
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SH 0626

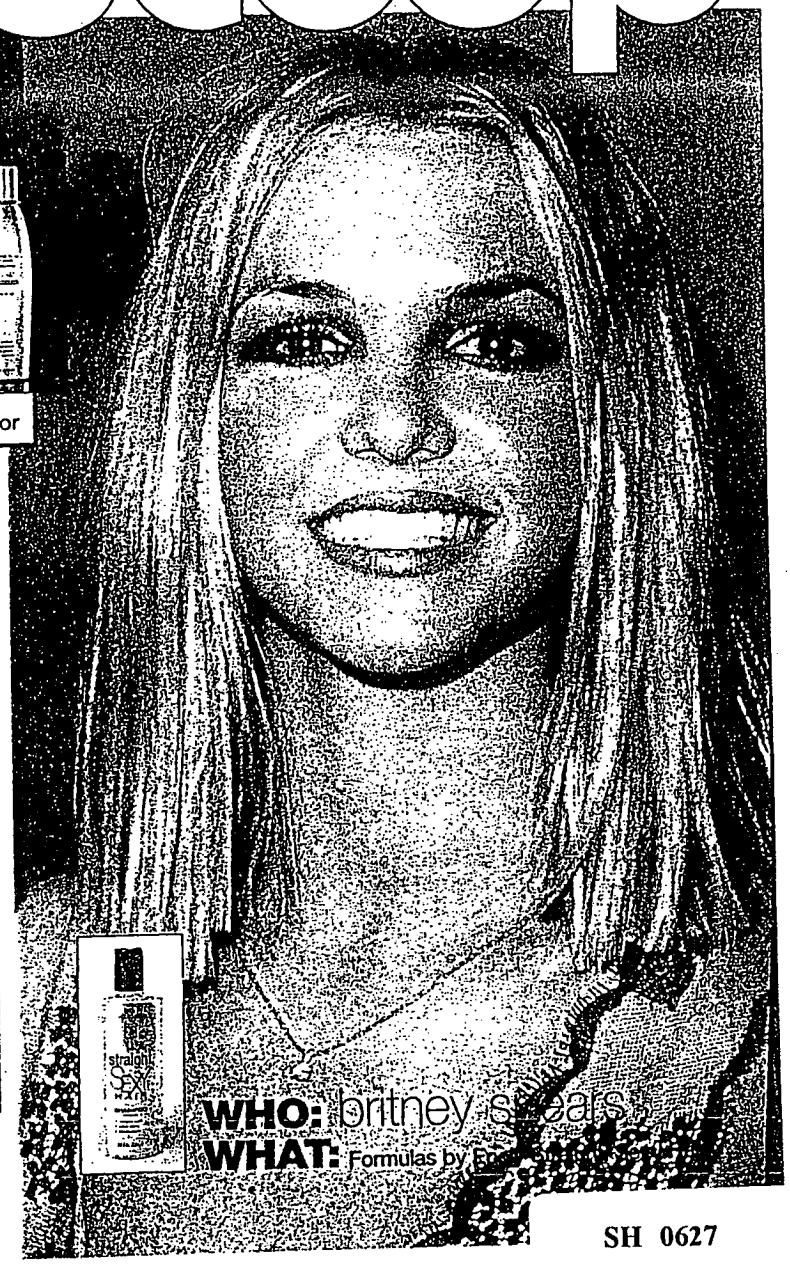
celebrity

Goop Scoop

THINK CELEBS HAVE NATURALLY PERFECT HAIR? THINK AGAIN! HERE ARE SOME OF THE PRODUCTS USED BY HOLLYWOOD'S HOTTEST TO PREVENT THEIR MANES FROM MISBEHAVIN'.

WHO: beverley mitchell
WHAT: Joico K-Pak Reconstructor

WHO: paula cole
WHAT: ARTec Kiwi Shampoo & Kiwi Conditioner



WHO: britney spears
WHAT: Formulas by [illegible]

SH 0627

EXCLUSIVA

ANA BÁRBARA
"EL PAPÁ DE MI BEBÉ"

SEPTIEMBRE DEL 2000

People EN ESPAÑOL

ESPECIAL

42 PÁGINAS PARA

LUCIR BELLA

EN EL OTOÑO

OSCAR DE LA HOYA ¿AHORA QUÉ?

Su futuro dorado se mancha con una derrota y una acusación sexual que lo puede arruinar. Entonces, ¿por qué está cantando?

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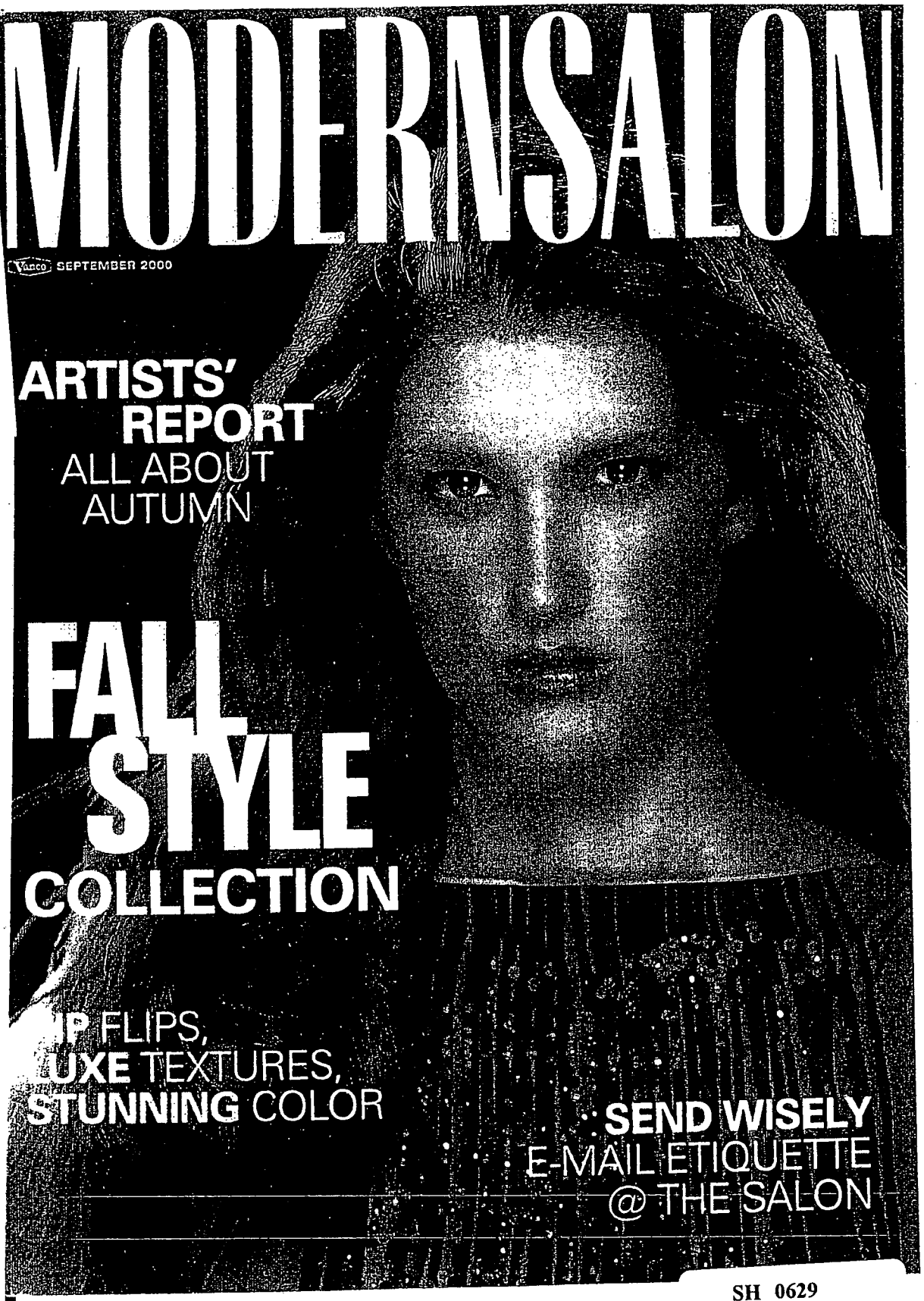
SH 0628

MODERNSALON

Vanco SEPTEMBER 2000



ARTISTS' REPORT
ALL ABOUT AUTUMN

FALL STYLE COLLECTION

P FLIPS,
UXE TEXTURES,
STUNNING COLOR

SEND WISELY
E-MAIL ETIQUETTE @ THE SALON

SH 0629

PRODUCTS

WARM ODYSSEY COLOUR ACTIF MAKEUP Includes Safari eye shadow duo, Opium lipstick, Icon Lip Shine Lip Gloss, Morocco two-tone blush, Ebonite Eye Defining Pencil and St. Tropez Lip Defining Pencil. **CIRCLE 221** FRIZZ BUSTER Daily use helps restore smoothness to frizzed, heat damaged and chemically treated hair. **CIRCLE 222** ULTRA GARNET DAILY MAINTENANCE FILE A super-fine 280 grit file that works great for natural nails without causing roughness. **CIRCLE 223** AFTER BATH SKIN REVITALIZER This clear, non-greasy product uses Borage seed oil, avocado and antioxidant vitamins A and E to restore skin's elasticity and moisture. **CIRCLE 224** WELLNESS EDUCATION CENTER Provide clients with answers to scalp and skin questions with reference cards that recommend EC Mode products as solutions. **CIRCLE 225** BIO SOLUTIONS COLLECTION Botanical-enriched formulas for Strong Nails, Thick Nails and Healthy Nails. **CIRCLE 226** AROVITA C A multi-action, anti-aging treatment cream ideal for all skin types and includes vitamins A, C, E and B-5. **CIRCLE 227** SHEA BUTTER AND PALM OIL PRODUCTS This line of body lotions, skin creams and moisturizers combines shea butter and palm oil, rich in vitamins A, E and beta carotene. **CIRCLE 228** TOPPIK HAIR BUILDING FIBERS Shake the bottle over thinning hair and tiny color-matched fibers will bond with existing hair. Created for men and women, it shampoos out easily. **CIRCLE 229** STRAIGHT SEXY HAIR Power Straight Temporary Straightening Balm and Shine On Polishing Gloss work to lock out humidity and keep tresses straight, making sure hair doesn't become frizzy. **CIRCLE 230** CITRUSCENT SPARKLE N' SHINE JEWELRY CLEANER This ammonia-free cleaner is safe to use, even on pearls, and is the perfect complement to other salon services. Works in minutes without rinsing. **CIRCLE 231** FREEZE DRY A 50-second nail polish dryer that brushes on and is made without oils to prevent chips, stains and overlay lift. **CIRCLE 232**

SH 0630

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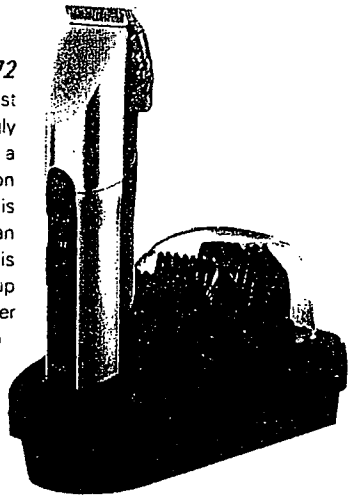

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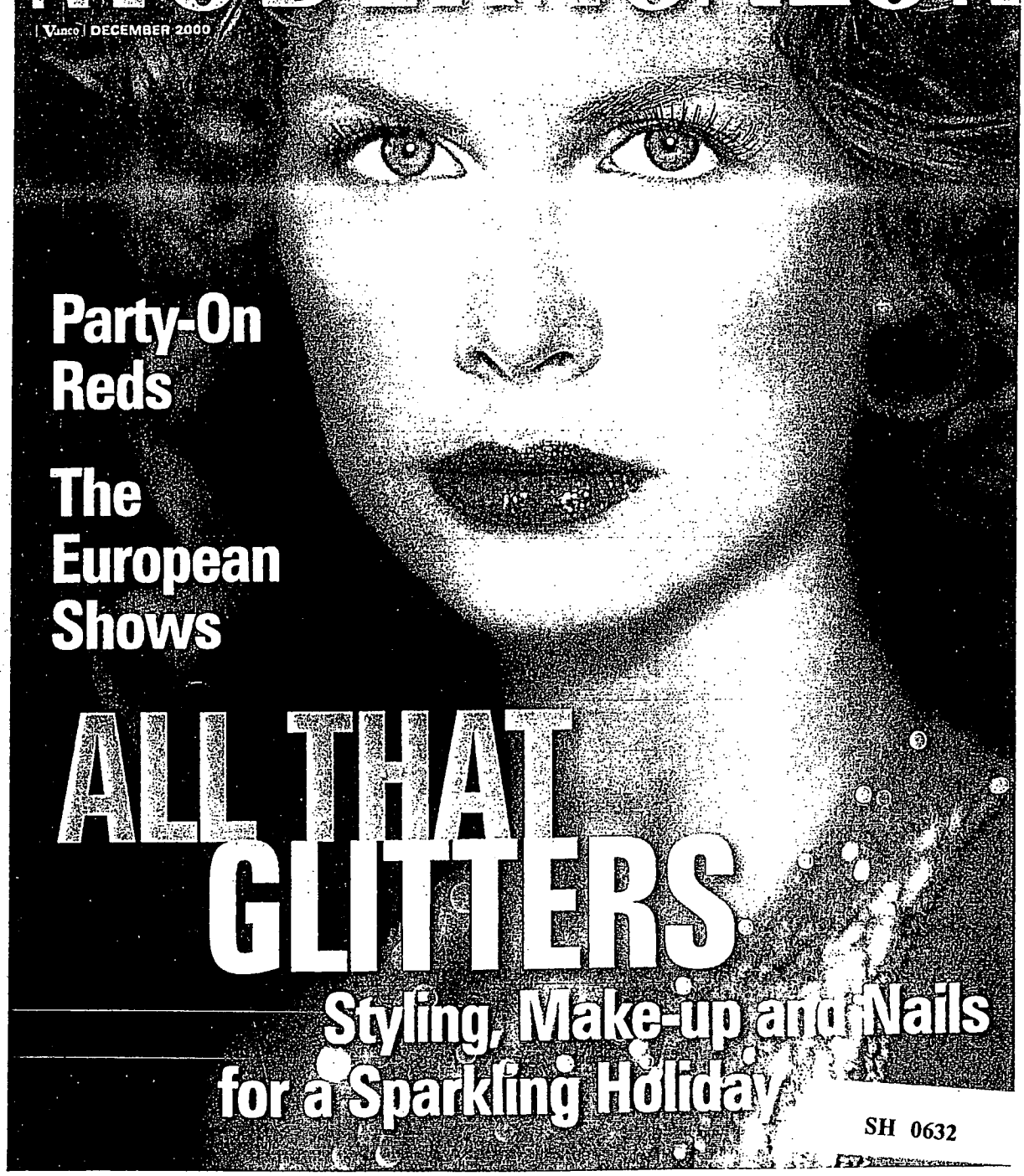
CIRCLE 106

SH 0631

MODERN SALON

Vanco | DECEMBER 2000



Party-On Reds

The European Shows

ALL THAT GLITTERS

Styling, Make-up and Nails for a Sparkling Holiday

SH 0632

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Bed Head Makeup Face and
Body Powder in Kings Rd.
TIGI
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Ecoly
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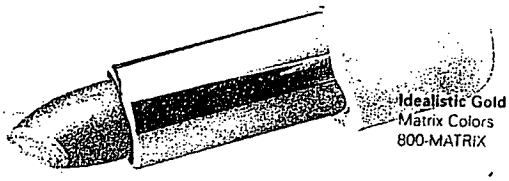

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Bibo Eye Shadow
in Glimmer
Graham Webb
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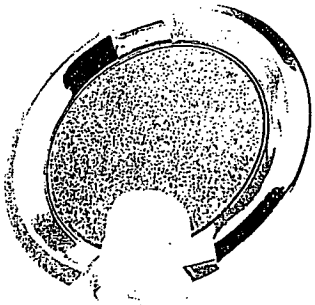

Aztec Gold Lumiere
Luxe Powder
Ben Nye
www.makeupmania.com

Gold Mine Luminous
Face and Body Lotion
Bioelements
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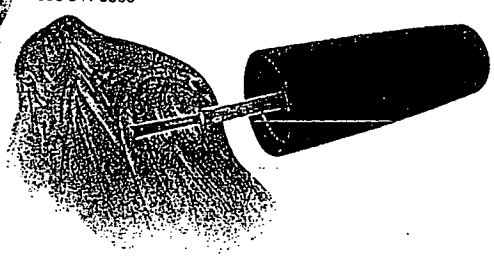
Penny For Your Thoughts
Nicole by OPI
800-341-9999



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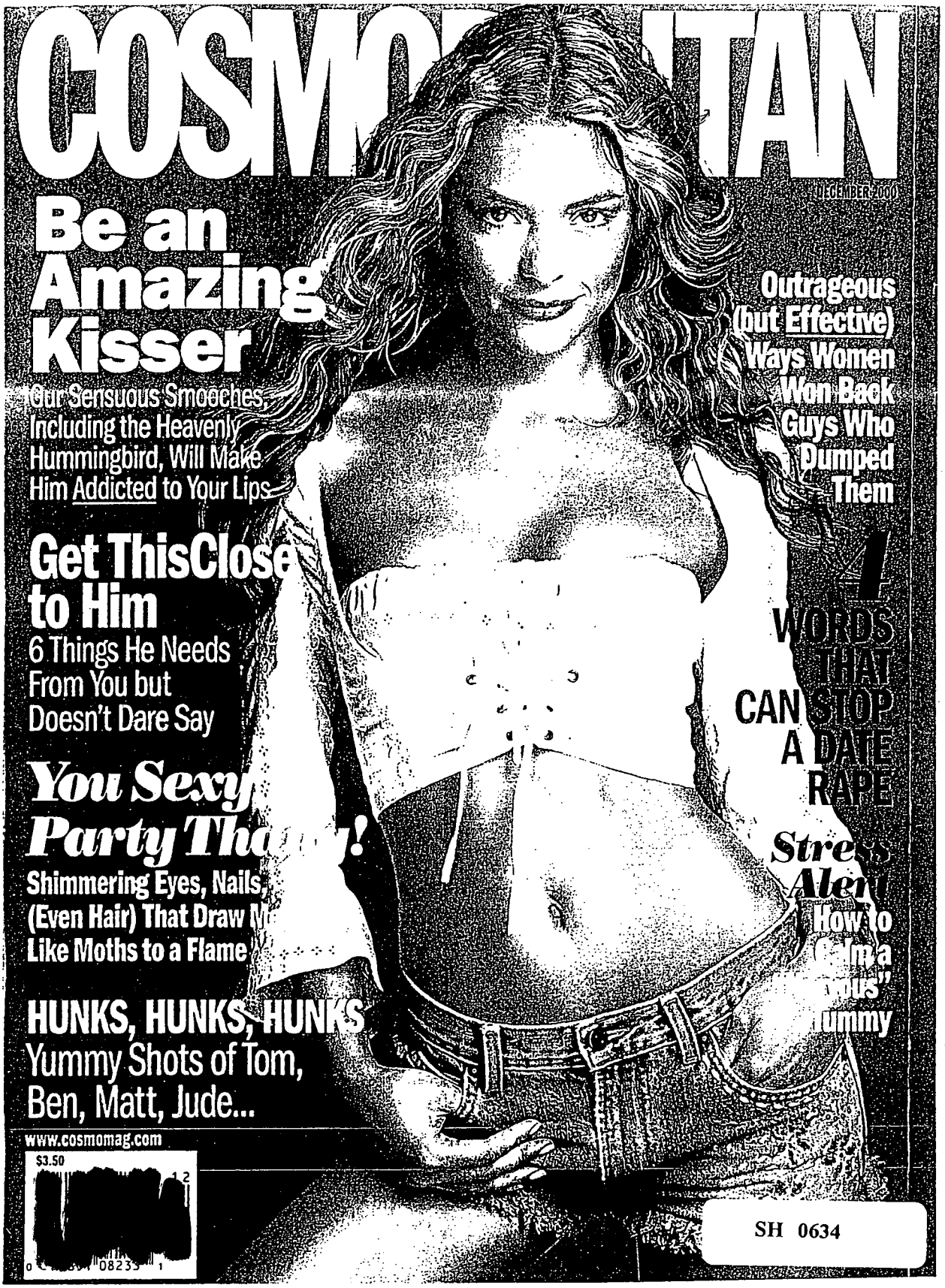
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SH 0634

5 brilliant get-sexy strategies

All the pro tips you need to cop these special effects—so you'll stun your suitor.

1 glitter gaze

Great him sporting an enchanting [illegible] eyes all night. The trick to getting an intense sparkling effect that'll last: Apply several layers of sterling with different textures, says Wada. Here's how:

- First, use a small brush to coat your lids from lash line to crease with a silver liquid eyeliner. Try Gosh Eye Liner in Silver, $15.
- Layer a silver cream shadow evenly over the liner, blending upward and slightly above creases. Try Revlon Eye Glow Shadow in Foiled Spark, $4.50, or Maybelline Cool Effect Shadow/Liner in Steely Gaze, $5.50.
- Next, sweep a superfine glitter or shimmer powder directly on top of the cream, concentrating most of the sparkle in the center third of your lids. Try L'Oréal On-the-Loose Powder in Opal Essence, $6.15, or Senna Glitz, $15. "The sparkle adheres to the cream shadow to make the look last," says Wada.
- Polish off the rest of your face with two coats of lengthening black mascara and a light-but-lusty rosy lip gloss. Try Cover Girl CG Smoothers LipColor in SummerDew, $6.90.

2 french tips with a twist

He'll want to take your hand and never let go when your digits are decorated with this silver-tipped French manicure—a hip new take on a classic, super-feminine look. "This paint job is like jewelry for your nails. It's sophisticated, chic, and works with anything you're wearing," says Deborah Lippmann, who created this sexy look for Mariah Carey. To mimic this manicure:

- Apply a clear base coat to clean, filed nails. Try Sally Hansen Double Duty Base & Top Coat, $3.95. Now apply two coats of nude beige polish, allowing each coat to dry for one minute. Then steady your elbow on a flat surface, and in one sweeping motion from left to right (or vice versa), paint a thin line of a metallic silver shade along the edge of nails. The combo Lippman used: Lippmann Collection Nail Polish in Night and Day (a beigey pink) and Stardust 2000 (silver), $15 each, or you can try Rimmel's French Rose and Ice Queen, $1.97 each.
- Finish with a slick of high-shine top coat to seal your sexy manicure.

3 tress trimmings

Wow him with silver ribbons or tinsel threaded into a ponytail. To score these souped-up strands:

- First, you'll need six pieces of thin metallic ribbon and four pieces of wider silver ribbon, varying from 12 to 18 inches. Create a little "ponytail" out of them by tying the ends of only one side together.
- Smooth a dab of pomade over dry, blown-out hair to keep flyaways at bay, says Benoit Moeyaert, the NYC stylist who created this look. Try Paul Mitchell Gloss Drops, $14.95.
- Now pull your mane back into a ponytail, and secure with a silver elastic. Place the base of the ribbon ponytail around the base of your real ponytail, then secure them together with another silver elastic.
- Finally, tie one of the thick ribbons around the elastics, then set your do with a spritz of hair spray. Try Matrix Biolage Hydro-Glaze Styling Spray, $10.
- If you're a short-haired honey or crave a faster, low-maintenance look, light up your locks with a few spritzes of glitter-spiked hair spray. We love Hard Candy Techno Glitter Hair, $15, and Hot Sexy Hairspray, $11.95.
- Complete this fun look with a festive beauty mark (use a star-shaped piece of confetti) to muster up some Marilyn Monroe man-magnet magic. Sex-up lips with a sheer soft pink lip gloss. We like Estée Lauder High Shine Lip Lacquer in Top Coat, $14.

4 treasure chest

What better spot to adorn than your delicious décolletage? One strategically placed piece of jeweled body art will make him jolly every time. To cop some eye-catching cleavage:

- You'll need about 20 self-adhesive body jewels. Try Swarovski Crystal Tattoos, $18, or Sham Eyes Body Jewels, $3.99. (Some come in patterns but you can use the gems to make your own unique design.)
- Slip into your low-cut dress, then stand in front of a mirror to apply the jewels one-by-one just over your heart. Warning: Men have been known to trip over themselves to get a glimpse.

5 royal flush

Cop the look of an ice princess who just came in from the cold with glistening, rosy-hued cheeks—and he'll be inspired to make your body temperature rise even more. To do:

- Smooth an iridescent silvery highlighting cream along cheekbones. Try Clarins Shimmer Veil in Pearl Shimmer, $28.50.
- Next, blend a pink cream blush on the apples of your cheeks. Try Clinique Blushwear in Rosy Blush, $13.50.
- Finally, lightly dust a pink shimmer powder over the cream blush. We love: Bobbi Brown ColorOptions Sparkledust in Ice Pink, $20, or Tony and Tina Cosmic Lights in Higher Love, $12.
- Pair this glamorous glow with black mascara, and on lips, use an iced-nude lip liner topped with a clear sparkling gloss. Try Lancôme Le Lipstique in Glacelle, $19, and MAC Lipglass in Freezefrost, $10.

See page 300 for shopping information.

SH 0635

ARE YOU A GOOD PARENT? New survey results

PARENTING

NOVEMBER 2000

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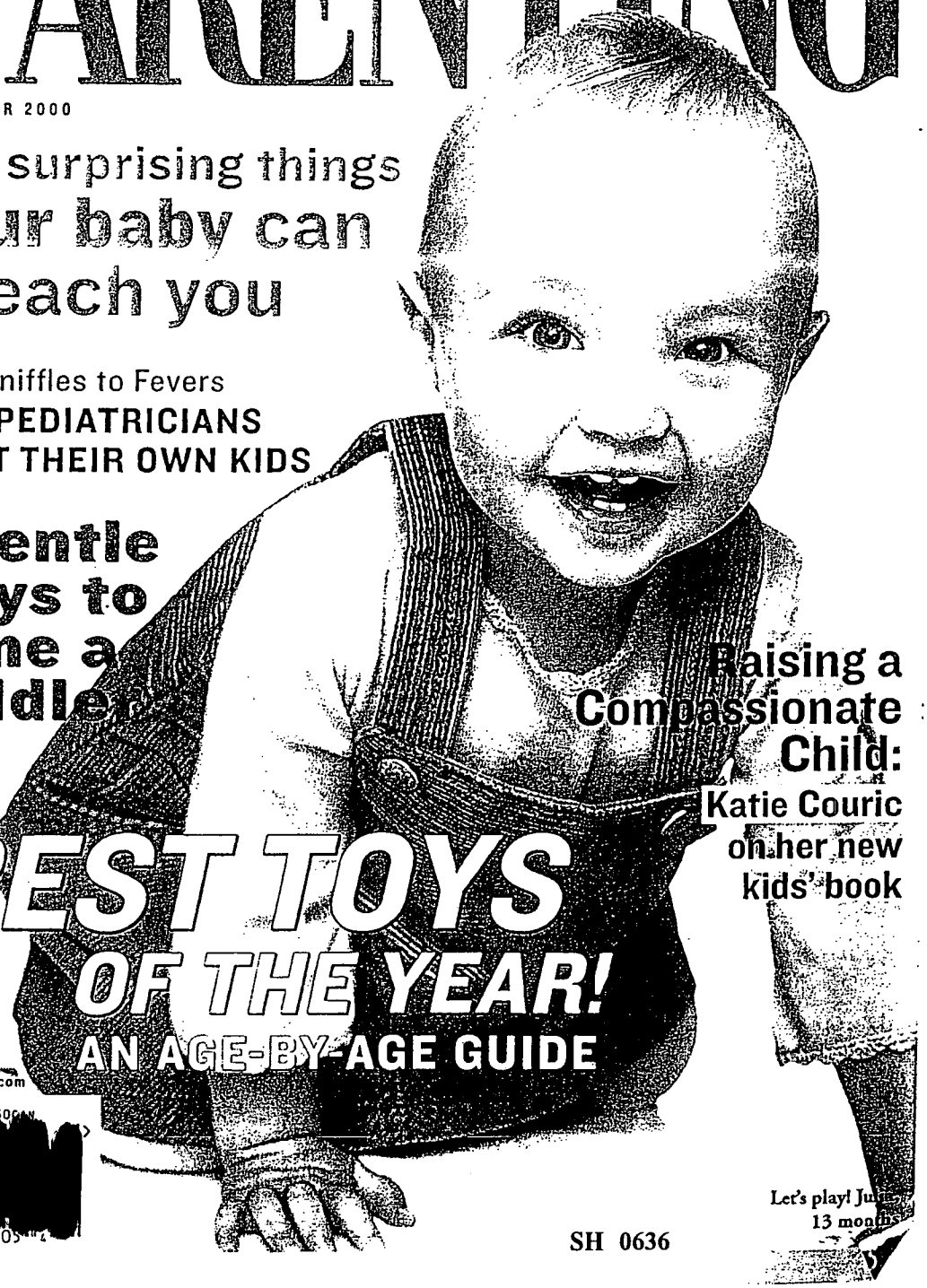
AN AGE-BY-AGE GUIDE



www.parenting.com

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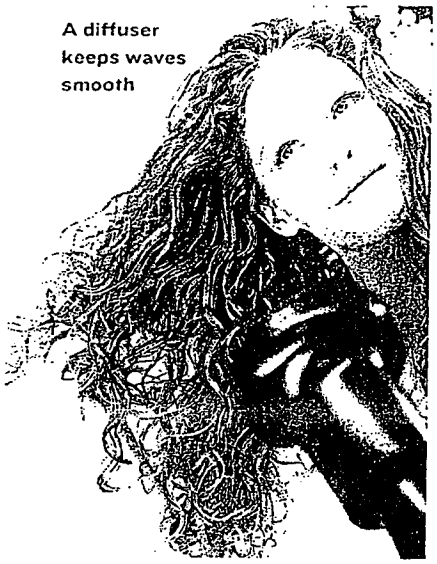
[redacted]

Let's play! Ju[illegible] 13 mon[illegible]

SH 0636



A diffuser keeps waves smooth

2. Before rinsing, detangle hair by running a wide-tooth comb through it. Then rinse with cool water to seal the hair cuticles.
3. Gently squeeze hair from roots to ends with a towel. "Whether curly or straight, strands are most delicate when wet, so avoid vigorously towel-drying or twisting your hair up into a turban," cautions Ouidad. Use a leave-in conditioner, such as Pantene Ready, Set, Curl, to tame frizzies.
4. To style, Mark Garrison of the Mark Garrison Salon, in New York City, likes to mix dime-size amounts of gel and leave-in conditioner; rub between palms and pat on damp hair for control without stiffness. Or try a mousse for curly locks, such as Salon Selectives's Get in Shape.
5. Air-drying is ideal, but if you blow-dry, use a diffuser attachment. Let curls separate naturally; brushing poufs up hair. If you want more volume, pick up pieces with your fingers at the roots.
6. When hair's almost dry, apply a shine booster, such as John Frieda's Frizz-Ease Instant Touch-Up Serum Spray.

Curl helps: Pantene leave-in conditioner, Salon Selectives mousse, and Curly Sexy Hair Conditioner

IF YOU *WANT* CURLY HAIR

Soft, "undone"-looking waves are easy to achieve with curl-enhancing products, which work even on super-straight hair.
1. Work a curl creator, such as Physique Spiral Cream, through damp hair from roots to ends.
2. Flip head over and scrunch hair as you blow-dry it with a diffuser.

Truly bouncy ringlets take a little more time and effort.
1. Apply a texturizing product, such as Thicker Fuller Hair's Miracle Thickening Serum, to damp locks, then dry, says Nikki An of Bumble and Bumble, in New York City.
2. When your hair is dry, twist two-inch sections with a curling iron; hold about 15 seconds, then gently release. Or try hot rollers, leaving them in for ten minutes; ConAir Instant Heat Hair Setter is ready in two minutes.
3. Using fingers, loosen curls. Finish with soft-hold hair spray, such as Clairol Herbal Essences Flexible Hold Hairspray.

Perms are a long-lasting option—today's versions are softer than those of the 1980s. You can test-drive one at home with Ogilve's 7-Day Curls; buy larger rods for looser ringlets. The curls wash out in a week or so.

—JULIA HOLMES CAHILL

Color for Women of Color

Finding the right shade of foundation or a flattering lip color for non-Caucasians is easier than ever, thanks to an explosion of cosmetic lines geared to ethnic women. A little pricier than mass-market brands (shadows range from $10 to $15, and lipsticks cost $13 to $16), they can be worth the splurge because they're formulated specifically for ethnic complexions. Some favorites: ►

Interface's jewel hues glow against dark skin

For Latinas, Sepia's concealer

PRODUCTS: BRIAN HAGIWARA HAIR AND MAKEUP; BETH KATZ

SH 0637

TRISHA YEARWOOD SPECIAL GUEST EDITOR

MODE

HE NEW SHAPE IN FASHION

WWW.MODEMAG.COM

Trisha... RED HOT AND REAL

Inside tips on glamour that fit your body & budget

GUILT-FREE EASY WHY IT'S SO GOOD FOR YOU!

GREAT HAIR 2005 LOOKS

FAST AND FABULOUS

FIND YOUR SECRET SHOPPING WEAPON

NOTICED

standout style

SH 0638

the modern bob

With the return of suits, fur, and '80s excess, so comes the return of the bob. What makes this classic style new again is that this time around, it's slightly shorter—in fact, it's actually chin length (imagine, after seasons of obsessively long hair!). The look is best for those with straight hair, thin or thick. • "I don't recommend this style for curly hair unless you want to straighten it," says De Léon. To help you make your decision, try on a few wigs to see if the style suits you before you cut your hair. • "It's fine to have hair cut with either scissors or a razor," says De Léon. "The idea is to have the ends a bit choppy or jagged—this look is not perfectly smooth, straight, even, or 'done.'" • Products designed for straight hair, however, should be used. Before blow-drying, apply a straightening agent like Aquage Transforming Paste to the hair, concentrating on the bottom half. Blow-dry with a flat, bristle-dense brush, like those from Mason Pearson, pulling the brush through locks as you dry. Then, if necessary (or if time or patience permits), smooth locks with a straightening iron. Add a bit of glossing spray, like Vidal Sassoon Shine Spray, or a glossing pomade, like Straight Sexy Hair Shine On Polishing Gloss, for shine and texture. Throughout the day, or between washes, you can apply a bit of dry shampoo at the roots for body.

Cutting Edge
This style is made for straight locks. Keep ends healthy with a protective agent like Aterna Age-Free Protectant Smoothing Crème

SH 0639

STYLIST: SONIA MCCOY FOR MARK EDWARD INC;
HAIR: LAURA DE LEÓN FOR SUSAN PRICE, INC;
MAKEUP: ROBIN SCHOEN FOR BRADLEY CURRY MGMT.

december 2000

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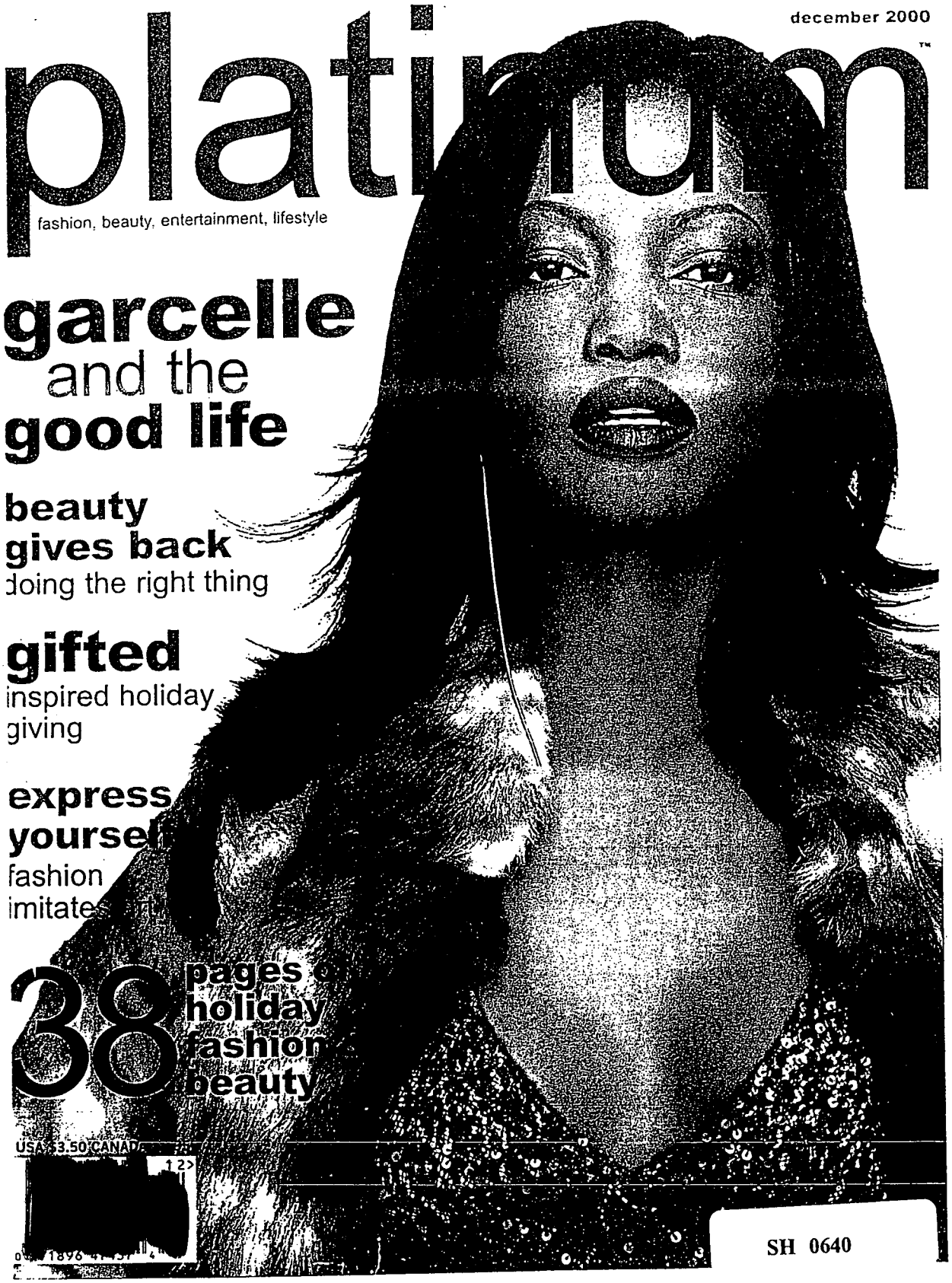
fashion, beauty, entertainment, lifestyle



garcelle and the good life

beauty gives back
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38 pages of holiday fashion beauty

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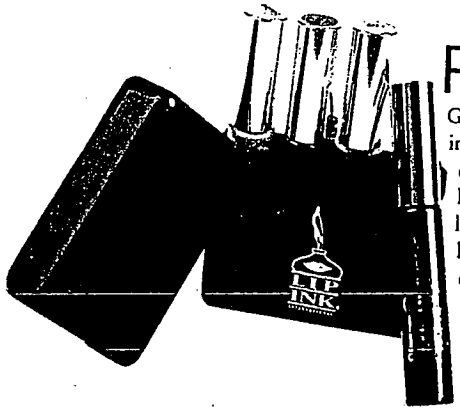
SH 0640

Happy Hair

Remember when you painted your lips "ruby red" and put "gel" in your hair? Well, those days are history. When beauty companies like Origins and Benefit started the clever christening wars, issuing products with names like Never a Dull Moment and Wonderbod, other companies followed suit. Now hair companies are no longer content to call a shampoo a shampoo. The newest hair products promise not only to mold your hair, but shape your personality, and some of them in ways your mother certainly wouldn't approve of. Hip lines bear irreverent titles that only hint at their function. TIGI Bed Head may make your hair behave, but its names are anything but polite. With monikers like Hard Head, Self Absorbed, Power Trip, and Control Freak, these products pack attitude. Other lines prefer names that are a little more well-bred: Stephen Knoll promises hair will be Healthy, Obedient, and Totally Amazing, Philip B. offers Crème of the Crop, and Fudge hopes your hair will be Dynamite. Aveda makes more modest claims with (A Little) Self Control, while Wella Lifetex boosts body with Well Toned and Pumped Up. Sebastian's entire line is based on the concept of hair as fashion, and includes Threads and Control Top. *Finally*, products to suit your personality type as well as your hair type.

Shown: Joico Ice Spiker Wicked Grip water resistant styling glue, Wella Lifetex Wellness Well Toned color shine purity rinse and Pumped Up energizing purity rinse, Rusk Sensories calm & ginger reconstructor, Rusk Sensories cure vitamins and protein strengthening treatment, Terax Life Drops Leave-in Protein Conditioner for Damaged Hair, TIGI Bed Head Self Absorbed Mega Vitamin Conditioner, Hot Sexy Highlights High Drama Glitter Spray, Stephen Knoll Obedient Sculpting Gel and Healthy Intensive Rehydrating Treatment, TIGI Bed Head Power Trip Hair Gel, Pantene Pro V Get It Straight Smoothing Crème, Philip B. Crème of the Crop Finishing Crème, Sebastian Threads Unreal Microfiber Styler, Surfer Sexwax for Hair, Aveda (a little) Self Control hair styling stick; Fudge Dynamite deep penetrating hair treatment

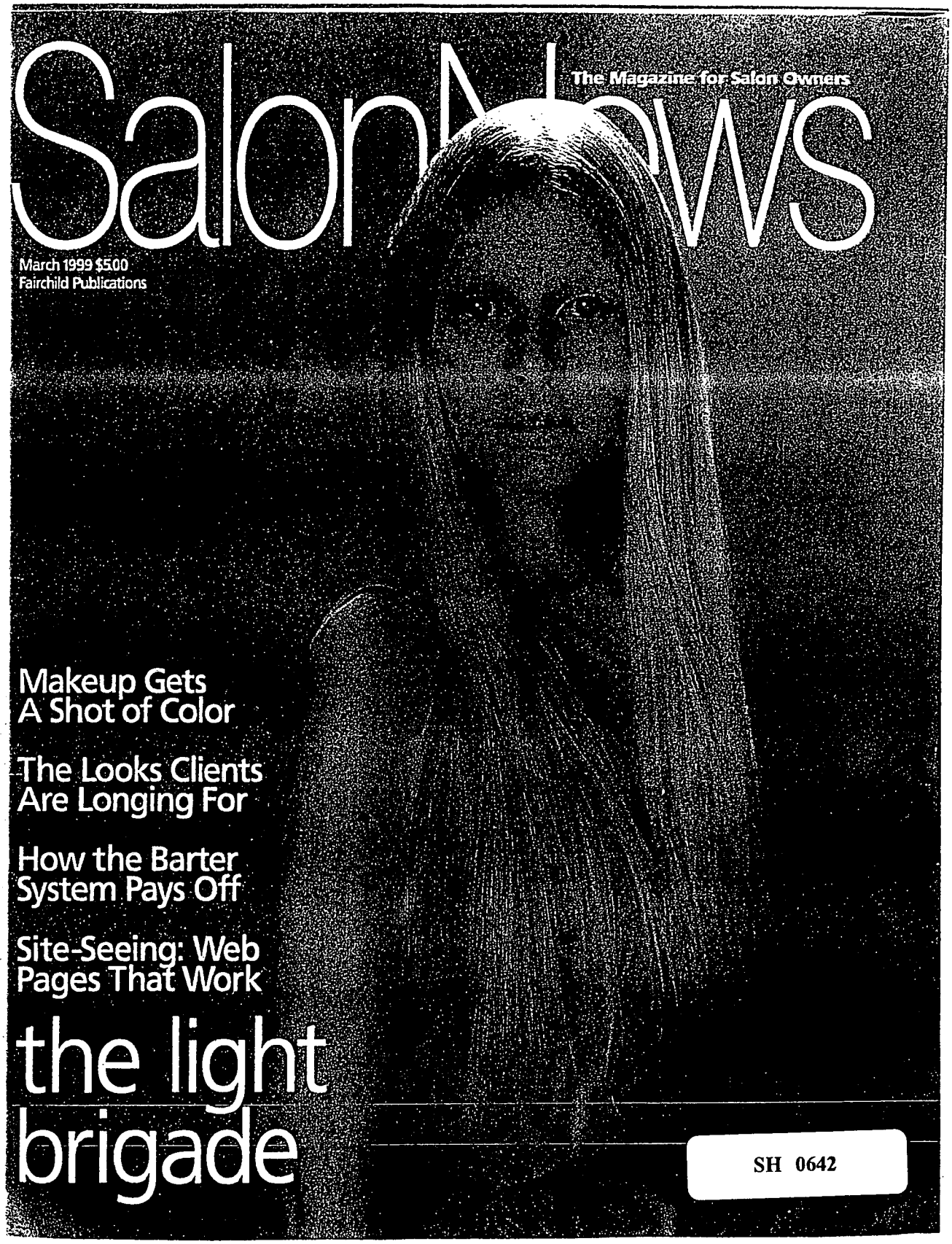


Problem Solver

Got five minutes? LipInk can teach you how to put on your lipstick. Forget about lining, applying, blotting, and reapplying. This patented new product line can, in a dozen-or-so easy steps, deposit smearproof, kissproof, waterproof color on your lips. Sure, the process is a little labor-intensive. You start by cleaning and exfoliating lips with a remover called Off, line, apply some Shine moisturizer, apply the liquid lip color, wait 20 seconds for it to dry, reapply, dry, reapply, and dry again. Finish off with another coat of Shine moisturizer, and you're set for the day. While it may add a couple of minutes to your morning routine, this stuff really stays put: no smears on clothing or cups, no reapplication after lunch. Just ask television makeup artists Brett Murdock and Sharin Helgestad, who've used the line on the stars of "Ally McBeal" and "Jack & Jill." Or check it out for yourself at lipink.com.

ed by Luis Matos

SH 0641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Fairchild Publications
Makeup Gets A Shot of Color
The Looks Clients Are Longing For
How the Barter System Pays Off
Site-Seeing: Web Pages That Work
the light brigade

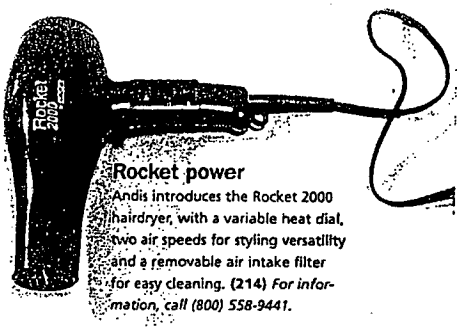
SH 0642

PRODUCT FOCUS

An educational system, Western-inspired nailcolors and a powerful hairdryer bow this month.

Into the west

The Wild West Collection, OPI's spring nailcolor lineup, includes Boot Hill-a Vanilla, a creamy frost; Gold Rush Blush, a pale pink; Wyatt Earple Purple, a light mauve; Wild West Wild Berry, a hot pink, and Balin' Hay in Santa Fe, a straw beige. **(213)** *For information, call (800) 341-9999.*



Rocket power

Andis introduces the Rocket 2000 hairdryer, with a variable heat dial, two air speeds for styling versatility and a removable air intake filter for easy cleaning. **(214)** *For information, call (800) 558-9441.*

Pump it up

Root Pump, the first product in Fashion Formulas by Ecoly's new Big Sexy Hair line, can be used on damp or dry hair to create extreme volume. **(215)** *For information, call (800) 848-3383.*

Defining features

Revlon Professional presents Arosci Styling and Defyning Cream, a lightweight styler with a revitalizing blend of mandarin and patchouli oils. **(216)** *For Information, call (800) 223-2339.*

Teaching cases

Pivot Point introduces MasterDesigner Systems, a laser disc and workbook-based educational series. **(218)** *For information, call (800) 886-HAIR.*

Heat seeking

Trademark Cosmetics' new Heat-Ress Collection, designed for dry hair, includes Heat-Activated Shampoo, Detangler, Conditioner and Fortifying Gel. **(217)** *For information, call (800) 962-1994.*

Reader service number appears in boldface in each product entry. For more information, circle number on the Reader Service Card (page 97).

PHOTOGRAPHED BY THOMAS IANNACCONE

SH 0643

cheveux super

Le succès de la ligne Big Sexy Hair d'Ecoly confirme le bien-fondé de l'une des règles d'or de la publicité

Michael O'Rourke aimerait que les gens s'amusent davantage. «Nous sommes bien trop sérieux. Il faut apprendre à être plus léger, à revoir ses priorités, nous déclare cet homme de 56 ans, chef de la direction d'Ecoly International, lors d'un entretien au téléphone de Los Angeles. Le jour, les femmers vaquent à ses affaires dans des vêtements très stricts, mais le soir, elles mettent une petite jupe rouge pour faire la fête, être sexy.»

Cette philosophie se reflète dans le dernier lancement de Big Sexy Hair, ligne de quatre produits, selon laquelle plus les cheveux ont du gonflant, plus ils sont beaux et sexy. Ce n'est pas le public qui dira le contraire : 1,2 million de bombes de laque se sont vendues les deux premières semaines. «Nos produits permettent aux femmes de se transformer le soir, comme un loup-garou. C'est une question d'équilibre», explique O'Rourke. Et se n'est qu'un début. Straight Sexy Hair a été lancé en juillet, Curly Sexy Hair suivra en novembre.

Le succès de Big Sexy Hair répond à la question : «Est-ce que le sexe vend toujours?» Selon Michael O'Rourke, son pouvoir inaltérable repose sur son attrait universel. Il a une connotation tellement puissante. Tout le monde veut être sexy. Je suis étonné de voir à quel point cela continue à susciter les émotions. Il en sera toujours ainsi, longtemps après que nous serons morts et enterrés ». D'après lui, si le marketing derrière la ligne a si bien marché, c'est parce que le message est simple. Au lieu d'utiliser des termes techniques pour parler des propriétés du produit, il décrit le résultat : des cheveux gonflants et sexy. Ces termes suscitent une émotion. «Ils décrivent la quintessence même des cheveux. Les émotions provoquent les sens, et donc l'envie d'acheter.»

Si une société idéale est peut-être dénuée du sentiment de détachement associé à la technologie, du moins de nos jours, les gens doivent se ménager du temps pour respirer. «Je n'ai jamais vu parents et enfants autant travailler. Je n'ai jamais autant rencontré de personnes seules, qui n'ont aucune vie sociale. Nous devons prendre le temps de faire des choses amusantes et sexy. Nous devons trouver les mots qui aident les gens à mieux se sentir.» Si Michael O'Rourke y réussit, il en est heureux. «Mon rôle est de les aider (les clientes) à se prendre pour des stars de cinéma. En être capable procure un sensation incroyable.»

SH 0644

hairsells

The success of Ecoly's Big Sexy Hair line reaffirms the power of one of advertising's golden oldie rules.

Michael O'Rourke wants people to have fun. "We're all too serious. People need to lighten up, to re-focus," the 56-year-old CEO of Ecoly International says over the phone from Los Angeles. "In the daytime, women go about in their black power suits, but at night, they put on a short red skirt, they want to have fun, be sexy."

O'Rourke's philosophy about the way to approach life is embodied in his company's latest launch, Big Sexy Hair, a four-product line that enforces one thing: bigger is better, and definitely sexier. The public agreed: 1.2 million cans of hairspray sold in the first two weeks "The products give an opportunity to change at night, like a werewolf. It's about balancing life," explains O'Rourke. And the momentum continues. July saw the release of Straight Sexy Hair, to be followed by the launch of Curly Sexy Hair in November.

The success of Big Sexy Hair answers the question, "does sex still sell?" According to O'Rourke, its continuous power lies in its universal appeal. "It has such a powerful connotation. Everyone wants to feel sexy. It's amazing to me that it still triggers an emotion. It will go on until we're dead and gone." O'Rourke says the marketing behind the line has worked so well because for one, the message is simple. Instead of using technical words to describe what the product will do to hair, it offers a descriptive image: big and sexy. The choice of these words then convey an emotion. "We use words like big and sexy to depict the epitome of hair. Emotions trigger senses, which trigger buying."

Not only are emotions the ticket to sales, but O'Rourke feels they're important especially in the wake of the new millennium. "In the year 2000, there will be a tremendous move to try and have fun when everything will be technology-focused. We will be inclined to lean more towards nature by taking sex and impacting it with technology to stop it from being so sterile."

While an ideal society may be one that's free from the feelings of detachment associated with technology, at least for today, people need to take a breather from the hustle and bustle. "These days I've never seen parents and kids work so hard. I've never met so many lonely people, with no time for a social life. We need to make fun sexy things. We need to find words that make people feel better." And if O'Rourke can do that, then he's happy too. "My job is to make them (clients) feel like movie stars. The ability to do that is an amazing feeling."

SH 0645

SPRAY
TECHNOLOGY & MARKETING
MAY 2001

Sunny skies for White Rain

Treating asthma with aerosols

Solving Product Problems

Hair Styling Products Shine!

SH 0680

Styling Products Shine!

Today, consumers have more choices than ever...

Sexy Hair Concepts products arsenal includes: Short Sexy Hair Fixed Up Hard Hair Spray (can by CCL Container Aerosol Division); Big Sexy Hair Root Pump Plus (can by CCL, valve from SeaquistPerfect Dispensing); U.S. Rumble Boys Bullet Proof Hard Hold Hair Spray (can from U.S. Can, valve and Sirena Specialty Actuator from SeaquistPerfect); U.S. Rumble Boys High Voltage Think Big Foam (can by CCL, valve and actuator from SeaquistPerfect) Hot Sexy Highlights High Drama (overcap by Berry Plastics, can by U.S. Can). For color highlights, the company offers Hot Sexy Highlights Aero Color. There's also a Hot Sexy Highlights Whipped Up Gel Foam (container from U.S. Can, Berry overcap)

Consumers today have more hair care products to choose from than ever before in terms of both styling and finishing. However, in what has become a veritable buffet of product selection, many are making their choices from the *nouveau cuisine* section of the menu—the gels, pomades and glues—while passing up what has been perceived as the more traditional fare—the hair sprays.

And, the sales figures reflect these consumer tastes. According to data supplied by Information Resources Inc., dollar sales for hair spray products increased roughly 1.6% and unit sales actually dropped (-7.0%). The styling products segment provided a healthy contrast, however, with dollar sales gains of 14.4% and a unit sales increase of 6.8%. IRI's numbers include product sales tracked through three different mass market outlets: food, drug and mass merchandise stores.*

It's not just the mass market that has seen hair sprays lose their sales punch. Shelley Saville, Senior Vice President of U.S. Marketing for Redken, says that her company has observed similar results in the professional market. She does note, however, that the dollar increase of the non-hair spray products is a little misleading. "In the professional market, the price points of non-hair spray prod-

*IRI data for the 52-week period ending January 28, 2001. Hair sprays are tracked in a product category called Hair Spray/Spritz Products. Styling products are tracked as Hair Styling/Setting Gel/Mousse.

SH 0681

BY SHIRL DORMAN
ASSOCIATE EDITOR
PRODUCT PHOTOS BY EDITOR MIKE SANGIOVANNI

ucts are higher than sprays by 10% or more."

"Certainly the 55% VOC formulas are one reason that the hair spray category is flat. There is definitely a performance compromise, either in dryness or hold. It seems that consumers have learned to work with other product forms to get the hold results that they desire."

Fickle Follicles

Admittedly, there are a host of factors underlying the static nature of hair spray sales beyond the impact of reformulating to 55% VOC, not the least of which is the fickle nature of hair styles in general.

Avon's Marketing Manager, Personal Care, Cynthia Kynard, believes that "styling gels, mousses, and pomades help the consumers attain the style trend rage for the moment of controlled yet natural looking 'chunky hair' styles. Also, these products provide more styling versatility than hair sprays."

Lamaur's Bruce A. Desonne, Vice President of Marketing, feels there is a lack of innovation and newness in the hair spray category. "Hair spray has become much more of a commodity item and therefore has not led the marketplace in innovation. On the other hand, gels, mousses, and other styling products have been at the forefront of product technology and have had major impact in helping to drive this dynamic increase in sales."

Newness to the Category

What's happening today to spark some consumer interest and bring some excitement and "new news" to the category?

We've heard it again, from marketers, suppliers and the analysts, that big hair is back. And, that, of course, bodes well for traditional hair sprays.

But, is being traditional, perhaps part of the problem? Experts, like Donna Federici, Senior Vice President of Marketing, Sexy Hair Concepts, are exploring some interesting approaches to growing the category. "Products must specialize and transcend the ordinary," says Federici. "The gel mousse, styling aids category grew because products were introduced to meet specific needs, i.e. products to make hair big, products to make hair straight, products to make hair curly.

"But spray products didn't truly innovate until later in the year with spray color for hair and spray glitters for hair. Also, the impact of the 55% VOC regulations made some manufacturers 'gun shy' about innovating because most had trouble with the relaunch of existing products into the lower 55% VOC formulas."

Finally, Federici believes that products that spray today must go beyond the traditional hair finishing and styling to a more innovative and/or cosmetic flavor, i.e. spray color for hair and spray cosmetics for the body. Not surprisingly, the company has already adopted this strategy and is offering what it calls "an arsenal of new products", which includes: hair sprays, volumizing spray mousses, gel foam highlights; glitter spray for color; and an aerosol bronzer for the body. Some of the new products specifically target the male consumer, with brand names such as U.S. Rumble Boys and non-traditional packaging, at least for the hair spray category: round, compact cans and special actuators.

Measuring the market

Numbers are one way to gauge the general health of the hair spray market, but do sales figures alone really reflect the integrity of the category? Andrew Gross, Vice President—Hair, Unilever, adds his own insight into understanding the dynamics of this mature market. "It's

Thermasilk develops products to help heat stylers create volume. Root Lifting Spray employs a unique applicator so that the product can be applied at the roots and create overall volume. Volume & Shine Tonic is a dual action spray, formulated to provide volume with shine, two highly desirable styling effects.

SH 0682

Below, center: L'Oréal has developed a new line of hair care products for women with naturally curly hair. The new CurlVive collection includes shampoos, conditioners and a Curl Shaping Spray Gel, all formulated to reduce frizz by 95%. The CurlVive products contain Hydra-Proteins that penetrate deep into the hair to give curls additional moisture.

true that these newer forms are leading the hair spray styling aids category in growth [compared to] last year and should continue to grow. However, although the non-aerosols and aerosol hair spray categories were basically flat, these products are still considered 'staple' items in most households.

"Our research," continues Gross, "shows that while there is trial of new and innovative forms among early adopters, many consumers, experimenters or not, ultimately either finish with a spray or revert back to flexible or firm hold hair sprays to achieve their desired looks."

Gary Raymond, President, White Rain Co., points out that numbers don't necessarily capture the whole story. "Hair sprays still represent a huge base of business and that business cannot be ignored. The good news, though, is that there seems to be a lot of interest in general in both styling and finishing products."

It's not just women who are buying and using these products, acknowledges Raymond and others. There's been a cultural change that is fueling sales of a variety of hair care products, and more men, particularly young men, are embracing hair sprays, mousses, gels and pomades.

"Young men are more willing to experiment with new hair products and are purchasing more grooming products than ever before," confirms Maureen Gregory, White Rain's Vice President of Marketing. "They're more in tune with what's happening in sports, music and fashion and are actively seeking products that will help them look their best, but not take a lot of their time."

Some of the participants in *Spray Technology's* expert panel include, from top to bottom: Andrew Gross, Unilever; Shelley Saville, Redken; Henri Mastey, Mastey de Paris; David Djerassi, Roche Vitamins and Colleen Rocafort, Ciba Specialty Chemicals.

More Trends

What are some of the other trends in hair care today? According to Gross, fashion and celebrities are key factors. "Hair is often used to help create a personal look, make a fashion statement or punctuate a statement created by clothing or other accessories. Celebrities seem to be at least as interested as the rest of the fashion-conscious public is about creating memorable and distinctive looks. Consumers often count on celebrities for inspiration."

Celebrity stylist and ThermaSilk spokesperson Luke O'Conner points to specific hairstyling trends that are now driving the popularity of new styling forms. He believes that the most photographed and covered hair styles include the bob, highly textured hair, as well as the forties-inspired glamorous looks that showed up at this year's Academy Awards presentation.

Experts also believe that some of today's styles, such as the straight look, are taking their toll on certain hair types, such as curly hair. Colleen Rocafort, Director, Technical Services for Personal Care North and Central America, Ciba Specialty Chemicals, comments, "Hot blow dryers, irons and tugging with brushes to create a super straight look can lead to a lot of hair damage and breakage. New niche styling products containing thermal protectants and conditioning agents have been developed to help address these hair needs."

Henri Mastey, CEO, Mastey de Paris, believes the newest trend today is acquiring strong hold, with added shine. According to Redken's

SH 0683

Lamaur recently launched B In 10se (be intense), a 13 product collection of gels and waxes designed to appeal to what the company calls CEFFs, or cutting edge fashion fanatics. The Crème Gelee, distinctively packaged in a plastic container resembling an upright toothpaste tube, is formulated to deliver volume and hold. Mega Pumps supplies the metered dose pump, container and overcap.

Bumble and bumble's South Surf Spray, a salt-infused styling tool for fullness, hold and a matte finish. The container is a bi-injection of Polypropylene (inside) and Santoprene (outside), both supplied by Techpack America. The intent was to produce a package resembling a scuba diving suit and tank (notice the pump is silver). The Bumble and bumble product won the Cosmetic Executive Women's 2001 Beauty Award in the Hair Care—Limited Distribution category.

Shelley Saville, "Unique textures and product packaging are driving activity in the styling product category."

For David Djerassi, Vice President of Cosmetic and Specialty Chemicals Group, Roche Vitamins, it's protection against environmental stress (UV filters and antioxidants); clean conditioning (without build up); added shine; hair strengthening; and protection against hot blow drying and combing/brushing.

Color is in for both men and women, reports BASF's Market Segment Manager for Cosmetic Chemicals, Scott Thomson, who says that functional platforms such as UV protection, heat protection, climate resistance and color protection continue to be strong. "Innovative packaging has seen a resurgence with non-aerosol and spray mousses and new aerosol and non-aerosol hair spray packaging."

Tracking the trends...

Several different firms track the hair care market, and as might be expected, the numbers vary from one analyst to the next, depending on the category def-

continued on page 36

Hair Spray/Spritz—Top Twelve Brands
(The 52 week period ending January 28, 2001)

Vendor	Dollar Sales	$ Sales Change From Last Year	Unit Sales	Unit Sales Change From Last Year
Rave	$65,548,996	+0.6%	47,732,024	+1.4%
Suave	46,517,272	+15.1	29,720,428	+9.8
Pantene Pro V Elastesse	33,581,476	-16.5	10,915,445	-16.8
Pantene Pro V	31,072,276	+13.3	9,290,531	+4.3
Aquanet	29,734,382	-11.4	19,167,372	-26.6
Salon Selectives	28,450,636	-10.3	12,969,972	-24.0
Clairol Herbal Essences	25,973,920	-0.3	8,606,940	-4.2
White Rain Classic	23,844,236	-3.7	22,684,378	-8.1
Thermasilk	20,632,750	+6.2	8,724,728	+19.2
Alberto Consort	18,600,164	26.0	6,542,915	+8.9
Finesse Touchable	18,127,986	-9.0	8,064,002	+11.9
Aussie Sprunch	15,328,444	-5.3	4,608,241	-6.8
	$598,520,832*	+1.6%	267,211,120*	-7.0%

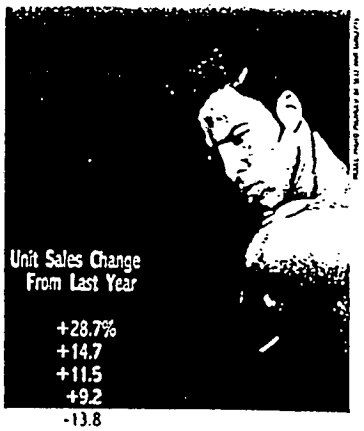
*Total dollar and unit sales for the entire category

Source: Information Resources, Inc.

SH 0684

Circle Reader's Service Card No. 1

Hair Styling Products/from page 18



Hair Styling/Setting Gel/Mousse—Top Twelve Brands
(The 52 week period ending January 28, 2001)

Vendor	Dollar Sales	$ Sales Change From Last Year	Unit Sales	Unit Sales Change From Last Year
Pantene Pro V	$42,140,620	+42.1	12,349,173	+28.7%
LA Looks	39,685,388	+9.9	20,920,288	+14.7
Suave	34,346,000	+16.0	21,572,396	+11.5
Clairol Herbal Essences	28,047,388	+13.9	9,192,253	+9.2
Salon Selectives	23,510,042	+1.8	9,648,516	-13.8
Thermasilk	20,757,972	+0.9	7,071,606	-1.7
Dep	17,559,020	-14.2	9,022,035	-3.2
Vidal Sassoon	12,161,353	+23.3	2,907,960	-9.6
Frizz Ease	10,518,254	+15.3	2,703,744	+10.3
Vital Care	10,468,106	+8.2	4,559,746	+1.5
L'Oreal Studio Line	10,259,868	+4.6	3,652,173	-2.6
Citre Shine	10,255,158	+4.8	2,995,270	+7.6
	$599,474,240*	+14.4%	215,802,320*	+6.8%

*Total dollar and unit sales for the entire category

Source: Information Resources, Inc.

In 2000, Redken introduced a new 55% VOC volumizing aerosol hair spray, Inflate 14, a medium hold finishing spray. The product is packaged in a container from CCL Container Aerosol Division. Redken also introduced a new curl-enhancing non-aerosol spray, In the Loop 2. The company has three or four new styling products in the pipeline for 2001.

initions and the kinds of outlets that are tracked. While IRI's numbers represent retail sales, for instance, other market analysts, such as Kline & Co., track sales to manufacturers. Kline's data includes more than the mass market which is tracked by IRI—it also encompasses sales of specialty brands (such as Aveda, Clinique, Bath & Body Works) and the salon segment. And, the category definitions are also different: IRI includes spritzes in its hair spray category; Kline has these products in the styling segment. Kline also has three relevant categories for the spray packaging industry: hair sprays, styling products, and hair grooming products (those formulated to add shine, texture, etc.).

Kline's research tracks eight hair care categories in all, three of which actually topped the $1 billion mark in 2000: conditioners ($1.1 billion); color ($1.2 billion); and shampoos ($1.9 billion). According to Carrie Bonner, Kline's Senior Research Analyst, hair sprays represented about $570 million in sales (or roughly 300 million packages). Hair styling products accounted for some $500 million in sales. Ethnic hair products reached about $325 million in sales last year, and hair perming products accounted for approximately $36 million.

Bonner, whose information was extrapolated from Kline's "Cosmetics & Toiletries USA 2000" report, says that the entire hair care market grew about 4.5% in 2000, reaching about $5.9 billion at the manufacturer's level. The salon segment accounted for about $600 million of these sales.

Bonner comments that one of the fastest growing categories is hair grooming products, which last year saw a double digit increase. In this category, observes Bonner, marketers are introducing new products and increasing promotional support.

Another fast growing category is hair styling products, which Bonner says showed a 9% increase last year.

Hair spray sales were fairly flat, increasing by less than 1%, says the Kline analyst. Kline has heard the rumors, though, that big hair is coming back—and that trend may spark some life into this category.

In general, Bonner noted several factors in today's marketplace: higher price points (consider the pricing for P&G's Physique brand), and the appearance of salon or specialty products in food store aisles and on mass merchandiser's shelves. In addition, it appears that more marketers are realigning their products to focus on specific styling aspects: for instance, products formulated for straight hair, or for curly hair, rather than products targeting hair type, such as normal, dry or oily hair.

Want to know what the six top salon brands were last year? According to Bonner, they were (in alphabetical order): Aveda, Matrix, Nexxus, Paul Mitchell, Redken, and Sebastian. SPRAY

SH 0685

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SKIN CARE

Preservatives

Hair Styling Products

SH 0686

A ROLLAND PUBLICATION

homes," confirmed Peter Gray, the company's editorial director.

The VS Sassoon Salon Collection is based on a three-step process: cleansing/conditioning, style and finish. Selecting from among the products in each of the three categories, the consumer can balance, color-protect, volumize or de-frizz before moving along to a broad range of styling product options. Individuals can receive styling help and advice on product selection on the company's website or on the packaging with a "you have...you want...here's how" graph. Among the line's most interesting SKUs are Polishing drops, which add shine and refined style to either wet or dry hair and Molding clay, a putty-like formula which can be used to separate or twist the hair while providing a matte finish.

Sprays in the Collection include Lifter spray gel and Heat Styling, Volumizing, Flexible Hair, Shine and Ultra Firm hair sprays. The products became available exclusively at Vidal Sassoon salons and the company's internet site in February.

Unilever's Rave and Suave sprays and spritzes, which remain the No. 1 and No. 2 brands in the category once again with sales of $65 million and $47 million respectively, each registered gains last year. Of the two, Suave experienced the more significant increase, at 13.7%, according to IRI. The value brand offers a complete line of sprays, spritzes, gels and mousses. Among its more recent category additions are the herbal formulations, which include chamomile and passion flower Extra- and Flexible-Hold sprays, herbal lavender Spray gel and herbal lavender Shine gel, Frizz Control aloe vera gel and Extra Control rosemary mousse. A Shaping gel, Extra Control mousse and Maximum Control mousse are also available, offering consumers a variety of styling options at a lower cost than some manufacturers.

May All Be Coiffed

New styling aid collection B in10se (be intense) was designed to not only coiff but condition, according to The Lamaur Corporation, Minneapolis, MN. B in10se gels contain microspheres that release such ingredients as jojoba oil, vitamins E, A and B5 and sunscreens upon application, protecting the hair from sun, wind and even chlorine. Unlike the rinse-off action commonly found in shampoos and conditioners, the microspheres, which are broken open by the actions of palm blending and finger combing, stay in the hair to protect and nourish in addition to maintaining style, according to company executives.

B in10se's styling gels include four different levels of hold: Softwear Hold (level 1), Dominant Hold (level 2), Extreme Hold (level 3) and Hyper Hold (level 4). While the ingredients within the microspheres coat and condition the hair, the gels deliver the desired level of hold with a soft feel and no flakes. The product was introduced in March and retails for $6.99.

Root Pump Plus spray mousse volumizes, resists humidity and adjusts hair's pH.

B in10se is also breaking new ground with a pre-mixed gel/cream in B in10se Créme Gelee. According to the company, Créme Gelee follows the principle that most salons employ: combining different types of styling products in order to achieve the ideal combination of volume, hold and shine. Créme Gelee combines a water-based gel with an oil based conditioning cream to form a stable emulsion that repels water to control frizz, add volume and provide hold. At the same time, the product delivers the shine and silkiness that keeps hair looking healthy, company executives said. The product retails for $6.99.

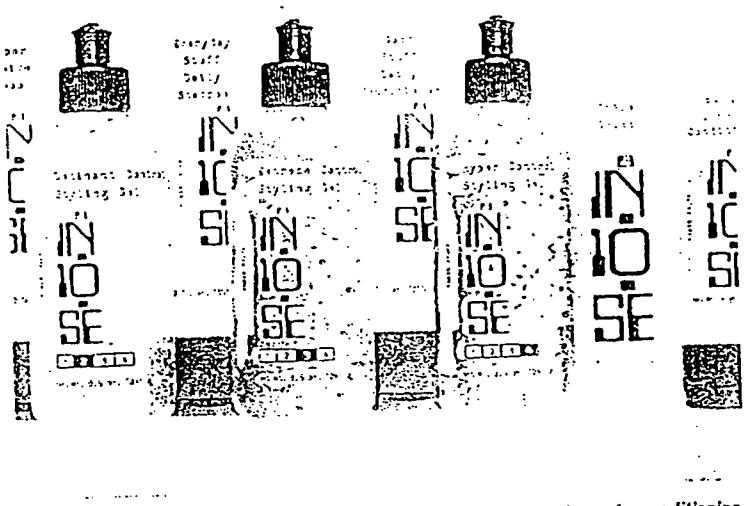
B in10se's slant toward a younger market, as evidenced by its multi-level hold styling aids and its hip and trendy product names, is a phenomenon that is cropping up throughout the hair care industry. "Younger consumers are important and are helping to drive the market," confirmed Ms. Schneider of Pantene. She added that girls as young as middle-school age experiment with different holds and styles, while boys tend to start styling in high school and stick primarily with gels for extreme or firm-hold looks.

Dippity-Do, originally introduced in 1945, helped propel the younger market in later years due to its ability to hold more dramatic styles, especially among the experiment-oriented and individuality-seeking high school and young adult segment. The product was recently repackaged and repositioned as Dippity-Do Sport; its focus is now on the male category. With its cobalt-blue bottle and grab-and-go sport grips, the brand was well received in its Canadian rollout and is now rolling out in the U.S.

"Slicked through wet hair or applied to dry hair as a grooming aid, Dippity-Do Sport is an easy way to add style and healthy-looking shine for the guy who is always on the go," said Maureen Gregory, vice president of marketing, The White Rain Company, Danbury, CT. The brand includes Ultimate Hold, Ultimate Hold Unscented, Extreme Hold and Ultimate Hold Spray gels, as well as Sport defining wax.

John Frieda, New York, NY, is adopting a playful attitude with Beach Blonde, a four-item collection. The line includes Ocean Waves, a jojoba oil and sea salt-enhanced gel. The product provides a just-got-back-from-the-beach look by both lightening and texturizing the hair into wavy, tousled strands. Gold Rush is a shimmer gel which accents all shades of hair with streaks of gold, according to company executives;

SH 0687



B in10se's gels contain vitamin-, oil- and sunscreen-loaded microspheres for conditioning.

rather than peroxide, a standard highlighting ingredient, it contains bits of gold mica. Beach Blonde's combination of lightening effects with styling hold provides a completed "look" and is on-trend with what consumers seem to be gravitating toward: multibeneficial tools that focus on the total end-look rather than one specific action.

LA Looks, the No. 2 hair styling gel marketer in 2000 according to IRI, revamped its brand by adding a proprietary strengthening compound to its gels, mousses and sprays. In addition, the company added specialty gels that give combination benefits. Calling this repositioning a "makeover for the new millennium," the company said that it offers light and modern new colors, salon-style products, "chunky, funky" new bottles, and a fresh new fragrance.

The product line includes Extra Super Hold Spray gel, Mega Hold 4 Color, Mega Volume gel and Frizz Control gel, as well as a 2-in-1 formula mousse line that combines the hold and styling power of a gel with the soft body and flexible volume of a mousse.

LA Looks is "not just gels," according to company executives. Its line of sprays includes Mega Hold, Extra Super Hold and Mega Mega Hold Spritz-on sprays. By matching holding levels, style requirements and product preference (gel, mousse, spray or a combination), the consumer is able to achieve the softest to the most extreme look.

Sexy Hair Concepts, Chatsworth, CA, formerly called Formulas by Ecoly, introduced the Big Sexy Hair collection in 1999, with launches throughout the following two years of Straight Sexy Hair, Short Sexy Hair, Curly Sexy Hair and Hot Sexy Highlights.

The company has most recently introduced Aero Color sprays, which impart avant-garde colors to the hair that are easily washed out with shampoo and Big Sexy Hair Root Pump Plus, a humidity-resistant volumizing spray mousse for hair lift and health.

Pump Plus is said to strengthen hair from the root, prevent frizzies and flyaways and adjust the hair's pH balance to give hair a lift while maintaining health and strength. The pump retails for $14.50 and, like other Sexy Hair Concepts products, is available in professional salons.

Sexy Hair Concepts also caters to the male consumer with Rumble Boys, a collection of hair products sporting macho names, camouflage colors and a rugged male image. Axel Grease Hold and Shine pomade is a light-hold finishing product that can be applied to either wet or dry hair for style and shine; the product is a metallic army green/brown and comes in a round plastic jar. It retails for $11.50 for 1.6-oz. Bullet Proof Hard Hold hair spray dries quickly to a firm hold that supports strong shapes and styles; it retails for $9.95 for 5.3-oz.

Completing the Look

Though spray sales have grown only minimally in recent years, major marketers agree that this represents a leveling off of, not a crisis in, hair spray sales. Despite previous warnings of an edging out and eventual replacement of tried and true sprays, it appears that new styling aid forms actually add to the already-abundant hair styling market. Their introduction and increased usage in recent years has opened a new category, but one which works in conjunction with more traditional methods in order to effect a desired end look that no longer requires a salon or stylist to achieve, according to industry experts.

Since the introduction of newer sticks, balms, lotions, pomades, gels and waxes, both their collective category and the hair spray segment have achieved gains during the past several years. Though hair spray sales growth has been the slower of the two, the category still has plenty of life in it. In the meantime, hair styling marketers will continue to offer new innovations in order to keep up with a consumer segment that is always looking for something just a little bit different.

"Hair is an expression of oneself," summed up Ms. Schneider of Pantene product development. "Styling aids help achieve that." ●

Looking for a new ingredient for your hair styling product? A list of ingredients starts on p. 106.

SH 0688

Sebastian Unveils Spring Haircut Collection

Sebastian International, released its 2001 Spring Haircut Collection. The haircut collection, NeoLuxe, is a two-part series consisting of three cuts and two finishes. Left: Ashley is wearing the Coil finish. The Sebastian Collection consists of 16 professional styling products that can be mixed and matched to achieve different effects and textures on the hair.

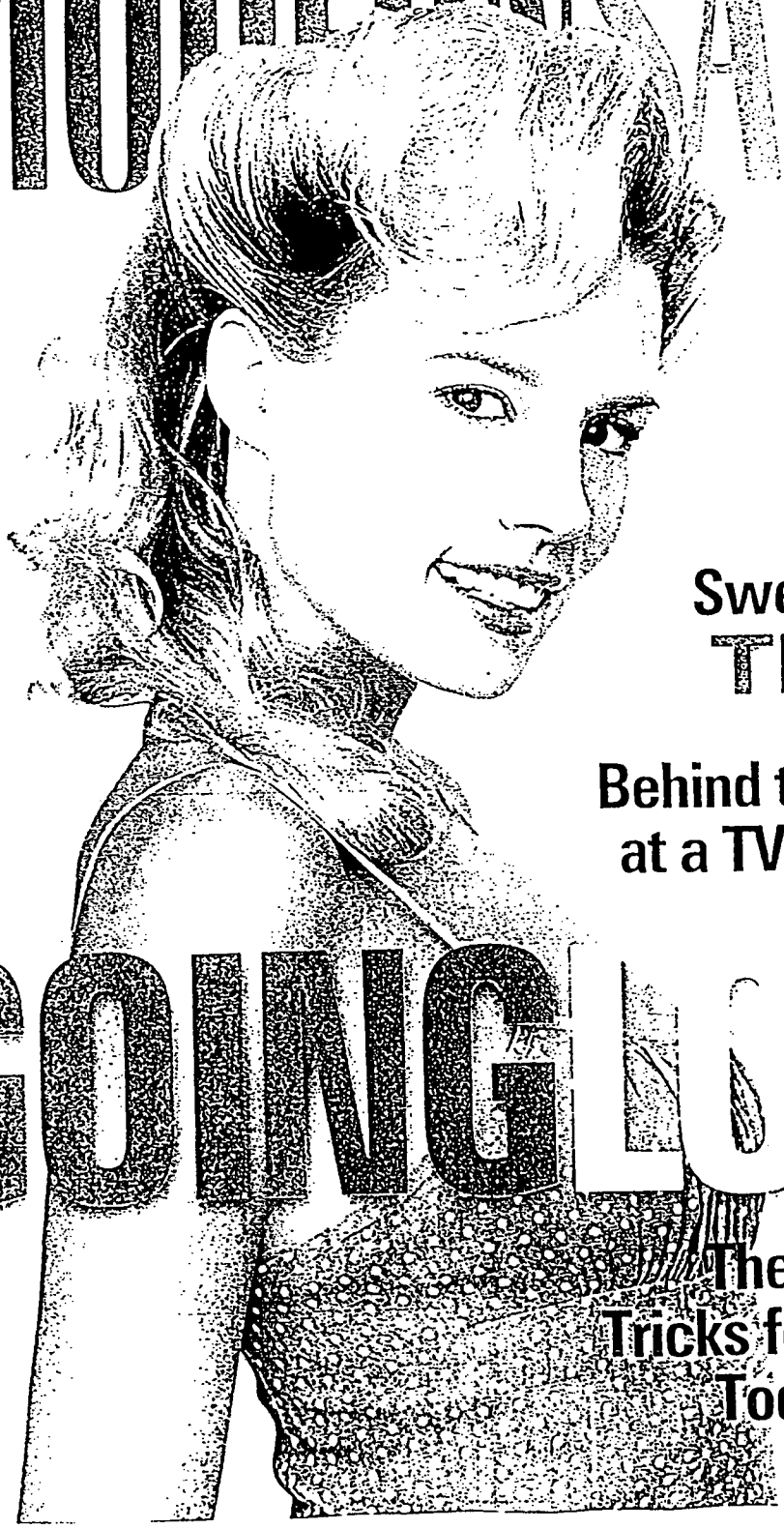
Sexy Hair Concepts Launches "The Flaunt"

Sexy Hair Concepts brings runway fashions and styles to "real" people. Sexy Hair Concepts is holding a series of avant-garde fashion and hair events across the country called The Flaunt. The Flaunt is a market-to-market event that allows the community to experience the Sexy Hair Concept mission—hairstyles are all about having fun and feeling sexy. Pictured here, (r-l): Rod Sickler, a member of Sexy Hair Concepts' Artistic Team, works with a model.

SH 0689

MODERN SALON

MAY 2001



Sweet Style in TEXAS

Behind the Scenes at a TV Makeover

GOING LOCO

The Techs and Tricks for Dressing Today's Styles

SH 0690

WHO WILL BE THE BRITNEY OF TOMORROW?

BEAUTY SPOT

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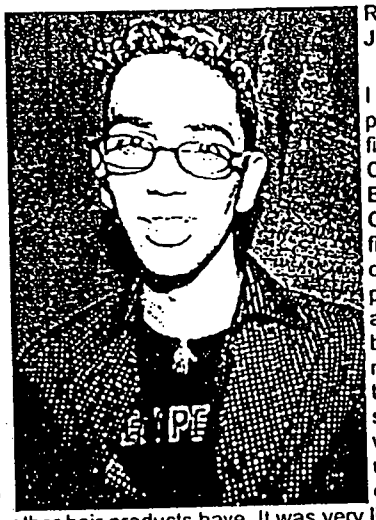
Rich's Road Test

Teen People Trendspotter Rich Aybar tries out the hottest hair products



Rich's Grooming Journal

I was given three products to test. The first one I tested was **Clairol Herbal Essences Styling Gel.** I tested that one first because the smell of Herbal Essences products always appeal to me (and also because I was out of my own gel). It proved to be a great substitute. The smell was very "natural," unlike the artificial and chemical smells that other hair products have. It was very light and the hold wasn't too stiff, which is good for temporary styles.

The bottle itself was similar to the regular "Herbal Essences" shampoo bottle. It was appealing because I could see the product, which was green. It gave me a sense of nature, and made me feel as if I wasn't even applying gel. *-R.A.*

GlamGirl's Note: Want sexy locks like Rich's? Go to herbalessences.com.

The second product I tested was **Hot Sexy Highlights Blue High Drama Glitter Spray.** I was kind of skeptical about it, because I had tried the other color hair sprays and all they did was stain your fingers and make your hair look brittle. I thought that this would be similar. As soon as I used it, my opinion was completely changed.

First off, the instructions say to use in a "well ventilated area" FOLLOW THOSE INSTRUCTIONS! I thought that was just a

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SH 0691

warning they had to put on all aerosol cans. I used it in my bathroom, and when the air settled, there was glitter on EVERYTHING. The smell is also VERY strong. I was using it while I used my gel. It was great because it blended right in. It didn't stick to my fingers or drip all over the place. Another thing I really liked was the fact that you could actually see the glitter. It was consistent and really thick. I have black hair and the blue glitter really(!) stood out. It is an awesome product to use when your goin' clubbin' (which is what I used it for), partying, or just a night out when you wanna grab people's attention. The smell is not that bad; a little overwhelming at first, but it dies out after a bit. The can it comes in is very techy and modern-looking. I suggest everyone use this product: girl or boy, blonde or brunette. It's all the fun of hair color, without the permanency of dye or the mess of paste. Now, where can I find more of it? *-R.A.*

GlamGirl to the Rescue: No fear, Rich -- go to sexyhairconcepts.com for more of the fab glitter spray.

The last product I tested was a new **Sebastian** product called **Threads**. This product is supposed to be used before you style your hair, like a leave-in conditioner. It's supposed to help style your hair and give it "substance." The product looked like silver gel, which made it VERY intriguing. Another awesome thing is that after rubbing it on my palms, I clapped with the product still on my hands, and threads were forming out of it -- pieces of thread, like string. It was so amazing. I couldn't wait to try it out. I used it once on its own, and once with gel. It was thick enough so that I could style my hair with it. It didn't hold much, but it definitely gave my hair shine and enhanced my natural curl. *-R.A.*

GlamGirl says: To have some fun with Threads, go to sebastian-intl.com

MORE BEAUTY TIPS

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SH 0692

PRODUCT ALERT
MAY 14, 2001

290. SEXY HAIR CONCEPTS SEXSYMBOL EYE PENCIL DUOS; EYE SHADOW 35105H

The SexSymbol line of Sexy Hair Concepts cosmetics is available from Chatsworth, CA-based Formulas by Ecolv/Sexy Hair Concepts. The lead-free Eye Pencil Duo comes in two shades - Raunchy (a black-with-gold glitter) and Righteous (a gold-with-gold glitter). Used alone or combined with other eye cosmetics, they are said to be thin enough to line the eyes and soft enough to smudge into a shadow. An Erotica (pink-gold) shade of Eye Shadow is available in a compact. Its concentrated, high-pigment formula "makes a little go a long way." It can be used over the entire lid to brighten the eye or combined with another eye shadow to highlight the brow bone. Other Sexy Hair Concepts SexSymbol cosmetics are reported in this issue.

315. SEXY HAIR CONCEPTS HOT SEXY HIGHLIGHTS AERO COLOR SPRAYS 35105H

Chatsworth, CA-based Formulas by Ecolv/Sexy Hair Concepts has extended its Sexy Hair Concepts line to include Hot Sexy Highlights Aero Color Spray. Presented in an aerosol spray can, the "simple-to-use" hair-color is said to be fast-drying and to last all day; it "easily washes out with shampoo." Ideal for all hair colors and types, it comes in Poly-Ester Pink (a cotton-candy pink) and Denim-Flare Blue (a deep indigo blue) shades.

35105H

323. SEXY HAIR CONCEPTS SEXSYMBOL GLITTER LIP GLOSS

Formulas by Ecolv/Sexy Hair Concepts, located in Chatsworth, CA, offers the SexSymbol cosmetic line under the Sexy Hair Concepts name. One of the items is Glitter Lip Gloss. Presented in a tubular container with a long wand-type cap, the Luscious shade has a "great chocolate-cinnamon fragrance." Said to provide sheer gold and multi-colored glitter, the high shine looks great on its own or enhances any other lipstick when applied over it. Other Sexy Hair Concepts SexSymbol cosmetics are reported in this issue.

Canadian HAIRDRESSER International

May - June | Mai - Juin 2001
$5.00

SH 0694

Anna Pacitto-Merlo

Canadian Hairdresser of the Year
Coiffeuse canadienne de l'année

Awards 2001 Special Edition | Numéro spécial des prix 2001

Dance Caribe Performing Company

tribes and trophies
tribues et trophées

Dressed in their best, over 700 individuals gathered on April 1st at the Sheraton Centre for the 7th annual Canadian Hairdresser & Beauty Beat magazines gala award event. Some boarded planes to get there and were not disappointed. To quote a timeless film, the event was an affair to remember. Guests entering the ballroom were met with lavish decor. The conversation was buzzing. Who would be the next hairdresser of the year, the next makeup artist of the year, the salon team of the year, they wondered, while mingling and drinking spirits. Tables were set up displaying goodies up for auction, donated by the generous sponsors, in aid of the Youth Initiative Scholarship Program, designed for the younger segment of the beauty industry lacking financial resources. Reflecting the consolidation of hairdressers globally, this philanthropic idea was at the very heart of the night's theme: Global Tribes Unite. For the night's entertainment, artistic teams were asked to create a presentation based on what they felt represented a particular continent, either Canada, French Canada, Iceland, Scotland, Africa, India or the Future. As anyone in the audience that night will attest, the creations were remarkable, underscoring each team's diversity and unbounded imagination. During the show, attendees enjoyed a sumptuous dinner which was followed by the most anticipated time of the evening – the awards presentation – representing 18 categories: nail enhancement, colour, multicultural, permanent wave/texture, newcomer, makeup artist, makeover artist, avant-garde, men's cut and style, as well as five regional salon teams: British Columbia, Manitoba/Saskatchewan, Alberta, Ontario, Quebec and Atlantic.

Congratulations to all participants and winners: we couldn't have done it without you, and a special thank you to our sponsors: Redken, Collega, AG, Goldwell, ISO, Clubsalon.com, Redon Professional, Matrix, Wella, Nioxin, Sebastian, Jonio, L'Oréal Professionnel and Sexy Hair Concepts. It was indeed an affair to remember!

Habilles dans leur meilleur, plus de 700 personnes se sont rassemblées le 1 avril à The Sheraton Centre pour les septièmes prix annuels des revues Canadian Hairdresser & Beauty Beat et la soirée de gala. Certains ont pris des avions pour s'y rendre et n'ont pas été déçus. Ce fut un événement à se rappeler. Les invités entrant dans la salle de bal étaient accueillis par un décor abondant. La salle bourdonnait du bruit des conversations. On se demandait qui serait le coiffeur de l'année, l'artiste du maquillage de l'année, l'équipe salon de l'année, en saluant d'autres invités et buvant des spiritueux. Les tables installées près de la salle de bal offraient des articles des enchères, donnés par des commanditaires généreux au profit de la bourse Youth Initiative Scholarship Program conçue pour les jeunes de l'industrie de beauté qui manquent de ressources financières.

SH 0695

Maurice Fiorio

Joan Harrison
Canadian Hairdresser & BeautyBeat

Heather Wen[illegible] Fleming – Colourist of the Year | Coloriste de l'année & chairpersons of the [illegible] Youth Initiative Scholarships | Les présidents de la bourse youth initiative, Véronique & Michel St. Charles from | de L'Oréal Professionnel

Denis Bouchard

The Lounge

Anna Pacitto-Merlo – Canadian Hairdresser of the Year | Avant-Garde | Coiffeuse canadienne de l'année & Hugh Wilson - Revlon Professional

Reflétant la consolidation des coiffeurs à l'échelle planétaire, cette idée philanthropique était le thème central de la soirée Tribus planétaires, unissez-vous. Pour le spectacle de divertissement, on avait demandé aux équipes artistiques de créer une présentation basée sur ce qu'ils estimaient représentait un pays ou un continent particulier à savoir le Canada, le Canada français, l'Islande, l'Écosse, l'Afrique, l'Inde et l'avenir. Tout un chacun du public de la soirée attestera que les créations étaient remarquables soulignant la diversité de chaque équipe et une imagination illimitée. Pendant le spectacle l'assistance s'est régalée d'un dîner somptueux qui a été suivi du moment le plus attendu de la soirée- la cérémonie de remise des prix représentant 18 catégories manucure, couleur, multiculturel, vague permanente, nouveau talent, artiste du maquillage, artiste de la métamorphose, avant-garde, coupe et mise en plis hommes ainsi que cinq équipes salon régionales Colombie- Britannique, Manitoba/ Saskatchewan, Alberta, Ontario, Québec et Provinces Maritimes. Félicitations à tous les participants et les gagnants- nous n'aurions pas pu le faire sans vous, et nous remercions également nos commanditaires Redken, Collega, AG, Goldwell, ISO, Clubsalon.com, Revlon Professional, Matrix, Wella, Nioxin, Sebastian, Joico, L'Oréal Professionnel et Sexy Hair Concepts. C'était en effet un événement à se rappeler!

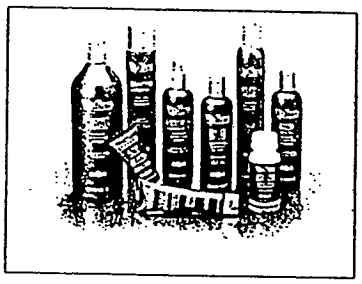
Johnny Cupello & Associates

Michael O'Rourke
Sexy Hair Concepts

the beauty store
la boutique de beauté

adventure in colour
Go colour wild with Sexy Hair Concepts' Hot Sexy Highlights Collection. Aero Color Sprays in Poly-ester Pink and Denim-flare Blue are fast drying, ideal for every hair colour and type, and hot hot hot! Write 96 on Reader Action Card.

aventure en couleur
Choisissez une couleur audacieuse dans la Hot Sexy Highlights Collection de Sexy Hair Concepts. Les vaporisateurs Aero Color rose, Poly-ester Pink et bleu Denim- flare Blue sèchent vite et sont idéaux pour chaque couleur et type des cheveux et tape-à-l'œil! Inscrire 96 sur la Carte Interactivité.



hair booster
Makers of premium quality hair products, Nexxus does it again with their revolutionary VitaTress Hair Revitalization Program, an effective, non-drug regimen which treats thinning hair. Contains advanced scientific ingredients. Write 98 on the Reader Action Card.

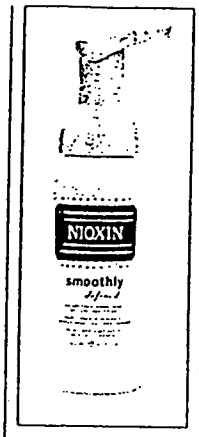
revitalisant de cheveux
Le fabricant de produits capillaires de la qualité extra, Nexxus, en lance encore un ayant élaboré son VitaTress Hair Revitalization Program révolutionnaire, c'est un régime efficace sans médicament qui traite les cheveux clairsemés. Il contient des ingrédients scientifiques avancés. Inscrire 98 sur la Carte Interactivité.

pomade perfection
Emphasize texture, add definition and create separation with Modern Elixirs' Defining Pomade, a premium non-greasy formula that is lovely, lightweight and every stylist's dream product. Write 101 on Reader Action Card.

la pommade de perfection
Rehaussez la texture, ajoutez la définition et créez la séparation avec la Defining Pomade de Modern Elixirs. C'est une formule sans gras de la qualité extra qui est agréable, légère et un produit de rêve de chaque styliste. Inscrire 101 sur la Carte Interactivité.

holding tight
Sexy rugged men will love the two newest additions to the Rumble Boys collection. Axel Grease Hold and Shine Pomade is a light hold finishing product. Bullet Proof Hard Hold Hair Spray dries fast giving firm hold to strong shapes and styles. Write 95 on Reader Action Card.

une tenue forte
Les hommes durs et sexy aimeront bien les deux nouvelles additions à la collection Rumble Boys. Axel Grease Hold and Shine Pomade est un produit finissant à tenue légère. Bullet Proof Hard Hold Hair Spray sèche rapidement donnant une tenue ferme à de fortes formes et styles. Inscrire 95 sur la Carte Interactivité.



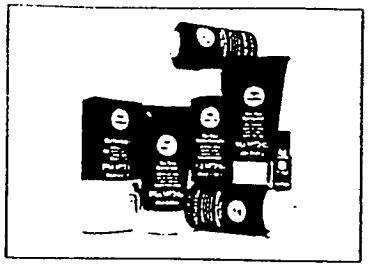
hot & smooth
Nioxin's new Smoothly Defined helps smooth and control fine and thin-looking hair that's frizzy or difficult to style. This heat-activated smoother makes even problem hair silky smooth. Write 94 on Reader Action Card.

chauds & lisses
La novelle Smoothly Defined de Nioxin aide à lisser et contrôler les cheveux fins, crépus ou difficiles à coiffer. Cette crème lissant activée par la chaleur égalise les cheveux et les rend soyeux et lisses. Inscrire 94 sur la Carte Interactivité.

tea break
Te Tao's shampoo and conditioner contains Lemongrass, a sweet smelling tropical grass that heightens senses and energizes body, mind and soul. The exciting Te Tao Tea line harmonizes hair based on ancient Chinese philosophy. Write 92 on Reader Action Card.

pause-thé
Le shampooing et baume démêlant Te Tao contient du lemon-grass, herbe tropicale à un parfum doux qui monte les sensations et donne de l'énergie au corps, à l'esprit et à l'âme. La ligne excitante Te Tao Tea harmonise les cheveux se basant sur la philosophie chinoise ancienne. Inscrire 92 sur la Carte Interactivité.

SH 0697



tantalizing tingle
Tea Tree oil is a natural disinfectant, germicide and antiseptic with healing properties. Knowing these amazing qualities Paul Mitchell introduces the Tea Tree collection. Consisting of essential oil, body bar, liquid hand soap, shampoo, conditioner, styling wax and gel, the Tea Tree line tingles with goodness. Write 102 on Reader Action Card.

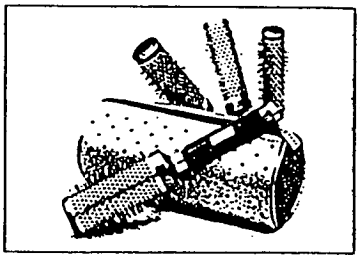
un picotement aguichant
L'huile Tea Tree est un désinfectant naturel, bactéricide et antiseptique avec des propriétés guérissant. Sachant ces bonnes qualités Paul Mitchell introduit la collection Tea Tree. Se composant d'huile essentielle, savon pour le corps, savon liquide pour les mains, shampooing, baume démêlant, cire de coiffage et gel, la ligne Tea Tree picote avec excellence. Inscrire 102 sur la Carte Interactivité.

pump it up
Give liftless hair what it deserves, a douse of Sexy Hair Concepts' Root Pump Plus. The result? Lift, volume and stylish hair. This humidity resistant volumizing spray mousse also provides excellent hold. Write 99 on Reader Action Card.

donnez du volume
Donnez à vos cheveux ternes ce qu'ils méritent, une bonne dose de Root Pump Plus de Sexy Hair Concepts. Résultat, le lifting, du volume et une coiffure branchée. Ce spray de mousse volumisante résistante à l'humidité procure du volume et une excellente tenue. Inscrire 99 sur la Carte Interactivité.

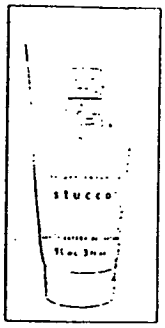
reaching nirvana
Redken introduces True Calm, a line of hydrating, sensory haircare products for normal to dry hair. Feel yourself relax as five essential oils and a blend of natural ingredients are delivered to the hair and scalp via the exclusive Interbond Conditioning System. Write 97 on Reader Action Card.

s'élançant au Nirvana
Redken introduit True Calm, ligne de produits hydratants, sensoriels pour les soins capillaires des cheveux normaux ainsi que secs. Vous vous sentirez décontractées à mesure que cinq huiles essentielles et un mélange d'ingrédients naturels seront livrés aux cheveux et au cuir chevelu via le Interbond Conditioning System exclusif. Inscrire 97 sur la Carte Interactivité.



turn up the heat
Dry clients' hair quickly and safely with thermal round brushes from Rusk. The open core brushes capture and retain blow dryer heat allowing hair to be smoothed, shaped and styled quickly. Available in four sizes, the brushes feature an ergonomic handle that gives control and stimulates blood flow. Write 100 on Reader Action Card.

augmentez la chaleur
Séchez les cheveux des clients rapidement et sûrement avec les brosses thermiques rondes de Rusk. Les brosses à noyau ouvert prennent et retiennent la chaleur en permettant aux cheveux d'être séchés, formés et coiffés plus rapidement. Disponibles en quatre tailles, les brosses ont un manche ergonomique qui donne le contrôle et stimule la circulation sanguine. Inscrire 100 sur la Carte Interactivité.



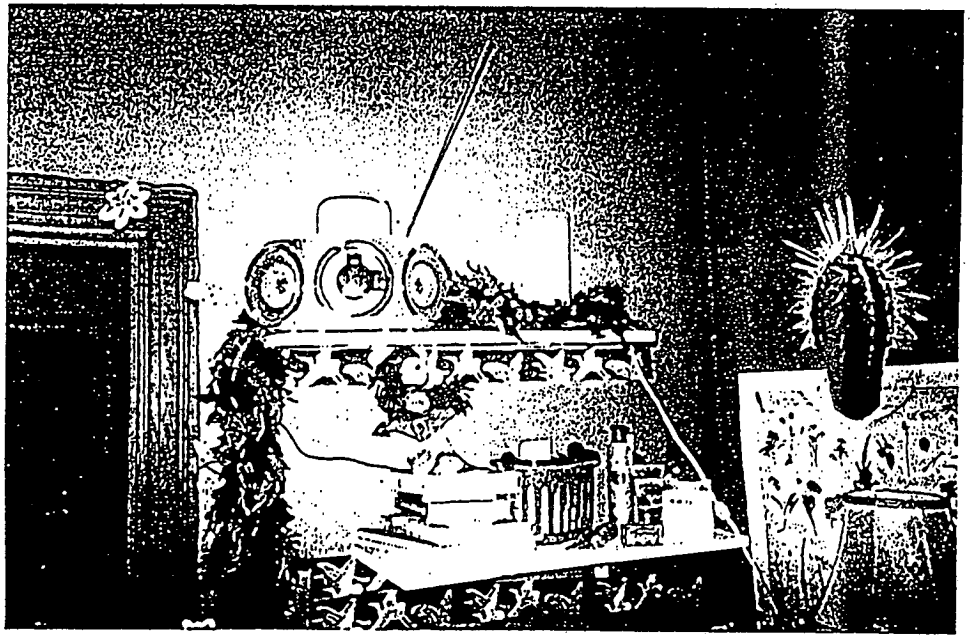
stucco satisfies
AG Stucco texture enhancer is comprised of a unique fashion forward formulation. It defines hair texture with a dry feeling and low lustre matte finish. AG Stucco is highly concentrated and effective— and it's versatile for all hair types. Write 103 on Reader Action Card.

stucco satisfait
AG Stucco [illegible], contient une formule unique de la mode avancée. Elle définit la texture de cheveux avec une sensation sèche et un fini lustre non-intense mat. AG Stucco est très concentrée et efficace ainsi que versatile pour tous les types des cheveux. Inscrire 103 sur la Carte Interactivité.

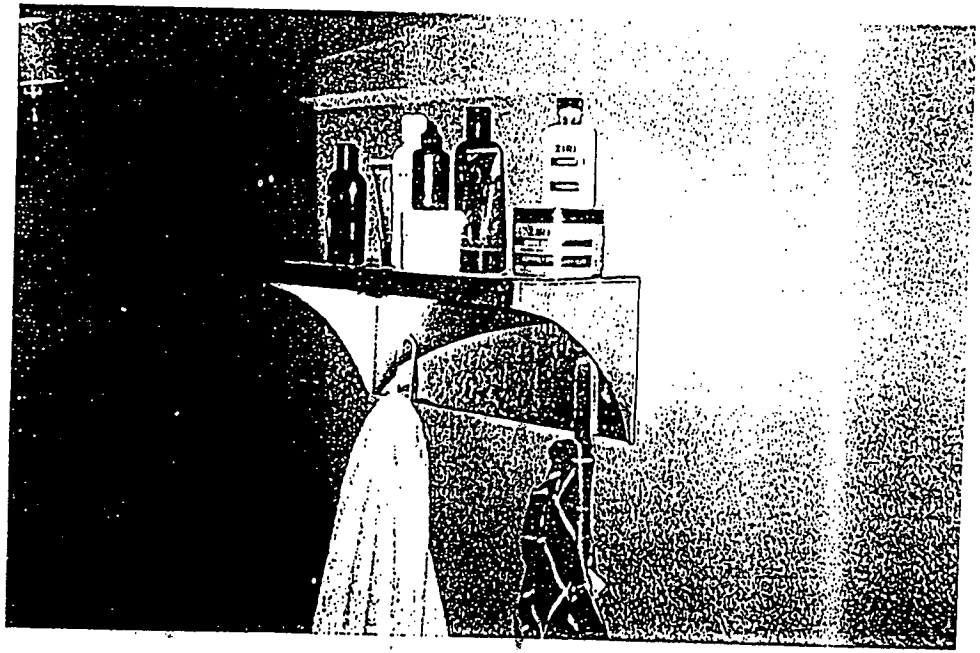
bulk beauty
American Crew fattens up their product line with the introduction of Thickening Shampoo and Conditioner. The products contain glycerin to soften and swell the hair shaft, coconut oil for moisture and shine and sage extract to clean and stimulate the hair and scalp. Write 93 on Reader Action Card.

la beauté en gros
American Crew fait grossir sa ligne de produits avec l'introduction de Thickening Shampoo et Conditioner. Les produits contiennent de la glycérine afin d'assouplir et gonfler la flèche des cheveu, l'huile de coco pour les hydrater et faire briller ainsi que l'extrait de sauge pour nettoyer et stimuler les cheveux et le cuir chevelu. Inscrire 93 sur la Carte Interactivité.

SEXY HAIR CONCEPTS RECEIVE PRODUCT PLACEMENT ON THE SET OF
MTV's HIT SHOW "UNDRESSED"
SPRING/SUMMER 2001



SEXY HAIR CONCEPTS RECEIVES PRODUCT PLACEMENT ON THE SET OF
MTV's HIT SHOW "UNDRESSED"
SPRING/SUMMER 2001



CELEBRITY HAIRSTYLIST, DONNA GILBERT USES SEXY HAIR CONCEPTS PRODUCTS
ON THE SET OF DISNEY'S FILM, "THE DOG CATCHER"
SPRING 2001

2001
JUNE PUBLICITY

June

American Salon	The Flaunt
Instinct	Rumble Boys, Aero Color Sprays, Short Sexy Slept In
Beauty Biz WWD	Aero Tan
Beautynet.com	Sex Symbol Nude Beach
Valley Magazine	MOR
Beauty Industry Report	Sex Symbol Nude Beach
Salon News	Sex Symbol Aero Tan
Atlanta Journal Constitution	Healthy Sexy Hair
Daily News – LA Life	Sex Symbol Nude Beach

June/July

Platinum	Sex Symbol, Volumizing Detangler, Aero Color Sprays
Estylo	Sex Symbol
Beauty Beat	Sex Symbol Aero Tan

SH 0702

5.9.01

american salon

SH 0703

healthy

SEXY HAIR

the first complete soy-based haircare line in the professional beauty industry.

feed it with the goodness of soy!

"There's nothing sexier than strong, healthy hair..."

Michael O'Rourke
CEO and Co-Founder
Sexy Hair Concepts

SH 0704

Hair SEXY Concepts

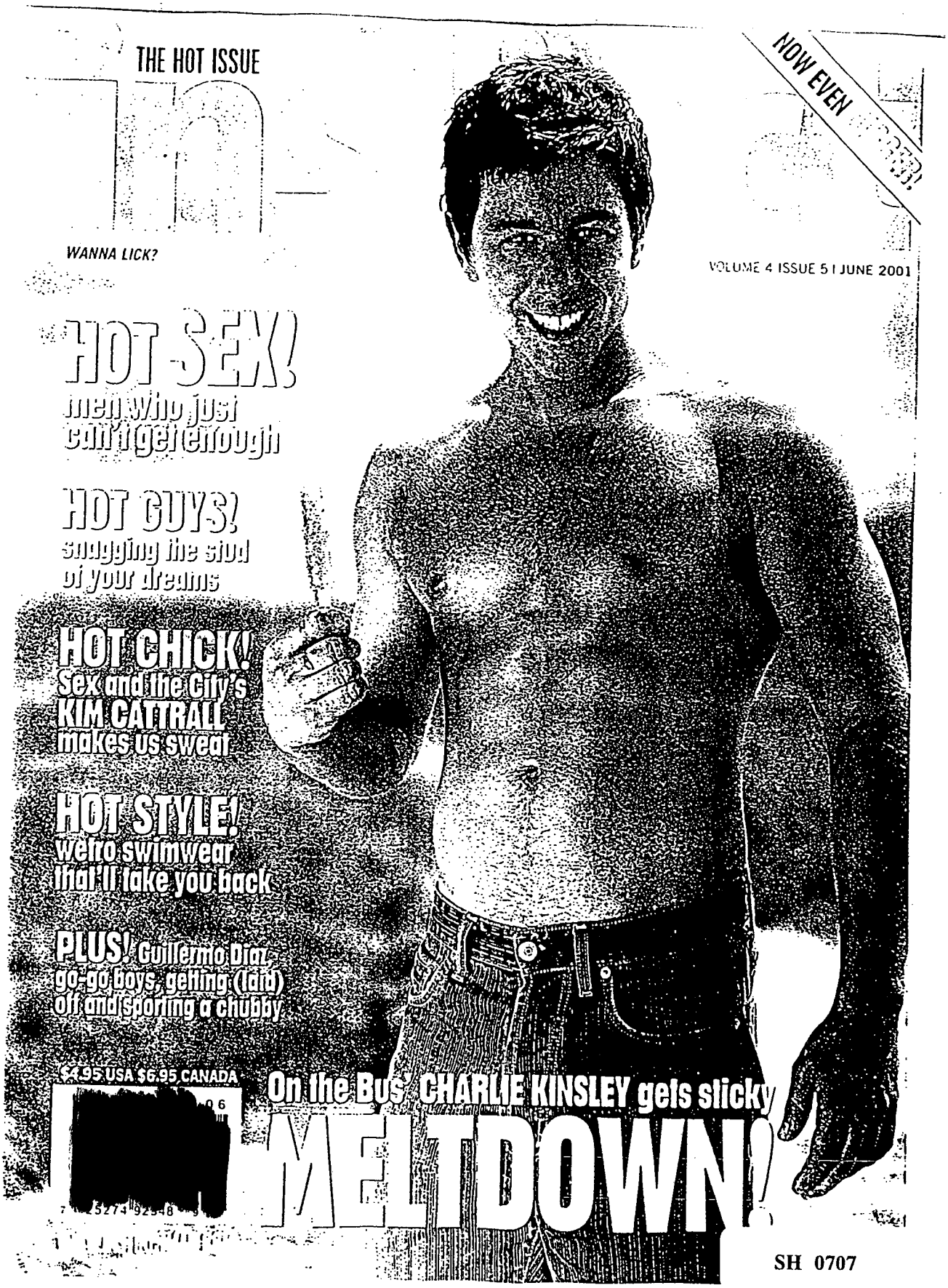
is your hair hungry?
SH 0705

Near Right: The U.S. Rumbleboys. *Far Right:* Michael O'Rourke, CEO and founder of Sexy Hair Concepts.

SEXY STUFF

Sexy Hair Concepts, Chatsworth, CA, has decided to bring runway looks to the people, with its consumer outreach campaign. Launched in February, the Flaunt, an Art and Fashion Exchange is a partnership, in which Sexy Hair Concepts works with high-profile salons in major cities to develop a hair and fashion show to entertain and educate consumers. Featuring hairstyles in categories such as fun, sexy, dramatic, avant-garde, professional, children, and bridal, the multi-thousand-dollar event includes live models and performances by the U.S. Rumbleboys Brigade, sponsored by the company. "This is the first time a major manufacturer is working with real salons and stylists to bring hair art to an elevated arena. The market-to-market events allow the community to see the artistic power of hairstylists, and the shows allow salons and stylists to promote themselves to the community," says Rod Sickler, director of the Flaunt, an Art and Fashion Exchange, Sexy Hair Concepts. "These consumer events will also help salons align themselves with positive business networks such as cause marketing and self-promotion."

Above: Michael O'Rourke celebrates with Flaunt models. *Left:* Jeff Klominek with O'Rourke. *Below:* Rod Sickler in action.


THE HOT ISSUE
WANNA LICK?
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men who just can't get enough
HOT GUYS!
snagging the stud of your dreams
HOT CHICK!
Sex and the City's KIM CATTRALL makes us sweat
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retro swimwear that'll take you back
PLUS! Guillermo Diaz, go-go boys, getting (laid) off and sporting a chubby
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On the Bus' CHARLIE KINSLEY gets sticky
MELTDOWN!

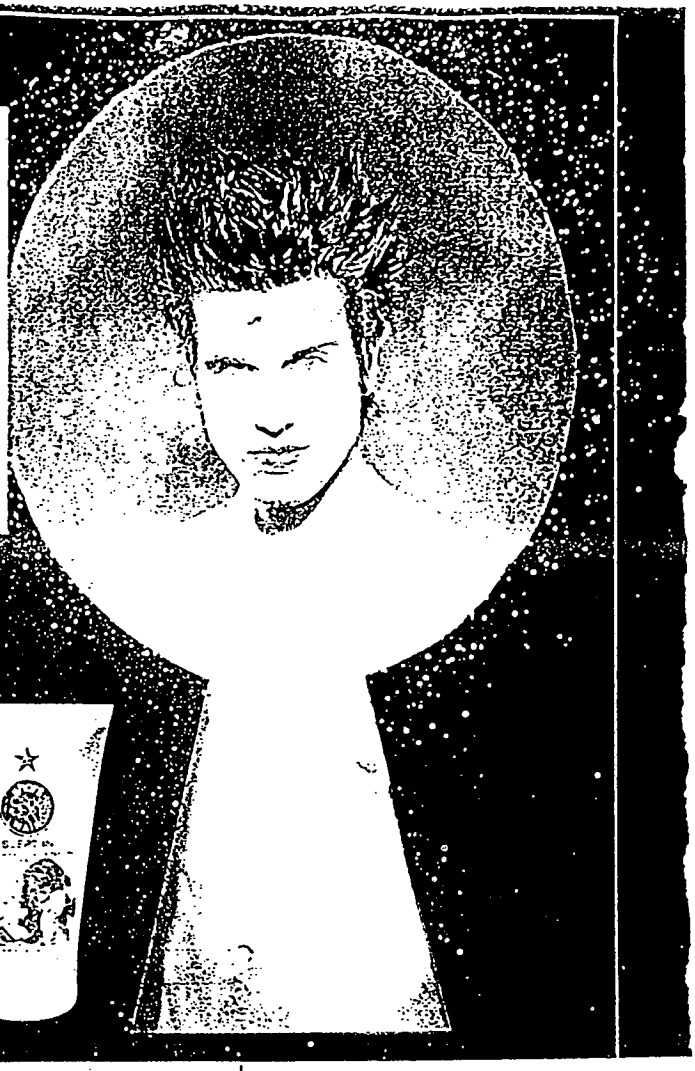
SH 0707

fluffer

SEXY SKIN

STRAIGHT-ACTING SKIN CARE

Admit it: You've got more skin care products than a sorority girl with psoriasis—and most of them smell of flowers and lollipops. Leave it to those classy kids at Aramis to come up with a simple men's line that works wonders and doesn't make you smell like boysenberries. The Lab Series for Men is available at the men's fragrance counter of most fine department stores. The Active Treatment Scrub was our favorite. Cool and skritchy in a minty sort of way, it'll leave you feeling fresh and oil-free. Use it before you take a razor to your face for the closest shave of your life. *—AH*



SEXY HAIR

GREAT HAIR WITH FLAIR

Sexy Hair Products Inc. is on a mission to get you coiffed and boffed. Their "Slept In" texture creme gives you that bad boy dirty look right out of the shower. Add some Denim Flare Blue Aero Color Spray and you'll have a style that gets some attention. Color not your bag? Fine. Check out the "Rumble Boys" line of ultra-butch, ultra-hip hair care products. The Shark Attack Pomade Schtick looks like deodorant, but it's a wax that you rub on your head for that "just been shagged" look. The Heavy-Weight Hold Phosphorescent Gel really glows under black light and the Axel Grease Pomade will give you a fine shine. Available in most fine salons or check out the Web site at www.sexyhairconcepts.com. *—AH*

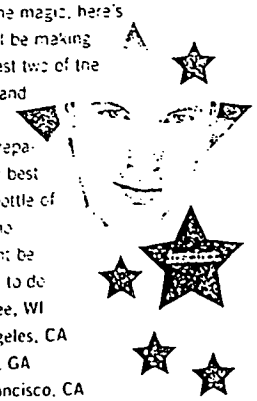
TALES OF THE 'CITY'

IF YOU CAN 'MAKE IT' THERE

Boffin' in the Big Apple has never been more exciting as Carrie, Samantha, Charlotte and Miranda return for more in season four of HBO's smash hit comedy series *Sex and the City*. Proving that they can make it anywhere, Sarah Jessica Parker plays a New York writer whose relationship column details the sizzling and sordid details of her personal life, as well as the romantic adventures of her three best friends played by Kim Cattrall (see *Chick interview*, page 18), Kristin Davis and Cynthia Nixon. Clear your calendar for Sunday, June 3, when the season premiere shoots a double wad with two all-new, back to back episodes beginning at 9 p.m. *—AH*

STAR SIGHTING

MEET BEN ROGERS!



Instinct is coming soon to a gay pride near you. If you've ever wanted to meet the man behind the magic, here's your chance. Ben will be making appearances at at least two of the venues listed below, and he's spent a lot of time at the gym in preparation. So, bring your best pick-up line (and a bottle of Jack Daniels) and who knows what you might be able to convince him to do.

June 8-10: Milwaukee, WI
June 16-17: Los Angeles, CA
June 22-24: Atlanta, GA
June 23-24: San Francisco, CA
June 23-24: St. Louis, MO

BEAUTY

WWD

DISCOVERING THE JOYS OF SPECIALTY RETAILING

TRUE R[illegible]
JEAN-PAUL [illegible]
WOMEN AND [illegible]

MASS APPEAL
WHAT TO EXPECT AT NACDS

ROAD TRIP
EXPLORING MADAGASCAR
FOR THE NEWEST SCENTS

INVITATION ONLY
PARTYING WITH JO MALONE,
L'OREAL AND BOBBI BROWN

Display until August 3, 2001 $4.95

SH 0709

Intimate Beauty Corp. ceo Robin Burns

Valley

Home & Remodeling 2001

From real estate deals to remodeling and design advice, our annual guide delivers tips and hot information for Valley homeowners.

SUMMER FUN

Summertime in the Valley sizzles with excitement.

Ambulance Emergence

Just how long will it take the paramedics to arrive on the scene?

Sylvester Stallone

Twenty-five years after the release of "Rocky," this Hollywood action star gets behind the wheel in "Driven."

JUNE 2001 • $2.95

SH 0710

SUMMER SENSATION

Summer sun, summer fun,
So, California has something for everyone.
Wondering what to do when the temperature heats up?
Read on for *"Valley Magazine's"* best round-up.

L.A.'s got beaches for surfing and sunbathing.
Sparkling sand for mud pies and castle-making.
Stay a while at some quiet coves,
Or head to the "playas" where the in-crowd goes.

If sand and water don't float your boat,
A steep drop from the Viper will get your goat.
There's Universal, Disney, Magic Mountain and Knott's,
But that's only a sample of what we've got.

Spend the day at The Getty, MOCA Museum and Zoo,
And, yes, there's even more to do.
A picnic in the Palisades, a barbecue at Balboa Park,
A stroll along Ventura Boulevard—it's even better after dark.

So hop in the car and hit the 101.
Our sizzling Valley season has just begun.
Roll down the windows, pop in a CD.
Summer's here and the livin' is easy.

AWESOME ACCESSORIES

The shapes of summer accessories are fun[illegible] the colors are vibrant and jolly. Inspired by [illegible] tion hideaways, Fred[illegible] Fekkai accessories are be[illegible] playful and sophisticated. [illegible] Grand Swim Tote is equa[illegible] suited for a day at the beach an evening dining al fres[illegible] Trimmed with brulle leath[illegible] handles, the bold [illegible] $275 at Neiman Marcus Beverly Hills, [illegible] in Beverly Hills, [illegible] in Century City or call (888) FFE-KKAI for more information

HOW TO KEEP YOUR HEAD WHEN THE TEMPERATURE'S RISING

When it comes to getting advice on summer hair care, you know you're in good hands [illegible] with Michael O'Rourke. The world-champion hair dresser is CEO and founder of Sexy Hair [illegible] (www.sexyhairconcepts.com) in Chatsworth and also happens to be the founder of Carlton Hair International USA.

"Summer is all about the elements—heat and humidity—and that's going to affect the hair," says O'Rourke. Yes, this is the time of the season when fine hair goes limp, and curly hair goes big and bushy. For maximum comfort and style, the mane man recommends taking your hair off your neck and cutting bangs slightly shorter underneath so they don't fall fully onto the forehead.

For those planning to spend a day swimming in a pool or the ocean, O'Rourke advises using a leave-in detangler/conditioner for protection—especially if you're going into the water. "Take the leave-in conditioner with you," he says. "Every time you come out of the water, spray it on again." On a note of caution, O'Rourke warns against "ripping" through tangled wet hair with a vent brush. Instead, spray detangler on hair first and comb it from the bottom up to keep tresses in top condition.

Speaking of conditioners, those sporting curls should not neglect dry ends. A leave-in conditioner should be used daily, a deeper conditioner should be slathered from roots to ends once a week. Fine hair, however, requires a lighter touch; a heavy conditioner will leave it flat. A spray-on conditioner works well for finer hair since it deposits lightly through the hair.

Super coifs for women in summer 2001 are cuts that are actually two styles in one, says O'Rourke. Tops can be cut shorter for fullness, bottoms cut blunt

Michael O'Rourke's Hair Do's

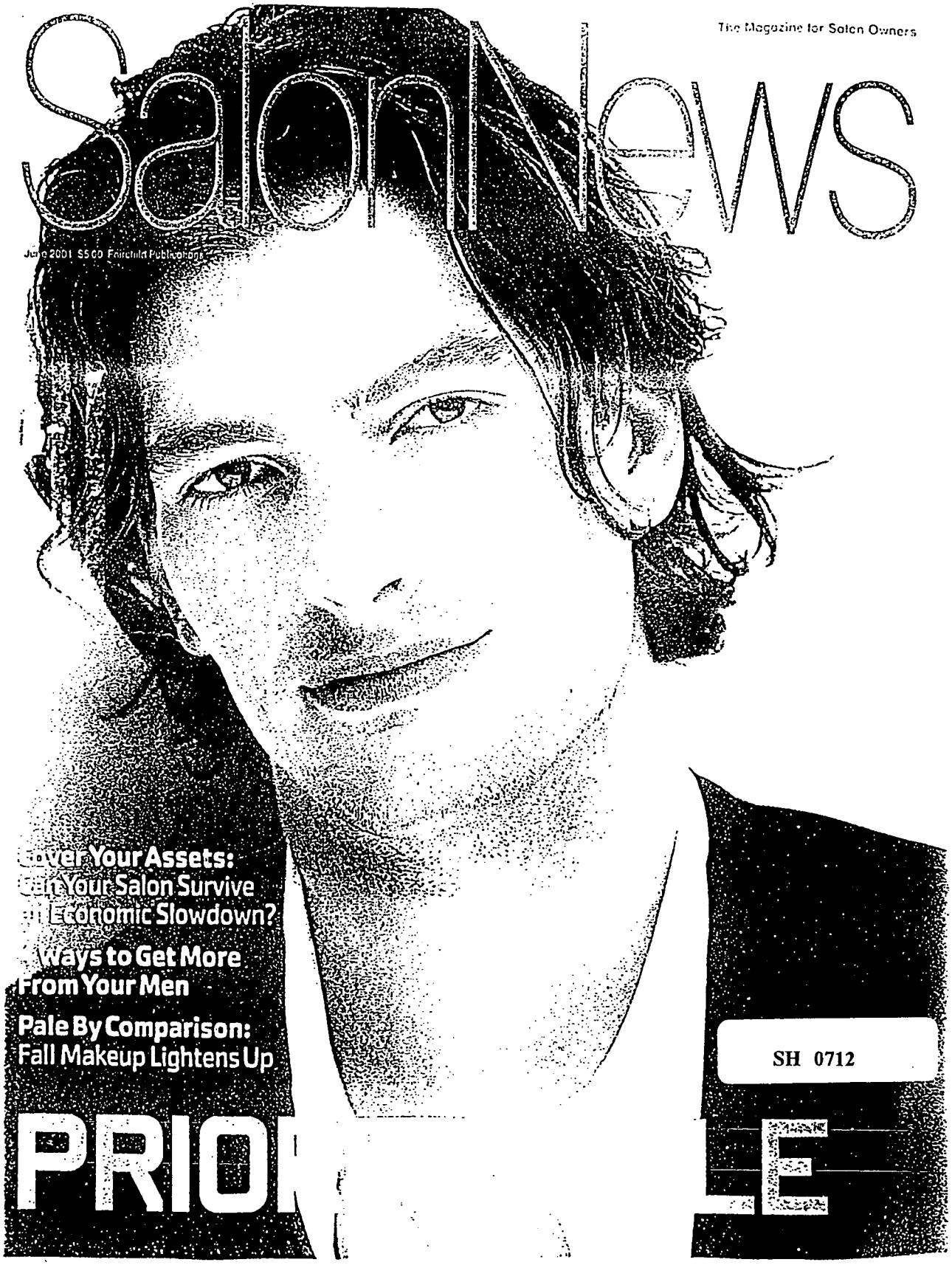
- Do be gentle with hair in summer. Be obsessive about it. Avoid stressing hair too much with heat, blow drying or flat irons.
- Do use wider rubber bands.
- Do renew yourself in summer. Make changes. Try new colors and [illegible]
- Do have some fun.

SH 0711

The Magazine for Salon Owners

Salon News

June 2001 $5.00 Fairchild Publications



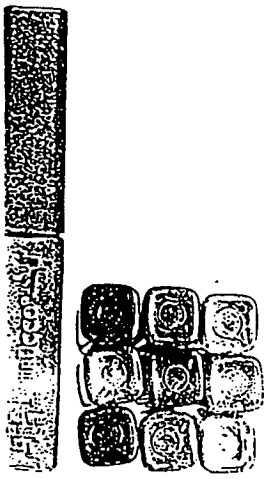
Cover Your Assets:
Can Your Salon Survive an Economic Slowdown?

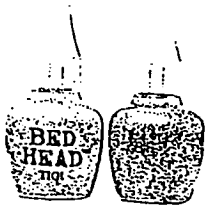
4 Ways to Get More From Your Men

Pale By Comparison:
Fall Makeup Lightens Up

SH 0712

PRIO[illegible]LE





Shine On (top row, left)
Sebastian Trucco introduces 10 shades to the Divinyls Lip Gloss Line including shades like Firecracker—a bright red and Bad Kitty—a black-violet. (207) For information, call (800) 829-7322.

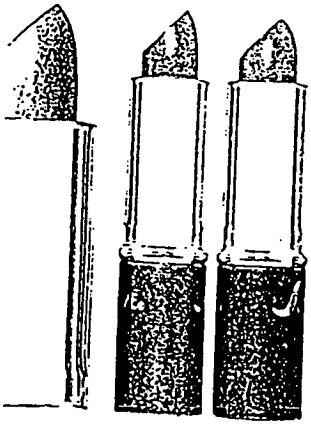
Brit Style (top row, center)
Graham Webb returns to its British roots with its new collection of styling and finishing products, Brit Style, which includes Moussing Wax and Styling Paste. (208) For information, call (800) 456-WEBB

Hungry for Beach (top row, right)
TIGI's Spring/Summer 2001 collection, Sexy at the Beach, includes liquid eyeliners with names like Fiji and Maui. (209) For information, call (888) 795-HAIR

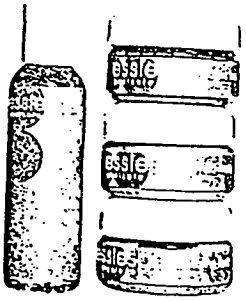
Sea Spa (middle row, left)
Body Drench by Styling Technology introduces Sea Foam Body Scrub, which removes dead surface skin cells and South Sea Body Wash—a gel-based cleanser gentle enough for daily use. (210) For information, call (800) 880-6245

Sex Symbol (middle row, center)
Sex Symbol from Sexy Hair Concepts introduces Nude Beach, its cosmetic enhancing Summer 2001 Collection, which includes Aero Tan, an instant, temporary tanning spray. (211) For information, call (800) 848-3383

Naughty Nails (middle row, right)
Creative Nail Design's Summer 2001 Collection, Girl Gone Bad, features six new shades with sexy names like XXX—a golden red spice. (212) For information, call (877) CND-NAIL.



Vitamin Boost (bottom row, left)
Sormé introduces six new e-Tint shades, which contain Vitamin E to protect healthy skin and tissues. (213) For information, call (800) 927-6763.



Compact Care (bottom row, center)
Murad's new Environmental Shield Age Proof Sunblock Stick SPF 30 for Lip & Eye is designed to fit in a purse or pocket. (214) For information, call (800) 33-MURAD

Best Foot Forward (bottom row, right)
Essie introduces the EssieSpa, a pedicure system that includes Marine Sea Salts, Exfoliating Foot Scrub, Hydro-masque and Foot Massage Oil. (215) For information, call (800) 232-1155.

Photography by George Chinsee

Soy cool from Sexy Hair Concepts: **Soy Paste Texture Pomade** (from left) for texture, shine and moldability, $12.95; (top) **Soy Tri-Wheat leave-in conditioner** with kumquat guards against the sun, $10.95; and **Soy Milk Conditioner**, a thirst quencher for dry, parched hair, $9.95. Available at salons and online at www.sexyhairconcepts.com.

ATLANTA
JOURNAL-CONSTITUTION
ATLANTA, GA
SUNDAY 889,235
JUN 10 2001
Burrelles

By ALMA E. HILL
ahill@ajc.com

If the sun can fry an egg on the sidewalk, imagine how it can bake your hair.

For instant sun protection, reach for the conditioner. Whether it's a rinse out, leave-in or deep conditioning treatment, you can't use too much to lock in moisture and protein.

"The more exposure to the sun, the more cleansing and conditioning has to be taken into account," said Maxx Holmon, stylist at the Ecotage Salon and Spa at Rich's, Lenox Square.

"It doesn't matter if it's white hair or black hair, everybody needs conditioner."

Don't worry about being seen in public with a head full of the goop stuff. These days, most conditioning products are formulated to seep into the hair shaft without flaking. Before spending a day in the sun, wet the hair, spread a dollop or two of conditioner evenly through the strands, then tie the hair back in a ponytail, bun or behind-the-ear bob.

Chlorinated pools and salt water can dull color-treated hair or, worse yet, give it a greenish cast. So do your hair a favor by giving it extra TLC before you take the plunge.

"With color-treated hair you always want to rinse it before and after you swim. It makes the hair less likely to absorb the chlorine and minerals," said Bobby Johnson, color specialist at the Stan Milton Salon.

To prevent a chlorine build-up try Aveda's detoxifying shampoo for gentle, yet thorough cleansing, or Rene Furterer's ultra-nourishing oil spray, a waterproof leave-in formula that protects against chlorine and the sun's ultraviolet rays.

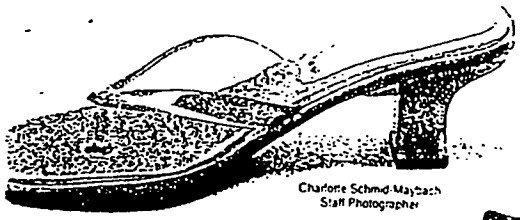
Don't forget the joy of soy. Michael O'Rourke, president of Sexy Hair Concepts in Chatsworth, Calif., developed a line of soy-based hair care products suitable for all textures and styles.

"We've discovered when you put it on hair it immediately heals, puts the protein back and helps to protect from the elements," O'Rourke said. "It's like having a protection shield."

After-sun products by **Rene Furterer** (from bottom): **hair balm** for damaged ends ($16.75); (top left) **repairing mask** to nourish and restructure ($20.75); and **nourishing shampoo** ($16.75). Sold at Stan Milton Salon or online at www.reneturterer.com.

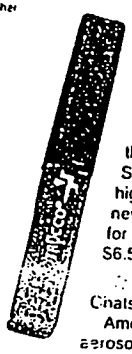
From left, **Custom Control** ($16.50) and **Self Control** ($15.50) hairstyling sticks for men add texture, volume and shine. Available where Aveda products are sold and online at www.aveda.com. **Hair Detoxifier** ($8.50) helps remove chlorine and buildup from hair.

What's HOT



Charlotte Schmid-Maybach
Staff Photographer

·parent high-heeled thongs by Unisa, above, and
·s rhinestone-accented sunglasses by Nine West,
elow, are among the season's newest trends.



Ah, the scents of summer. Night-blooming jasmine, the neighbor's barbecue ... and fake tanning lotion.

Among the newest overnight tanning products is Maybelline's Tinted Self Tanner that promises to make you look sun-kissed in just one hour, compared to the usual two. It and other products that produce a golden glow are priced between $4 and $9.50 at most drug stores.

While you're indoors working on your tan, consider golden highlights that don't require excessive sun or strong peroxide.

John Frieda's Beachblonde collection is so easy that all you need is a hair dryer and a bottle of Sun Streaks to create natural-looking sun-lightened highlights. Less dramatic is Lemon Lights, Frieda's new gel lightener with lemon juice. For fresh-from-the-sea goddess looks try Gold Rush for temporary streaks and Ocean Waves for water-wavy tendrils. The products are $6.50 each at drug stores and the John Frieda Salon in L.A.

More summer news is the Nude Beach cosmetic collection from the Chatsworth-based Sexy Hair Concepts company.

Among the novelty products are Aero Tan, an instant temporary tanning spray in an aerosol can. The formula has a sweet coconut scent, priced at $13.95.

You can get shimmery sun-kissed cheeks with Nude Beach's Sun Burnt blusher. It's a large tube of orange stuff that turns a different shade on each person's cheeks. You'll find it for $15 at hair salons and at www.sexyhairconcepts.com.

Got the glow, but looking for fireworks?

Finish your summer look by painting your pout with Firecracker, a brilliant red shade of liquid lip gloss from Woodland Hills-based Sebastian International. It's one of 10 new summer vacation colors in the Divinyls collection of Sebastian's Trucco cosmetic line, priced at $9.50 each. Unlike other lip glosses, they don't feel too sticky when temperatures rise.

Perfume can also leave you feeling sticky. Not so with Jean Paul Gaultier's new alcohol-free fragrance that cools the body down as the weather warms up. His Classique summer fragrance comes in that curvy bottle he's famous for, decorated with pansies and tulips. It's available during summer months, only, priced at $48 at department stores such as Macy's and Bloomingdale's.

Asymetrical tops are hot this season, but they create an underwear dilemma. Luckily, several manufacturers have recognized and solved the problem.

At Lane Bryant stores there's a new five-way bra called Smooth Performance that adjusts so you can have support for all one-shouldered fashions — regardless of which shoulder is bared — for $29. Frederick's of Hollywood has a similar style for $28. Lilyette has also addressed the problem with its new softly molded convertible style, priced at $26 at most department stores.

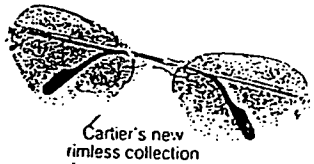
Show your toes, while compressing your saddlebags with Spanx, the new footless pantyhose. This $20 pair of pantyhose has a comfy waistband, built-in girdle and features leg bands that designer Sara Blakely says won't dig into your skin like knee-highs do. The result is a firm-looking body under your dress or capris and bare toes showing through your sandals. You can find Spanx in sizes small through extra-large at Neiman Marcus and Saks Fifth Avenue stores. For more information, call (404) 875-2558.

For those who want to show off their waist, uniformly fashionable new military belts can be found at numerous consumer bases, including Nordstrom's Brass Plum department and those little accessory carts at the mall. Otherwise, order online at Bluefly.com, where you can find them with buckles covered in a choice of crystals, pearls or grommets, priced at $39.95 and $49.95. And start looking for what's next, which is a tooled leather cowboy belt accented with a big crystal-covered heart to wear with hip-rider jeans.

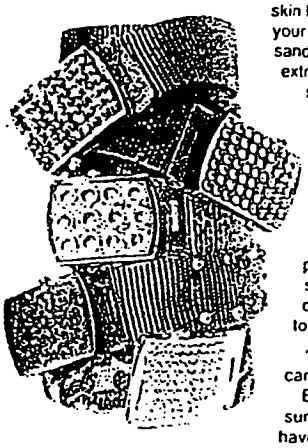
Miffed that your due date is in August and you can't wear those nifty new military belts?

Expectant moms can still pull off this edgy summer look with camouflage print pants that have a waistband that resembles the military belt. The fresh look is part of the latest collection at A Pea in the Pod maternity stores.

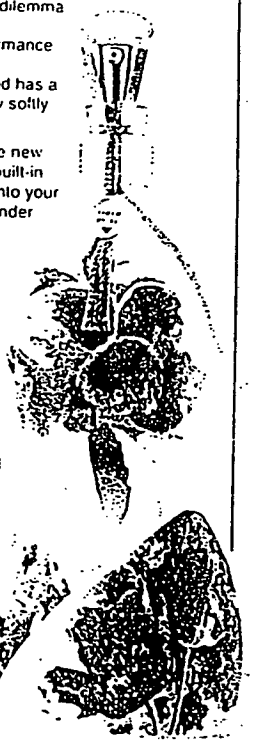
— *Barbara De Witt*

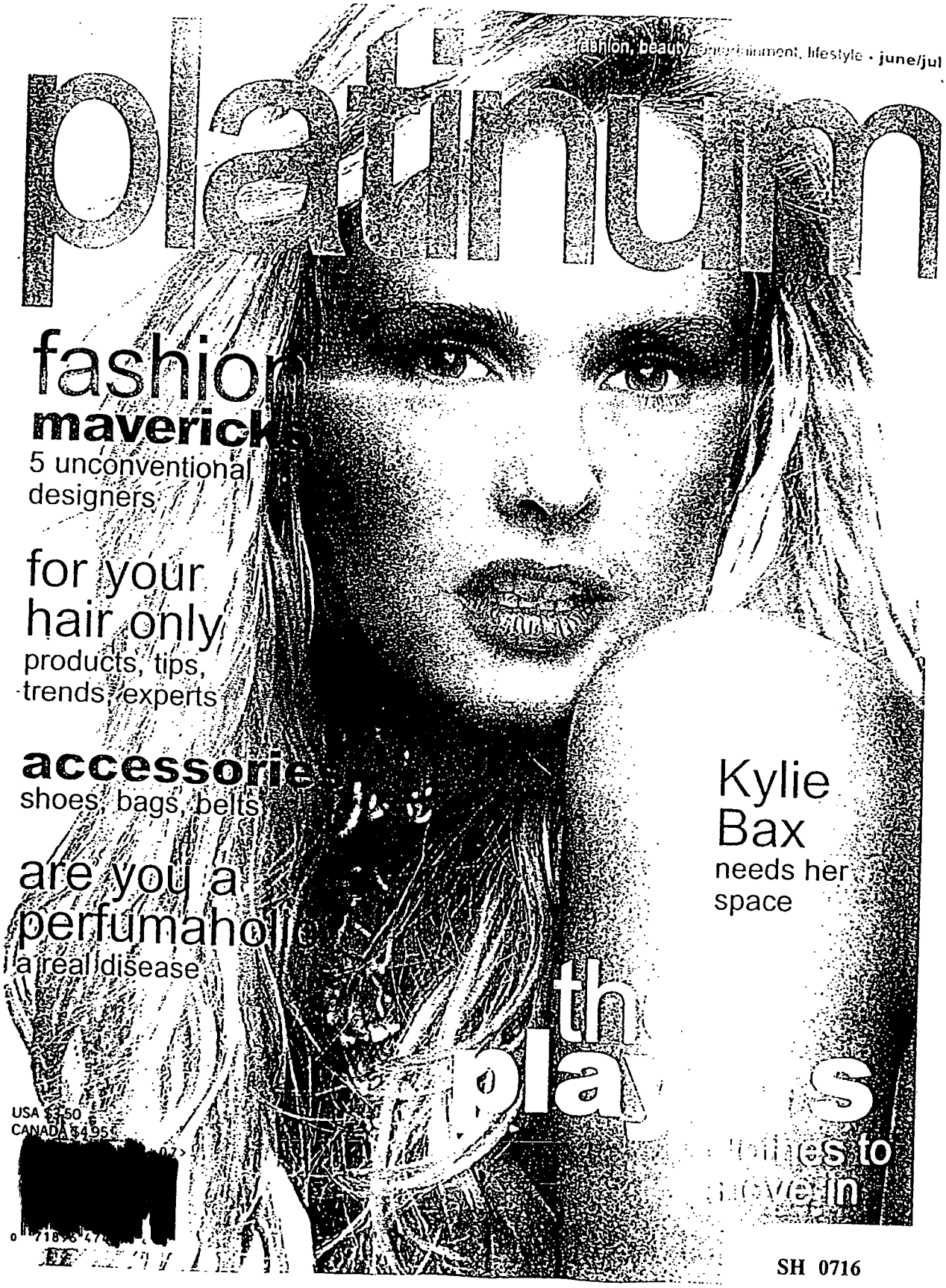


Cartier's new rimless collection of eyewear reflects understated elegance.



Nine West reinterprets the '50s cat's-eye shape with a slightly squared-off design, but other designers are going totally retro with exaggerated shapes and rhinestone trim.

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5 unconventional designers
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products, tips, trends, experts
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are you a perfumaholic
a real disease
Kylie Bax
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CANADA $4.95

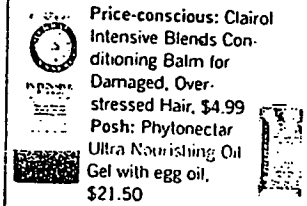
SH 0716

Only

With products this specific, you're sure to find one designed just for you.

SH 0717

Treatments

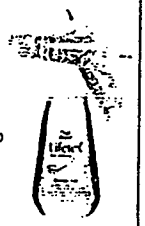


Price-conscious: Clairol Intensive Blends Conditioning Balm for Damaged, Overstressed Hair, $4.99
Posh: Phytonectar Ultra Nourishing Oil Gel with egg oil, $21.50

Price-conscious: Revlon Hair Treatment Dual-Phase Styling Conditioner, $9.99
Posh: Bloom Intensive Hair Mask with Orange, Geranium, Ylang Ylang Intensive Moisture Booster, $20

Price-conscious: Joico Phine Conditioner Conditioning Chelating Treatment, $5.95

Posh: Collabo Thia Treatment, $27



Price-conscious: Avon Advance Techniques Hot Oil Treatment, $4.99
Posh: Wella Lifetex Wellness Energy Up Bionic Hair Tonic, $9.99

Price-conscious: Rusk Deep Shine Marine Nutrient Treatment, $7.50
Posh: H2O Plus Hair Repair Seaweed Masque, $17

Price-conscious: Pantene Color Care Pure Brilliance Intensive Care Masque, $4
Posh: Abba Recoup Intensive Reconstructor, $10.95

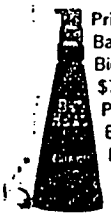
Leave-Ins

Price-conscious: Clairol Renewal 5x Daily Nourishment extreme leave-in conditioner, $4.99
Posh: Paul Labreque Silk Gloss Leave-In treatment, $18

Price-conscious: Clairol Daily Nourishment Crème Leave-In Conditioner, $4.99
Posh: Terax Lotion Hydrate Leave-In Moisturizer for Dry or Brittle Hair, $24

Price-conscious: Clairol Daily Defense Fortifying Leave-In Conditioning Spray, $3.49
Posh: Artec Naturals Kiwi Bodifying, $10

Price-conscious: Big Sexy Hair Detangler, $8.95
Posh: Mario Russo Inflation, $17

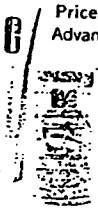


Price-conscious: Bath & Body Works Bio Leave In Fortifier, $7.50
Posh: Tigi BedHead Ego Boost Split End Mender Leave-In, $13.95

Price-conscious: Clairol Daily Nourishment Crème Leave-In Conditioner, $4.99
Posh: Nexxus Lustruss Leave In Hair Moisturizer, $31

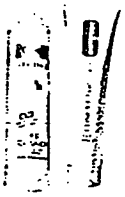
Styling Product

Price-conscious: Infusium 23 Smoothing & Defining Lotion, $3.99
Posh: Sahag No Frizz Meticulous Shaper Spray Gel for Styling Normal to Fine Curly Hair, $13.50

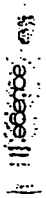


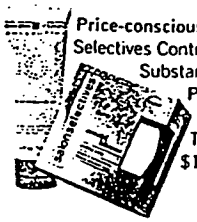
Price-conscious: Avon Advance Techniques Smooth and Shine Anti-Frizz Capsules, $4.99
Posh: Clinique Healthy Shine Serum, $13.50

Price-conscious: L'Oréal Studio Line Fast Forward Quick Drying Spray, $3.29
Posh: Clinique Light Control Gel, $13.50



Price-conscious: Salon Selectives Fully Pumped Styling Foam, $2.99
Posh: Aquage Fortifying Ultragel, $12





Price-conscious: Salon Selectives Control(d) Substance, $2.99
Posh: Sebastian Threads, $12.95

Price-conscious: Salon Selectives LightenUp Subtle Highlighting Foam, $5.99
Posh: Hot Sexy Hair Hairlights Aero Color, $11.95

Expert Tip

"One of the worst things to do to curly hair is brush it. Use your fingers to comb through KMS Curl Up. Let air dry for a sexy head full of unruly curls." Edwin Johnston, KMS Creative Director

"Caring for dry hair is easy because there are plenty of good conditioners to soothe hair. Use a silicone finishing product and smooth over hair to make it look instantly better." Irving Rusk/Rusk hair

"Oily hair means oily scalp. Take a flatwood tong and press it down on your hair at the temples and push it down your parted scalp." Michel Obadia/Pierre Michel Salon

"Those with fine hair often make the mistake of overdoing conditioners and styling products. The key is to find the right one. Try KMS 2 in 1 Thickening." Edwin Johnston/KMS Creative Director

Normal hair is a gift, but maintaining a balance is key. In the summer, stylist Garren recommends deep conditioning frequently. But don't leave on hair too long, or it will have the reverse effect.

Stylist Garren warns that UV rays can fade blondes and turn brunettes red. His advice? Use a gentle cleansing shampoo designed to protect haircolor. Try: Garren New York Color Stabilizing Shampoo.

shopping guide

Now: Color
Yeohlee: by special order only at Henri Bendel New York; 212 373.6353. M A D Women: Planet Blue, Malibu, CA; Shop Girl, Chicago, IL; Searle, New York, NY. Malizia by La Perla: La Perla boutiques New York, and Chicago. Guess: Guess and Sunglass Hut stores nationwide. Polo Jeans Co.: available at Bloomingdale's and Macy's nationwide. Leg Resource: legwearresource.com. White + Warren: Joan Shepp; 215.572.5626; whiteandwarren.com. Nanette Lepore: Nanette Lepore, New York, NY; 212.219.8265. Kors: Kors, Michael Kors, 159 Mercer Street, New York, NY.

My Name is Molly...
Friction de Nuit—Tilleul. 800.884.5944. Other perfumes: fine department stores.

The Source
Funmade Bath Art available at spacadet.com. Fox Klox cat clock available at Fresh, Boston 617.247.8150. Dept. 56 Egg Shell with legs, little duckie and duckie candle available at Bang, Boston 617.292.9911. Billy Joe fishy kitchen strainer available at kleinandcompany.net or at 888-4billyjoe. Cow pitcher found at craft fair.

Our Surroundings
Domain Maxim sofa: 800.4.domain and domain-home.com. The Bilboa Sofa from the Bilboa Collection by Preview Furniture: homeportfolio.com, or call 336.887.3024 for locations.The Antik Taupe Sofa from the Ava Collection by Mitchell Gold: mitchellgold.com; 800.789.5401. IKEA: ikea.com for store locations and online ordering shop by phone 800.434.4532.

Beauty Opener
Maxim: stopsweating.com. Donna Karan deodorant: department stores. Dove: drug and discount stores. Secret: Drug and discount stores. OPI: salons; opi.com. Neutrogena: drug and discount stores. Gosh: 888.352.8629. Sothys: sothys.com.

Beauty Contest
Maybelline: drug and discount stores. Givenchy: fine department stores. Sue Devitt: suedevittstudio.com. Almay: drug and discount stores. Jane: drug and discount stores. Manifesto: Bloomingdale's. Pupa: sephora.com. Neutrogena: drug and discount stores. Revlon: drug and discount stores. Rimmel: WalMart.

Beauty Habit
Poetic Waxing: Bliss Spa Catalog: 888.243.8825; blissworld.com. Mayaltha: thenaturalsource.com. Ombrelle: drug and discount stores nationwide. Dermalogica: dermalogica.com. H20 Plus: boutiques nationwide. Lierac: Sephora, Saks Fifth Avenue, beauty.com, eve.com, sephora.com; 877.5.LIERAC. Beauté Pacifique: beauty-pacifique.com. Robanda: robanda.com. Yves Saint Laurent: fine department stores nationwide. Skintimate: drug and discount stores nationwide. Jergens: drug and discount stores nationwide. Terax: Sephora, specialty stores nationwide. Norelco: discount stores nationwide. Anthony: anthony.com. Adidas: department stores. Davidoff: department stores. Banana Republic M: boutiques nationwide. Zirh: zirh.com. Molton Brown: Sephora. H2O: shops nationwide. Bloom: garden.com; sephora.com. Jack Black: jack-black.com. Lancome: department stores. Elizabeth Arden: department stores. Sex Symbol: sexyhairconcepts.com.

For Your Hair Only
L'Oréal: drug and discount stores. Aquage: diamondbeautysupply.com. Clairol: fine drug and discount stores nationwide. Phytotherathrie: phyto.com. Infusium: drug and discount stores. Paul Labreque: paullabreque.com; 888.PLSALON. Laurent D.: Privé Salon, LA. Salon Selectives: drug and discount stores. Cali: 888.883.CALI. Revlon: drug and discount stores. Bloom: sephora.com. Terax: fine salons, spas and retailers nationwide; E6 Apothecary, Boston; 800.213.553. TIGI: fine salons nationwide. BigSexyHair: salons nationwide; 800.818.3383; sexyhairconcepts.com. ISO: isoconcepts.com. Rusk: 800.USE.RUSK. H20 Plus: boutiques nationwide. Bath & Body Works: boutiques nationwide. Sebastian: fine salons nationwide; 800.829.7322. Castagno: 973.467.0477. Bain de Terre: baindeterre.com. Bumble & Bumble: 800.7.BUMBLE. The Natural Source: thenaturalsource.com. John Masters: johnmasters.com. Conair: drug and discount stores nationwide. Leonor Greyl: diamondbeautysupply.com. Anthony: anthony.com. Rene Furterer: 800.522.8285. Frederic Fekkai: Sephora.com. EC Mode: ecmode.com. Clinique: department stores nationwide. Joico: 800.44.JOICO. Pantene: drug and discount stores nationwide. Origins: department stores nationwide. Artec: 800.323.6817. John Frieda: drug and discount stores nationwide. Nexxus: Nexxus salons nationwide. Physique: drug and discount stores nationwide. Alterna: 888.4ALTERNA; 4Alterna.com. Avon: avon.com. Wella: lifetexwellness.com; 866.LIFETEX. Rusk: 800.USE.RUSK. Té Tao: fine drug and discount stores. Phytologie: fine salons; 800.648.0349. Aunt Vi's Garden: 800-848-3383.

Counter Intelligence
Lush: 888.733.LUSH; lushcanada.com. Blistex: drug and discount stores. Acqua di Parma: acquadiparma.it. Jack Black: jack black.com. Avon: avon.com. Bloom: Sephora.com. Lucky Chick: Sephoras nationwide; sephora.com, Henri Bendel's, select Bloomingdales; 888.833.2900. Bonne Bell: drug and discount stores nationwide. Aesop: Sephora. Brandt: Bergdorf Goodman; Beautyscene.com. Joey New York: 800.327.4422.

Life's A Beach
Paul Smith: Chanel: Dermalogica Ultra Sensitive: Aveda: Rosa Cha: language-nyc.com: Freeplay AM/FM radio, Coach, Garnet Hill: 800.622.6216; garnethill.com. Hermès: 800.441.4488 Sportmax: Max Mara stores nationwide: 800.206.6872. Celine: Celine New York boutique. Burberry's: Burberry's stores nationwide; 800.284.8480. Hard Candy: Bourjois: Elizabeth Arden: Yves Saint Laurent: Bliss: Bebe: Bebe stores nationwide; bebe.com.

Reality Check
Nike: NikeTown nationwide; nike.com. Silver Jeans: silverjeans.com. Sergio Valente: svjeans.com. Tommy Jeans: Department stores nationwide; 877.TOMMYCARES. J.P. & Mattie: Olive & Bette's 1070 Madison Ave., New York, NY; 888.767.8475. Puma: 800.782.PUMA; puma.com. Sisley: 800.535.4491. Polo Jeans Co.: Polo Jeans Co. stores nationwide 888.POLOJEANS; polo.com. A/X Armani Exchange: A/X Armani Exchange stores nationwide; armaniexchange.com. Tocca: Tocca Soho, New York; 888.TOCCA.69. Suss: Suss Design; 323.954.9637; sussdesign.com. Parallel: Parallel stores nationwide. Bebe: Bebe stores nationwide; 877.bebe.now. The Limited: The Limited stores nationwide. Necessary Objects: Select Macy's and Bloomingdale's stores.

Accessories
Kate Spade: Kate Spade New York City; 212.274.1991. Cartier: Cartier 40 Newbury St., Boston; 617.262.3300. Miu Miu, Jimmy Choo, Christian Louboutin: Louis Boston 234 Berkeley St., Boston; 617.262.6100. Versace, Dolce & Gabbana: luxlook.com. Christian Dior, Salvatore Ferragamo: eluxury.com; 877.890.7171. Bulgari: Bulgari stores nationwide; 800.BULGARI. CHANEL: Chanel boutiques nationwide; 800.550.0005. Winston Flowers, Boston MA, 617.541.1100.

You're An Allstar
Foot Joy: Boston Links Golf Shop; 617.261.0284. CHANEL: CHANEL Boutiques nationwide; 800.550.0005. D & G: D & G New York and Los Angeles Boutiques. Nike: Nike Town nationwide; nike.com. Givenchy: Givenchy Boutique 701 Madison Ave. New York, NY, 212.688.4338. Stuart Weitzman: select Stuart Weitzman stores nationwide; 212.750.2555.

Small Packages
Moschino two hearts coin purse, $185 and Vivienne Westwood granny coin purse, prices available upon request. Dolce & Gabbana Glitter Coin Purse, $185, Etro paisley and brown leather zip around wallet, $350. All available by calling 800.luxlook or at luxlook.com. VEIL coin purses available at Ikram, Chicago and Jay Kos, New York.

Random Sampling
Etro bag and Bvlgari watch available at lux.look.com. de Grisogono cell phone available at degrisogono.com. Pink potpourri pillow available at Nantucket Panache, Boston, 617.425.0250 or at nantucketpanache.com. All other products available at uncommonaccessories.com.

Plush
Millenium Star courtesy of Diamond Information Center; contact Brandee Dallow at 212.290.7920. "Comete" necklace: select Chanel Boutiques. The Amsterdamer black diamond and green diamond ring: degrisogono.com. Platinum diamond pave ring courtesy of Siegelson: select Neiman Marcus stores. Chopard diamond and yellow diamond band ring: boutiques in New York, 212.218.7222, Palm Beach, 561.805.5710, or South Coast Plaza, 714.432.0963.

The Cut
John Hardy bracelet: 1.800.2Jhardy. Austrian Crystal and Sterling Silver bracelets: Bang, Boston, 617.292.9911. Bird bangle: David Orell store 310.273.6660. Sunhera: 866.Sunhera. Konstantino bracelet: select Neiman Marcus stores.

Correction
In the April feature "Face Off," the name of Courteney Cox-Arquette was misspelled. We apologize for the error.

Resources
Robyn Rapoza is a nutritionist with a private practice, Beacon Hill Best Health. She is a registered dietitian, nurse, and certified family nurse practitioner. Reach her at 617.720.2158 or through her web site beaconhillbesthealth.com.

Lore Peters is a psychotherapist, expressive arts therapist and clinical consultant. She has been providing services to individuals and groups for many years and has a private practice in Arlington, MA. 781.641.1102. Stopandrest@aol.com.

SH 0718

Summer Beauty Issue

Bilingüe

JUNE / JULY 2001

ESTILO

CELEBRITY, BEAUTY, FASHION AND LIFESTYLE

Summerize Your Body

75 Tips to Keep You Cool

GRILLIN' & THRILLIN'

Outdoor Cooking

Fashion in Living Color

crunch a bunch

Join the Fitness Elite

a REAL thriller

Disney's California Adventure

Michelle RODRI

a true knockout

U.S. $2.95
Canada $3.50
PRINTED IN THE USA

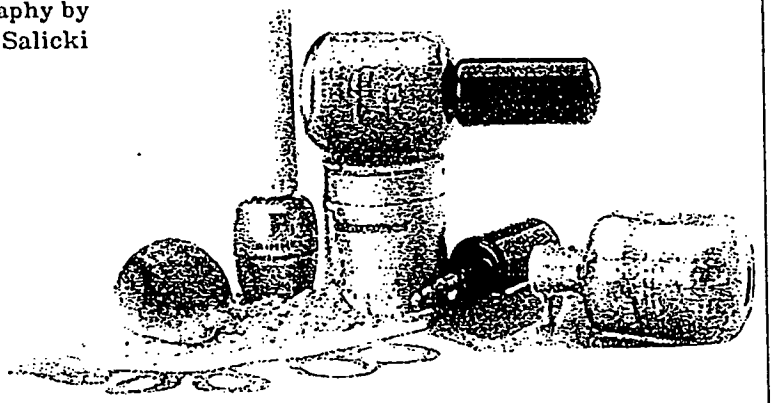
SH 0719

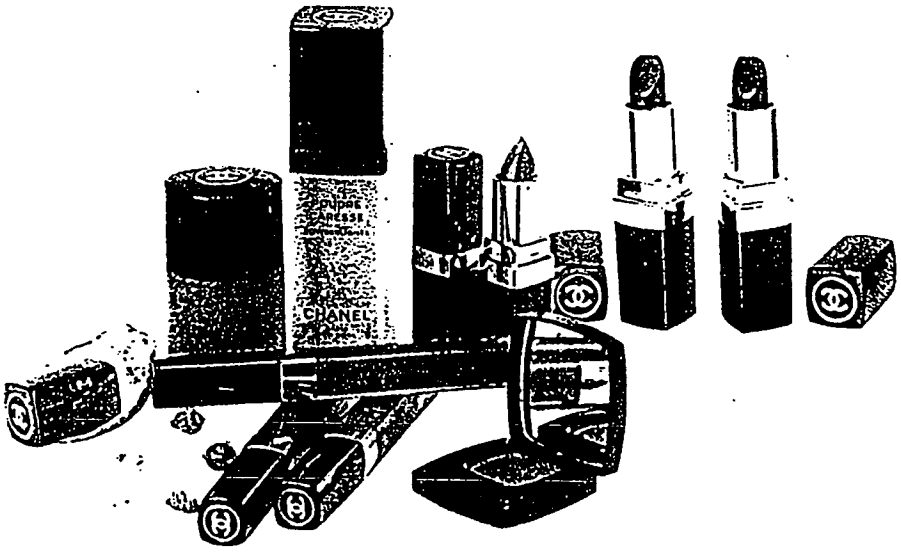
Beauty Picks
belleza

Sunny Delights

Set off the warm and bright colors of warm weather fashions with sunny and bright makeup tones.

photography by
Roman Salicki





Sex Symbol Hot Cheeks in Sun Burnt, $15.
Sex Symbol Orgazmic Dust in Blush-O-Matic, $21.50.
Sex Symbol Lip Lube lip gloss in Boy Bait, $11.50.

MAC products from top left:

Lipglass in Crystal Beach, $12.50.
Lipglass in Sun Ray, $12.50
Sheer Shimmer Powder in Sound Trip, $16.
Cream Colour Base In Virgin Isle, $14.
Eye Shadow in Paradisco, $12.50.
Sheer Shimmer Powder in Mellow Mood, $16.
Matte Lipstick in Hot Tahiti, $13.50.

Rimmel Cream Eye Shadow in Crush, $2.97
Rimmel Sunshimmer Gold Dust, $3.97
Rimmel Lasting Finish nail polish in Blue Ice, $1.97
(top) Rimmel Sunshimmer nail polish in Crush, $1.97

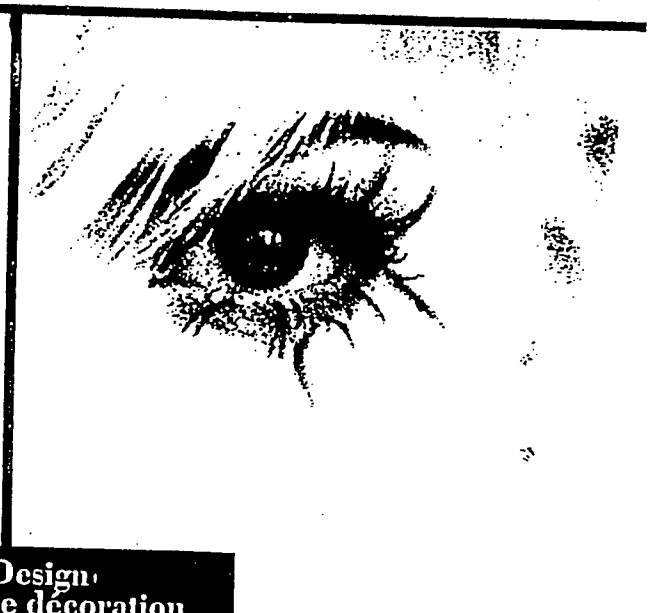
Summer beauty from Chanel, clockwise from left rear:

Sheer Brilliance, $35.
Powderlights, $47.
Infrarouge Whisperlight Lipstick in China, $21.50.
Infrarouge Whisperlight Lipstick in Nude, $21.50.
Shadowlight Exotique, $27.
Glossimers in Soda, Nectar and Coco Mademoiselle (top), $23.50.
Infrarouge Whisperlight Lipstick City, $21.50.
Infrarouge Whisperlight Lipstick Malibu, $21.50.

SH 0720

ESTHETICS ▪ COSMETICS ▪ SKIN ▪ NAILS ▪ TANNING ▪ HAIR REMOVAL ▪ WELLNESS

BEAUTYBEAT



Spa Design
Questions de décoration

Bridal Bliss | Vive la mariée

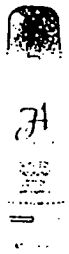
SH 0721

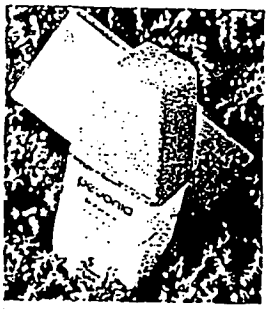
5 Hot Sunless Tanners

Summer is the season of spaghetti-strap camisoles, sexy footwear, bikini waxes and radiant skin. That's why spas are plumping up their menus with facial, waxing and electrolysis specials. How about pepping up the retail counter as well? Self-tanners add zest to timeworn menus and are ideal for clients who can't bear the toe-tap wait under the sun

5 autobronzants géniaux

L'été est la saison des soutien-gorge à bretelles, chaussures sexy, cires de bikini et d'une peau rayonnante. C'est pourquoi les spas ajoutent à leur menu des offres spéciales de l'électrolyse, l'épilation à la cire et des soins du visage. Et quoi au sujet du renouvellement du comptoir de détail de même?





The Tan in a Can. Get ready for this. Sex Symbol, the red-hot summer line by Sexy Hair Concepts, has a tan in a can! With Aero Tan you can bronze-graffiti your body parts. And body vandalism is not illegal, though the tan you'll achieve might be. This one-of-a-kind oil spray tan is fun to use, sweetly scented with coconut, and moisturizes while providing an even tan that doesn't turn your skin a ghastly orange. How to? Spray onto skin and rub in. Wash off with soap and water. But remember, Aero Tan does not contain sunscreen.

Le bronzage dans une boîte. Soyez prêts à cela. Sex Symbol, la ligne estivale chaude comme le feu de Sexy Hair Concepts, a le bronzage dans une boîte! Avec Aero Tan vous pouvez faire des graffiti de bronzage sur les parties du corps. Et le vandalisme corporel n'est pas illégal, alors que le bronzage que vous pourriez obtenir pourrait l'être. Ce vaporisateur de l'huile de bronzage unique dans son genre au parfum frais des noix de coco est amusant à utiliser. Il hydrate tout en procurant un bronzage égal qui ne rendra la peau d'un orange blafard. Comment ça? Vaporisez sur la peau et faites pénétrer en frottant. Faites partir au lavage. Mais rappelez-vous qu'Aero Tan ne contient pas d'écran total.

Naturally Golden. John Abaté's Sunless Tanning Lotion gives skin a natural, soft brown tan. Scented with a refreshing peach fragrance, clients will love the streakless results. This moisturizing, Vitamin-E rich lotion can also be used to even out, or darken and extend a salon or outdoor tan. What's more there are no dyes or artificial colours in the lotion. The self-tanning agent simply reacts with the skin's amino acids, much like a sliced apple reacts to oxygen exposure.

Or naturel. La Sunless Tanning Lotion de John Abaté donne à la peau un bronzage brun, doux, naturel. Au parfum frais de la pêche, les clients aimeront des résultats sans traînées. Cette lotion hydratante riche en vitamine E peut être aussi utilisée pour égaliser ou foncer et prolonger la durée du bronzage dans une cabine au salon ou du bronzage de soleil. L'agent autobronzant réagit avec les acides aminé simplement comme une pomme coupée réagit à l'exposition à l'oxygène.

Preserved Sunshine. Obtain a gorgeous, golden tan indoors using Pevonia's Self-Tanning Emulsion Spray. It glides on easily without any greasy residue. Simply spray the emulsion on and gently massage until absorbed. Gingko biloba, sugar and chamomile trio-up to give you sunshine in a bottle. Pevonia's elixir provides uniform sunless tanning and the botanical formula is good for your skin.

Le soleil conservé. Obtenez un bronzage doré magnifique en utilisant Self Tanning Emulsion Spray de Pevonia. Elle couvre facilement sans laisser les résidus gras. Simplement vaporisez l'émulsion sur la peau et massez doucement jusqu'à l'absorption. Gingko Biloba, le sucre et la camomille fournissent le soleil dans un flacon. L'élixir de Pevonia procure un bronzage uniforme sans soleil et sa formule botanique est bonne pour la peau.

Island Tan. At Kava Kava, International makers of Polynesian Tanning Products, the answer to sunless tanning is Dusk. Reach rich island radiance in 1-3 hours without having to bask in the sun. This natural sunless tanner is infused with kava kava, lavender and passion flower extracts. The formula is also exquisitely enriched with Vitamin E and exotic skin nourishing oils. Tanners will also find this product perfect for areas that need that extra golden glow.

Île de bronzage. Chez Kava Kava, le manufacturier international des produits de bronzage polynésiens, la réponse au bronzage sans soleil est Dusk. Obtenez le rayonnement d'île en 1-3 heures sans se chauffer au soleil. Cet autobronzant sans soleil naturel est infusé avec kava kava, lavande et extraits de passiflore. La formule est exquisément enrichie en vitamine E et en huiles exotiques nourrissant la peau. Les clients apprendront que ce produit est parfait pour les parties qui nécessitent un éclat doré supplémentaire.

SH 0722

2001
JULY PUBLICITY

July

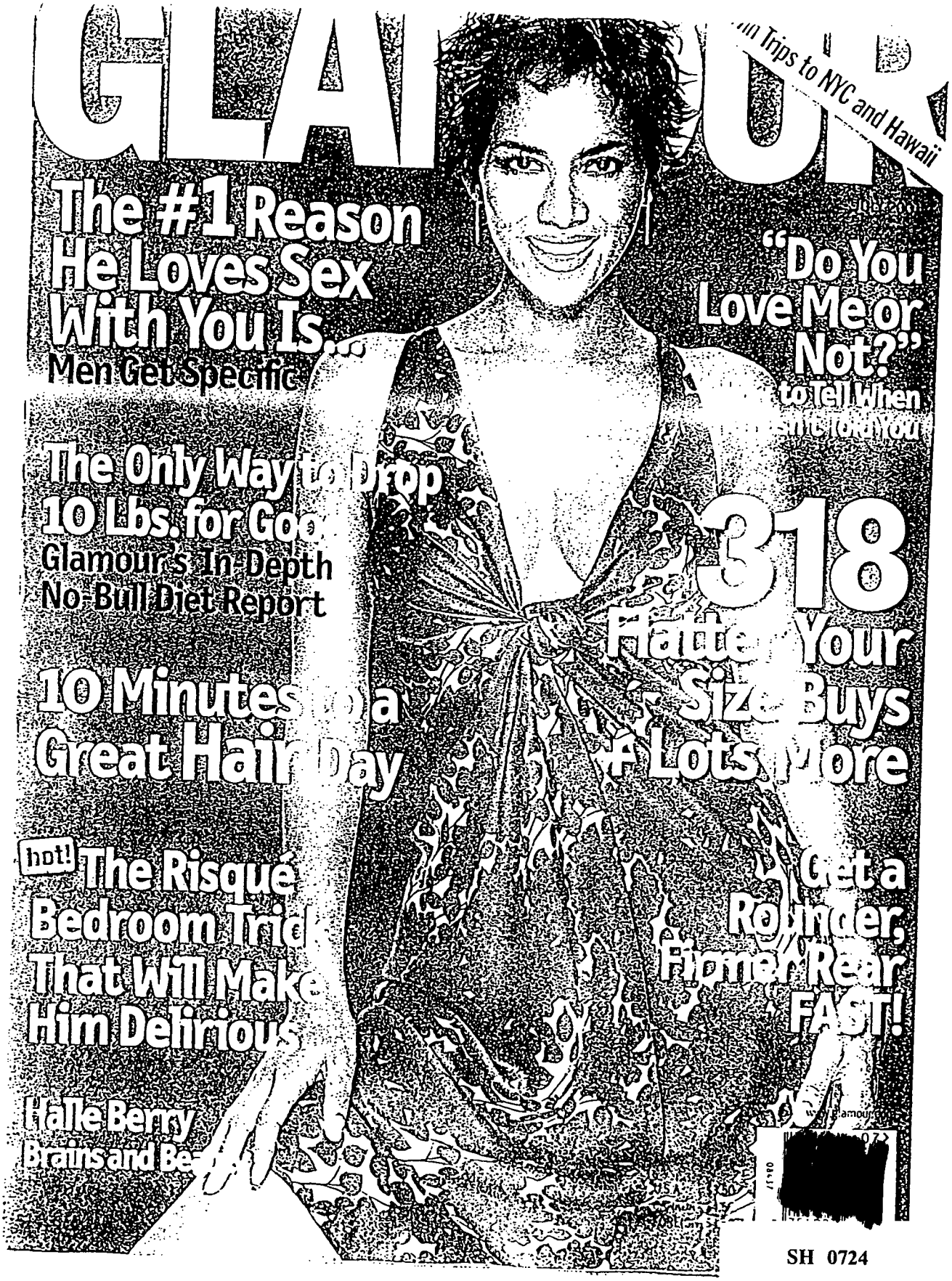
Glamour	Sex Symbol Orgazmic Dust Toast-O-Matic
Black Hair & Braids	Hot Sexy Highlights, WMN
Salon News	Healthy Sexy Hair
Teen	Sex Symbol Orgazmic Dust Sin-O-Matic
American Salon	Sex Symbol Orgazmic Dust Sin-O-Matic, Healthy Sexy Hair, Rumble Boys Bullet Proof & Axel Grease
Modern Salon	Healthy Sexy Hair
Beautynet.com	Healthy Sexy Hair
Columbia Dispatch (Ohio)	Sex Symbol Sunburnt Cheek Stick
Salon City Star	Sexy Hair Concepts
Int'l Hairdressers Journal	Healthy Sexy Hair

July/August

Canadian Hairdresser	Michael's Trip to Africa

SH 0723

5.9.01


GLAMOUR
Trips to NYC and Hawaii
The #1 Reason He Loves Sex With You Is...
Men Get Specific
"Do You Love Me or Not?"
to Tell When
The Only Way to Drop 10 Lbs. for Good
Glamour's In-Depth No-Bull Diet Report
318
Your Size Buys A Lots More
10 Minutes to a Great Hair Day
hot! The Risqué Bedroom Tricks That Will Make Him Delirious
Get a Rounder, Firmer Rear FAST!
Halle Berry Brains and Be

SH 0724

HOLLYWOOD WORLDWIDE

Black Hair AND BRAID'S

PREMIERE ISSUE

Short & Sassy STYLES

Skin Care, Makeup Madness, Nails and More!

GO NATURAL!

SEXY LONG LOOKS

Yolanda Adams Gospel Music To Another Level

BET'S "FREE" Right place, Right time!

SH 0725

SPECIAL: Prom & Wedding Guide

JULY 2001
$5.99 USA $6.99 CANADA
Display Until JULY 3, 2001

maintenance matters

From **organic relaxers** to curl eliminators, the products below will **help query your hair hell.** The focus of this section is to **stress "healthy hair."** We have featured a few different types of **relaxers and** treatments for various **hair conditions.**

HOT SEXY HIGHLIGHTS

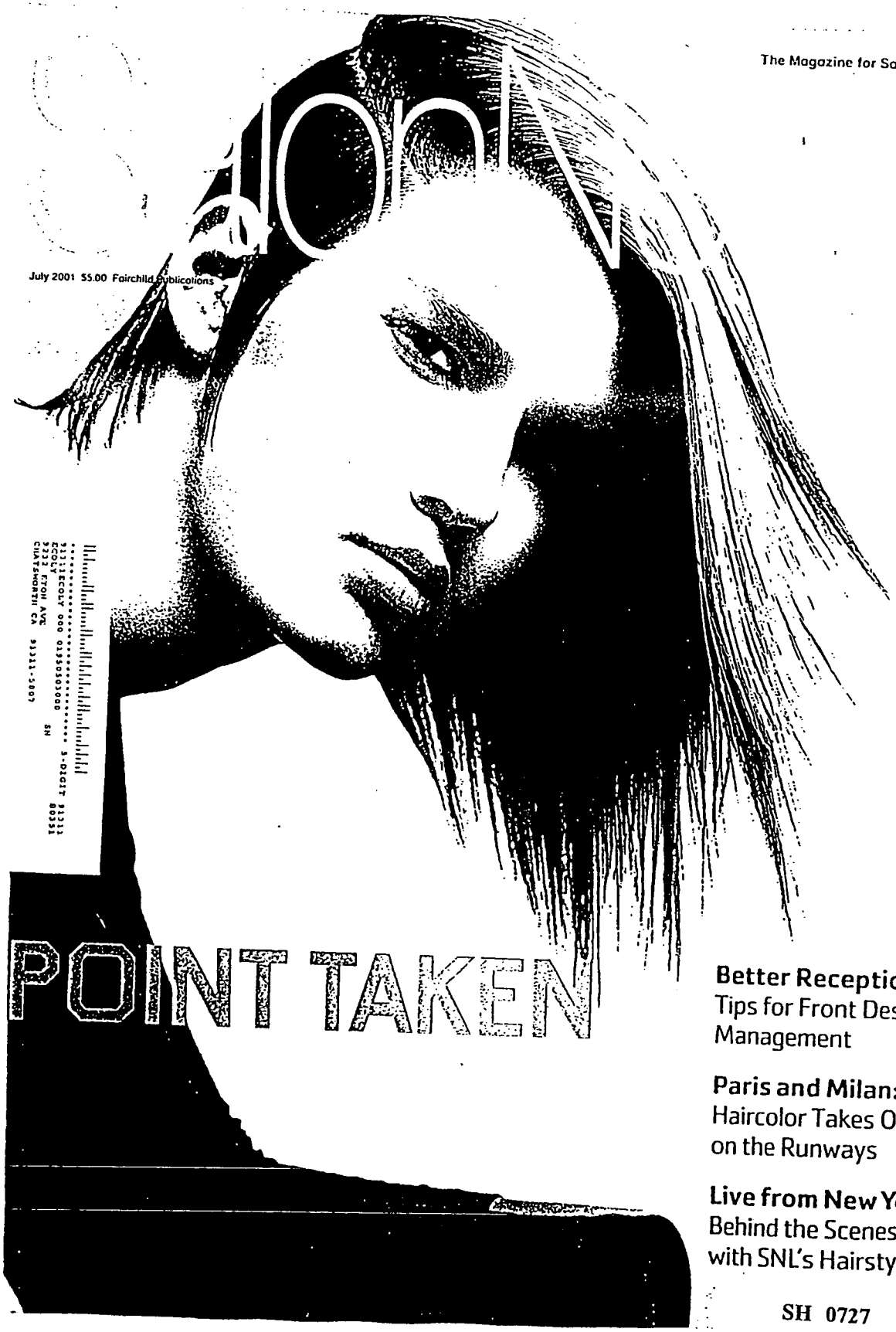
Boasts a pearly lavender highlighting shampoo that helps eliminate the yellow brassiness associated with blond to red hair. The shampoo is made up of hydrolyzed wheat protein and primrose extract which enhances blond highlights, adds moisture and revitalizes the hair and scalp.

SH 0726

The Magazine for Salon Owners

Salon Only

July 2001 $5.00 Fairchild Publications



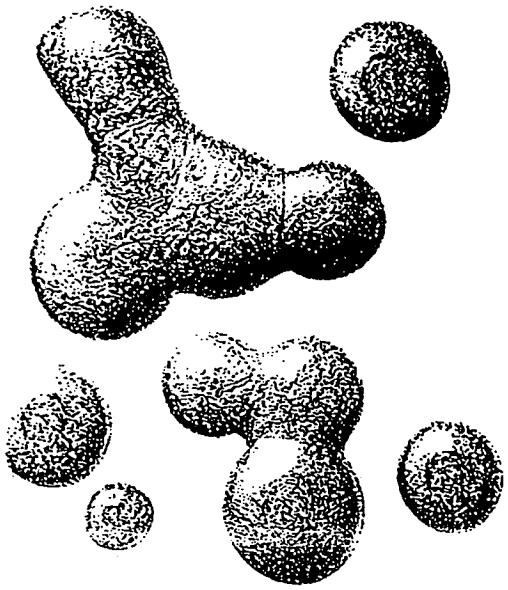
POINT TAKEN

Better Reception:
Tips for Front Desk Management

Paris and Milan:
Haircolor Takes Off on the Runways

Live from New York:
Behind the Scenes with SNL's Hairstylists

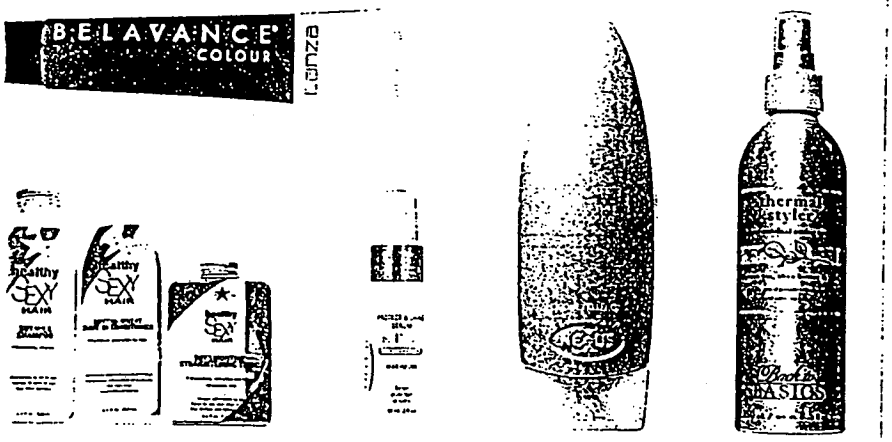
SH 0727

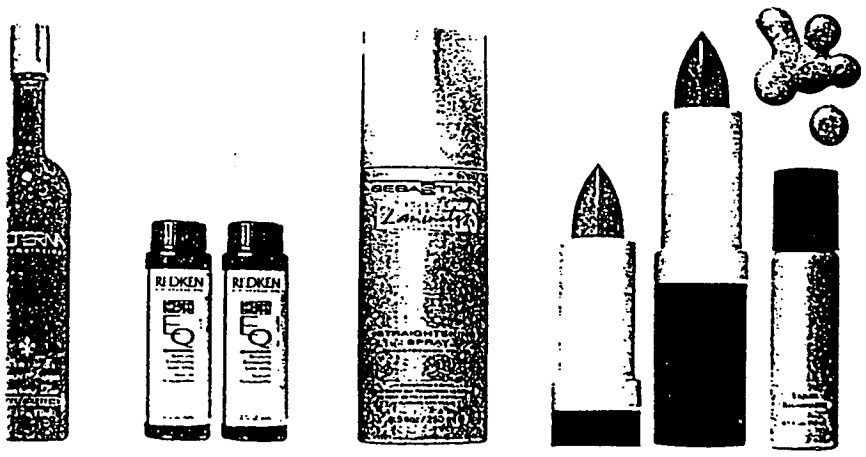


JULY_01

PRODUCT

CUE





Color Key (top row, above left)
Belavance, L'anza's new Colour Solution, comes in 62 shades. (201) Call (888) I-USE-LANZA.

Soy Be It (top row, far left)
Healthy Sexy Hair is the new soy-based line from Sexy Hair Concepts. (202) Call (800) 848-3383.

Pure and Simple (top row, second from left)
Kelate Purifying Shampoo from Nexxus contains botanical clarifiers. (203) Call (800) 444-NEXXUS.

The Shining (top row, second from right)
Joico's K-Pak Protect & Shine Serum protects hair while adding shine. (204) Call (800) 44-JOICO

Tea Time (top row, right)
Green Tea Thermal Styler Heat-Activated Setting Spray from Back to Basics protects hair from heated styling tools. (205) Call (800) 456-9322.

Rich Lather (bottom row, far left)
Alterna's White Truffle Luxury Shampoo and Conditioner contain European White Truffle, a rich source of vitamin B. (206) Call (888) 4ALTERNA.

Red Hot (bottom row, second from left)
Shades EQ Soho Spice Collection, new from Redken, contains three new color glosses: Chili, Curry and Cayenne. Call (800) REDKEN8

Straight Talk (bottom row, second from right)
Sebastian adds Laminates Straightening Spray, a transforming gel, to its newly repackaged Laminates line. (207) Call (800) 829-7322.

Oh, Glow On (bottom row, left and showcase)
Bronze Illumination, Your Name Cosmetics' Summer 2001 Collection, includes Liquid Illuminator. (208) Call (800) 221-3071.

Reader service number is given in bar [illegible] each product entry. For more information, circle number on the Reader Service [illegible]

July 2[illegible]

SH 0728

american salon

JULY 2001

flights of *fancy*
opulent fall fashion

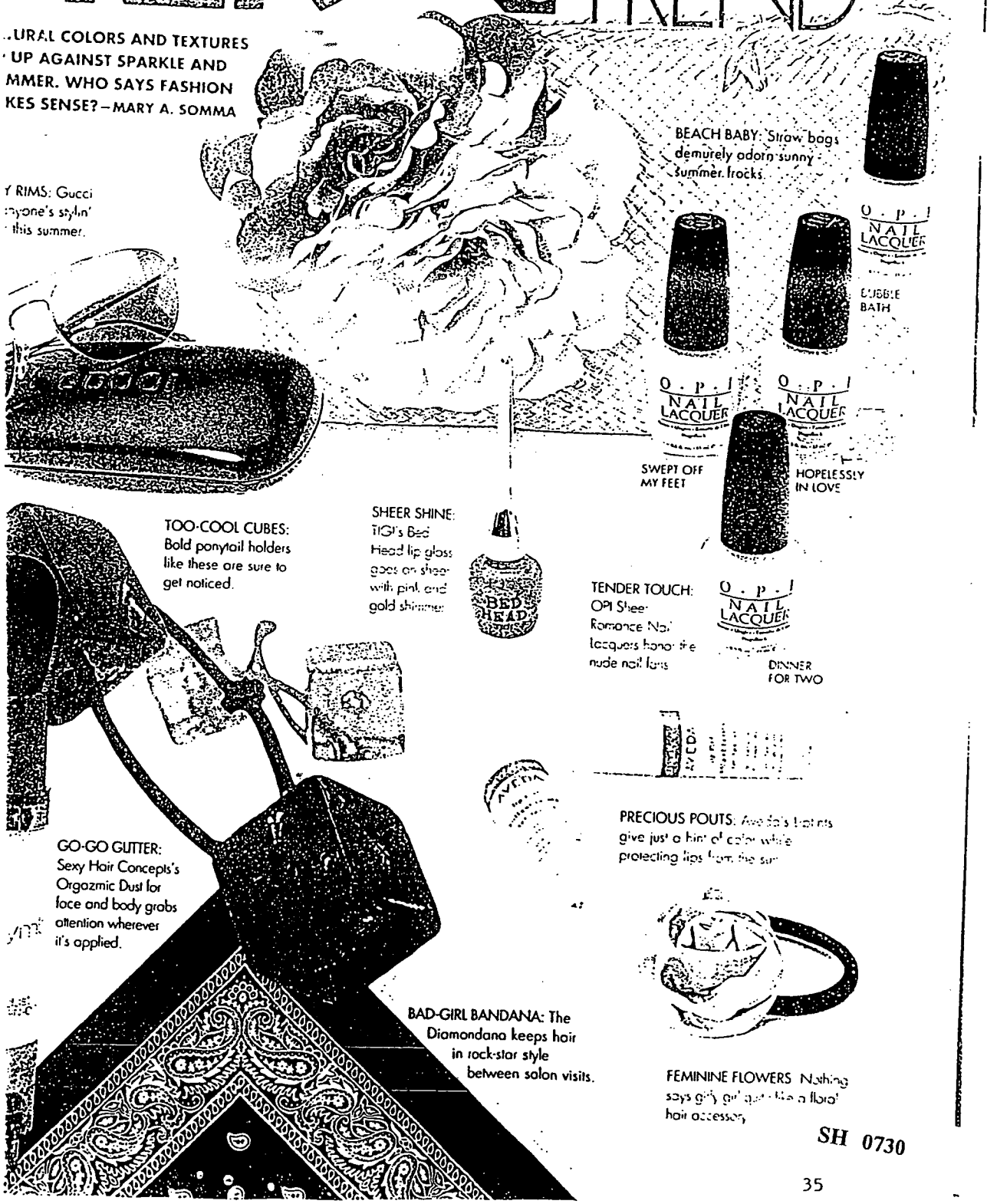
HEADED FOR RECESSION?
stylists share their strategies

vivienne mackinder's master collection
1 MODEL, 6 LOOKS

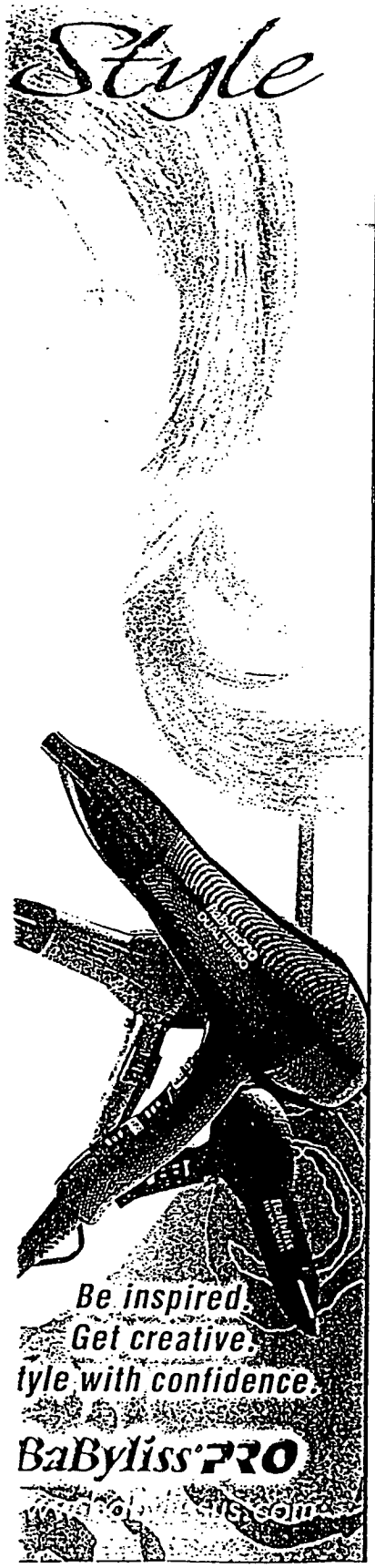
SH 0729

TREND VS TREND

..URAL COLORS AND TEXTURES
' UP AGAINST SPARKLE AND
MMER. WHO SAYS FASHION
KES SENSE? – MARY A. SOMMA



SH 0730



7. ALTERNA

The latest in the Alterna Enzymetherapy collection is the new Life Professional Hair Care line. These four total well-being products target fine and thin hair and include a volumizing shampoo, volumizing conditioner, leave-in conditioner, and spray gel. All provide weightless thickening agents that create volume, define, hold, and protect hair, while maintaining radiant shine. For more information, call (888) 4-ALTERNA.

8. SOFT TOUCH

The popular Soft Touch Sand Turtle file now uses specially designed foam that prevents the absorption of disinfecting solutions. One side is abrasive for buffing and filing, the other features smooth plastic for pushing back cuticles during the prepping stage. The abrasive side is gentle on cuticles, and the soft side conforms to the curvature of the nail for quick filing. For more information, call (800) 237-7229.

9. TRESSALLURE

Conflict, TressAllure's hottest hair accessory, is an eclectic mix of curls, spikes, and long skinny braids on an elastic band. This tool enhances any hairstyle and is available in 12 naturally blended colors, as well as seven chunk-color combinations. Choose from Cherry Cola, Vanilla Swirl, Sugar Cookie, Ginger Snap, Fudge Ripple, Coco Plum, and Strawberry Swirl to create beautiful hair. For more information, call (800) 777-9447.

10. SEXY HAIR CONCEPTS

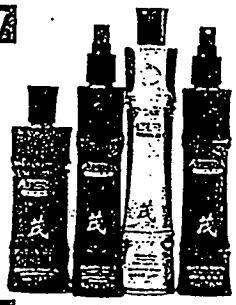
Axel Grease Hold and Shine Pomade from Sexy Hair Concepts is a light-hold finishing product designed to create style and high shine. This pomade comes in a jar for simple storage. Bullet Proof Hard Hold Hair Spray offers firm hold for creating strong shapes. The compact size is perfect for travel. For more information, call (800) 848-3383.

11. OPI

The Summer Beach Collection is here! OPI translates the vibrant colors of summer into six new nail lacquers which include the cleverly named "Just Beachy," "Maliblue," "Strawberried in the Sand," "Seagullible," "Bikini Envy," and "Abalone Shell." The carefree attitude of summer is expressed brilliantly with these glistening flirtatious shades. For more information, call (800) 341-9999.

12. REDKEN

New from Redken, Outshine Anti-Frizz Polishing Milk is a rich, velvety cream that imparts brilliant shine and polish to hair. The light milky formula uses silicone for weightless frizz control. It also contains shea butter to create luxurious softness and wheat polymers to strengthen hair and provide soft hold. For more information, call (800) 542-7256. ➤

7


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SH 0731

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ic Salon Products

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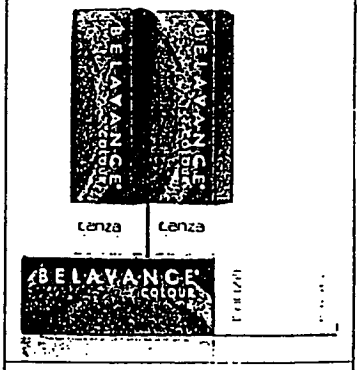
enue NYC

TLC from three new
Redken. So Long ➤

Haircare from Sexy Hair Concepts.

TressAllure's Clip-It, shown here in Sultry.



L'anza's Belevance Colour.

summer splash

Shampoo, So Long Conditioner, and So Long Heat Treat incorporate new technology to provide heat-activated strengthening and protect long hair from heat and friction through Xylose sugar, one of the hair's natural carbohydrates.

Rusk
Stamford, CT

Being, Rusk's new collection of haircare products, lets you choose who you want to be. Formulated with TRI-X, a unique blend of ingredients that work synergistically to enhance hair's appearance, the six haircare tools—Being Fresh Shampoo, Being Defensive Conditioner, Being Strong Gel, Being Wild Paste, Being Slick Pomade, and Being Fierce Wax—help to shape, define, add shine, and supply body.

Sebastian International
Woodland Hills, CA

Laminates, Sebastian's luxurious, shine-enhancing line, gets a new look that fuses shine and luxury in packaging that's truly befitting the beauty and magic within. Joining the line of revamped "shine-ifiers" is a curl-defying Straightening Spray that transforms from a gel to a sprayable liquid, giving hair a glossy, shiny look and feel.

Sexy Hair Concepts
Chatsworth, CA

Every client wants healthy hair, and Sexy Hair Concept's Healthy Sexy Hair line is about to make that goal easy. Loaded with two types of soy—an aqueous blend of soy, combining soymilk powder and water that helps proteins to penetrate into hair and Glycine (Soya) Soybean Protein,' Hydrolyzed Soy Protein, which contains amino acids that deliver maximum strength to strands—the five-product collection nourishes hair as it pampers.

Takara Belmont
New York

Processing color will get even easier now that Takara Belmont is introducing Roller Ball II. The progressive processor makes it

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CIRCLE 58

WHAT'S MODERN

Matte's Back

GOLDWELL

For new styles that are more matte than shine, Goldwell adds Matt Wax to its Trendline collection of styling products. The wax can soften dry ends, accentuate texture, hold twists, fan out some pieces or give bangs the matte look. "Elastomer" technology creates a long-lasting, flexible hold with memory.

Wax takes a matte turn with Goldwell's Trendline Matt Wax.

Eye of the Beholder

CLAIROL

A recent "What is Beauty?" survey by Clairol found that beauty is thought to be unique to every individual. About 90 percent of the adults surveyed said that a woman creates her own image of beauty.

"The findings of the survey reveal that traditional definitions of beauty are shifting," says Elizabeth Read, senior director of U.S. consumer hair color marketing for Clairol. "The days of one-size-fits-all beauty are over."

Other interesting findings:

- **Personality and self-confidence are the top two factors that make a woman beautiful.**
- Brown has replaced blonde as the color of choice
- **Although the beauty of celebrities is highly ranked, it is not what women aspire to for themselves.**
- Self-confidence, wisdom/spirituality and having a positive attitude become more important in how a woman's beauty is seen as she grows older.

Soy Sensation

SEXY HAIR CONCEPTS

Sexy Hair Concepts launches the first soy-based hair care line, called Healthy Sexy Hair. Soy is more than just a health food, according to the company. It helps to prevent hair and scalp dehydration, strengthens the hair shaft, protects against harmful environmental factors and promotes shine.

The line offers SoyMilk Shampoo, SoyMilk Conditioner and Soy Tri-Wheat Leave-In Conditioner. It also includes Soy Smoothie Straightening Tonic, which straightens and smooths hair, and Soy Paste Texture Pomade, a non-greasy styling tool that gives texture and moldability.

Healthy Sexy Hair by Sexy Hair Concepts features soy as an ingredient.

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Top Story July 23, 2001

Healthy Hair = Sexy Hair

In a new twist on a healthy lifestyle, soy is the newest addition to a nutritious hair care diet

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Exclusive Video Clip
See Jolco Artistic Director Damien Carney dish the style details to Beautynet. Captured live at the ICE Show in L.A. (Click Read More to download the clip. You may need the free Real Player from www.real.com)
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Check out the latest stories and inside secrets from the world's leading professional beauty pros.

Hair Care: "Androgyny Rules" - Unconventional cuts blur the lines between male and female styles

Skin Care: "A Blossom's Miracle" - Aveda develops a new scent technology to capture the lush aroma of rare desert blossoms.

Nail, hand and foot care: "Get Your Feet Rockin'" - Harness the exfoliating powers of the earth with lava rock pumice stones

Spa and Health: "Leg Work" - Buff and bronze gams into shape for summer.

Tanning: "Revenge The Burn" - Tanning on the beach? Protect your skin while maximizing the bronze.

Cosmetics: "An Eye For An Eyelash" - Brilliant color is the glamorous word for mascara this fall

More Stories ...

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Healthy Hair = Sexy Hair

By: Pam Fulford

In a new twist on a healthy lifestyle, soy is the newest addition to a nutritious hair care diet

Soy has long been touted for its many health benefits. A soy-based diet is low in fat and cholesterol, plus is considered effective in boosting energy levels, fighting heart disease and cancer, and relieving symptoms of menopause.

It's also proving to be a healthy boost for your hair. Sexy Hair Concepts has just introduced Healthy Sexy Hair, the first soy-based hair care line in the professional beauty industry.

The yummy beauty benefits of soy include extra body and shine, plus antioxidants and sun protectors to guard hair from the harmful effects of the environment. Soy bonds amino acids and penetrates strength into the hair shaft, and also prevents hair and scalp dehyration.

The line includes SoyMilk Shampoo, SoyMilk Conditioner, Soy Tri-Wheat leave-In Conditioner, Soy Smoothie Straightening Tonic and Soy Paste Texture Pomade. Products are boosted by other natural substances and have subtle, individual fragrances.

Photo # 1. Courtesy of Sexy Hair Concepts
Photo # 2: Courtesy of Sexy Hair Concepts

SALON CITY Star
SALON CITY NETWORK NEWS

SH 0737

'ur Mission: To raise the public's awareness of the value of salons anu beautymakers

Peel's opens huge new store & facility

Fab look! Peel's new store.

DENVER, CO - Peel's has just opened a beautiful new facility in Littleton, Colorado. It took three years of research and visiting progressive distributors around the United States, but they have accomplished their goal of bringing to the Colorado market area a great facility. The 32,000-square-foot site is now officially open for business and will include corporate offices an automated distribution center and a full service store.

Immense detail, from the blending of beautiful earthy colors to the custom cabinetry created by the furniture design department, pique the imagination of each customer upon entering. A beautiful view of the Rocky Mountains adds a special touch to the location.

Linda Adkisson, Peel's Director of Marketing says, "Professionals enjoy seeing how we set up our stores. By visiting the stores, they see valuable ways to improve their own consumer marketing. Consumers view salons as a retail and shopping experience. That represents a huge opportunity to distributors who can help salons improve their merchandising and promote more 'gift shopping' and holiday promotions."

Linda continues, "The average consumer purchases two to three gifts a month from only four to five locations - and the salon is one of those locations. At Peel's we're helping salons think of themselves as the ideal gift place to shop and let consumers enjoy the experience in an entertaining way - like the place to stop-and-shop at the end of an enjoyable ride."

Peel's has three cosmetology schools in Denver, Wichita and Omaha that attract many of the brightest new talents in the beauty industry. The company is now one of the largest full-service salon distributors in the Midwest. William C. Peel and Robert J. Peel direct the companies operation, continued growth and expansion. With over 60 years experience Robert H. Peel continues to be involved as Chairman.

For info contact Linda Adkisson in Omaha at 402.333.0202. *

Inside Peel's new store.

Premier Beauty Supply Loves Sexy Hair!

Steve Cohn, Premier Beauty and Michael O'Rourke of Sexy Hair Concepts celebrate their big win at Midwest Show!

CHICAGO, IL - Steve Cohn's team strutted their stuff as thousands of cheering fans came by the Sexy Hair/Premier space to see the buffed out, exciting guys and Sexy Hair performances at this year's Midwest Beauty Show. The Press Club caught up with the guys just as the entire show was closing. From across the hall, you could hear the professionals clapping and cheering for more. By the time we made it to the stage, Michael was giving thanks to all the show team and Chicago fans for their terrific support on the three-day event. Steve's sales team was superb. They were energized, on fire and definitely in a positive mood. Looks like a successful relationship is in the making here! *

Royal Beauty

Dan Waran, Ricky Miller with the 'girls from L'anza.'

BIRMINGHAM, AL - Rick Miller and Royal Beauty Supply's sales teams were at the top of their game at the recent Premiere Show in Birmingham.. Lines such as RTec and L'anza were well received by visiting salon pros. *

Stardust Salon Sys.

LAS VEGAS - Allen Cohen and his wife Linda are making plans to attend America's Favorite Awards - June 10 to see Steve Stefano receive and all-industry award for role model leadership in the beauty industry. "It's a must see event - Steve deserves this." *

DePasquale

Carmen DePasquale.

DePasquale's Magazine

"Beauty distributors are far more aware of consumer's needs than ever. We're good for the public!"

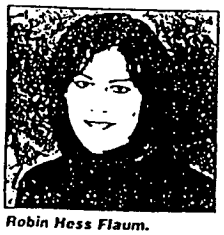
FAIRLAWN, NJ- Born and raised in New Jersey, Carmen DePasquale began his career as a stylist in 1966, just as society and its attitude toward beauty was in great transition.

Today, he has merged his talents and communication skills into a multi-faceted network of companies that include Depasquale Salon Systems (DSS), DEPASQUALE The Spa, the Academy of Hair Design and the University of Aesthetics and Wellness (UAW).

His wellness system is called AVANCE' and through every organization, the spirit and role-model leadership of Carmen is felt and respected.

Carmen whole-heartedly embraces the concept of 'excellence through education' - and he has proceeded to build his dream into reality. *

Unique Salon Services



Robin Hess Flaum.

TOLEDO, OH - Robin's interview in *Salon City Spin* on spas was one of the most popular ever published. Lots of e-mails! *

Salonware

Rod, Richard Hatch (R) are preparing for the popular Mid-American Classic .

Raylon Corporation

Raylon's John Mascarini.

READING, PA - Howard Halere is having a field day this summer. For the first time, he has his son Joshua and daughter Jessica back working for the company and living in Raylon's Northeast territory of Pennsylvania and New Jersey. "It feels great to know they're here. Vicki and I are so excited to have them part of the team."

John Mascarini is also working on plans for Raylon's big salon owner gathering in September. *

BBSI and One Roof Annual Convention July 16-18
Roof

SALON CITY Star
CHICAGOLAND

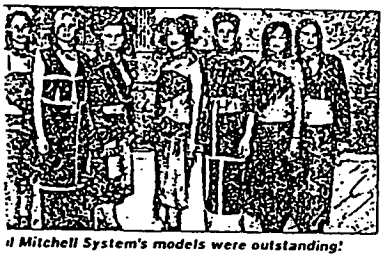
ICAGO'S MIDWEST SHOW SETS RECORDS!

O, Il - It's been said by beauty professionals that ty on a show quite like ago Beauty Show in This year's event carried ation by featuring the emost experts in hair, ... best there is ... followed four months ... international power ... Hair World 2002, set for Las Vegas Produced by Midwest, HairWorld 20002 promises to attract the beauty elite from all over the globe

As for the Windy City, Chicago's Midwest Show's management knows how to bring thousands into a hell, give them the finest ... good Salon City Press Club was there to cover the show and report it live. *

Cass (left center), art team and models after a big show.

Chicago's boys with stars!


l Mitchell System's models were outstanding!

Dhaniel's Redken models.

Mia's hunky model!

L'Oreal's color class team

HairWorld 2002

July 15-17, 2002
Sands Expo
Convention Center
Las Vegas, Nevada

GAS - The World's Fair of the salon industry, HairWorld 2002 is com- Las Vegas next summer. HairWorld is an international exhibition asing the professional beauty industry's creativity and futuristic vision, as the products, services and artistry that make it unique. Co-pro- by the National Cosmetology Association, the USA's representative to and Cosmetologists Chicago, owner/producer of Chicago Midwest Show.

- 40,000+ salon professionals
- 250 major manufacturers
- 150,000 net square feet

mpionships:
- 40+ international teams
- 300 competitors
- 10,000 spectators

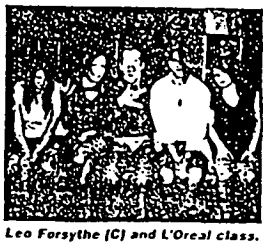
World 2002 room rates, all reservations must be the HairWorld 2002 Housing Bureau, 871.0656 for details.

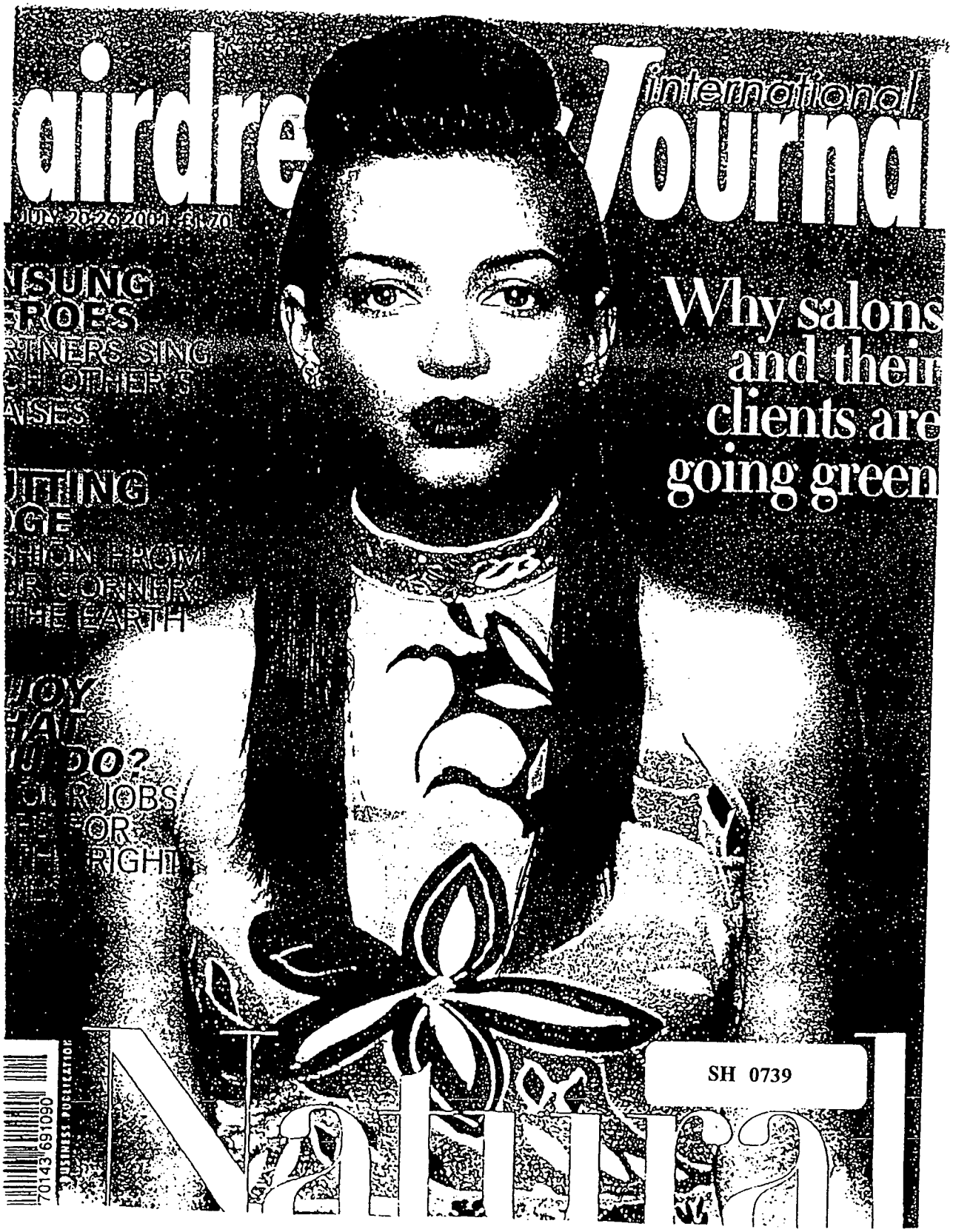
Paul Dykstra, Co-Manager/Exhibits; Gordon Miller, Co-Manager/World ...; LVI Nelson, Public Relations Manager.

Graftobian's Luster Creams Make-Up drew big crowds!

Sexy Hair Concept's closed the Show with a team shot!

Managing shows is fun.


Leo Forsythe (C) and L'Oreal class.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BUSINESS PUBLICATION

Going green

Consumers are growing increasingly conscious of taking care of their bodies and the environment, which could have a knock-on effect on the types of haircare products marketed in the future. Emma Gillespie reports

We only have to look around to see the increasing demand for environmentally-friendly, biodegradable, recyclable, natural, and organic products. Supermarkets are now stocking more organic lines than ever before, and consumers are becoming more conscious of looking after the wellbeing of both their bodies and the environment.

It's difficult to put a figure on the value of the organic haircare market, but if the organic food market is anything to go by, it looks like the industry will be seeing a big change in the types of products that consumers demand in the future.

From 1996 to 1997 the total retail value of organic food sales in the UK was £200m, compared to £605m from 1999 to 2000. According to the Soil Association's Organic Food and Farming report 2000*, consumer demand for organic food has risen 55 per cent in the last year, which means there's clearly a growing demand for organically produced food products. And there's no reason why the demand should stop with what we eat.

Going green in the salon isn't the latest hair colour trend, it's about raising awareness and making changes that will benefit our environment. There are many ways to be more environmentally-friendly – a good place to start is by turning lights off when they are not being used, not heating water unnecessarily, and recycling old newspapers and drink cans. Quite often it's the simple things that can make a big difference.

Another way to become more environmentally-friendly and satisfy consumer demand for 'green' products, is to stock an organic product range in the salon. Many products on the market use the words 'natural', 'organic' and 'pure' in their name, but exactly how organic are they?

"In the EU, the term organic only refers to food and drink products. There is no legislation for other products that claim to be organic," says Emma Parkin, a spokesperson for the Soil Association of Great Britain.

Although some products might use the terms 'organic' and 'natural' very loosely, there are products on the market that are truly organic and do warrant the recognition. The problem in Great Britain is that there isn't a recognised stamp or symbol that consumers can acknowledge. Perhaps the answer is to look towards other countries, such as USA, where haircare products can be officially classified as organic.

"We currently have a standards committee that is looking at products that claim to be 'organic', who will be setting standards for products such as shampoos," says Emma. "They look at the ingredients used in the products and the processing of them. At this stage there is no legislation and my advice would be to not be fooled by products that claim to be organic," she concludes.

Whatever the future holds, you don't have to be Einstein to realise that the trend is heading towards healthier people and a healthier planet.

** Nicholas Lampkin, Welsh Institute of Rural Studies, University of Wales, Aberystwyth. Based on data supplied direct or published up to 28/5/99*

Below, some of the leading product manufacturers explain the philosophies behind their environmentally-friendly product ranges.

Lori Diamond – Aveda USA

"Whenever possible, Aveda uses certified organic or sustainably-harvested plant-based ingredients. Currently, we use more than 75 certified organic plant materials in our products and we are working every day to increase both the number and volume of these environmentally preferable materials.

At this time, it is not possible for Aveda to purchase 100 per cent organic raw materials needed for every product, due to lack of consistent availability, and product issues that affect the aroma of the finished product. However, our goal is to increase our usage of organic ingredients.

Our products are biodegradable and produced from renewable sources. For example, Aveda avoids taking anything from the soil that can't be replaced. Therefore, when a field of lavender is harvested, another is planted. The benefits to the client and the hairdressers of using environmentally preferable ingredients are that they are minimising their impact on the planet when they use Aveda products."

;ey Woodward, general manager for mop

: of the strictest countries for certifying organic products : USA. The law there is far stricter than in the UK and gnises organic body products, for which there is currently :gislation in this country.

iop uses whole food derivatives in its products, which are fied organic in the USA. One-in-three people in the UK iow buying organic products – the organic market is the :st growing in the world – and this will definitely move) body products. Why would we eat more organic lucts, but not put organic products on our skin?

iop uses all natural preservatives and, although not vthing that goes into the product is organic, our products up to 74 per cent organic content. It's all about creating libeing balance.

rganic products are good for a hairdresser to use on ts, as 60 per cent of the products we put on our skin are rbed, and it looks after our bodies on the inside as well e outside?

he term 'organic' can be used very loosely so it's ortant to check that products claiming to be organic ally are. At mop we would welcome new legislation in JK, such as it is in the USA, as we are highly recognised : and would like to get the same recognition in this ntry."

marie Willcox, brand manager for Clynol Salon sive Care and Styling range

l product collections use natural organic extracts such as ver oil, bamboo extracts, sago palm and other nations of plant extracts. We are always working on our rations to ensure they offer all-round excellence, which is of mportance to us. Demand for 100 per cent natural ents is small when you consider the overall hairdressing :, and we are aiming at the wider audience. However, green', and making further environmental changes are ing that Clynol will address should the future market "

Mark Todd, Schwarzkopf Professional technical manager

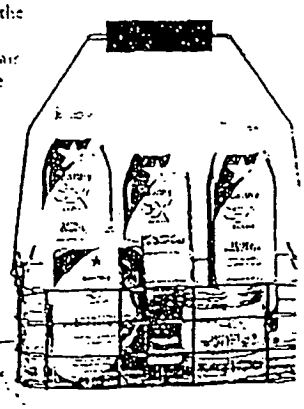
"We sell Schwarzkopf Professional's Igora Botanic. It's a colorant that has a non-chemical action and works strictly with natural raw ingredients and minerals. It's a plant-based range of eight shades that works with pure ingredients such as tropical fruits, camomile and walnut. The product works with water and, as it is organically grown, it has a staining effect on the hair which, if built up, can create more of a permanent effect if desired. Normal lifespan of a single application is 15 washes. This product allows the hairdresser the ideal opportunity to introduce a chemically conscious colour without compromising values."

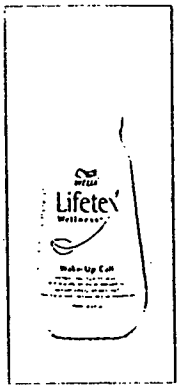
Michael O'Rourke Sexy Hair Concepts

"We produce a range called 'Healthy Sexy Hair'. It is the first complete soy-based haircare line in the professional beauty industry. Soy has incredible health benefits and is poised as the fuel of the future for the body and hair.

We are using two types of Soy in Healthy Sexy Hair, the first is an Aqueous Blend of Soy, which is a combination of Soymilk powder and water. The powder is 100 per cent natural vegan organic soy – a food product that we are using on the hair. Combining water with the powder allows the proteins to penetrate the hair more easily. The second is a Glycine (Soja) Soybean Protein/Hydrolysed Soy Protein blend. The Glycine (Soja) Soybean Protein has the highest content of amino acids for an organic compound to deliver ultimate strength to the hair. Combining it with the penetrating ability of the Hydrolysed Soy Protein makes it the ultimate high protein delivery system.

Healthy Sexy Hair products promote a healthy lifestyle, which encompasses body, mind, soul and planet. Besides being a totally healthy thing to do, it is environmentally sound to promote the use of soy products, not only for food, but to care for our other needs as well."



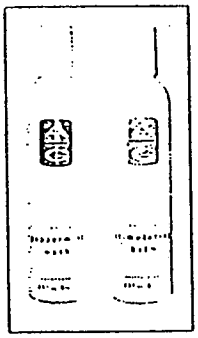


100% pure

Lifetex Wake-Up Call Hydrating Purity Wash is as pure as it gets. The formula is non-petrol, contains the purest natural extracts, is free of DEA, MEA and sodium lauryl sulfate and is not tested on animals. Plus it provides stupendous moisture. Write 199 on Reader Action Card.

pur à 100 %

Lifetex Wake-Up Call Hydrating Purity Wash est d'une pureté absolue. La formule sans pétrole renferme des extraits naturels très purs, ne contient pas de DEA, de MEA ni de lauryl-sulfate de sodium et n'est pas testée sur les animaux. Hydrate en profondeur. Inscrire 199 sur la carte Interactivité.



potent peppermint

Don't forget to remind male clients that keeping hair healthy slows down hair loss. AG presents Men's Duo which includes Stimulating Balm, a daily moisturizer that energizes the scalp, or your choice of Peppermint Wash Shampoo, a stimulating formula which restores body and shine, or Control, designed to combat dandruff. Write 200 on Reader Action Card.

menthe poivrée puissante

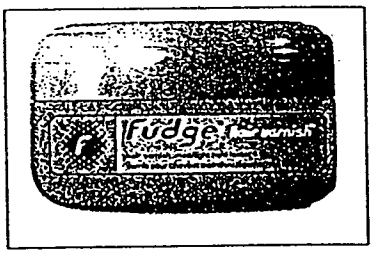
N'oubliez pas de rappeler à ces messieurs vos clients qu'une bonne façon de ralentir la perte des cheveux est de veiller à leur bonne santé. AG présente Men's Duo qui comprend un baume stimulant, hydratant quotidien qui revitalise le cuir chevelu, et l'un des deux shampooings suivants Peppermint Wash, formule stimulante qui donne du volume et du brillant ou Control, conçu pour combattre les pellicules. Inscrire 200 sur la carte Interactivité.

soy sexy

Ready for this? Sexy Hair Concepts is stirring up hair news with Healthy Sexy Hair, the first ever soy-based hair care line. Traditionally Asian, soybean has long been known to be therapeutic. Soy contains proteins, amino acids and lipids that aid in rapid hydration and cell regeneration. Write 201 on Reader Action Card.

sexy soja

Êtes-vous prête? Sexy Hair Concepts présente Healthy Sexy Hair, première ligne de soins capillaires à base de soja. Originaire d'Asie, le soja est bien connu pour ses vertus thérapeutiques. Il contient des protéines, des acides aminés et des lipides qui contribuent à la régénération des cellules et hydratent rapidement. Inscrire 201 sur la carte interactivité.

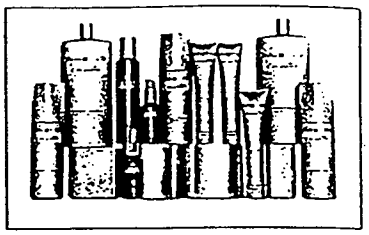


the weightless wonder

Warmer weather calls for lighter styling products. Fudge lightens the load with Hair Varnish, so weightless you'll be surprised by all it can do: shine, define and texturize, without leaving hair looking like its been coated in shellac. Write 202 on Reader Action Card.

une merveille poids plume

Avec la chaleur de l'été, il est préférable d'utiliser des produits de coiffage qui n'alourdissent pas le cheveu. Fudge a mis au point Hair Varnish, si léger que vous serez surprise par toutes ses propriétés : faire briller, définir et texturer les cheveux, sans jamais les alourdir. Inscrire 202 sur la carte Interactivité.

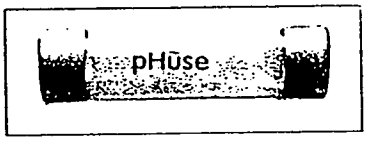


what's in a name?

As the name foretells Laminates, Sebastian's luxury line, is all about sleek, polished hair. Shine-enhancing and silicone-based, these products are purely decadent. Get brilliant sheen, strength, shine and hold with Laminates. Write 203 on Reader Action Card.

tout est dans le nom

Comme l'indique son nom, Laminates, ligne haut de gamme de Sebastian, promet de rendre les cheveux lisses et brillants. Ces produits à base de silicone subliment l'éclat des cheveux – le luxe à l'état pur. Laminates, des produits qui font briller les cheveux et leur donnent de la vigueur, de l'éclat et de la tenue. Inscrire 203 sur la carte interactivité.



infusing health

Correct the pH level of chemically treated hair with pHuse. The product constricts hair during conditioning to lock in colour, moisture and nutrients and restore optimum pH. Comprised of natural fruity multi acids, pHuse also works as a scalp treatment for dandruff, Seborrhea and Psoriasis. Write 204 on Reader Action Card.

des cheveux en bonne santé

Modifiez le pH des cheveux fragilisés par les traitements chimiques avec pHuse, produit qui resserre les écailles du cheveu afin d'en préserver la couleur, l'hydratation et les éléments nutritifs et de ramener le pH à son taux normal. Composé d'acides de fruits naturels, pHuse traite également le cuir chevelu contre les pellicules, la séborrhée et le psoriasis. Inscrire 204 sur la carte Interactivité.

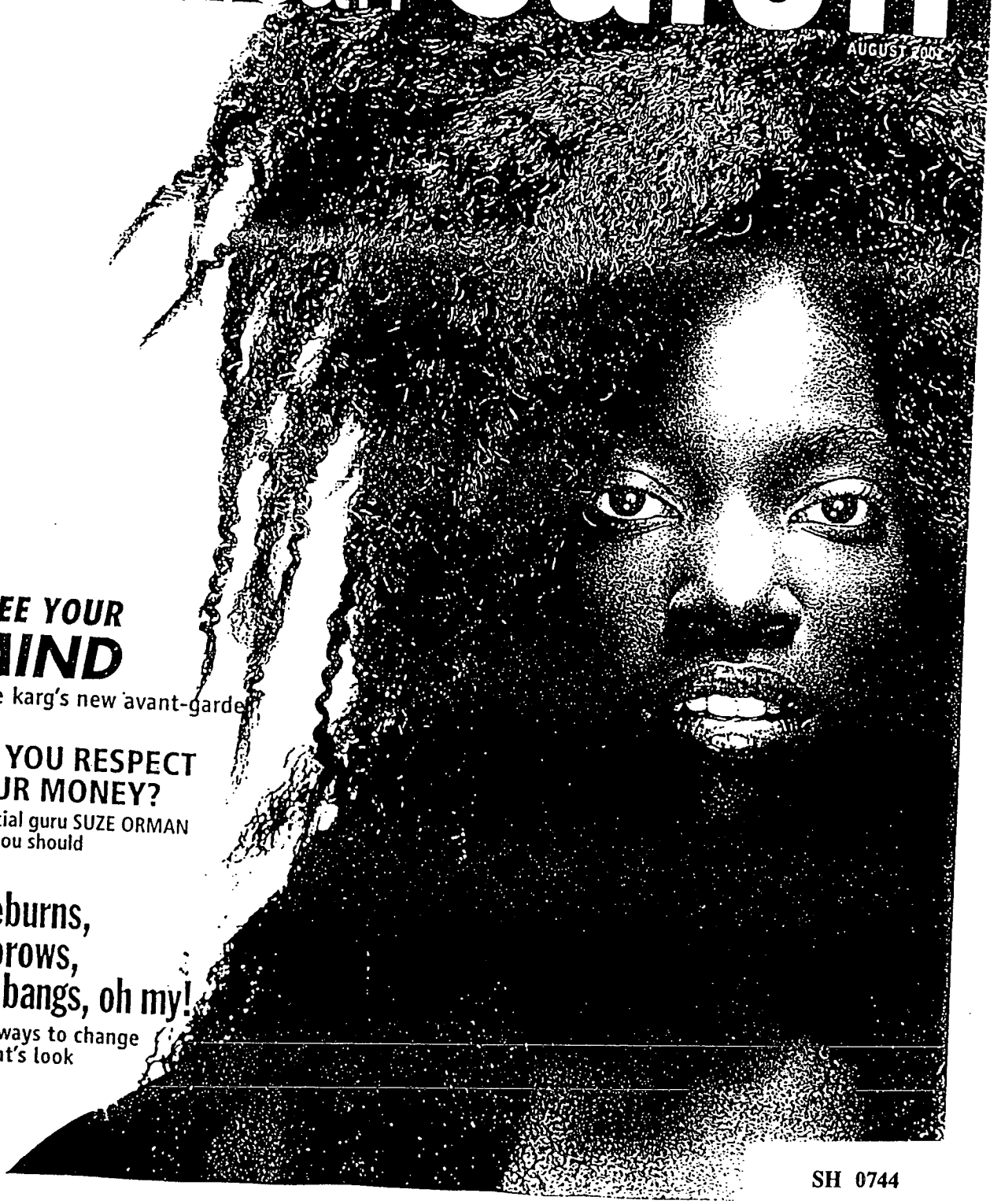
2001
AUGUST PUBLICITY

August

American Salon	Sex Symbol Aero Tan
Atlanta Hair Magazine	Hot Sexy Highlights Wheat Blonde Conditioner
Cosmo Girl	Pink Aero Color Spray
Flare	Sex Symbol Starry Eyed Pencil – Raunchy
Marie Claire (UK)	Straight Sexy Hair Shampoo & Conditioner
Salon News	Sex Symbol Seduce
Spray Technology	Big Sexy Hair Root Pump Plus, Short Sexy Fixed Up Hot Sexy Highlights Whipped Up Gel Foam, High Drama Glitter Spray Rumble Boys High Voltage Think Big Foam & Bullet Proof Hairspray
Beauty Industry Report	Healthy Sexy Hair
Happi	Sex Symbol Fall - Seduce

american salon

AUGUST 2002



FREE YOUR MIND

mike karg's new avant-garde

DO YOU RESPECT YOUR MONEY?

financial guru SUZE ORMAN says you should

sideburns, unibrows, and bangs, oh my!

little ways to change a client's look

SH 0744

shop

NEW RELEASES FROM BEAUTY MANUFACTURERS

1. ALTERNA

New White Truffle Luxury Shampoo and Conditioner include Alterna's enzymetherapy along with such rare ingredients as European White Truffle, Champagne grape seed oil, Bulgarian evening primrose, Moroccan Quillaia Bark, and Caspian Sea Caviar Extract. The shampoo infuses the scalp and hair with vital nutrients for elasticity and extraordinary shine. The conditioner locks in moisture and nutrients to revitalize each hair follicle without weighing down hair. For more information, call (888) 4-ALTERNA.

2. L'ORÉAL CLASSIC SALON PRODUCTS

New Colorzap Haircolor Remover allows colorists to completely change color, adapt a shade to a change of mood, correct a mistake, and start over. Colorzap gently washes away all unwanted permanent haircolor and leaves hair ready for a new application. For more information, call (800) 345-5014.

3. SCHWARZKOPF

The Silhouette Moulding Creme is a unique gel-like styler that provides versatility. It can be used for wet or dry sets, shaping, molding, or with a blowdryer to create body. The Moulding Creme has a "hair memory" so you can style wet or dry, and then brush out hair to achieve a softer version of the same look. Easily washed out of hair, the Moulding Creme leaves no residue. For more information, call (800) 707-9997.

4. SEXY HAIR CONCEPTS

Nude Beach, the Sex Symbol summer collection is a cosmetic-enhancing line offering accessories to dramatize an exotic tan, intensify lips, and highlight radiant cheeks. The collection includes Orgazmic Dust, a light shimmer dust powder that comes in two colors; Lip Lube, a non-sticky lip-gloss with a tropical mango fragrance; Hot Cheeks, a pH stick which adjusts to individual pH levels for a range of colors; and Aero Tan, an instant temporary tanning spray that gives a golden bronze appearance without streaking. For more information, call (800) 848-3383.

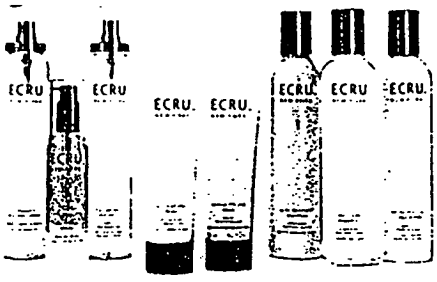
5. ECRU

Ecru New York, a streamlined collection of cosmetic haircare, combines the look of cosmetics with the performance of professional haircare products. The collection includes a variety of nourishing shampoos and conditioners, a Silk Nourishing Cream, Silk Nectar Serum, Marine Styling Balm, Volumizing Silk Mist, and Sunlight Holding Spray. Products can be used individually or cross-blended to create any style. For more information, call (888) ECRU-NYC.

SH 0745

4

5



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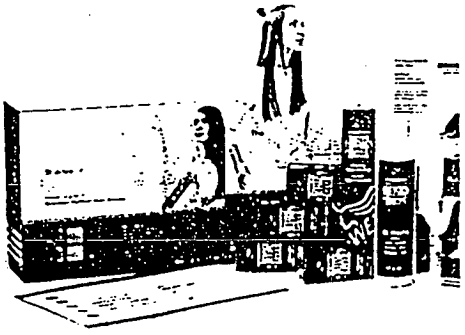


The Hottest Multicultural Hair Magazine

Atlanta Hair

August 2001

Celebrity Hairstylist

Brown

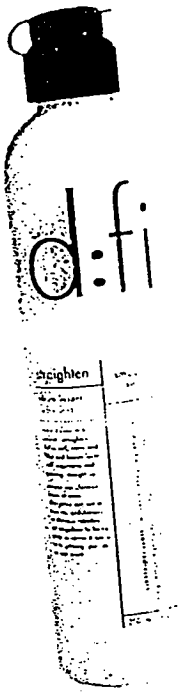
Before & After

Style Guide

www.atlantahairmag.com

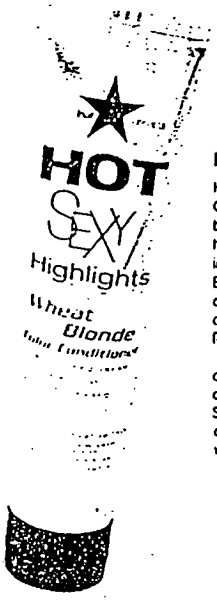
$2.95

SH 0746



D:fi Straighten Smoothing Serum

If a smooth, sleek style is desired, d:fi straighten goes to work. It defies curl, wave and frizz while boosting luster. Guar bean extract helps to smooth and straighten hair while sugarcane extract naturally retains hair's moisture. Cactus extract increases hair's elasticity, luster and softness. Ginseng stimulates the scalp. Sold exclusively to professional salons worldwide, d:fi consists of 11 products for the hair. For product information and available, please *call 1-800-593-2739.*



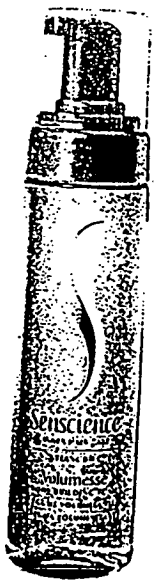
Hot Sexy Highlights

Hot Sexy Highlights Titanium Blonde Color Conditioner: Intense 2-3 minute color bath or snow-white, flaxen blondes that helps to eliminate yellow tones. The unique ingredients of Henna Extract, Rosemary Extract and Horsetail Extract help with coloring processes, stimulate the scalp and keeps hair hydrated. Suggested Retail Price $11.95

All Sexy Hair Concepts products are available in professional salons in 20 countries. For more information on Hot Sexy Highlights and Sexy Hair Concepts, *call (800)-848-3383 or visit our website at www.Sexyhairconcepts.com.*

Senscience Volumesse

Senscience Volumesse making hair more manageable by building strength and energy from inside the hair shaft with a re-creation of the vital fluids that hold hair's inner structure together. Senscience Volumesse and all Senscience products can be found in fine salons nationwide or by *calling 1-800-22-VITAL.*



Apple Pectin Shampoo Concentrate

A daily shampoo that thoroughly cleanses leaving hair with superior shine and softness.

Apple Pectin Scentsates Apple-Raspberry Spray Gel

A medium hold gel that sprays in a fine mist! Vitamins and nutrients from fruit and other natural ingredients add moisture and shine.

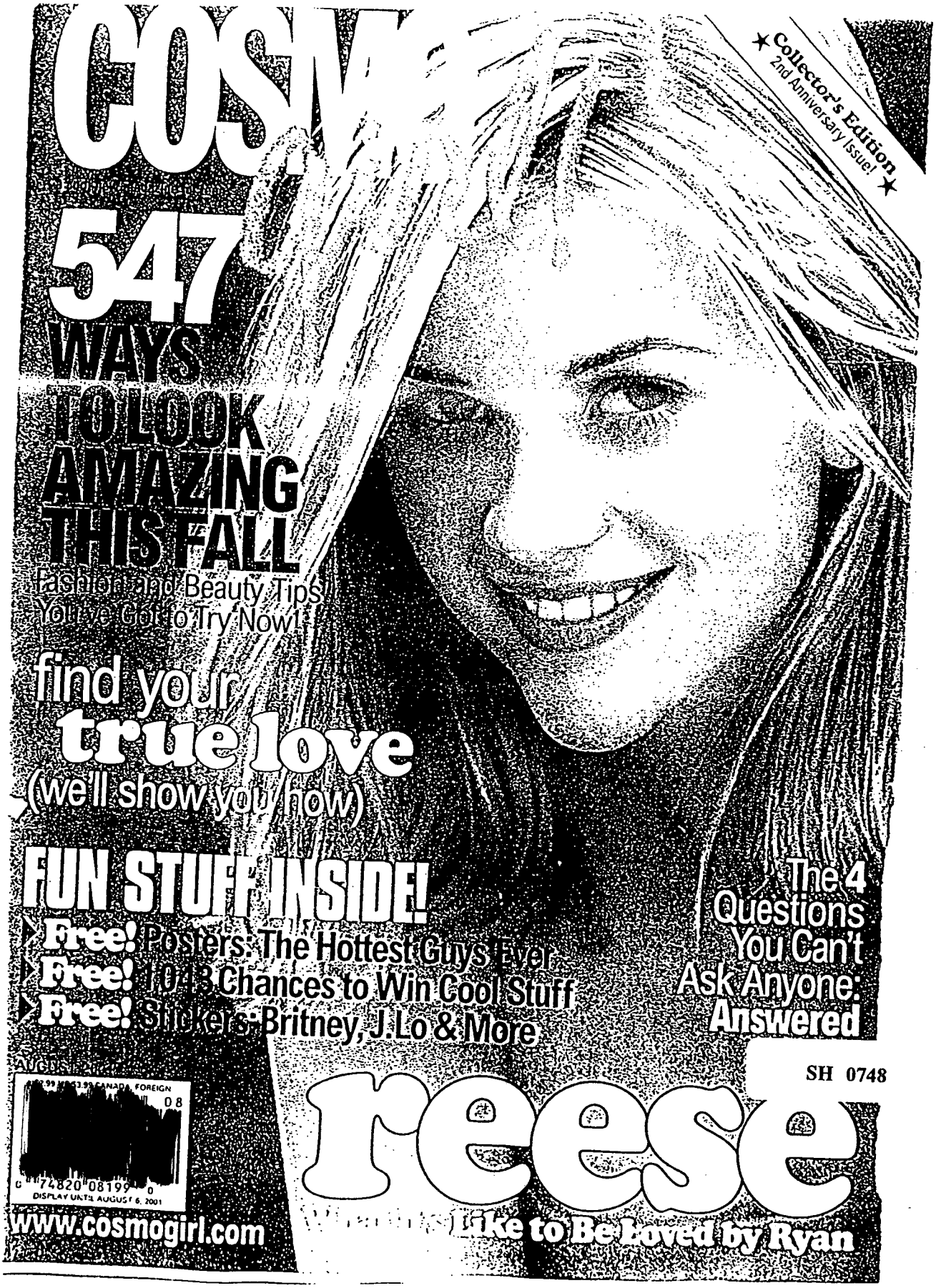
Apple Pectin CrÈme Conditioner

A daily conditioner that rapidly penetrates the inner structure of hair to repair condition, and moisturize.

Apple Pectin products can be found in professional beauty supply stores including Sally Beauty Company. For a store nearest you, *call 1-800-777-0403 or calling Lamour Professional Products at 1-800-242-9263.*

Aveda

Custom Control is a new styling and finish product that's got the hang of your hair's wayward ways. It has the versatility and smarts to coax the rough and tumbled into perfect behavior, thanks to a revolutionary gel you control through an innovative dispensing system. Custom Control puts volume back into flat hair. Defines character. Softens, straightens. Use a little or a lot. Whether you want weightless styling for fine hair, moldable finishing for medium-textured hair or true discipline for thick, unruly hair, you're always in control with Custom Control. Custom Control is available at Aveda Environmental Lifestyles Stores and Aveda Concept Salons and Spas. For store and salon locations, *call 1-800-328-0345 log onto aveda.com.*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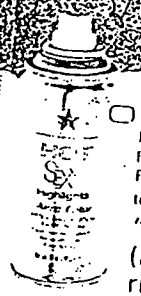
berry blue
Jerome Russell Bwild!!! Temporary Color Spray in Bengal Blue, $9
800-291-5300
tester's hair color: dark brown
"I sprayed this all over my hair before a concert and got really dramatic color. I *loved* it."
Nora, 15, Edina, MN

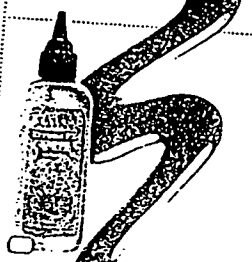
goldie-locks
Sephora mascara #107 (gold), $5
877-9-SEPHORA
tester's hair color: dark brown
"Great for a party! I streaked pieces all over my head and got real-looking highlights—like I'd actually gone to a hairstylist."
Ann, 17, Pflugerville, TX



pink about it
Hot Sexy Highlights Aero Color Sprays in POLY-ester Pink, $12, 800-848-3383
tester's hair color: brown with blonde highlights
"I put this on like hair spray (all over) and it was bright all right—and a little too sticky."
Lakin, 15, Larimer, PA

we're dye-ing over here!

Thanks to this month's beauty challenge (temporary *and* semipermanent hair color), CG!'s road-testers look like a box of crayons!



orange rush
Clairol Xtreme FX Color Shock in Smoldering Orange, $7
800-CLAIROL
tester's hair color: medium brown
"This was so easy to use, but the color was less dramatic than I expected—more like red *tint* than bright orange."
Tomasina, 16, Kirkland, WA

[illegible] teal thing
[illegible] Panic Semi-Permanent Hair [illegible] in Atomic Turquoise, $8
[illegible] PANIC
tester's hair color: dark blonde
"Aside from smelling [illegible], my blue hair was [illegible] hit at school. Someone [illegible] took my picture for the yearbook."
Ashley, 16, Shelburne, NS

hot streak
Tony & Tina Cosmetics Hair Wand in The Spirit, $15
888-866-9846
tester's hair color: black
"Because my hair's so dark, color usually doesn't work on me. But this time it *did*. The red was awesome and really bright."
Ashley, 16, Tulsa, OK

platinum reco
Clairol Natural Insti in Fiji Moondance, $7
800-CLAIROL
tester's hair color: dark blonde
"It was easy to use, and I've gotten lots of compliments on my new light blonde look. Too bad it washes out in a month."
Marybeth, 15, Pine Bush, NY

SH 0749

LUIS ERNESTO SANTANA

canada's fashion magazine
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WHAT'S IN STORE?
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FLARE Canada's Fashion Magazine
Fall Fashion 101
AUGUST 2001

SH 0750

top-4 eye looks

A bit less polish and a lot more rock 'n' roll gave the eyes attitude and made them the definitive feature this season. And although black was the staple for eyeliner and mascara, coloured eyeshadows made a statement with deep, dimensional textures, complementing the luxe fabrics of the runways.

The fine black line Black eyeliner gets reinvented with unique treatments and the right products. (Left to right) Go elongated with Caryl Baker Waterproof Khol Eyeliner in 1, geometic with Rimmel Professional Liquid Eye Liner in Black or smudged with Sex Symbol Starry Eyed in Raunchy.

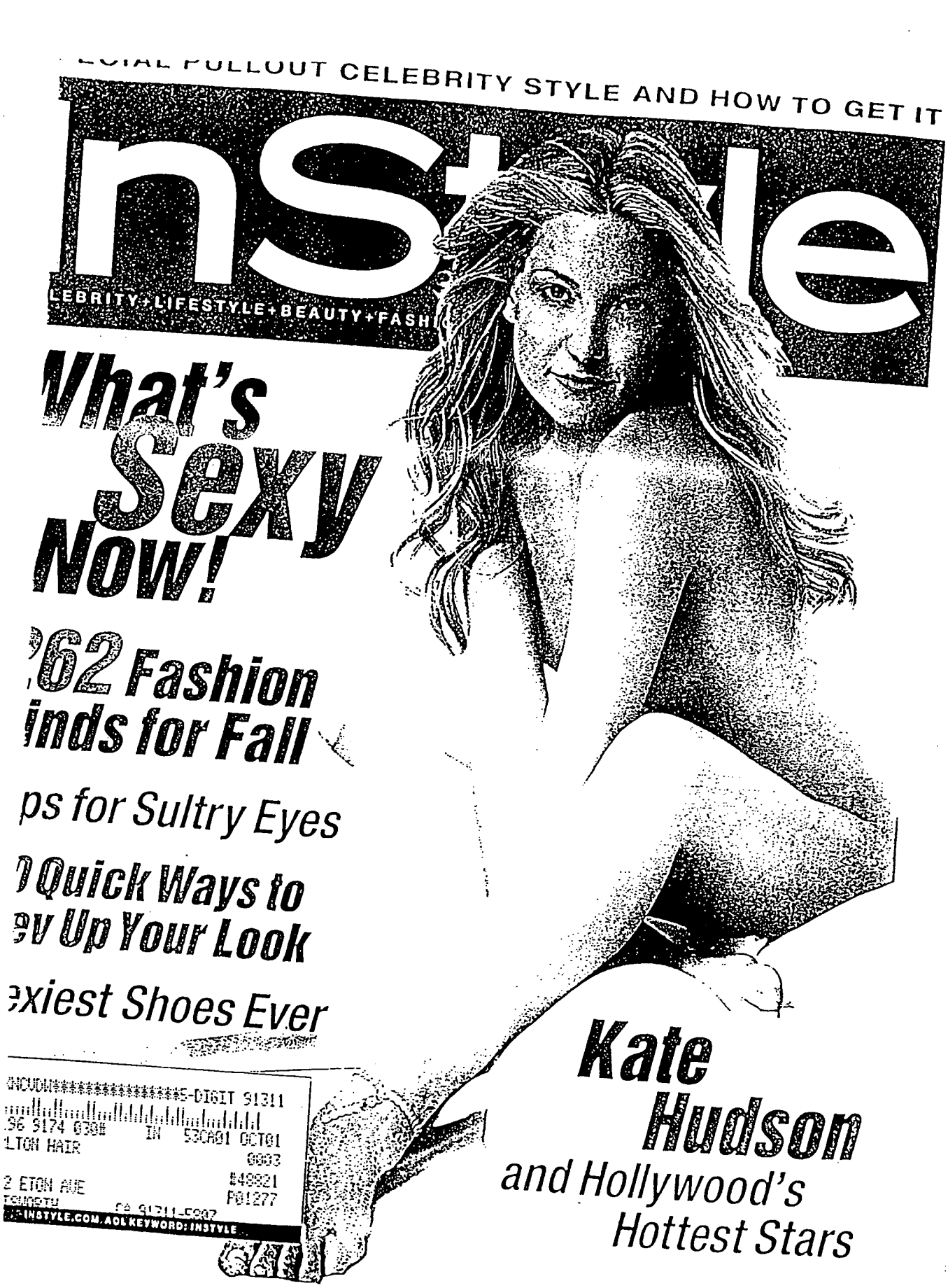
Strong eyebrows Thin is out! Romantic, brushed or even solid-black, bold eyebrows frame this fall's face. **The tools** Maybelline Brow Styling Gel in Brunette (above), Revlon Brow Makers in Light Brown or Shiseido The Makeup Eyebrow and Eyeliner Compact in Light Brown.

Smoke signals Smouldering eyes aren't limited to charcoals. A gradation of any shade will create the look. **The tools** Aveda Shadow Plus Vitamins in Fjord (right), Elizabeth Arden Eyeshadow Duo Refillable Compact in Pink Glow and Plum Pearl, or Pretty Pretty Eye Smolder in Toxygene.

[illegible] Dark, super-long eyelashes open up the eyes and were seen on just about every runway. **The tools** Rimmel Endless Lash Lengthening Mascara in Black Black, Make Up For Ever Mascara Volume [illegible] Prescriptives False Eyelashes Plush Mascara in Plush Black (top right) and Face Stockholm False Eyelashes (above).

For [illegible] see W[illegible]

SH 0751



CIAL PULLOUT CELEBRITY STYLE AND HOW TO GET IT
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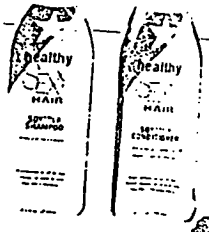
LEBRITY+LIFESTYLE+BEAUTY+FASH
What's Sexy Now!
'62 Fashion inds for Fall
ps for Sultry Eyes
Quick Ways to ev Up Your Look
exiest Shoes Ever
Kate Hudson
and Hollywood's Hottest Stars
INSTYLE.COM, AOL KEYWORD: INSTYLE

SH 0752

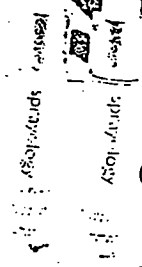
6 MADE YOU BLUSH Mimic the first blush of love each day. "Rosy cheeks are youthful and sexy because you look fresh with color in your face," says Cloutier makeup artist Jo Strettell. For a Heather Graham-style glow try Laura Mercier Cheek Colour in Opera ($20; 888-637-2437) or Lorac Sheer Wash roll-on stain in Emotion ($24; 800-845-0753). 13

7 CHARMED, YOU'RE SURE Guys, like barracudas, are naturally drawn to anything that glitters. Snag him—hook, line and sinker—with a flirty cherries or stars pendant on a necklace, belly chain or anklet from White Trash Charms ($95 and up; Jennifer Kaufman, Los Angeles, 310-854-1058). Janet Jackson and Christina Ricci have already gone fishing. 14



8 SOY MEETS GIRL Wash that man right into your hair with the Healthy Sexy Hair line of fragrant shampoos, conditioners and styling products ($8–$13; 800-848-3583). Made with soy, they're rich in protein and amino acids, which impart body and shine—so your locks will appeal to his senses of sight, smell and touch. 15

9 ENDLESS GLOVE Sometimes the most provocative move you can make is to hide a little something. Pull on a pair of Claret crocheted cotton gloves ($48; Jennifer Kaufman, L.A., 310-854-1058), and he'll be sure to mind his manners. Or, at the very least, applaud your style. 16



10 SAY "AHHHHH" Open up and give your libido a shot of Manpower or Womanpower from Sprayology's line of oral spritzes ($32 for a one-month supply; 800-377-5787). Both his and hers contain damiana, which is rumored to promote sexual excitement. 17

11 INSIDE THE BELTWAY We're not about to suggest anything even smacking of bondage, but if we did, this sexy black leather belt by Suzi Roher ($175; 866-593-0949) would definitely do the trick. Then again, it looks great with a pair of Levi's too. Hmm. You decide.

12 HEAVENLY BODIES Two fashion icons are back to add angelic eighties zing to your closet. The foxy cherubs of the Fiorucci line (on Mariah Carey, left) adorn panties ($14), Ts ($42) and nighties (up to $55). To get back in the groove, head to its N.Y.C. emporium (212-982-8844).

SH 0753

BBSI GET-TOGETHER PARTY

From left: Robert Lobetta of Sebastian, Michael O'Rourke of Sexy Hair Concepts, and Irvine Rusk of Rusk.

A CHEMICAL WEEK ASSOCIATES PUBLICATION

SEPTEMBER 2001

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2 PARTS

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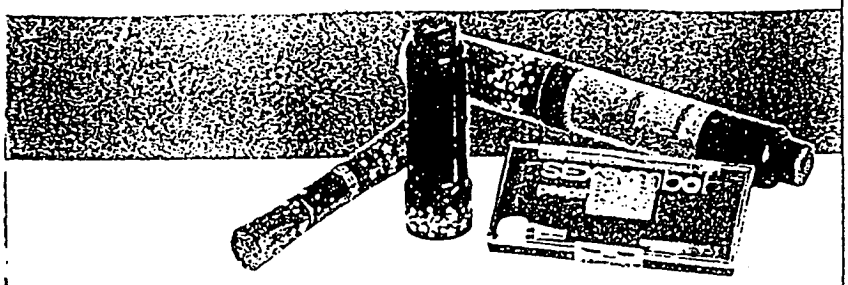

FALL SEX SYMBOL

Sexy Hair Concepts presents Seduce, the new Fall collection from Sex Symbol. Seduce transcends beauty with a color enhancing palette full of sensual lilacs and wine-stained hues. The collection includes Peep Show, three enticing eye shadows; Enamor, a soft lilac to highlight the entire lid, Temptation, a deep magenta and Sultry, a smoky black shadow. Lip Lacquer is available in Bella Donna, a holographic magenta and Last Kiss, a rich wine gloss with a hint of hot metal. Hot Cheeks is a purplish-pink cheek stick that highlights cheekbones and casts an opalescent hint on the face. Star Powder is available in Snow Kiss, a silvery shimmer dust with lavender undertones. Call 800/848-3383, for more information.

A CELEBRATION OF LIFE

Yves Rocher has developed the ultimate elixir of life, Ode a la vie. This celebratory fragrance breathes forth the sweetness of scented flowers and luxuriant foliage, with the freshness of water and wood. The scent is nature in full bloom. Ode a la vie EDT is a tender yet vibrant fragrance that evokes the crystalline freshness of water and is contained in a leaf-shaped atomizer. Vague de vie Perfumed Bath-Shower Gel is a perfumed foaming gel that imbues your skin with a fresh, delicate scent. Voile de vie Iridescent Perfumed Body Lotion incorporates tender greenwood and crystalline notes. The Onde de vie Perfumed Bath Oil is a wonderful three-phase bath oil. For more information, call 800/321-3434.

MULTIPLE POSSIBILITIES

ISO multiplicity™ introduced six new stylers to the collection, created to achieve any look form sophisticated and sexy to chic and classic. In addition, all three stylers are formulated with ISOflex™, a complex that protects hair as you style. It assists the styling process by eliminating build-up and actually protecting the hair shaft from environmental and chemical damage. It also offers thermal protection, anti-static properties and humidity resistance. The six new products are: tousle™ cream 'n gel, tactile™ texture paste, luminate™ glossing glaze, whipped™ cream wax, upshoot™ styling spritz and mobilize™ working spray. ISO products are found in fine salons or by calling 800/ISO-HAIR.

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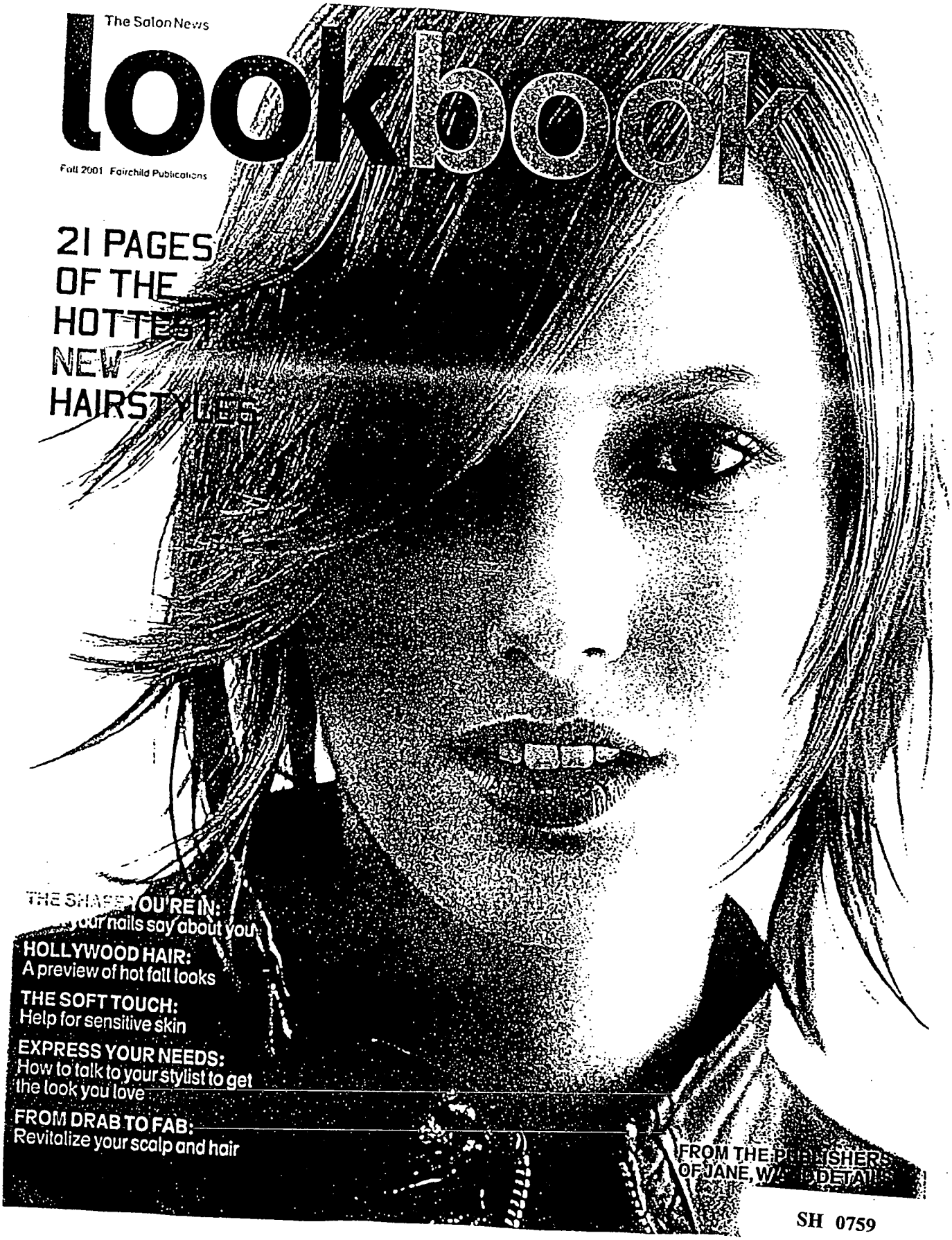
Ghoulish Demos
Grimages affreux
SH 0758

The Salon News

lookbook

Fall 2001 Fairchild Publications

21 PAGES OF THE HOTTEST NEW HAIRSTYLES



THE SHAPE YOU'RE IN:
What your nails say about you

HOLLYWOOD HAIR:
A preview of hot fall looks

THE SOFT TOUCH:
Help for sensitive skin

EXPRESS YOUR NEEDS:
How to talk to your stylist to get the look you love

FROM DRAB TO FAB:
Revitalize your scalp and hair

FROM THE PUBLISHERS OF JANE, W[illegible] DETAILS

SH 0759

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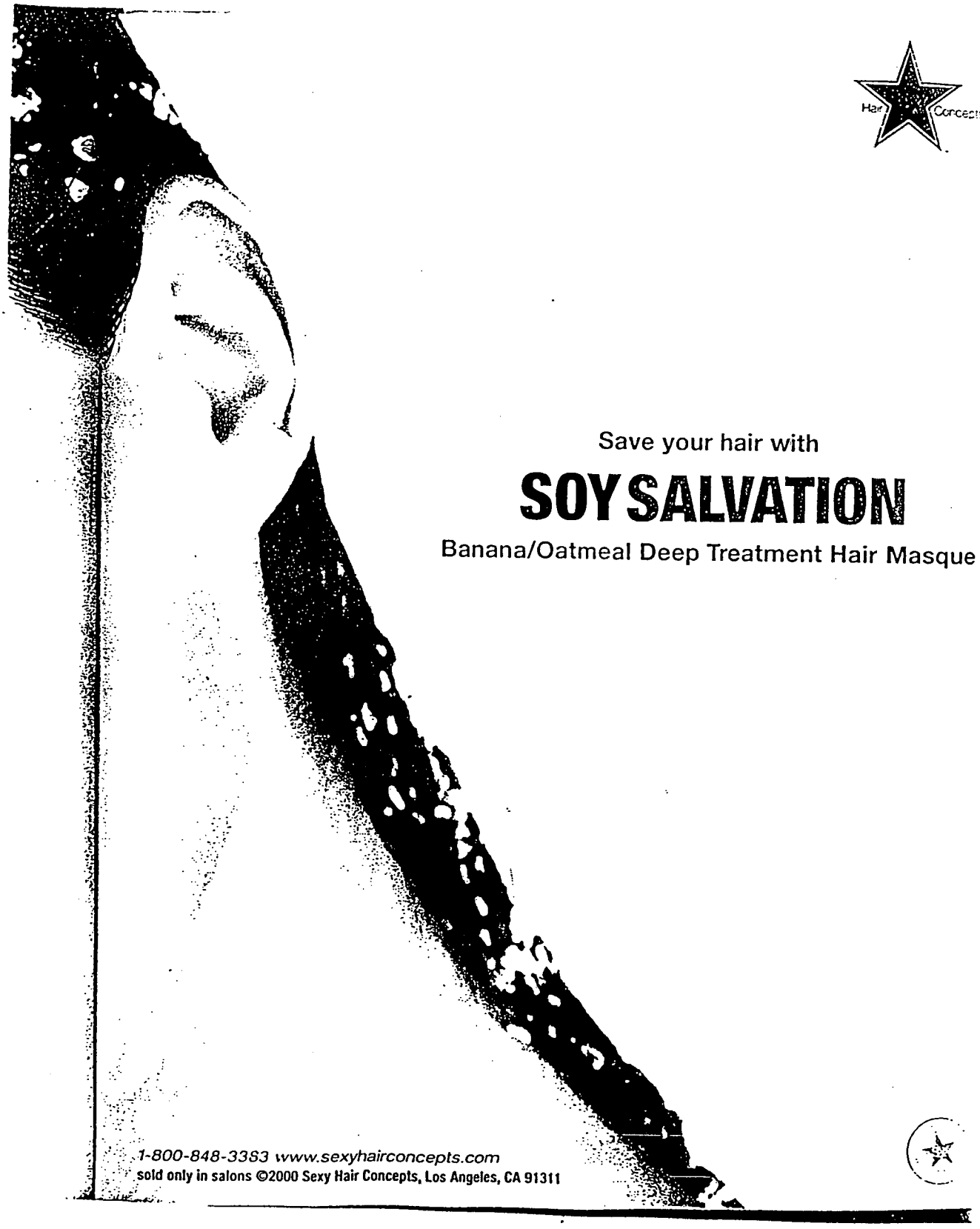
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SH 0761

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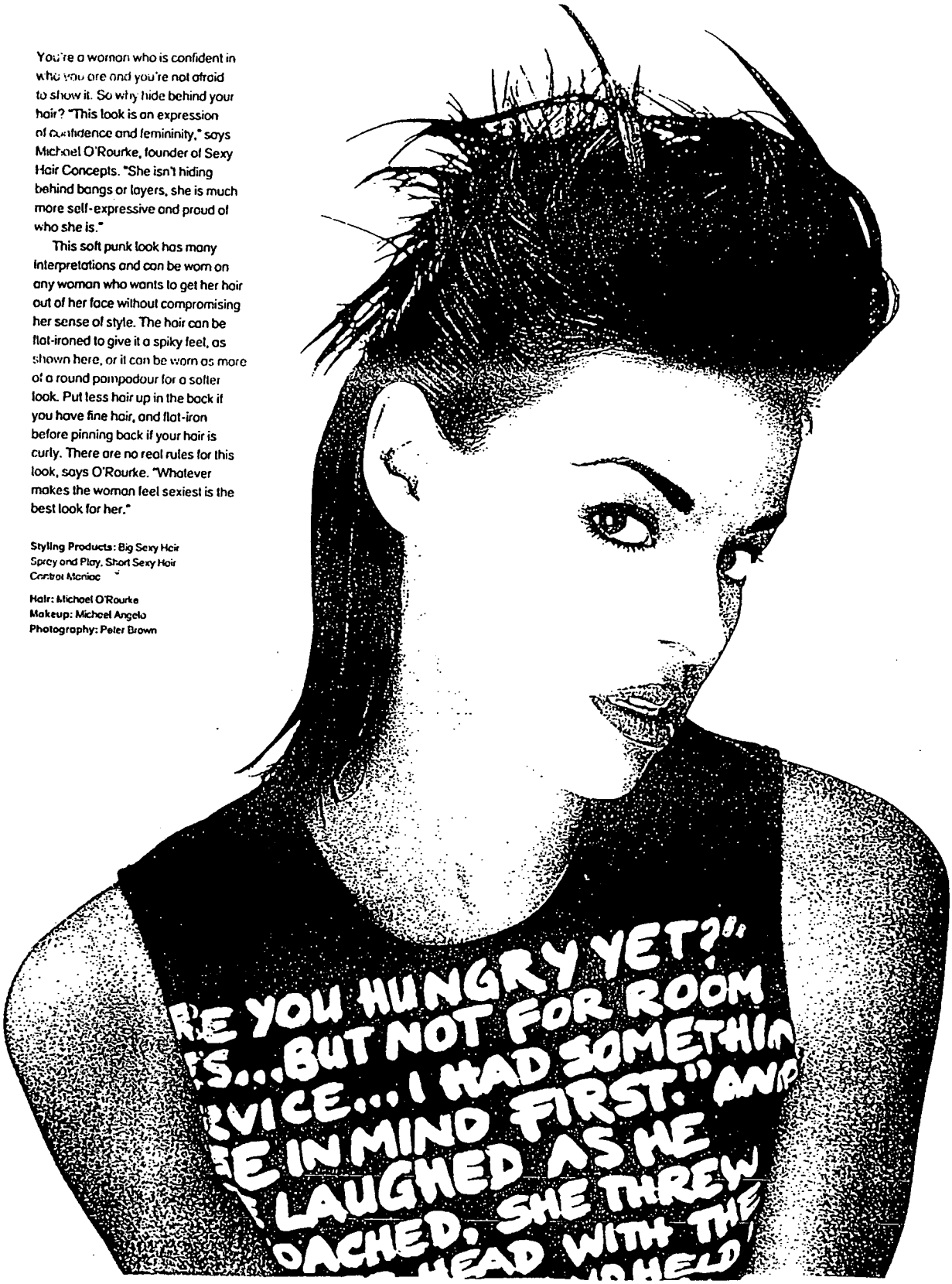
SH 0762

You're a woman who is confident in who you are and you're not afraid to show it. So why hide behind your hair? "This look is an expression of confidence and femininity," says Michael O'Rourke, founder of Sexy Hair Concepts. "She isn't hiding behind bangs or layers, she is much more self-expressive and proud of who she is."

This soft punk look has many interpretations and can be worn on any woman who wants to get her hair out of her face without compromising her sense of style. The hair can be flat-ironed to give it a spiky feel, as shown here, or it can be worn as more of a round pompadour for a softer look. Put less hair up in the back if you have fine hair, and flat-iron before pinning back if your hair is curly. There are no real rules for this look, says O'Rourke. "Whatever makes the woman feel sexiest is the best look for her."

Styling Products: Big Sexy Hair Spray and Play, Short Sexy Hair Control Maniac

Hair: Michael O'Rourke
Makeup: Michael Angelo
Photography: Peter Brown



SH 0763

2001
OCTOBER PUBLICITY

October

American Salon	Seduce, MOR @ BBSI
Estylo	Sex Symbol Seduce Collection
Modernsalon.com (10/23/01)	Holiday 2001 Stocking Stuffers
Platinum	Root Pump Plus
Product Alert	Sex Symbol Seduce Lip Lacquer & Peep Show, Healthy Sexy Hair (1st 5 products)
Salon City Star (Autumn 2001)	MOR/Show Photos
7- Soap & Cosmetics	New Hires Release
The Rose Sheet	Healthy Sexy Hair
The Daily News (10/01/01Los Angeles, CA)	New Hires

american salon

OCTOBER 2001

BOYZ IN THE HOOD

men's fall hair & the new KOBETWO line from adidas

LONDON CALLING

WHAT'S HOT over there plus a new collection from aveda's david adams

easy f lla!

making men comfortable in the salon

SH 0765

WIN
BIG!

WIN
WORLD
CHAMPION
HAIRDRESSER
MICHAEL O'ROURKE,
OUNDER OF CARLTON
AIR SALON CHAIN & SEXY
AIR CONCEPTS, FOR A BIG
AY IN YOUR SALON!

he New Year is rapidly
pproaching and it is time
set your personal and
usiness goals for 2002. In
words or less share your
ealthy Resolutions with us
d WIN!

Prize (1): A BIG DAY with
chael O'Rourke in your salon!
will share some HEALTHY
ggestions on increasing your
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also teach his world famous
cutting system, Structure In
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ent should include your
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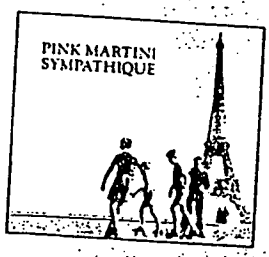
es to Sexy Hair Concepts,
t. 9232 Eton Avenue,
orth, CA 91311. All entries
e postmarked by December
01. Winners will be
ced January 31, 2002.

SPIN cycle

MUSIC TO LISTEN TO THIS MONTH

Whether you're into a cocktail lounge, mambo vibe, or a more musically mellow environment for maximum relaxation, these CDs will turn on your ears and round out your salon atmosphere. To order, call (310) 446-4964, or visit www.hipstermusic.com. (Use the code AS901 for online or faxed orders.)



SYMPATHIQUE by Pink Martini lets you know you're in for something different as soon as lead singer China Forbes sails in with the valiant first note of the Cuban influenced "Amado Mio." These elegant musical concoctions, sung in Spanish, French, Japanese, and Russian, are a cross between a bullfight and the bedroom, with their Latin flavor, infectious beats, and seductive melodies. A sensation in France, the group counts Queen Latifah and filmmaker Gus Van Sant among its fans.

LOVE IN THE TIME OF SCIENCE by Emiliana Torrini features the latest dreamy, otherworldly female vocalist to emerge from Iceland. Though purportedly annoyed at comparisons to fellow countrywoman Björk, Torrini has an instrument with an uncanny resemblance to the pixie-faced chanteuse's vocal gymnastics in "Telepathy." The difference? She writes from a younger and more carefree point of view—notes fall around her sylph-sounding voice like magical gumdrops as she sings hopefully about love.

THE HERETHEREAFTER by Miranda Lee Richards offers up a sweet-sounding, melancholic collection of ruminations on longing for the one who won't love you back, among other topics. The only daughter of comic book artist parents, this San Francisco native spent her formative years with strange characters, including her bizarre godfather R. Crumb, the infamous comic genius. Check out her gentle, Beatlesque cover of the Rolling Stones' "Dandelion."—TINA LEE

SH 0766

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SH 0767

just like old friends

Sally Beauty Supply's Judy Cole, L'Oréal Classic Salon Products's Ray Mager, and Joni Rae Russell of Joni Rae & Associates.

ARTec's Michael Mazzei, Leland Hirsch, John Fail, and Andrew Bartfield, *second from right*, with One Way Salon Systems Lou Guarneri, *middle*, and Larry Drew, *far right*, and Salon & Spa Solutions Jim Tollison, *third from right*.

DePasquale's Carmen DePasquale, Jr., Sexy Hair Concepts's Michael O'Rourke, DePasquale's Carmen DePasquale, Sexy Hair Concepts's Donna Federici, and DePasquale's Joseph Mastalia.

Zotos's Herb Nieporent with Paramount Beauty Distributor Associates's Jeff Hagler and Lisa and Evan Feingold.

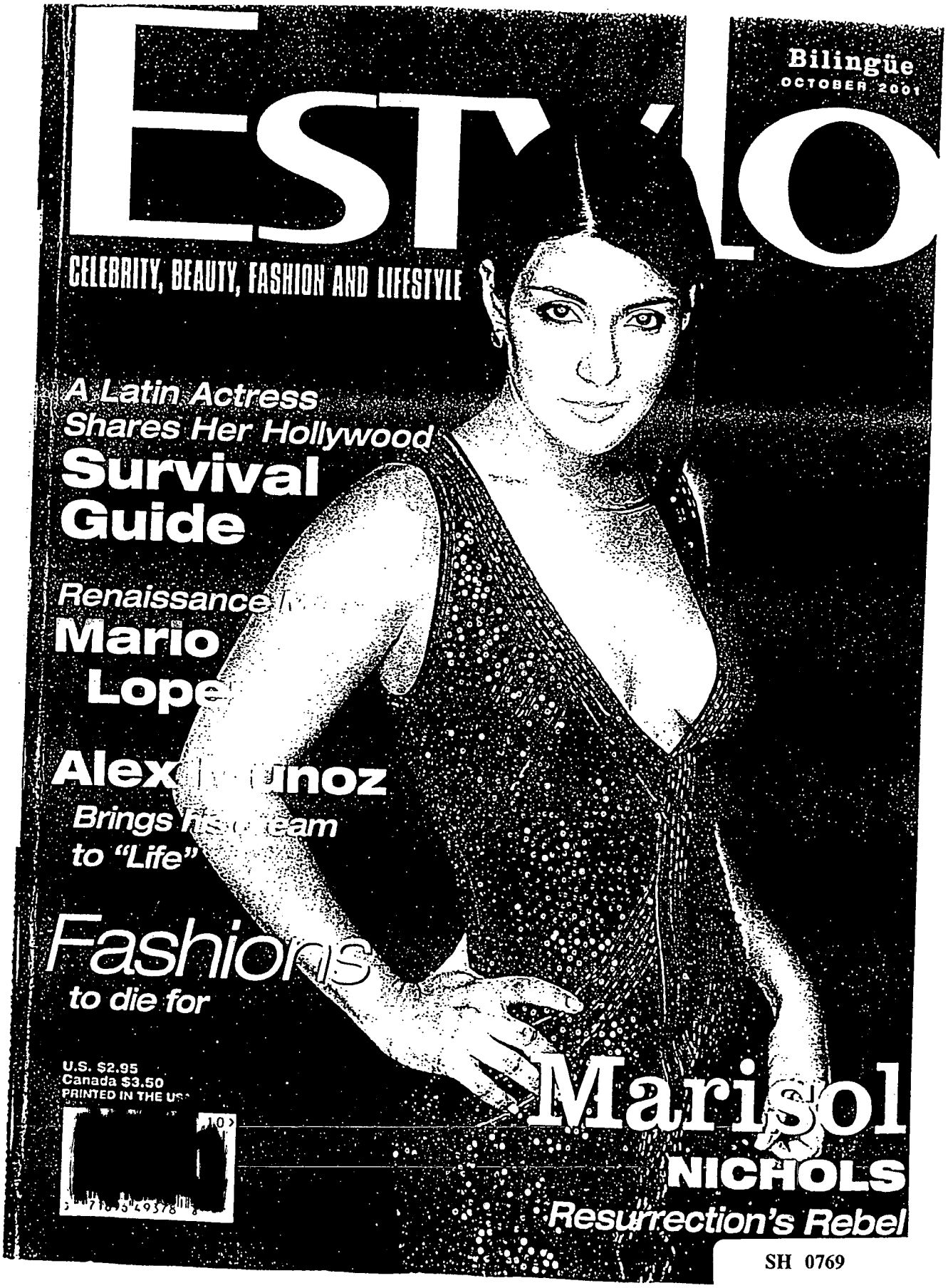
Parker Barber & Beauty Supply's Pat Owens, Keune's Toni Wells, and Parker Barber & Beauty Supply's Brant and Kristin Parker.

SH 0768

ESTILO

Bilingüe
OCTOBER 2001

CELEBRITY, BEAUTY, FASHION AND LIFESTYLE



A Latin Actress Shares Her Hollywood **Survival Guide**

Renaissance Man **Mario Lopez**

Alex Munoz Brings his Dream to "Life"

Fashions to die for

U.S. $2.95
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Marisol NICHOLS
Resurrection's Rebel

SH 0769

Beauty Picks

belleza

CPS3SILSH

Look out Blondie –

there's a new Glam Rock Queen!

by Elizabeth Smoak-Bartolo

So the long, hot summer is over and tans are fading like summer love. But cheer up, mi chica, with fall's glamorous new goodies for grown-ups!

You'll be ecstatic to know that fall 2001 will do away with structure – a sort of glam-rock revival. Toss the lipliner (don't worry, it'll be back) and let your eyeliners go dull. Blending eye makeup with your fingers and brushes is the key to getting this season's look.

Be oh-so-21st-century and create bold swirls of shadow all the way around the eyes. At fall fashion shows designers have featured models à la "Moulin Rouge," with eyes framed in dark smoky liners. The trick to pulling this off is applying liner like the make-up artists do: with a thin angled brush and dark jewel-toned shadows.

Odds are your brows have gone a little wayward during the summer months, but easy on the plucking this time around. Let them grow in a bit more than usual for the fall. Now we're not talking about a return to the Communion portrait hanging in *abuela*'s living room (although she would be proud), just not as pencil-thin as we've seen recently. Fill in any thin spots with matching shadows. Amigas, no one should be defining brows with a pencil anymore!

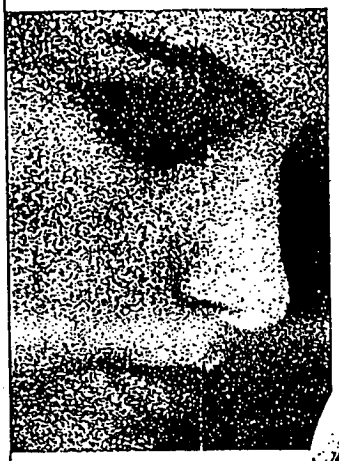
Super-glossed, wet looking and sexy! Lips will take on a deep galactic version of plums, burgundies and Reagan-era reds, topped off with enough gloss to impede your speech.

The way designers are mixing sheer and rich-textured clothes on South Beach this fall should tell you how to mix and match this season's looks. Pairing a sheer skirt with a lush cashmere sweater says go heavy glam on the eyes while singing softly on the lips, and vice versa. Time to subdue those peepers if you look like you've just eaten Dorothy's ruby-red slippers.

Although fall 2001 means heavier and bolder, be careful not too cover up your Latina luster. After all, isn't that the strongest statement of all?

Elizabeth studies the sirens of Miami's South Beach for inspiration. This fashion-forward Floridian creates looks for Latinas with the help of her own line, Ella Cosmetics, formulated exclusively for Latinas. Find out how you can create her hot looks at www.ellacosmetics.com

product photography by
Yunika Kadarusman



From Sex Symbol: (Left to right)
Peep Show Eye Shadow in Temptation, Enamor and Sultry, $17
Lip Lacquer in Bella Donna/Last Kiss, $15
Hot Cheeks in Cheeky, $15
Star Powder in Snow Kiss, $21.50

From Too Faced:
Flushed Blush in Who's Your Daddy!, $18.50
Gossip Gloss in Back Stabber, $16
Eye Shadow in Zsa Zsa, $15
Sparklers Glitter Pencil in Coco Pop and Ooh-La-La, each $ 17.50
Lipstick in Femme Fatale, $15
Lip Gloss in Money Maker, Lipstick in Tres Chic, $15
Eye Shadow Duo in Lovey Dovey, $15

For a little inspiration, check out these flix:

"Moulin Rouge"
"Velvet Goldmine"
"Priscilla, Queen of the Desert"

SH 0770

MONTHLY COMPUTER GIVEAWAY

MODERNSALON

OCTOBER 23, 2001

WHAT'S MODERN

HEADLINE NEWS FROM THE INDUSTRY

Could your salon be a top salon in Salon Today's Salons of the Year contest?

For info on how to apply

Sexy Stuffers

Posted: Oct 22, 2001

Sexy Hair Concepts offers a new collection of mini-stocking stuffers called, "A Beauty Holiday Party 2001."

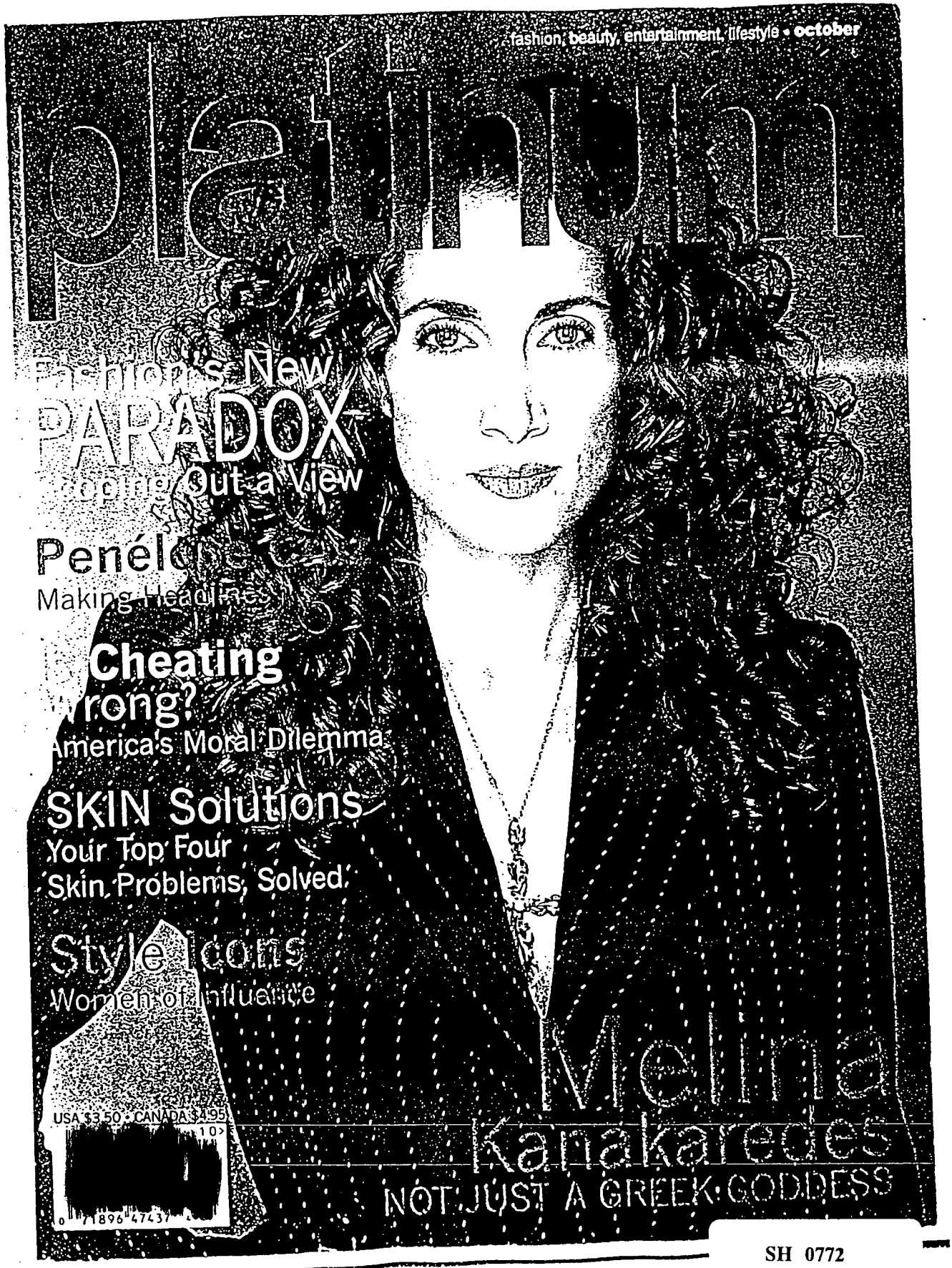
Big Sexy Hair Spray and Play Volumizing Hairspray are fast-drying and give hair ultra shine. Sexy Symbol Star Power in Snow Kiss is a silvery shimmer dust with lavender undertones.

Hot Sexy Highlights High Drama Glitter Spray can be used on all hair colors for the day or evening. Each application has a firm hold and will last all day.

For more information, call 800-848-3383, or go to www.sexyhairconcepts.com.

5 Most Recent Articles

SH 0771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SH 0772

Layered

Layered locks are back in a big way, giving volume and movement to otherwise lifeless hair. The key is to use products that emphasize volume to bring out the definition in the cut.

Try: Peter Coppola Volumizing Fixative, Big Sexy Hair Root Pump Plus, Senscience Volumesse Body Building Foam

Sleek and Shiny

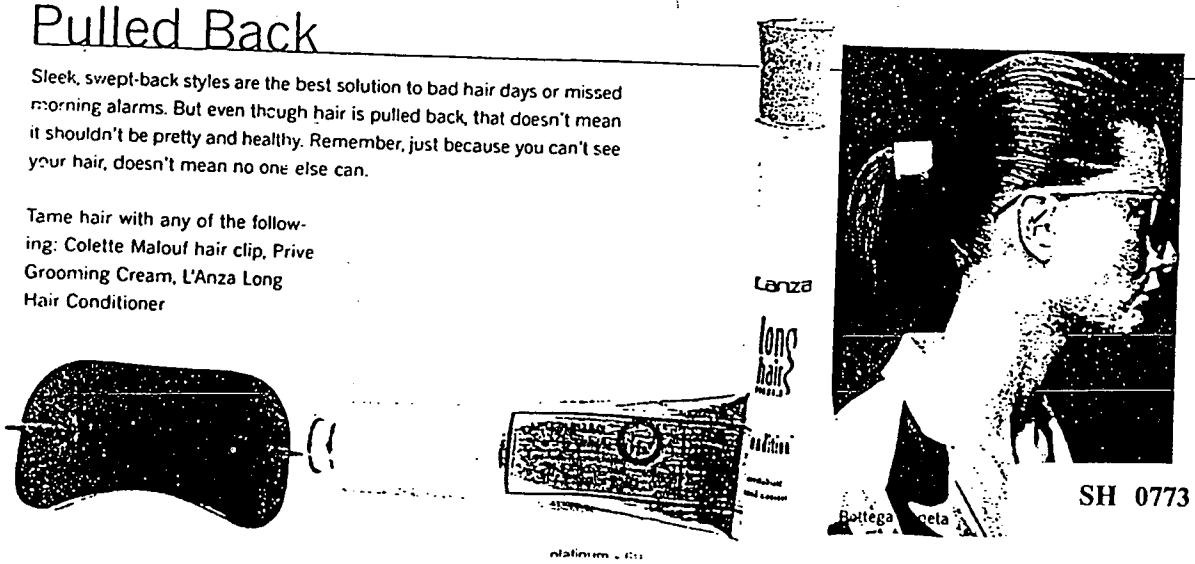
Runway hair always radiates healthy shine. If yours doesn't have quite the same traffic-stopping effect, one of these products can get your mane glowing.

L'Anza Strait Line, Phytodefrisant Relaxing Serum, Rusk Deep Shine Anti-Frizz Serum

Pulled Back

Sleek, swept-back styles are the best solution to bad hair days or missed morning alarms. But even though hair is pulled back, that doesn't mean it shouldn't be pretty and healthy. Remember, just because you can't see your hair, doesn't mean no one else can.

Tame hair with any of the following: Colette Malouf hair clip, Prive Grooming Cream, L'Anza Long Hair Conditioner



SH 0773

SALON CITY Star®
BEAUTY ENTERTAINMENT NEWS

BEAUTYMAKERS IN THE SPOTLIGHT

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STAR vision

Salon City Star magazine is the voice for America's Favorites Beautymakers. Published quarterly by Salon City Press, The Star focuses its editorial on beauty entertainment news representing the face Salon Society - including talent and professionals - who are positively inspired to creating beauty truth and goodness in our world. Our stars are everyday people - model citizens - and many celebrities who are America's Favorite BeautyMakers. Salon regularly featured stars are media partners with Salon City Press Club. We encourage our readers to join with Salon City in our mission to better serve humanity with fun news on the good people in our world.

You are welcome to send news and pictures for consideration and publication. Salon City Star can be viewed daily in space on-line to www.saloncity.com

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Salon City Press Club is proud to support the [1] Roof mission.

Sean Kanan Helps Whispering Winds

Sean Kanan, who stars as the devilish Deacon Sharp in CBS's *The Bold and the Beautiful*, came to Beverly Hills to lend a healing hand to Whispering Winds nonprofit organization founded by Doran Hawkins. Stars like Kanan came to the Four Seasons Hotel to volunteer time to tape PSAs for WW. Page 12. ★

Bruno & Kyara Mascolo 'On the Top'

Tigi's Bruno Mascolo has been one of the beauty industry's most respected executives - now his new promotion to TIGI's global CEO elevates his status and power to a new level. Together with talented wife, Kyara, the dynamic beauty duo will be raising the bar in manufacturing and creativity. See Page 36. ★

'Bad Boy' Whatley: Mr. Controversial

William 'Bad Boy' Whatley opened this year's show at America's Favorite Awards in a raw, sexually shocking - and controversial - manner. With fellow Scruples artist Trent Day, they provided the beginning setting for talents, Luis Alvarez and Eric Fisher of Aquage to play on in their finale. All planned! See Page 14. ★

Michael O'Rourke's Sexy is 'Red Hot'

Donna Federici, SVP of Sexy Hair Concepts admits, "Michael and Sexy Hair are red-hot. It's because we're all about lifestyle marketing, it's a psychographic vs. demographic approach. We create brands and products that strike an emotional accord with the consumer." See Sexy's news on Page 19. ★

Sexy Hair Concepts Excite Show Fans

Girls have more fun - when they sneak backstage to get with young, fab hunks like those performing in Sexy Hair's show at Premiere's big event. See Pg. 19

Cadillac Hall & Kanan's Jam Group Pg. 13

Premiere Show's producer and Mr. Showman, Howard Britt, celebrated a record-braking weekend by posing with supermodels from MC MAX and Clairol Pro. Check out Pg. 19

SH 0774

Models as Cowgirls! A most haunting show was produced by Jean Claude & Alfa Parf.

Jean Claude, Alfa Parf

Jean Claude and one of his star models.

Jean Claude, from Milan, came to Orlando with a passion, an energy and a style statement that captured the hearts of thousands of professionals at the Premiere show.

Every segment was beautifully rehearsed, and the Dolce & Gabbana styled western gear put the frosting on the cake of his shows.

The finale of Claude's shows included his own return to the stage - and together with his models - dancing to the fun sounds of western hoe-down music. Alfa Parf executives smiled as crowds of buyers flocked to the booth after each performance. *

Alfa Parf - Bob was fab, clothes too!

Cameras flashed! Marie Forest models.

Expert models ever at Sallybeauty.com

Catherine Dunne (L) and Bert Dodd (R)

Louise and Erika Rock models awkward for a Blade that brought many back to life's feet!

Top members of Premiere Show team

MC MAX / Clairol Prof. models wowed Premiere audiences with sophistication.

MC MAX / Clairol Hot Runway: Super-Models and Mercedes

ORLANDO - Howard Britt and team pulled off another show success with a stunning display of education, showmanship and style.

Top manufacturers brought their AAA artists and opened pocketbooks to deliver an outstanding experience for audiences. And attendees responded with record purchases! *

Clairol Professional's MC MAX was a solid hit in their first year in Premiere's big event. MC MAX's super models were superbly designed by guest performing artists Pratchree Clairol - and judging from the style and presence they brought to Premiere, it looks like Clairol's rising Star means a new level of class in shows and education in in the coming year. *

Clairol's makeup by Elisa Sanchez (c)

Rusk, Tigi, Sexy Hair Concepts were Showstoppers

Creative Hairdressers Show SRO crowds

Each morning, attendees waited in line at several entrances to be the first in.

Erika Rock was 'being' his own self!

Premiere is one show you want to have everybody personally see and experience. From the moment you arrive at the Orlando airport, the energy in the air tells you you're going to have a great time. People at the show greet you with smiles and once inside, you'd swear you're at the best musical concert in the country - but better - because beauty shows and media artists inspire fans in a unique and powerful way. *

TSI's Paul Joseph pulled out the stops.

Beth Bertles was first to buy TXZ BLACK from Roberto Lucci. He sold out first day.

Creating Bold Designs and Face Models were the most talkative of all stores.

Michael O'Rourke and his Sexy Hair Show team drew hundreds around their stage.

FDC REPORTS (THE ROSE SHEET)
CHEVY CHASE, MD
WEEKLY
OCT 1 2001

Burrelle's
Information Services
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CP535105H

Sexy Hair Concepts: Healthy Sexy Hair collection debuts with five products formulated with soy to "feed and nourish" hair, Chatsworth, Calif. company says. Line will feature Soy Fuel Power Conditioner Booster, which can be added to daily conditioner to create "extra strong, shiny, bouncy hair." Additional products will include Soy Salvation Deep Treatment Hair Masque to strengthen and improve hair and Soy Butter Pure Shine finishing product. Soya Want Flat Hair Flat Iron Spray and Soya Want Full Hair Firm Hairspray will round out collection. Products will retail in salons for between $11.95 and $19.50....

DAILY NEWS
LOS ANGELES, CA
MONDAY 202,000
OCT 1 2001

[redacted]

Burrelle's
Information Services
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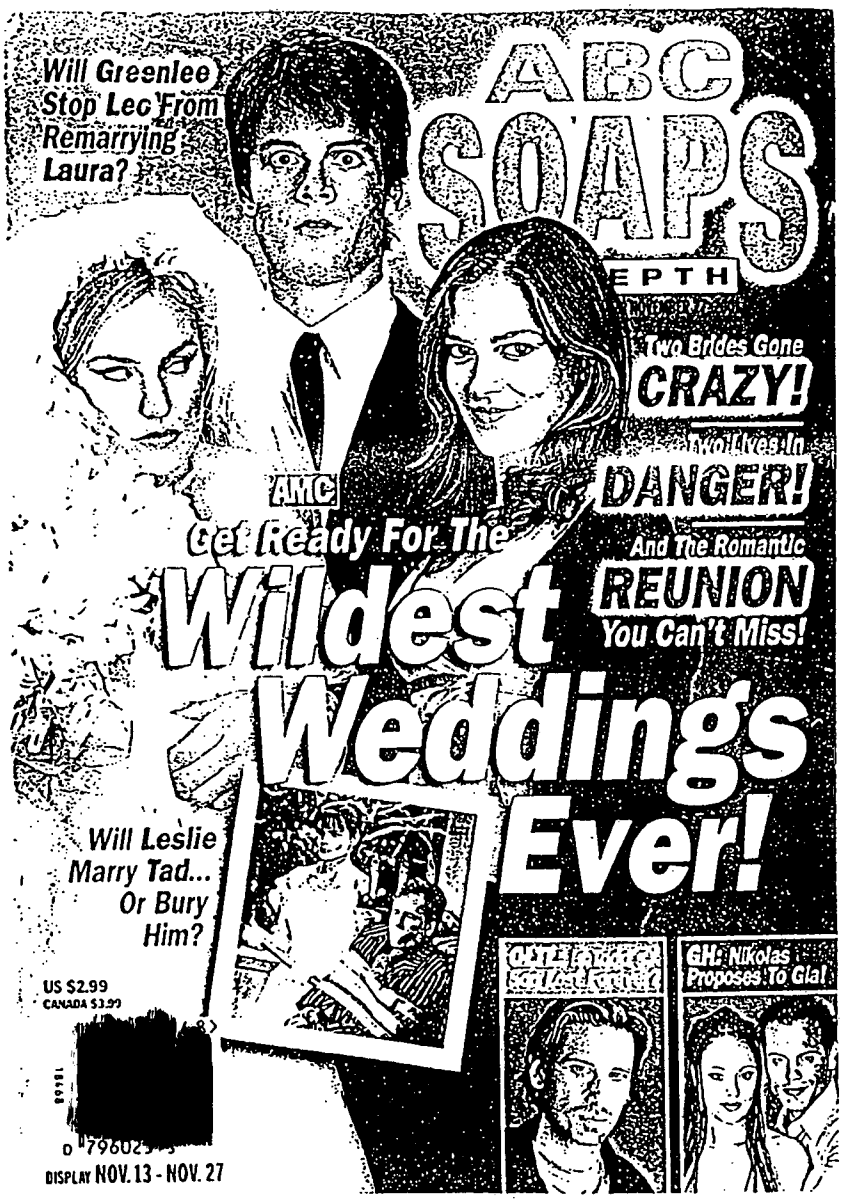
EXECUTIVE CHANGES: Sexy Hair Concepts is augmenting its sales team, bringing on Jennifer Fuller as vice president of national accounts and promoting Jeff Swartman as national sales manager. Fuller, a longtime beauty industry regular, will work with buyers, and in education and marketing. Swartman, a two-year employee for the Chatsworth firm, most recently handled the Southeast region.

3510SH

PUBLICITY
NOVEMBER 2001

November	
ABC Soaps In Depth Magazine (Nov 13-27)	Straight Sexy Hair Smooth & Seal
~~Atlanta Hair Magazine~~	Assorted hair products
Beauty Industry Report	Sex Symbol - Seduce
Beautynet.com	Healthy Sexy Hair
Beauty Store Business	Healthy Sexy Hair
GirlyNation.com	Healthy Sexy Hair
	Sex Symbol - Seduce
? Global Cosmetic Industry	Healthy Sexy Hair
Happi	Healthy Sexy Hair
Happi.com	Healthy Sexy Hair
Ignite	Mini Spray and Play Hairspray
Instyle (Australia Edition)	Big Sexy Hair Root Pump, Shampoo, Conditioner/Jennifer Love Hewitt
Men's Exercise	Healthy Sexy Hair
Modern Salon	Healthy Sexy Hair, New Distributors
? New Product News	Healthy Sexy Hair & Mini High Drama Glitter Spray
Salon News	New Hires
Spray Technology	Healthy Sexy Hair
Teen Magazine	Curly Sexy Hair Curl Power
? Teen Trends	Sex Symbol Starry-Eyed Pencils, High Drama Glitter Spray, Big Sexy Hair Spray & Play Volumizing Spray
Tucson Lifestyle	
November/December	
CPC	New Hires, New Distributors

NOVEMBER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SH 0779

BeautySecrets

The stars and experts share their tips

you ask, we answer

Q. Can you give me some information about the T-shirts that Kimberly McCullough (ex-Robin, GENERAL HOSPITAL) makes? And, more importantly, where can I buy them?

Gianna Macaluso
Bloomfield, NJ

A. *After seeing tees decorated with rhinestones and safety pins selling for an outrageous amount of cash, the actress and pals Tilman Hilbish and Glenn Rane, graduates of the Art Center College Of Design, decided they could make such shirts themselves. Thus, Girl Bone was born. "Everything [out in stores] is so mass-produced, and I hate that," McCullough tells us. "I want people to know that I dye every single shirt in my kitchen sink by hand, and we silk screen everything by hand. Every shirt is unique." For now, the line is sold only in select boutiques, but can also be found on the web at girlboneonline.com*

Got a question about a star's beauty routine? Wonder what kind of mascara she favors to plump her lashes? Drop us a line and we'll investigate! Write: Beauty Secrets, c/o *Soaps In Depth*, 270 Sylvan Ave., Englewood Cliffs, NJ 07632, or E-mail: soapsindepth@bauerpublishing.com, using the subject line: Beauty.

"I'm home-schooled, so I see tons of jammies."

— PC's Carly Schroeder (Serena) on her favorite schooltime outfit

Off And Running

Even outside the gym, these stars have made athletic footwear part of their daily after-hours wardrobe.

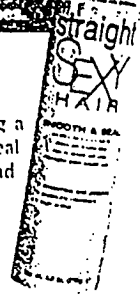
[illegible] complete with reflectors.

At the Imagination Celebration last May in Santa Ana, Calif., Marisa Ramirez (Gia, GENERAL HOSPITAL) dons a comfy pair of white Adidas with red trim.

Cameron Mathison (Ryan, ALL MY CHILDREN) out roaming the streets of Manhattan in khakis, a turtleneck sweater and white running shoes.

pro-rated

Freelance hair and make-up artist Tamara Ogden suggests using a product like Sexy Hair Concepts' Straight Sexy Hair Smooth & Seal to tame those frizzies: "It smooths the hair out, giving it shine and separation without weighing the hair down."



ABC SOAPS IN-DEPTH
November 27, 2001

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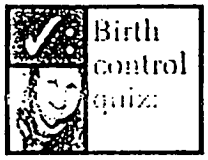
The virtual salon for beauty, wellness and style



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Top Story Nov 09, 2001

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Skin Care: "The Extra Decade Discovery" - Does having a facelift help you live longer?

Nail, hand and foot care: "Serious Colour Care" - Colouring your hair is just the first step. Now you have to take good care of that gorgeous shade

Spa and Health: "Experience Luxury At Home" - Soak up the opulence of spa treatments without taking a step outside your door

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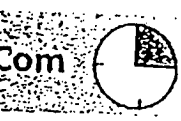

Birth control quiz:

Don't miss it.

Hair care

Soy Nutritious

By Claire Hughes

The wholesome way to get shine and condition is to feed your hair the right food

How do you fuel your hair so that it's the healthiest it can possibly be? Try soy. One of natures most nutritious foods, it's not only a must for a well-rounded diet, it's also works its magic when used on your lovely locks

Sexy Hair Concepts have incorporated soy as a basic ingredient for their Healthy Sexy Hair shampoos and conditioners Recently they added five new treatments and styling products to that line, providing several more healthy ways to pamper and control your hair.

Joining the Healthy Sexy Hair lineup are Soy Fuel Power, a conditioner booster that you can add, a few drops at a time, to your own conditioner; Soy Salvation, a deep treatment hair masque; Soy Butter—Pure Shine, a non-greasy, ultra shiny finishing product; and Soya Want Full Hair, a firm hairspray that offers intense hold and shine.

A great addition to this group is Soya Want Flat Hair, the first ever aeresol flat iron spray. This straightening product is specially designed for use with a flat iron and protects hair from heat damage while leaving it shiny and straight Remember, healthy hair is sexy hair!

To find a salon near you that carries product lines mentioned in this article, go to "Search" at Beautynet.com and click on "Find Products".

Photo # 1 Courtesy of Sexy Hair Concepts

SH 0782

Read more stories on Hair care

A Burst of Color - Ready to change from brunette to red? A color pro shares her wisdom

Freeze Your Style - A delicious new way to get hold of your hair

Soy Nutritious - The wholesome way to get shine and condition is to feed your hair the right food

Shapeshifting Styles - Asymmetrical color and cuts rule in the newest hair trends for winter

Freeman Cosmetics

Sexy Hair Concepts

izer and a blow-dry lotion for children.

"Organic Root Stimulator—another hot ethnic brand—introduced Olive Oil Nourishing Sheen Spray, which is really big news.

"An exciting trend is the many shea butter-based items. They're very hot in the ethnic market and are starting to take the place of cocoa butter. Many companies are coming out with shea butter shampoos and moisturizers.

"Another new and innovative ethnic market product is Magic Scarf. While you sleep, body heat from your head creates a chemical reaction with the scarf and treats the hair. It now comes in four versions, including frizz-free and deep. Magic Scarf is patent-pending and really going to revolutionize how people look at the scarf."

Beauty Brands

Here's what Donna Young, director of merchandise at Kansas City, Missouri-based Beauty Brands, told us:

"Probably one of the most exciting things are the ion dryers from Helen of Troy. We've had a lot of requests for ion dryers because of their reputations as healthier. These break down the water molecule better than anything that we've had so far and are a professional version of what our customers have been requesting for a long time. We're really excited about being able to offer them. We believe they will surely help our business.

"In addition to the dryers, I believe Helen of Troy had a really good program. It had a lot of new irons, new accessories and a very affordable paraffin dip.

"As for hair products, probably one of the most exciting things I saw was from L'anza. It has a new line called Urban Elements, and it was very trendy. Urban Elements is definitely what it sounds like—urban and unisex. The company is going to do a lot of national advertising to promote the line's introduction. The packaging is kind of a silver tone with some blue. I believe that it will be a big plus for us.

"Actually, I was there with two other buyers so products that I didn't see caught their eyes. My wet-lines buyer said she was impressed with new products from Sexy Hair Concepts. I didn't see them, but she tells me that they're trendy, upscale, young and fun. I know the company introduced some new products. There was another line she was excited about called PureOlogy Serious Colour Care that I also didn't see. She thought that one was also fun and forward."

You can continue to review and assess products at the BBSI Annual Convention via BBSI's Virtual Trade Show, www.bbsi.org. BSB

Paulette Cohn is a freelance writer based in Valley Glen, California.

womensforum.com

about WF

WHAT GN LOVES

Editor Favorites & Trendy Products!

Click on the products below to learn why we love them:

Healthy Sexy Hair
Sex Symbol Cosmetics
Trends 4 Teens
Sacha Cosmetics
Pick*y Cosmetics
Lee-Kirsty Handbags
GloGear Necklaces
Pageant White Teeth-Whitening System
Neutrogena Cosmetics & Skin Care
Sungirl Lip Bullets & Body Oil
Muse Handbags
See-Lips Lipstick Mirrors
Rock Hard Nails Nailpolish
Eckored Swimwear & Liquidgirl Swimwear
Spiffer Manicure Pens
Wooden Ships Spring/Summer Products
Too Faced Cosmetics Spring Products
Girl Cosmetics Spring Products
Alicia's Joy Jewelry
i-Zone Cameras
Black Opal Cosmetics
Vain Hair Products
Femme Arsenal
Tambra Collette
Primal Elements
Snap-a-Doo's
Wacky Jac Clothing
Elizabeth Baldwin Bronze Pearl Tiffany Hair Pins
Girl Cosmetics Fall Products
Built by Wendy Clothing
Debra Macki Cosmetics Eye Shadow & Cyberdust
Too Faced Cosmetics Fall Products
GirlStuff Birthstone Glitter Gel and Sungirl Sunscreen with Glitter

Over 15,500 girls visit girlynation.com each month. If you would be interested in featuring your products in this section, please contact christina@girlynation.com

SH 0784

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Need ideas?

GN Loves...Healthy Sexy Hair Products

Writer: Christina

[[[products used, from left to right: Soya Want Flat Hair Flat Iron Spray, Soy Fuel Power Conditioner Booster, Soya Want Full Hair Firm Hairspray, Soy Smoothie Straightening Tonic, SoyMilk Conditioner]]]

[[[left to right: Soy Butter Pure Shine, Soya Want Flat Hair Flat Iron Spray, Soy Salvation Deep Treatment Hair Masque with Oatmeal, Soy Fuel Power Conditioner Booster, Soya Want Full Hair Firm Hairspray]]]

Healthy Sexy Hair offers hair treatments plus three new styling products that condition and protect the hair as they style. Each product has either Glycine Soy Protein or Food Grade SoyMilk Protein along with other beneficial nutrients that keep the hair healthy.

Soy Butter Pure Shine: This stuff smells great and adds shine to your hair - it even moisturizes and conditions your hair!
Soya Want Flat Hair Flat Iron Spray: This stuff rocks! You spray it on pieces of hair before using a flat iron, and it gives you this cool, trendy hairdo with chunky pieces of hair all over.
Soy Salvation Deep Treatment Hair Masque with Oatmeal: This is a once-a-week hair treatment pack that repairs your hair and brings it back to life.

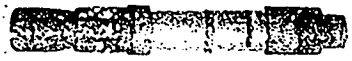
SH 0785

GN Loves...Sex Symbol Cosmetics

Writer: Christina

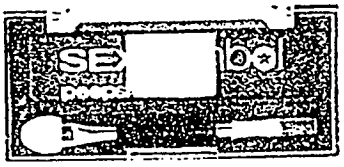
Lip Laquer Lip Gloss

Lip Lacquer's double ended lip gloss provides 2 long-lasting, luscious colors in 1 delicious package! Bella Donna is a holographic magenta. Last Kiss is a rich purple wine color with a hint of hot metal. Each contains Vitamin E for added moisture.



Star Power Shimmer Dust

Instant Star status! Brush Star Powder shimmer dust over the face, body and/or hair and presto! Now YOU are the star! Star Powder in Snow Kiss is a silver shimmer dust with lavender undertones that takes the brightness of the stars from the night sky and showers you like Kisses of Snow!



Peep Show Eyshadow Trio

Three enticing eye shadows that allow one wink to mean much, much more! Temptation, a deep magenta to give eyes a dramatic look. Enamor, a soft lilac to highlight under the brow or over the entire lid. Sultry, a smoky-black shadow ideal for lining or smudging and certainly to accentuate a mesmerizing stare! Peep Show crème-to-powder eye shadows apply like a cream and dry to a powder for a long-lasting, crease-free, flawless finish!

Hot Cheeks Cheek Stick - Cheeky!

Hot Cheeks Cheeky is a sheer purplish-pink cheek stick (contains Vitamin E). Use Cheeky to highlight cheekbones, or cast an opalescent hint on the face for sensual, fabulous cheeks!

Check out these products at the Sexy Hair Concepts web site.
WWW.SEXYHAIRCONCEPTS.COM

SH 0786

Soy Fuel Power Conditioner Booster: Is your hair fried? Using this twice a week will seal the hair cuticle and give your hair extra shine, softness, and color protection.
Soya Want Full Hair Firm Hairspray: Just flip your head over, spray a couple spritzes on your hair, flip your head up - and you have full hair all day!

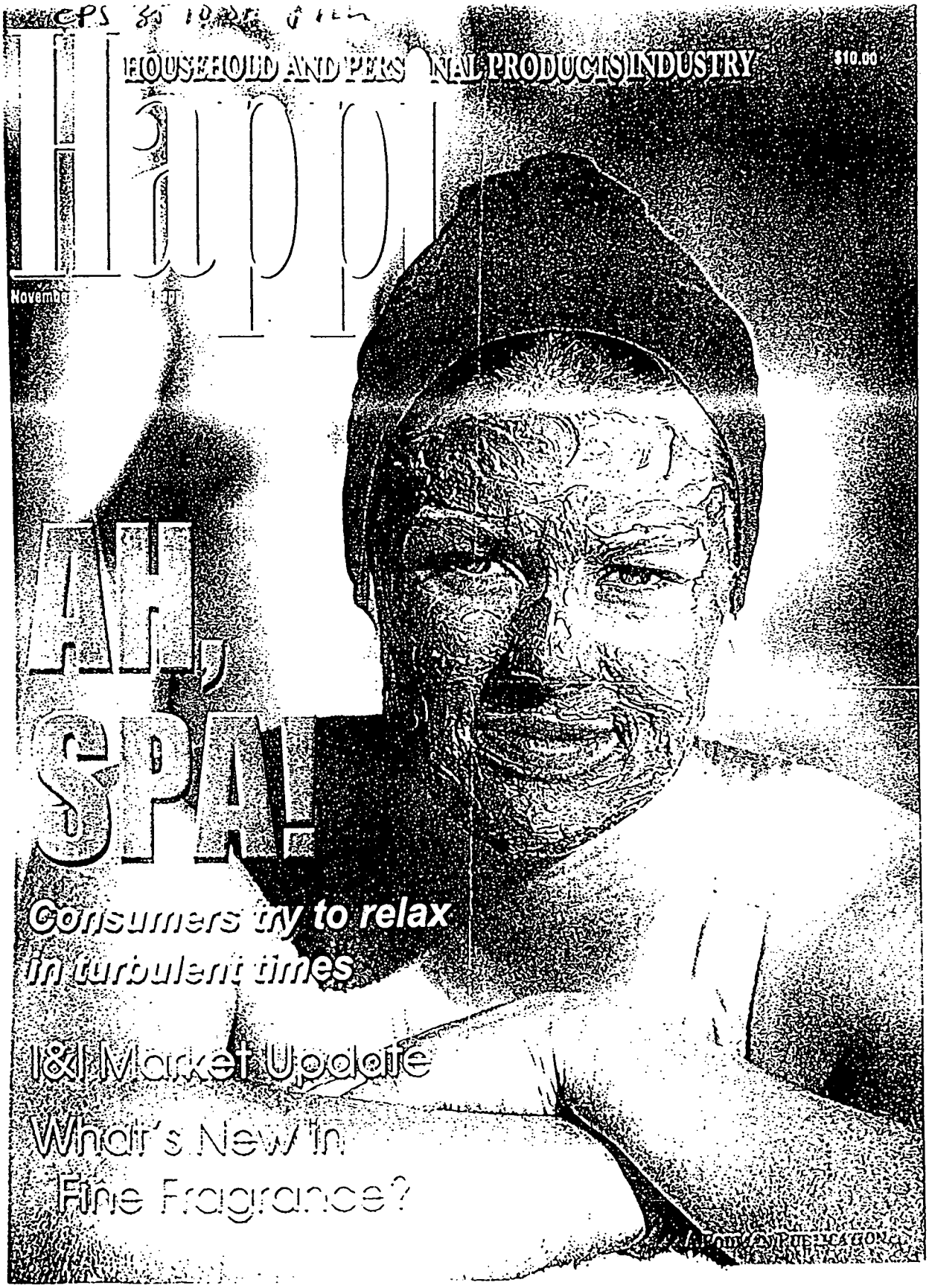
[[[left to right: Soy Smoothie Straightening Tonic, Soy Paste Texture Pomade, SoyMilk Shampoo, SoyMilk Conditioner, Soy Tri-Wheat Leave In Conditioner]]]

Soy has incredible health benefits and is poised as the fuel of the future for the body and hair. These products contain special Soy blends allowing proteins to penetrate hair more easily to deliver ultimate strength to the hair.

Soy Smoothie Straightening Tonic: This straightens, smoothes, and helps strengthen hair. It helps replace amino-acids that blowdrying takes away from your hair.
Soy Paste Texture Pomade: This pomade conditions, strengthens, moisturizes, and styles hair! It's non-greasy, never flakes, and is easy to wash out!
SoyMilk Shampoo: This nourishing shampoo restores hair's lost emollients, pliability and sheen.
SoyMilk Conditioner: This conditioner helps replace amino acids and in the hair to strengthen and hydrate.
Soy Tri-Wheat Leave In Conditioner: The Soy and Tri-Wheat combination combats against the harmful effects of the sun and environment while penetrating the hair to replace proteins.

Check out these products at the Sexy Hair Concepts web site.
WWW.SEXYHAIRCONCEPTS.COM

SH 0787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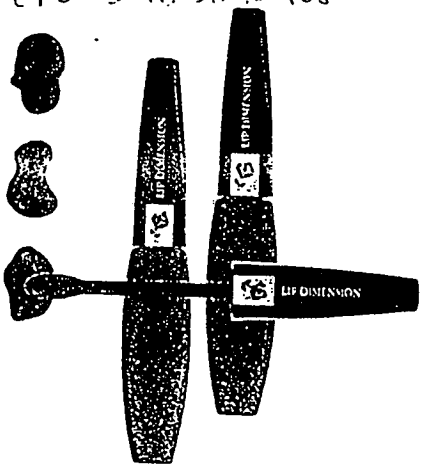
Lancôme Offers Lasting Liquid Lip Color

CPS 3510 SH p. 108



● Lancôme introduces Lip Dimension lasting liquid lip-shaping color. The product plumps the lips with hydrating moisture and reflective color pigments, according to company executives. The color's patented contoured applicator follows the shape of a woman's lips precisely to provide non-bleeding, long lasting color. Lip Dimension lasting lip-shaping color retails for $20 at Lancôme counters nationwide.

Cover Girl's Glitter Gala

● Cover Girl, Hunt Valley, MD, has debuted its Glitter Gala limited edition collection of lip art, sheer body frosts, eye and nail products in festive shades for the holidays. The collection includes GlitterSticks nail polish with loose glitter stored in the applicator top. The product retails for $2.50.

Shape Plus Hair Spray From Volumax

● Volumax, Darien, CT, has introduced Volumax Shape Plus hair spray. The product is formulated for both men and women, is fast-drying, ultra-fine and provides instant lift and control, according to parent company Zotos International. It easily brushes through hair for restyling. Volumax is available at professional beauty supply stores for $8.60.

Hair is Sexier with Soy

● Soy helps feed and nourish the hair, according to Sexy Hair Concepts. The company has introduced a new line including Soy Fuel Power conditioner booster; Soy Salvation deep treatment masque; Soy Butter pure shine; Soya Want Flat Hair flat iron spray and Soya Want Full Hair firm hair spray.

SH 0789

Davis of KeyMaster

Walz of Hill Top Research

vention. Dr. Hillary Himpler has been named vice president of marketing and business development. She previously served as vice president, R&D and marketing, Witco oleochemicals.

● **Premier Mill:** Kim Roetenberg has been named Midwestern regional manager, responsible for enhancing Premier's capital equipment market presence in that region.

● **Hill Top Research:** Suzanne Walz has been named director of contract research organization services (CRO), a new business unit. She previously served as head of a niche CRO company focused on project management, site selection and clinical monitoring.

● **Flavor & Fragrance Specialties:** Jeffrey Wichmann has been named plant manager for the Baltimore, MD, production facility. He previously served with Noville, Inc. Grover Alexander Jr. has been named quality assurance manager. Mr. Alexander formerly served with Martin Gillette & Co. Judy Eberwein has been named shipping supervisor for the Baltimore production facility. Ms. Eberwein was also previously employed at Martin Gillette & Co. Edward Capek has been named account executive for the Midwest region. He most recently served as a Bush Boake Allen representative.

● **LVMH:** Former Procter & Gamble executive Antonio Belloni has been named managing director, replacing Myron Ullman, who has been named to the new position of chief executive officer, U.S. operations. Mr. Ullman continues to serve on the board of directors and as chairman of De Beers LV (a joint venture between De Beers and LVMH) and has been named vice chairman of directors of LVMH's holding company, Christian Dior SA. Mr. Ullman's move was based on health reasons and the desire to reduce travelling.

● **Sexy Hair Concepts:** Jennifer Fuller has been named vice president of national accounts, responsible for education and marketing of individual accounts. Jeff Swartman has been appointed national sales manager, responsible for overseeing distributor accounts and sales.

● **RTD HallStar:** Due to the merger of RTD Chemicals and HallStar, a new commercial team has been established. Jim Savastano is president, RTD HallStar. Bill Bausback is director of sales, responsible for sales management and development, the Northwest sales territory and primary principal relationships. He previously served with RTD Chemicals. Carmen Masciantonio has been appointed director of business development, responsible for managing the oleochemical business, industrial sales and new business development. Mark Miller, a previous HallStar employee, has been named director of marketing. He is responsible for marketing and corporate communications and the Ohio sales territory. Victor Zubb has been named Midwest technical sales representative. He previously served with HallStar. Scott Tinker has been named Western account manager. Craig Bonda was appointed technical director, personal care for C.P. Hall, responsible for new product development and technical support.

● **Softsheen/Carson:** Candace Matthews has been named president. Ms. Matthews joined the L'Oréal USA subsidiary from The Coca-Cola Company, where she served as vice president, new product and package innovation. Prior to that, she served as managing director, non-cola brands. Before joining Coca-Cola, Ms. Matthews held senior marketing roles at the Ciba Vision Corporation, Bausch & Lomb, Cover Girl Cosmetics and General Mills.

● **Soap and Detergent Association:** Beth Olson has been named general counsel and vice president of administration, responsible for managing the association's legal affairs, providing legal guidance on pertinent laws, regulations and court decisions and providing general insight for SDA's administrative functions. She previously served as director of environmental affairs, American Forest & Paper Association. ●

Craftsmanship

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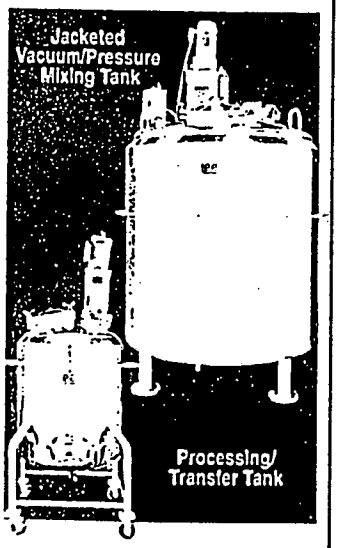

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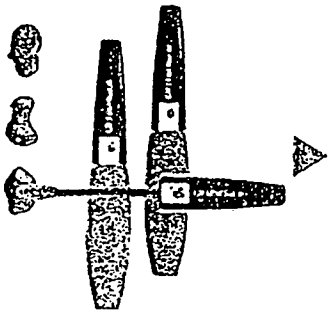
Lancôme Offers Lasting Liquid Lip Color



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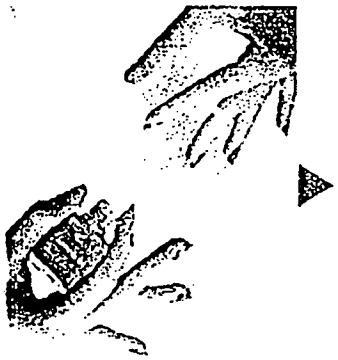

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SH 0791

HIP SWIVELLER: SINGER RICKY MARTIN UNBUTTONED

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Hair How-To: Perfect Colour At Home

Stars' Homes, Parties & Passions

Heather Graham

NOVEMBER 2001 $5.90 (INCL. GST)
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Time Inc

SH 0792

the goods

how the beautiful people get that way

love that hair

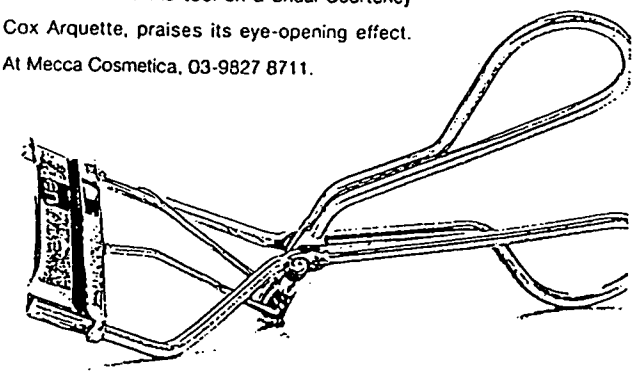
If you've got it, flaunt it. If you don't have the big hair you crave, take a tip from actress Jennifer Love Hewitt. To achieve great heights, Hewitt spritzes on Big Sexy Hair Root Pump ($25.50). You want more? Start your routine with Big Volume shampoo and conditioner ($15 each). And don't sit in the front row at the movies. Call 1800 624 247.

gardening bee

It won't give you plump, bee-stung smackers, but Burt's Beeswax Lip Balm ($7.95) will take the ouch out of dry lips. Containing vitamin E, and sweet almond and peppermint oils, the fragrant balm has an invigorating and cooling effect. Dipping into the cute yellow tin gives Savage Garden singer Darren Hayes his natural buzz. At Gowings, 02-9264 6321.

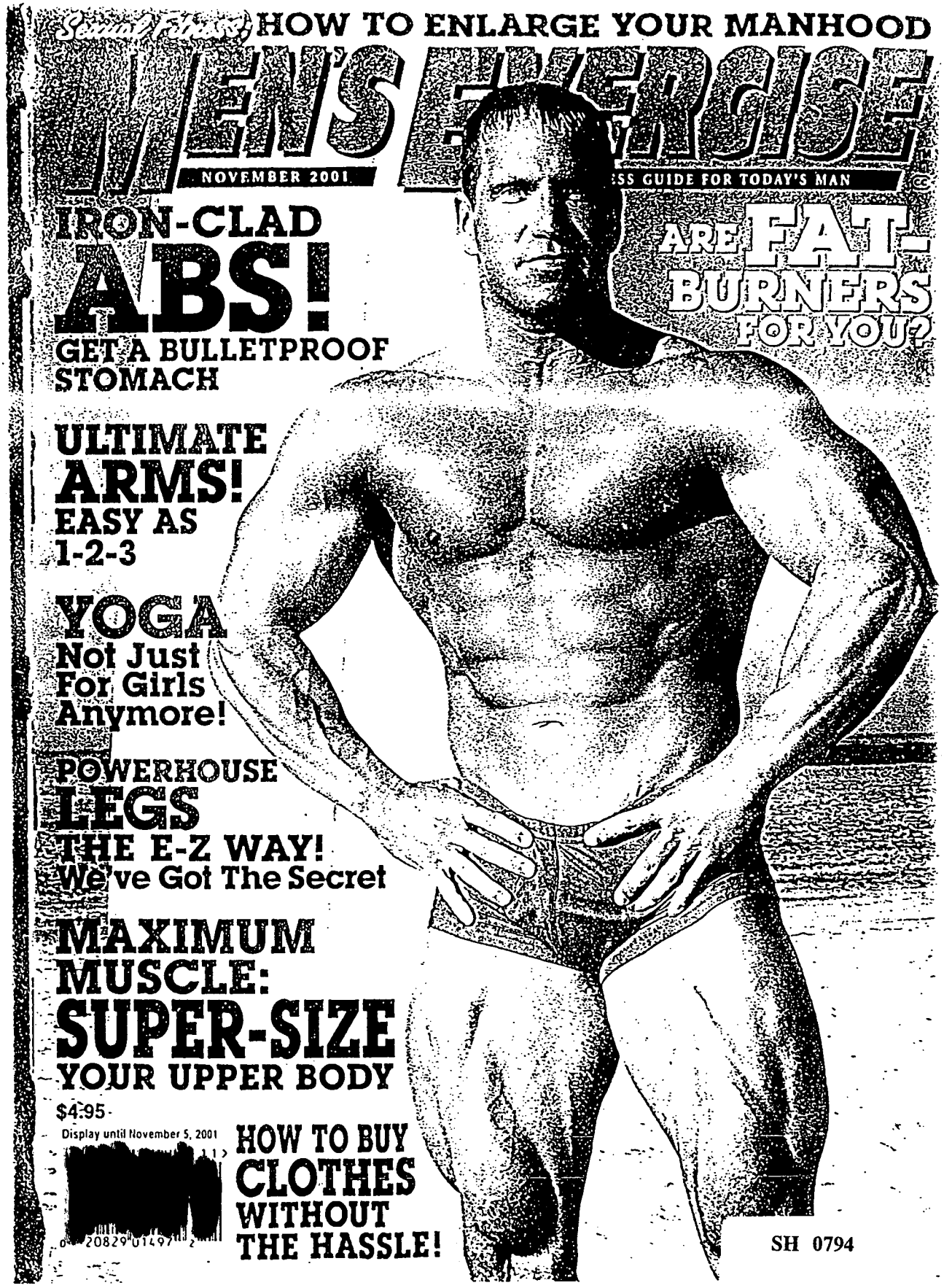
moore lashings

There was a little girl who had a little curl right in the middle of her ... lashes. Singer Mandy Moore uses the Shu Uemura Eyelash Curler ($62) to give her eyelashes the quick flick. Make-up artist Beth Katz, who used the tool on a bridal Courteney Cox Arquette, praises its eye-opening effect. At Mecca Cosmetica, 03-9827 8711.



STILL LIFES PHOTOGRAPHED BY JASON ELL

SH 0793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Treat Your Hair

To keep your hair in shape, you might want to check out Healthy Sexy Hair. This collection is soy-based and designed to treat the hair with therapeutic nutrients. For complete hair attention there's SoyMilk Shampoo, SoyMilk Conditioner, Soy Tri-Wheat Leave-In-Conditioner, Soy Smoothie Straightening Tonic and Soy Paste Texture Pomade. So basically, you can get it all from one product line. For more information on Healthy Sexy Hair, call 800-848-3383 or go to www.sexyhairconcepts.com.

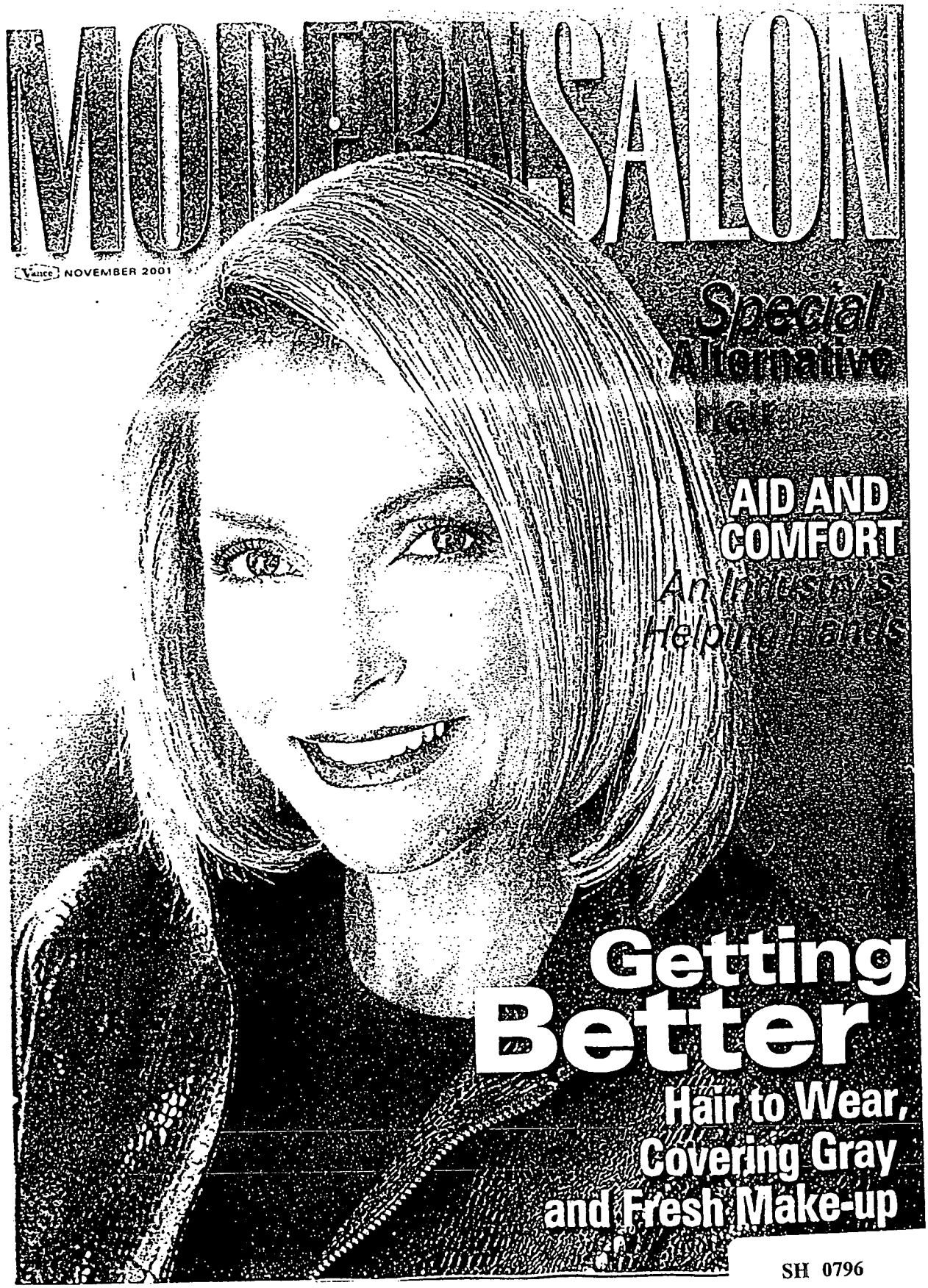
And Just Smell Good

To finish off, make sure you have a bottle of good fragrance. A new favorite is Very Valentino Pour Homme. Combining nutmeg, tobacco and sandalwood, this masculine scent is both seductive and sophisticated. Very Valentino is available at select Saks Fifth Ave., Marshall Fields and Dayton Hudson stores.

Get Rid Of The Frizz

For guys whose hair gets dry and frizzy in the sun, there's Phytodefrisant Serum. Applied on wet hair after shampooing, this botanical balm smoothes and straightens hair easily, without chemicals. You can also apply it to dry hair between shampoos for a leave-in conditioning treatment. It even makes straight hair smoother. To find Phytodefrisant Serum, call 800-55-PHYTO or visit www.phyto.com.

SH 0795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and Fresh Make-up

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PRODUCTS

CHROMICOLOR A highly reflective, mirror-like surface is created with this trendy polish. Choose from six colors: Lavender Lust, Lime Light, Blue Skies, Pink Starlight, Bronze Bullion and Silver Streak. CIRCLE 200 **SCENTAO** Scented to promote feelings of wellness, this complete line of five skin and body care products is formulated with the essence of three Asian plants: green tea, gingko and ginseng. CIRCLE 201 **LIFE STONES** CANDLE & SCENT COMPANY Each of the candles in this collection of six is individually wrapped with a natural stone charm and comes in colors that complement the featured stones—Amethyst, Hematite, Jade, Jasper, Lapis Lazuli and Onyx. CIRCLE 202 **MOISTURE SHEEN INTENSE** LIFE Moisturize chemically treated, dry hair with this weekly conditioner. Benefits include shine, manageability, decreased color fading and improved moisture content. CIRCLE 203 **BATH AND BODY** [illegible] Keep skin soft and supple with this line of bath and body products including: cleansing gel, hand and body lotion, bubble bath, exfoliant body gel, bath salt crystals and body mist spray. CIRCLE 204 **VOLUMAX** [illegible] This fast-drying ultra-fine spray provides instant lift and control. It also brushes easily through hair for restyling and adds volume and flexibility. CIRCLE 205 **HEALTHY SEXY HAIR** SEXY ACCENTS Five new products were added to this soy-based line: Soy Fuel Power, a conditioner booster; Soy Salvation, a deep treatment hair masque; Soy Butter, a shiny finishing product; Soya Want Flat Hair, a flatiron spray; and Soya Want Full Hair, a firm hair spray. CIRCLE 206 **VITAMIN K SKIN KREME** [illegible] BEAUTY PRODUCTS Made completely of natural ingredients, this lotion helps strengthen capillaries to reduce spider veins, reduces redness from rosacea and accelerates the healing process for bruises. CIRCLE 207

SH 0797

Marie Claire
August 2001

35105H

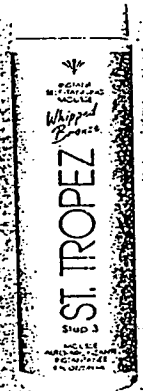
Dear "mister mascara"

We've teamed up with beauty guru Mister Mascara to offer the hottest information and advice on any beauty problem, no matter how big or small. Just drop him a line for simple but effective answers to all your worries

Letter of the month
Bronze age

Q: [illegible]

A: Now that self-tanning products are better than ever, there is no excuse for resorting to a sunbed, so do as the stars do and start faking it. Denise Van Outen and Gaby Roslin use Clarins self-tanners and Catherine Zeta Jones loves Elemis Sunwise Total Glow Self Tanning Cream, £17.50. Make-up artist Karin Darnell, responsible for the enviable honey-toned limbs of Victoria Beckham and Emma Bunton, far left, swears by the now legendary St Tropez salon self-tanning treatment, from £35 (call 0115-922 1462). It lasts for up to a week and is very convincing. Or try the new fool-proof St Tropez Whipped Bronze Instant Self-Tanning Mousse, £29.95, left, which can be used at home. Karin says a summer bloom can be easily faked with make-up, too. The Body Shop Tinted Glow Enhancer, £4.75, can be mixed with moisturiser or used on its own. If you prefer powder, Victoria Beckham loves Ultima II The Bronzing Powder, £17, which can be swept across face and body to provide instant colour.



Hair bare

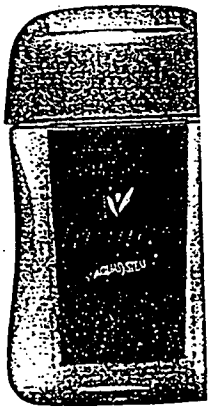
Q: [illegible] wax [illegible] all salons [illegible] I'm a bit [illegible] a beautician [illegible] causing embarrassment [illegible] she doesn't [illegible] I'm talking [illegible] not the [illegible] the [illegible] Emily [illegible]

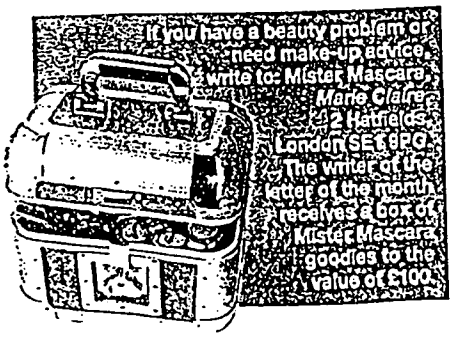
A: Any beautician worth her wax will know the 'Brazilian' means no hair unplucked, bar a small 'landing strip' at the fron We can't [illegible] beauticians [illegible] perform the painful task, but a phone call before your vi should spare red faces. Alternatively, Immac mak home waxing a doddle with the Aquasystem Wa Wax Roll-On, £9.49, bel The wax can be heated using hot tap water, rath than waiting for the microwave. If the pain is too much, Thalgo has launched Biodepyl, £19. a gel which, when applie after waxing, calms the skin and also aims to stu regrowth and reduce the risk of ingrowing hairs.

The straight story

Q: Unless I straighten my hair with a hot hairbrush, it is a mass of frizz. Please could you recommend something I can apply and then leave my hair to dry naturally, or which will also straighten my hair when blow-drying. Amy Jones, Hull

A: Richard Marin, the stylist who tames the waves of Jennifer Aniston, left, and Lisa Kudrow on *Friends*, says, 'Frizz control starts with washing.' Sexy Hair Concepts' Straight Sexy Hair shampoo and conditioner, £5.60 each, are ideal as they straighten from the outset (call 020-8381 7793 for mail order). The key to keeping hair frizz-free is to create a barrier against moisture. Finish Stick Straight, £12.80, far left, from Marin's favourite Graham Webb range, contains a serum which, when applied to towel-dried hair, seals the hair shaft, creating a barrier against moisture. Hot into salons is L'Oréal Kérastase Oléo-Relax, £8, centre left, which gives a mirror-like finish.





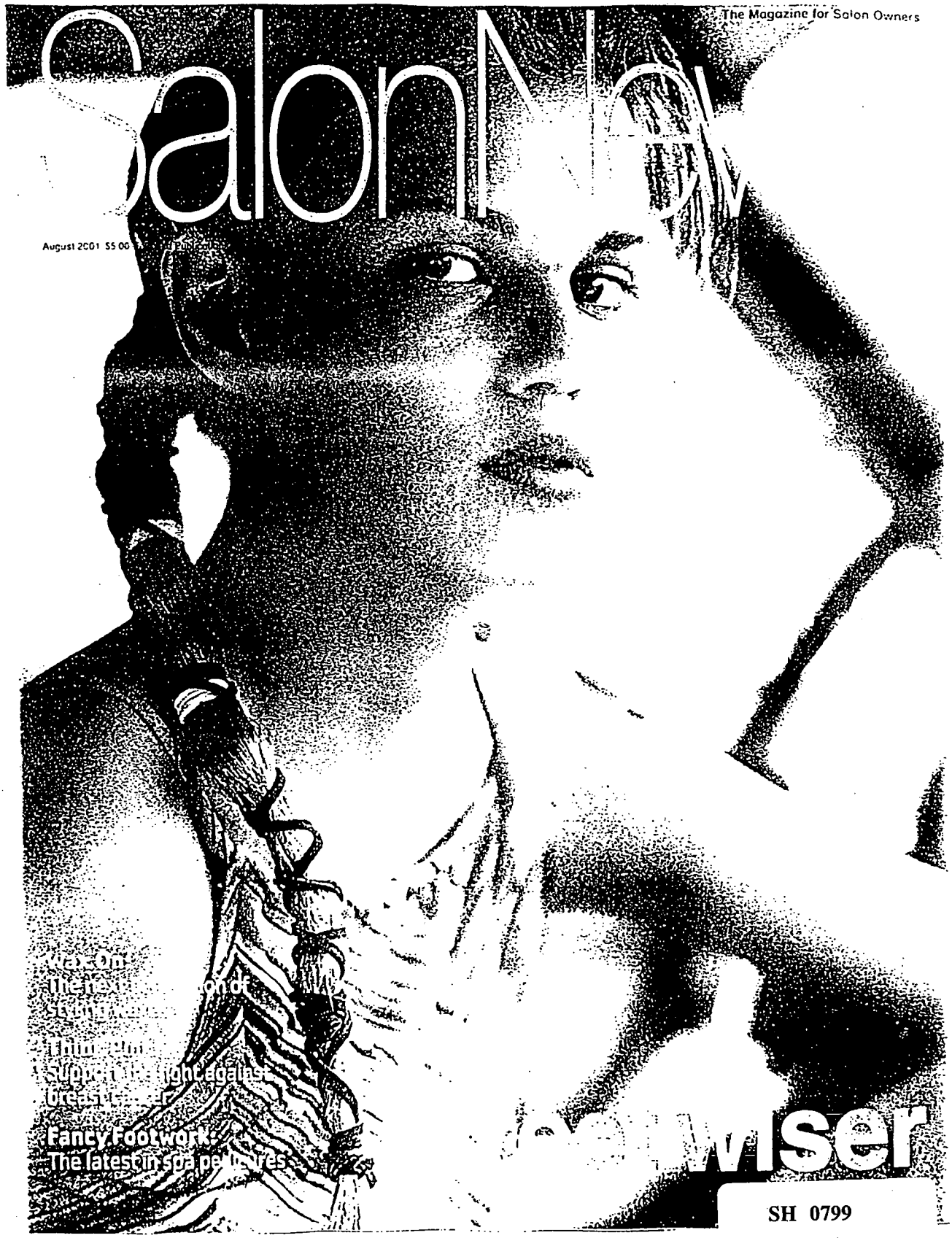
If you have a beauty problem or need make-up advice, write to: Mister Mascara, *Marie Claire*, 2 Hatfields, London SE1 8PG. The writer of the letter of the month receives a box of Mister Mascara goodies to the value of £100.

Supermarket specials

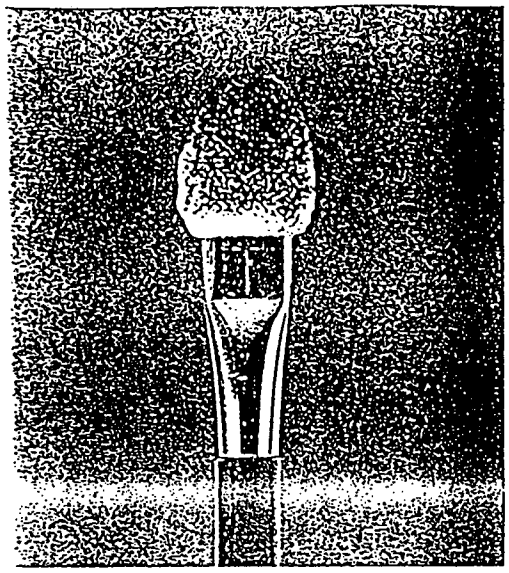
Q: Help. I am a student so have very little money to spend on make-up, but that doesn't mean I don't want to look good. Please could you recommend some multi-purpose cosmetics so I need only buy a few essentials. Nicola Hunt, Bradford

A: For products that are kind on the purse as well as the face, head for the supermarket. Since Tesco has housed make-up guru Barbara Daly's range – foundation, £5.60, right – it has become a Mecca for those in the know to pick up the season's hot make-up tools and colours for as little as £2. Others worth checking out are Marks & Spencer's extensive make-up collection, Superdrug's funky Kolor range and Boots' Liz Collinge collection, including handbag essential Liz Collinge To Go palettes for eyes, lips and cheeks, £8.

SH 0798


The Magazine for Salon Owners
August 2001
Fancy Footwork:
The latest in spa pedicures

SH 0799



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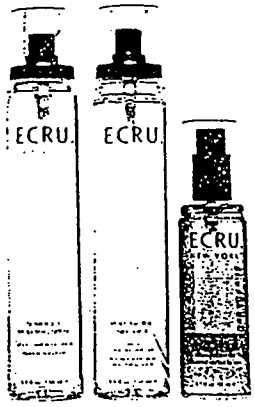
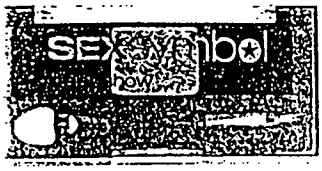
PRODUCT FOCUS





Globe Trotting (top row, left)
OPI celebrates its 20th birthday with the OPI World Collection, 12 new lacquers with catchy names like: Russian To a Tea Party, a deep burgundy; Grape Wall of China, a vibrant amethyst, and Int'l Date Line, a dark brown. (211) Call (800) 341-9999

Eight is Enough (top row, right)
Ecru New York by DePasquale Inc. is an eight-item Cosmetic Haircare collection designed to combine the quality of high-end cosmetics with the performance of professional haircare products, and includes Sunlight Holding Spray Volumizing Silk Mist and Silk Nectar Serum. (212) Call (888) 327-8692.

Brush Up (bottom row, above left)
Jean-Pierre offers 14 brushes for every hair type, along with a lifetime warranty against defects in materials and workmanship, including the First Cut Premium Natural Boar Bristle Privelége. (213) Call (877) JPIERRE.

Purple Passion (bottom row, left and showcase)
Seduce, the Sex Symbol fall 2001 collection from Sexy Hair Concepts, includes Peep Show, three creme-to-powder eyeshadows; Lip Lacquer, which contains two shades; Hot Cheeks, a purplish-pink cheek stick, and Star Powder, a silvery shimmer dust. (214) Call (800) 848-3383.

Hair Affair (bottom row, right)
TIGI introduces three new hair products: Girl Toys, a lightweight shine serum; Dumb Blonde, a moisture shampoo for that can be used on chemically treated hair of any hair color, and Headrush, a lightweight supershine mist. (215) Call (800) 256-9391.

Reader service number appears in boldface in each product entry. For more information, circle number on the Reader Service Card (page 51)

SPRAY
TECHNOLOGY & MARKETING
AUGUST 2001

Breakthrough fragrance technology

Oven cleaners

New Dana Perfumes' Heaven Sent

New & Innovative Products

New Fragrances • Personal Care • Household, Auto & Industrial

SH 0801

Personal Products

New & Innovative Products

Sexy Hair Concepts

Sexy Hair Concepts

Sexy Hair Concepts introduced: Short Sexy Hair Fixed Up Hard Hair Spray (66mm diameter brushed aluminum can by CCL Container Aerosol Division); and Big Sexy Hair Root Pump Plus (can by CCL Container Aerosol Division, valve and Sirena actuator from SeaquistPerfect). Also new are U.S. Rumble Boys Bullet Proof Hard Hold Hair Spray (can from U.S. Can); and U.S. Rumble Boys High Voltage Think Big Foam (can by CCL). For both these products, SeaquistPerfect supplies the valves and Sirena actuators. Hot Sexy Highlights High Drama (with an overcap from Berry Plastics, cans by U.S. Can) adds color and glitter to hair. Hot Sexy Highlights Whipped Up Gel Foam is supplied in a container from U.S. Can, with a Berry overcap.

Catwalk

Sunless Tanning Spray

The Gap

Sunless Tanning Spray from the Gap is packaged in a silver HDPE bottle, which features a finished look similar to that of a metal can. It has a 3-pass silk screen decoration performed in-house by Custom Bottle, which co-markets the component along with Exxel Container, the creators of the non-aerosol Atmos spray system that goes inside the bottle.

Tigi Linea

Bed Head Tigi Whipped Mousse Body Lotion is packaged in a container from Exal, utilizing a bright color over a clear brushed aluminum surface. Precision supplies the valve, Berry the overcap.

A new hair straightener, Bed Head Tigi Control Freak, is packaged in a container supplied by Exal. Aerosol Services fills the product. Berry Plastics provides the overcap and the valve is from Precision.

Exal also manufactures the cans for the Catwalk Extra Strong Mousse and Catwalk Root Boost. Aerosol Services fills both products. The valves are from Precision, the overcaps from Berry.

Bed Head

Body By Victoria

Victoria's Secret

Body by Victoria's Nude Awakening Moisturizing Body Cleanser uses Exxel's Atmos dispensing system. The bottle by Qualipac features an innovative decorative insert over its curved surface, allowing the package to provide two visible textures (matte and glossy), several tactile textures (smooth, soft and rubbery), and various layers of translucency. In developing the special insert, Qualipac used a new process, called Insert Blow Molding. The process involves injection molding the insert and placing it into the blow molding tool over the parting line. The tool then closes on the insert and the bottle is blow molded around it, encompassing the insert and molecularly bonding it to the bottle. Qualipac also supplies the overcap.

SH 0802

What's New continued from page 3

She is back! **Katie Serafin** who left her own production company to join **behind thechair.com**, has joined forces with **Sue Remes and Kevin Molin** and formed a new production company to do photo shoots and all types of events. She will continue to do work for behindthechair.com, which joins the trios' list of pro beauty industry clients. The firm also will be involved in the fashion industry, too. For information, give Katie a call at 612-378-9398.

There is nothing like sexy hair except healthy sexy hair, and the experts at **Sexy Hair Concepts** have pushed the envelope with their newest collection, Healthy Sexy Hair, a soy-based hair care line. The new line is right on, focusing on today's healthy lifestyle, capitalizing the mind, nourishing the body and inspiring the soul. There is **Soy Milk Shampoo, Soy Milk Conditioner, Soy Tri-Wheat Leave-In Conditioner, Soy Smoothie Straightening Tonic and Soy Paste Texture Pomade**. Prices range from $7.95 to $12.95. For information, contact Sexy Hair Concepts VP marketing, **Donna Federici**, or VP sales, **Scott Scharg**, at 800-848-3383.

L'anza joins the hair coloring dance with **Belavance**, an Italian hair color meticulously crafted with German engineering and L'anza innovation. It was officially launched at BBSI and is set for release across North America. Available in 62 intermixable shades, Belavance offers permanent and demi-permanent coloration. "It's multi-salon services in one line, thus replacing the need for a salon to carry multiple hair color lines," states company PR bulletin. For more information, contact **Dana Story**, VP sales, at 626-934-9333.

For those newsletter junkies who can't get enough industry info, check out **Bruce Butler's The BIEX Insider Report**. Bruce packs lots of info in his four-page monthly newsletter. For information, contact BB at Beauty Industry Executive, P.O. Box 794744, Dallas, TX 75379-4744.

hair biz

Nioxin's new **Global Salon Network** program is a well planned, clever way to enroll salons in using and buying more Nioxin merchandise. For a $99.00 enrollment fee, a member gets full membership in **The Salon Association (TSA)**, free back bar/sampling equal to 5% of previous year's purchase, exclusive bi-monthly open stock offers with up to 50% savings, co-operative allowances up to 15% of previous year's purchases, salon referral and an exclusive member-only area on Nioxin Web site. That's over $2,150.00 in benefits! Where do I sign up? BIR is always looking for a deal and this one smacks of big savings! If that is not enough to entice you, how about Nioxin's new weight-free alternative for smoothing curl and frizz—Smoothly Defined? Check out the outstanding 5 + 1 free deal. For information, call **Greg Starkman**, VP sales, at 800-628-9890, or visit *www.nioxin.com*.

If you are looking for a low price leader, check out **Salon Grafix** professional hair care line from **Continental Fragrances, Ltd.**, the Birmingham, MI-based company that has a low price alternative shaping spray. The white can with the crisp black graphics has net cost of $3.60 each. At a promotional price of $5.99, "Stack it high and kiss it good-bye." It's available in three holding formulas, plus an unscented formula SKU. Also, available in the line are non-aerosol Freezing and Spritz design sprays plus Sculpting Mousse. For information, contact **Scott Petchul** at 248-642-3041.

nail biz

Mehaz Triple Cut Acrylic & Tip Cutter eliminates guesswork and minimizes filing by ensuring one uniform length. It is the only cutter on the market that actually measures the nail length, and its unique angled blade and light-weight handle allows users to easily make straight, round or well cuts. The cutter comes with replacement blades. Mehaz is the premier implement line exclusively imported and distributed by **Spilo World-wide**. For information, call **Debbie Nay-Kernahan**, national sales manager, at 800-347-7456.

They're not glamorous, they are just basic nail care essentials. From **Cielo Labs**, the Dallas-based manufacturers of quality nail care and hair care products are items every beauty distributor stocks and sells to nail techs, stylists and salons—lotions for manicures, removers and solvents and gallons of shampoo. Check out Cielo's very competitive prices and low minimum pre-paid freight policy. For information, contact **Dino Milo** at 877-580-6456.

You had better disinfect Baby now. According to **California Board of Cosmetology**, the requirement for salons using files is they must be disinfected not sanitized. **Rudolph Inc.**, the manufacturer of **Soft Touch, Les Mirages and Quadmetics** brands of nail and foot files are the only files approved at this time for disinfection and re-use in California. Other good news coming out of Rudolph Inc., is its new Soft Touch Gel Nails with Soft Touch Overcoat. The no-light gel is touted to perform better than traditional UV gel. Besides, no need for UV lamp. Overcoat is fast and easy. As they say at Rudolph, "Just drop, brush and off your clients go!" Ho-Ho-Ho. For information, contact **Jim Rudolph** at 800-237-7229 or e-mail: *soft-touch@rudolphinc.com*.

EZ Flow Nails and Too Much Fun have joined to form a working alliance that brings together **Danny Haile and David Daniels** of EZ Flow, and **Jim Johnson and Dianne Dagnolo** of Too Much Fun to work together building each others' business—a synergy that has brought forth the introduction of

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and kittenish. The question is, are you up for it? If so, contact Planet Salon located on Robertson Blvd., in Beverly Hills, CA."

Between August 1-15, **Hair Cuttery**, the 800-plus salon chain and a **Ratner** company, will donate a free hair cut to an underprivileged child for every kid's cut purchased. Hair Cuttery hopes to donate 50,000 haircuts during the two-week drive. "We want all children to have the opportunity to go back to school feeling confident and ready to learn," says **Dennis Ratner**, the licensed hair stylist who founded the chain over 25 years ago.

distributor dish

Peel's Salon Service, founded by **Bob Peel Sr.**, 60 years ago as **Peel's Friendly Beauty Supply**, is still friendly but bigger and better. The firm just opened its third DC—a state-of-the-art distribution center, corporate offices and full-service store in a 32,000-square-foot facility in Littleton, CO. The store is 2,800 square feet and includes a conference center that will seat up to 100 stylists during educational events. This is Peel's 41st store location. Peel's Salon Service is one of the largest full-service distributors in the Midwest. **William Peel** and **Bob Jr.** direct company operations, while Pop Bob Sr., as chairman of the board, watches to make sure his "boys" stay in line. Props to the Peels, one of the first families of the pro beauty biz!

Windsor Beauty Supply, a small but growing exclusive line distributor, is an excellent example of the emergence of small and mid-size distributors who are giving exclusive salon line manufacturers the necessary time and attention to grow their brands. **Windsor Beauty Supply**, owned by **Rick Hakim**, is based in Farmington Hills, MI, and just recently moved to a new 9,000 square-foot building that houses its offices, salon education and training center, distribution center and store operation. BIR recently visited with **Frank Sal**, Rick's right hand man who told BIR the firm is focusing on its key lines—**Schwarzkopf, Clay Pack, Sexy Hair Concepts and Hayashi**. With a field sales force of four, Windsor is generating solid sales coverage on its major lines. For exclusive line manufacturers who need better coverage in Michigan, give Frank Sal or Rick Hakim a call at 800-992-6080 or visit *www.windsorbeautysupply.com*.

BIR stopped in to one of **Maly's Midwest's** 22 professional-only store operations and chatted with **Craig Maly**, one of the four Maly brothers who operate the long time full-service salon distributorship that covers a good chunk of the Midwest and West Coast. **Ken Maly** left a legacy that **John, Craig, Rick and Michael** have continued to grow into a powerhouse operation.

Lucky for BIR, who decided to wear a purple t-shirt for his visit to the headquarters of **The Nailco Group**. The new corporate color of the **TNG Rebels** is—you guessed it—purple. The building trim is in purple and greeting BIR was president/CEO **Larry Gaynor**, dressed in a purple blazer. It's definitely a purple day at TNG. Larry told BIR the firm has completed building expansion and added a new section of offices that houses the **Beauty Direct** division, headed by **David Pollack**, VP sales, and the company's marketing department. TNG without doubt, publishes the industry's best order guide catalogue and creates all its marketing and sales materials in house. In addition to chatting with Larry, BIR spent time with **Diann Tower**, buyer, and David, who filled BIR in on the solid growth his division is experiencing. **Hairco**, TNG's exclusive salon line distribution division, continues to expand and is adding more professional-only stores in its marketing area. As BIR was leaving, the firm's lovely receptionist **Patrice** offered us the traditional lollypop. Larry Gaynor doesn't miss a thing.

store stuff

BIR visited **Howard's Beauty Supply** in Farmington Hills, MI, a traditional beauty store that has successfully made the transition to a salon store operation. While common place on the West Coast, salon stores are a rarity in the Midwest and this part of the country is wide open for smart operators who realize salon stores are the store format of choice to maximize sales and profits. Howard's is operated by the husband and wife team of **Len & Joanne Sholfis**, who have packed their store with a wide selection of open line merchandise and with their busy salon operation, added a full complement of salon exclusive lines. Howard told BIR they are in the process of completing a POS system conversion—a project that has taken the better part of a year—and have plans to do some remodeling. Attention manufacturers and reps: If you are not doing business with Howard's, give Joanne a call at 248-478-1955 or e-mail: *hbeauty@bignet.net*.

Al Bethel, owner of **Plymouth Beauty Supply**, the Plymouth, MI-based beauty store, gave BIR a tour of his clean, well organized store. A 20-year industry veteran, Al wisely closed a second store and told BIR he is making more money in his single store than he did when he was running two units. Plymouth Beauty does a big job in electricals and no wonder why. In the front of the store, one of every electrical SKU is on display. According to Al, in addition to electricals, a couple of hot categories at Plymouth Beauty are foot care and waxing.

Association News begins on page 10

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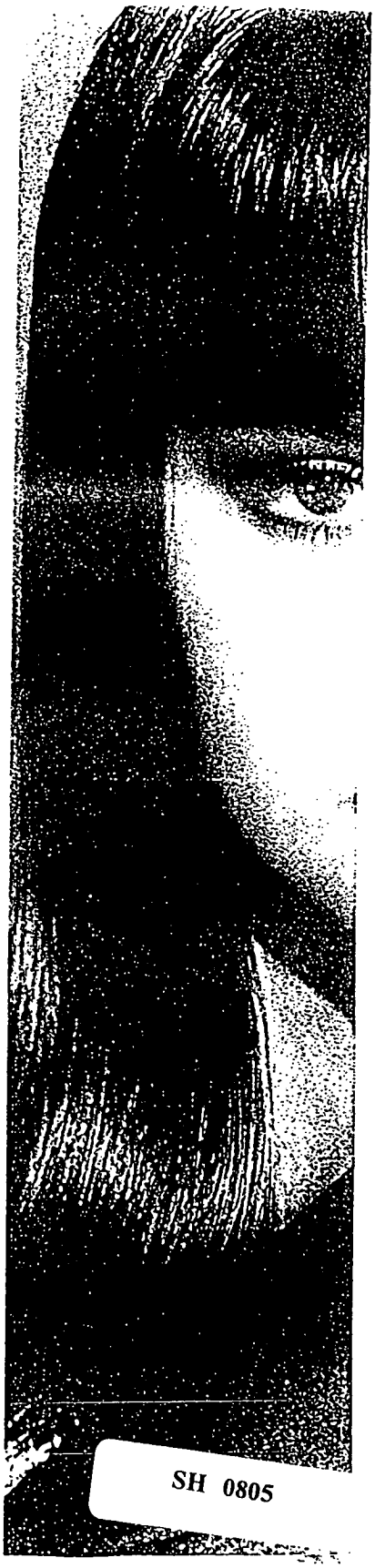
CPS 3513 SH p. 04

All That Glitters: Today's Color Cosmetics



In 1999, muted makeup shades were all the rage; in 2000, a dramatic splash of cosmetic colors hit the runway. What's new for the new millennium?

By Melanie Marchie
Associate Editor

LIKE ANYTHING ELSE, the evolution of color cosmetics throughout history has tended to follow a logical progression. From season to season, what is considered new and different is simply a variation on the era's general trend.

However, as we have approached and now crested the new millennium, a dramatic change has taken place in the color cosmetics industry. Far from introducing a basic "look," the turn of the century has produced a variety of them—and, unlike in days past, all are acceptable.

Having flirted with the toned-down natural look in 1999 and swung to an extreme with bold and retro colors in 2000, the color cosmetics industry is now aiming toward pleasing a public that demands one of everything—and a personalized look that can vary significantly from one consumer to the next. It is a common theme that has enveloped the personal care and beauty industry in recent years, and one which will continue until the new-millennium dust settles, according to industry experts.

"At the turn of every century, a new attitude emerges," opined Gary Jones, director of research and development, BeautiControl Cosmetics, Carrollton, TX. "People are looking for something new and fresh. Right now, freedom and diversity tend to rule."

Mr. Jones confirmed that "on-trend" is no longer cut-and-dry in color cosmetics. "There was a time when you would open a magazine and every model in it was wearing the same basic makeup scheme," he commented. "Women were able to follow the trends easily by looking at what everyone else was applying; very seldom did you see mixed looks. Today, makeup turns on a dime. It's influenced by a variety of factors, not just fashion magazines."

This is evidenced by the variety of mixed messages sent out by the media to con-

SH 0805

Youngblood offers Mineral Rich lipsticks in 11 shades and lip pencils in 3 shades.

sumers: Bold lips and subtle eyes are in. A balanced look and holistic approach is a must. Subtle 60s-style lips with dramatic cat-eyes are ruling the runway. The confusion of images leads back to one point: In the 21st century—or the beginning of it, at least—anything goes.

Getting it Together

One thing hasn't changed: a desire for convenience and simplicity of application. As a result, combination products, such as blush/eye shadow sets, and multibeneficial cosmetics including sunscreen/foundation products, are on the rise, more so in fact than any other category in the color cosmetics segment.

The eye and facial makeup categories grew 3% and 6% respectively in food, drug and mass merchandising stores for the year ended Dec. 31, 2000, according to Information Resources, Inc., Chicago. At the same time, lip cosmetics declined almost 2% and nail polish/nail treatments dropped 4%. The most significant increase in color cosmetic sales was in the makeup combination category, with these multi-use items yielding a 16.5% jump over last year's sales, according to IRI.

Makeup sales were also on the rise in department stores, according to NPD BeautyTrends, Port Washington, NY: category sales rose 5% from 1999 to 2000, with sales totalling $6.8 billion. Lip products fared better in department stores than mass merchandising locations, up 7% in 2000, according to NPD.

Prompting the sharp rise in combination-product sales last year were a host of complete lines, many of which include multi-benefit single items, such as sunscreen-containing foundations and wrinkle-easing eye color products.

Sormé Cosmetics, Beverly Hills, CA, introduced its Believable Wet-Dry foundation in April. The foundation offers both color versatility and skin saving ingredients, according to company executives. The foundation utilizes alpha hydroxy acids to minimize the appearance of fine lines and wrinkles and offers the option of either a sheer, matte finish or a creamy, glowing look when applied with a moistened sponge.

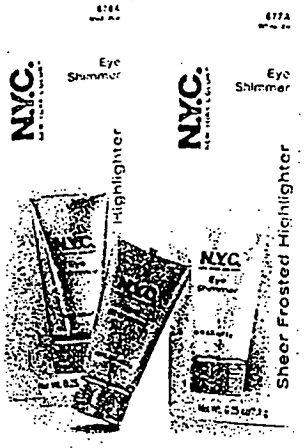
Skin Alison Raffaele Cosmetics, New York, NY, introduced True Concealer, a base which not only offers an ultra-light finish but moisturizes and reduces inflammation with shea butter and chamomile oil. The company said that True Concealer and Transparent Finish, a loose powder packaged in a shaker-top jar, are suitable for all ethnicities and skin types.

Full product lines to be unveiled for fall include offerings from Estée Lauder, Lancôme, Burt's Bees, Seduce (Sexy Hair Concepts) and Avon. These full range lines encompass color schemes that make for an easily pulled-together look.

Avon's Luxe Life is "elegantly sexy," according to the company. The fall palette offers easy sophistication that

Lancôme's Chic collection will be introduced this fall. The products are feminine, sophisticated and sensual, according to the company.

SH 0806



N.Y.C.'s Eye Shimmers are on-trend with this year's penchant for glitter and shine.

can be conveniently dramatized for evening and focuses on chocolates, sophisticated hues, rich reds, fuchsias and a hint of gold.

Black Opal developed Urban Opulence, a dynamic collection of gleaming colors that encompasses the mood of urban life, company executives said. Dual lip glosses and lip colors offer a variety of color combinations depending upon a woman's mood. The line also includes Metallic French Manicure nail enamel and Simplified Protective Base with VitaScreens, a protective base with vitamins and SPF 15.

Burt's Bees continues to cater to those desiring a natural effect with Wings of Love, a collection that's billed as "earth-friendly" and contains "good-for-you" ingredients. The line includes All-Natural lipstick, Lip Love shimmer, Lip Love pencils, a tinted moisturizer, blushing creme, concealing creme and loose powder. Powdered facial tissues round out the line; the tissues are naturally tinted and leave a healthy, sheer glow while absorbing excess oil and shine. Prices range from $3-16.

Sexy Hair Concepts explores a palette of lilac and wine-stained hues with Seduce, a range that sports not only bold products but bold product names. Peep Show comprises three eye shadows: Enamor, Temptation and Sultry. Lip Lacquer includes Bella Donna and Last Kiss. Hot Cheeks is a purplish-pink cheek stick that casts an opalescent hint on the face, while Snow Kiss is a silvery shimmer dust with lavender undertones.

Glow with the Flow

Though it's difficult to get a handle on which of the multiple offerings will rise as "the" look in the coming year, industry experts contacted by *Happi* agreed that there is one trend that crosses all age groups and makeup styles: consumers' newfound penchant for glitter. Products that add sparkle and shine to virtually any part of the body—hair and fingernails included—are finding their way into foundations, sunscreens and a broad range of color cosmetics.

And the trend isn't limited to a little-girl look or line. "We have a new product. It's called Lunar Dust," revealed Pauline Youngblood, founder of Youngblood Cosmetics, a Simi Valley, CA-based natural cosmetics company that is geared more toward the upscale consumer than the teen set. "The upcoming look is a glowing satin skin, as opposed to matte. Lunar Dust adds highlights in a subtle and sophisticated, yet fun, way." The product is available in three shades, golden-, pink- and whitish-based, and can be used to highlight the cheekbones, temples, collarbone or any other skin area, according to Ms. Youngblood.

Clinique will roll out Gentle Light, available in a foundation and a loose powder, in the fall. Gentle Light is a sheer and skin-perfecting base that provides a naturally luminous finish, according to Arlette Palow, vice president of product development for makeup and fragrance, Clinique.

"We are finally getting into the category of luminous products," said Ms. Palow. "The idea is luminous but natural." Gentle Light comprises mosaic-like, flat mirrored particles in the natural pigments one would use for foundation. "They're tinted like the foundation shade," said Ms. Palow, "so the look is very natural, but it does impart that luminosity that consumers are looking for. And the line is oil-free, long-wearing and sheer, yet gives optical coverage and correction."

Mr. Jones of BeautiControl Cosmetics said that the focus is on a combination of fun, sophistication and personal choice. "We introduced a fragranced body glitter," he commented, "and people said, 'Don't discontinue this! It's not just for young girls...it's for older girls too!'" The glitter is a little bit glitzy and a little bit glamorous, according to Mr. Jones. "Women as a rule haven't always had the permission to be glamorous," he pointed out. "Now they give themselves that permission."

Lancôme will welcome fall with a glitzy gala for the everyday, according to company executives. The Chic line celebrates both the feminine and wild side of a woman with hot hues, flashes of gold, metallic sparks and fantasy finishes—and even nail tips in wild fur. Fantasy Tubes eye gloss adds a dose of drama and can be blended for a transparent effect; the gloss will retail for $15. Other items in Lancôme's lineup include Color Focus exceptional wear eye color ($16); Ombre Trio eye shadow and lip gloss ($35); Lip dimensions lip-shaping color ($20), Lip Brio lastingly brilliant lip lacquer ($20) and weightless, extra-shine and waterproof lip colors. For the face, Touche Liberté, a refreshing portable foundation, can be used in small touches as a highlighter for an added glow or as an all-over transparent veil, company executives said; it will retail for $22.50.

Elizabeth Arden will offer two distinct themes for fall—one edgy and the other innocent, company executives said. A Warm Shades and Cool Shades collection both offer shimmer, metals and shine. The Warm collection includes shimmer and velour lipsticks among its offerings, while Cool includes Metallique lipstick and Pink Glow and Plum Pearl eyeshadows. Price points range from $3-20 for eyeshadow compacts, lipsticks and cheek color.

New York Color (N.Y.C.), Uniondale, NY has introduced Eye Shimmers, creamy, glistening shades that add a subtle sugar-coating of color to the eyelids and brow bone. Eye Shimmers are fast-drying, hypoallergenic and easy to

SH 0807

2001
SEPTEMBER PUBLICITY

September	
American Salon	Healthy Sexy Hair (incorrect product release date)
	Sex Symbol – Seduce (wrong photo)
	Gas Allowance
Black Hair & Braids	Root Pump Plus, Hot Sexy
	Highlights Aero Color Sprays
Cosmopolitan (Spanish – Edition)	Aero Tan
Estylo	Healthy Sexy Hair
Instyle	Healthy Sexy Hair Shampoo & Conditioner
Modern Salon	MOR @ BBSI (photo)
New Product News	Sex Symbol – Nude Beach
Soap & Cosmetics	Sex Symbol - Seduce
W	Sex Symbol – Seduce
Fall	
Beauty Beat	Sex Symbol - Seduce
Salon News Look Book	MOR Styling

8.10 01

american salon

SEPTEMBER 2001

HEAD-TO-TOE
fabulous fall fashion

become an alternative hair specialist

TWO OF A KIND
TREVOR SORBIE AND RUTH ROCHE TACKLE TEXTURE

SH 0809

INSIDE THE FIBER

Wig care requires time, experience, and know-how. Michael Diebold, director of design for René of Paris, offers these insider tips to keep synthetic-hair wigs looking good for a long time.

WASHING: Use professional shampoos and conditioners to keep synthetics soft and more like human hair.

HINT: With curly wigs, leave in a little conditioner to maintain separated curls.

DRYING: Gently blot excess water with a towel, and allow wig to dry overnight on a specially designed wig stand. If none is available, place the wig over a hairspray can.

HINT: Do not scrunch the fiber. This will create traction and frizz. Do not place a wet wig on a canvas block. Aside from stretching the base, it will also prevent air from getting through. Do not dry wigs flat. Do not overhandle a wig when it's wet. With curly wigs, you can gently arrange or tousle wet hair with fingers to maximize the retention of curls.

SETTING AND STYLING: For curly wigs, place wet locks on metal or plastic magnetic rollers. Use perm papers on rollers before setting to avoid crimping.

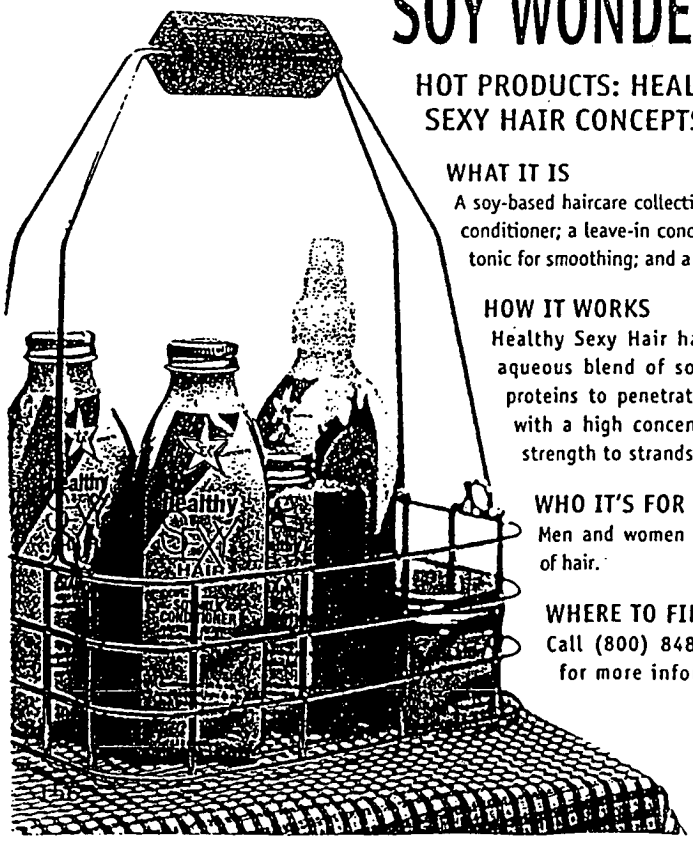
HINT: Do not use curling irons or thermal appliances. Unless you are experienced, you'll ruin the fiber.

STORING: Store wigs in boxes that are large enough to accommodate hairstyle, or use stands designed for this purpose.

This model sports a Noriko Collection wig from René of Paris.

GENERAL ADVICE: The biggest danger to synthetic fiber is heat and indirect heat. Heat from curlers, stoves, heat lamps, and even cigarette lighters can cause hair to frizz or melt. Since we emit a great deal of heat at the nape of our neck, long wig wearers should avoid hair traction by using Static Guard or any silicone-based conditioning product on the wig near the heat source.—T.L.

SOY WONDERS



HOT PRODUCTS: HEALTHY SEXY HAIR FROM SEXY HAIR CONCEPTS

WHAT IT IS

A soy-based haircare collection that features a nourishing shampoo; a hydrating conditioner; a leave-in conditioner that detangles and protects; a straightening tonic for smoothing; and a non-greasy pomade for firm, pliable hold.

HOW IT WORKS

Healthy Sexy Hair harnesses the power of two types of soy—an aqueous blend of soymilk powder and water that allows the soy proteins to penetrate and nourish the hair and a soy combination with a high concentration of amino acids that delivers maximum strength to strands.

WHO IT'S FOR

Men and women who want to maintain the integrity and health of hair.

WHERE TO FIND IT

Call (800) 848-3383, or visit www.sexyhairconcepts.com for more information—K.D.

PHOTOGRAPHY: TOP, COURTESY OF RENÉ OF PARIS; BOTTOM, LARS REINE

NEW RELEASES FR

1. SEXY HAIR CONCEPTS

Launching in October is Healthy Sexy Hair, the first professional soy-based haircare line. Long known for its healing qualities, soy contains proteins, amino acids, and lipids that aid in hydration and cell regeneration. Healthy Sexy Hair includes Soy Milk Shampoo, Soy Milk Conditioner, Soy Tri-Wheat Leave-In Conditioner, Soy Smoothie Straightening Tonic, and Soy Paste Texture Pomade. For more information, call (800) 848-3383.

2. ALTOBELLA

Claypac Botanical Solutions introduces It's Wild Matte Cream for Extreme Volume. This cream helps unleash the edgy side to your clients' hair. Intended for all hair types, It's Wild diffuses light, providing a matte finish for hair. Made with 100 percent pure plant extracts, vegetable-derived proteins, and other naturally derived ingredients, the cream produces texture and creates an explosion of volume. For more information, call (800) 252-9722.

3. D:FI

The new D:fi Beach Bum texturizing spray gives hair the fashionably unkempt look of a day at the beach. The spray adds texture and volume to all hair types, giving fine hair an exceptional lift and feeling of thickness. Beach Bum

6. CAMELOT

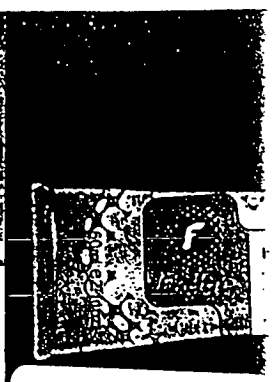
The internationally patented Marilyn Brushes feature a revolutionary new shape that allows for complete control of the hair. The innovative shape also creates more volume and manageability with minimal effort. The brushes feature a high-gloss finish and use 100 percent wild boar supreme bristles. They are available in five round sizes and 10 flat styles. For more information, call (800) 561-7024.

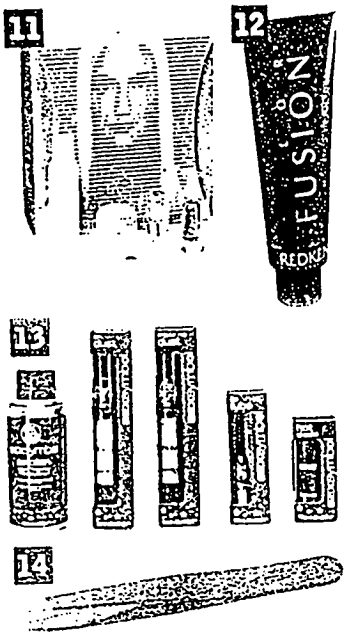
7. CUCCIO NATURALÉ

Naturally produced by volcanoes and made up of minerals, the Cuccio Naturalé Earth-Stone Pumice is the perfect solution for safe removal of dry, dead skin on the feet. The Earth-Stone Pumice features holes in the stone created by oxygen that allow the sloughing off of dead skin safely and easily. It is simple to sanitize by scrubbing with a manicure brush and using a sanitizing spray. For more information, call (800) 407-7797.

8. PEVONIA

The new Dry Foot Oil from Pevonia's Ligne Phytopedic offers a complex formula to stabilize acid and oil, helping to repair and heal your clients' abused summer feet. Containing salicylic acid, glycolic acid, and





11. STAR NAIL

The new improved UV Kapping system from Star Nail has 100 percent more added calcium. The system prevents chipping and peeling, nourishes the nail for greater strength, and provides rapid nail growth. This gel-based natural nail treatment uses calcium to bond with natural nails without the use of damaging primers. For more information, call (800) 762-6245.

12. REDKEN

Color Fusion Night Fever Collection from Redken includes three dynamic new shades with all tone and no background color. The three new shades, Medium Red/Copper Blonde, Lightest Red/Copper Brown, and Light Red/Copper Brown are permanent cream colors created with Redken's exclusive High Fusion technology. Color Fusion provides healthy-looking color and protein-balanced condition in a unique liqui-creme base. For more information, call (800) 542-7256.

13. SEXY HAIR CONCEPTS

Seduce is the latest in the Sex Symbol cosmetic-enhancing collection. The fall line features a palette of sensual lilacs and wine-stained hues. Seduce features Peep Show, three enticing eyeshadows; two Lip Lacquers to be used alone or mixed; Hot Cheeks, a purplish-pink cheek stick that highlights cheekbones; and Star Powder, a silvery shimmer dust with lavender overtones. For more information, call (800) 848-3383.

14. TWEEZERMAN

The award-winning Slant Tweezer from Tweezerman is now available in neon pink in addition to the eight other colors and polished stainless steel ➤

Looking for New Resources to Increase Online Sales and Profits? Find it all in...

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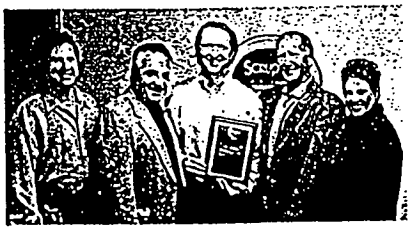
best gifts in life are free

Creative Salon Concepts (CSC) is offering all new Aveda Concept salons in its territory a free, one-year membership to The Salon Association (TSA). A national nonprofit organization, TSA was established to provide salon professionals a friendly place to network and find information on various business challenges. Members receive valuable benefits, services, and education on creating a profitable salon environment. "We firmly believe that membership in this organization is of great value," said William H. Ranney, president of CSC. "We're committed to helping our customers build their business and believe TSA is a great partner to achieve that goal."

CRISIS CARE

In an unusual effort to support its workers during the national gasoline shortage, Sexy Hair Concepts is providing a monthly gas allowance of $50 for each of its 49 employees until prices drop below $1.55 per gallon. The extra amount will cushion financial strain from increased energy and commuting costs. "It is my job to be sensitive to the needs of my employees," said O'Rourke. "Sexy Hair Concepts has taken a leadership role in showing that we can beat this energy crisis if we make a concerted effort to do so. I urge the entire beauty industry to give back to our own community."

A SCRUPULOUS AWARD



F.J. Liguori, Frank Liguori, Duane Crandall, Jack Storey, Tracey Lubeley.

This year, Beauty Union, a division of Tecknowledge Management awarded its Customer of the Year Award to Scruples Professional Salon Products. Scruples was recognized for its outstanding technology solutions offered to distributors, salons, and stylists. Among its varied services: Scruples offers salons online product ordering, free one-page websites, and access to secured information like MSDS sheets. "We are extremely happy to see Scruples take the initiative to provide its customers with innovative business tools to help service their distributors' salons and stylists to grow and become more successful both personally and professionally," said Duane Crandall, president/CEO of Beauty Union. "It is our intention to continue providing them with solutions that will create loyalty and facilitate customer relationship management."

SH 0813

(HOLLYWOOD WORLDWIDE) Must Have Hair & Skincare Products

Black Hair AND BRAIDS

Can You LOOK LIKE Your Favorite CELEB?

A Dazzling Makeover You Can't Live Without

Celeb's GOING NATURAL

Actress LISA RAYE's Beauty Solutions

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Display Until September 11, 2001

SH 0814

1. BIG SEXY HAIR—ROOT PUMP PLUS: Big Sexy Hair Root Pump Plus is a humidity resistant volumizing spray mousse for creating maximum volume by strengthening hair from the root. Long gone are the days of frizzies and fly-a-ways from the dreaded humidity. Root Pump Plus adjusts the hair's pH balance and blocks the presence of water to give hair a lift while keeping it healthy and strong.

2. THERMASILK: If you have fine, chemically treated, or color treated hair, protect it with a leave-in conditioner. Thermasilk's Heat Activated leave-in conditioner will give you the added protection against sun damage. Protection is key: the same rays that damage your skin can damage your hair.

3. NEXUS HEADRESS: Nexxus Headress is a volumizing leave in conditioner. And, in case you haven't yet realized we are stressing the importance of conditioning and moisturizing the hair during the summer heat. Nexxus products are available at authorized salons nationwide. For a location near you log on www.nexxus.com .

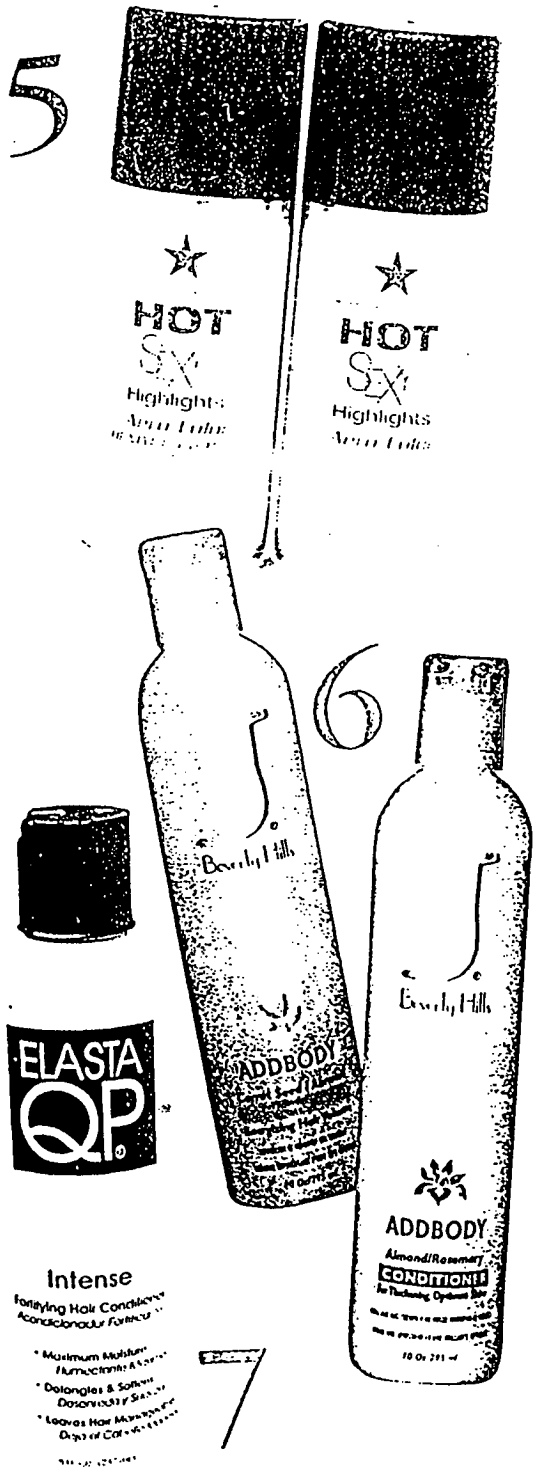
Photos: Gil Vaknin

4. SUPREMA MAGIC MOVE: Suprema Magic Move Hard is actually a holding, molding type mud. When used in moderation on coarse hair it is a great finishing product. Though the packaging says hard don't be misguided the term hard represents the hair type. Magic Move is also available in light and soft finishes.

5. HOT SEXY HIGHLIGHTS: Hot Sexy Highlights with Aero Color sprays in polyester pink and denim-flare blue sprinkles of metallic color. Simply spray paint hair for colorful, avant-garde styles.

6. J BEVERLY HILLS: Addbody shampoos and conditioners are part of J Beverly Hill's Aromatic Salon Products. The energizing shampoo is formulated with wild carrot seed and almond kernels. The shampoo insures optimum shine with almond and rosemary extracts. These products promise to add thickness and fullness without weighing down the hair.

7. ELASTA QP: Elasta QP Intense is a moisture fortifying conditioner. And, believe me when I tell you it will make your hair silky soft and manageable. For severely damaged hair Intense may be used with a cap and a hooded dryer for 10 minutes.



SH 0816

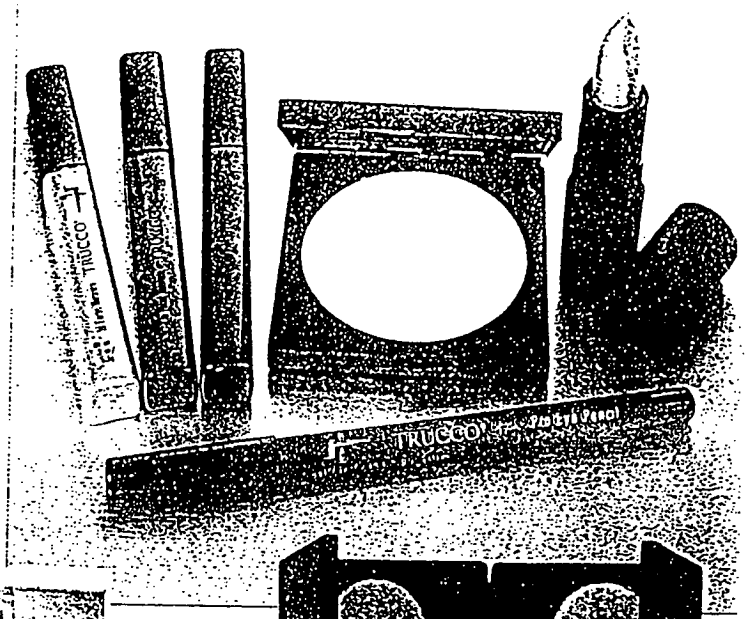
Photos Gil Vakrun

NIGHT LIGHTS

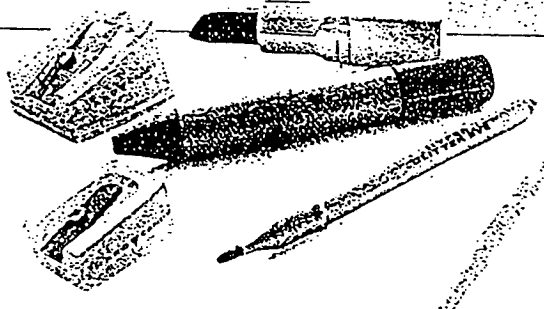
You'll light up the night in these flashy, flirty shades.

Luces nocturnas

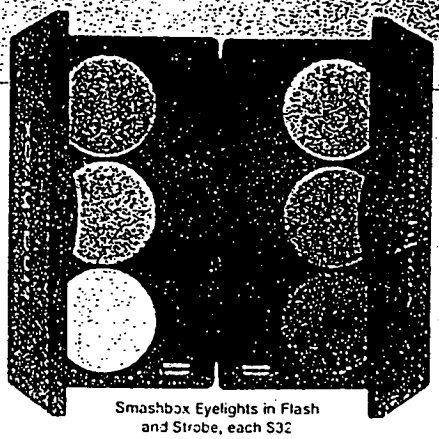
Iluminarás la noche con estas sombras brillantes y seductoras



Trucco Whiplash InFocus Mascara in Roxy, Clash and Taboo, each $12.50
Couture Trio Blush/Highlighter, $22
Streak Pro Eye Pencil (blue), $11
Chrome Identity Lipstick, $13.50



Hard Candy lipstick in Sugar, $16
Hard Candy Sonic Glitter Shadow Pencil in Hyper, $17
Hard Candy Supersonic Pencil in Techno, $18



Smashbox Eyelights in Flash and Strobe, each $32

HEALTHY SEXY HAIR BY ECOLY

The first soy-based hair care line in the professional beauty industry bathes tresses in soothing therapeutic nutrients for naturally healthy hair.

Cabello saludable y sexi con Ecoly

La primera marca de productos para el cuidado del cabello con soya, en la industria de belleza profesional, lava los rizos con nutrientes terapéuticos suavizantes para conseguir un cabello natural y saludable.

SoyMilk Shampoo, $7.95
SoyMilk Conditioner, $9.95
Soy Tri-Wheat Leave-In Conditioner, $10.95
Soy Paste Texture Pomade, $12.95

SH 0817

Bronceados de "quita y pon"

Sigue la tendencia implantada por famosas como James King, Lucy Liu y Tyra Banks, que están dándoles a sus mejillas un tono bronceado, como si estuvieran besadas por el sol... pero sin sol. Para obtener ese fabuloso dorado sin someter la piel a los peligros de los rayos ultravioleta, sonríete ampliamente y aplícate con los dedos un rubor en la parte gruesa de las mejillas y en la punta de la nariz. Si tu piel es blanca, opta por un tono rosa pálido, como *Gel Blush* de Clinique, en *Warm Glow*. Si es aceitunada, prueba una crema rosa brillante, como *Sleek Cheeks Creme Blush Duo* de Revlon, en *Cherry Blush*. Y si tu piel es oscura, lograrás el *look* con un colorete de vibrante base naranja, como *Blush* de MAC, en Virgin Isle.

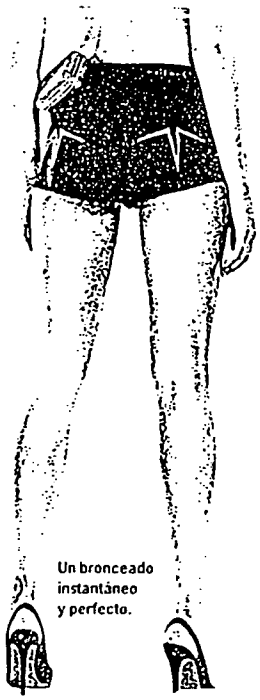
FRAGANCIAS SEXY Y MUY FRESCAS

¿Buscas un perfume fresco y ligero? Rociate de pies a cabeza con el que más te guste de esta colección. De izq. a derecha:

- *Mambo* de Liz Claiborne, con el aroma de las frutas tropicales, y una botella que recuerda una figura en pleno baile.
- *Romance Sparkling Mist Eau de Toilette Natural Spray* de Ralph Lauren, contiene un brillo que combina con su efervescente aroma cítrico.
- *J'Adore Summer Fragrance* de Christian Dior, una versión más ligera, con toques de flores y mandarina.
- *T* de Tommy Hilfiger, una fragancia para él, limpia y fresca, con notas cítricas, de hierbas y de madera.
- *Lune d'Issey*, edición limitada de *L'Eau d'Issey*, que tiene acentos de mimosa y primula, e hidrata la piel.

piernas doradas: ¡al instante!

¿Quieres unas piernas bien doradas, pero te asustan los autobronceadores tanto como el mismo sol? Despreocúpate: hemos encontrado el producto perfecto para ti. Los nuevos bronceadores para el cuerpo crean la ilusión de una piel dorada ¡en segundos! ¿El método para aplicarlos? Muy simple: rocíalos o frótalos sobre tu piel hasta que ésta tome un color uniforme. Estas fórmulas no se caen con el roce, pero pueden ser eliminadas con agua fácilmente. Y una ventaja extra: tienen un delicioso olor a coco. Prueba *Aero Tan* de Sex Symbol o *All Over Sun Splash Shimmering Body Oil* de Maybelline, en *Coconut Glow*.



Un bronceado instantáneo y perfecto.

SH 0818

SEPTIEMBRE 2001, COSM

Bilingüe
SEPTEMBER 2001
STYLE
FASHION AND LIFESTYLE
Smashing Fall Colors
Celebs tell "What it means to be Hispanic today"
On the red carpet at the Imagen Awards
Accessories
Style in the Wild
Tyda Rojas
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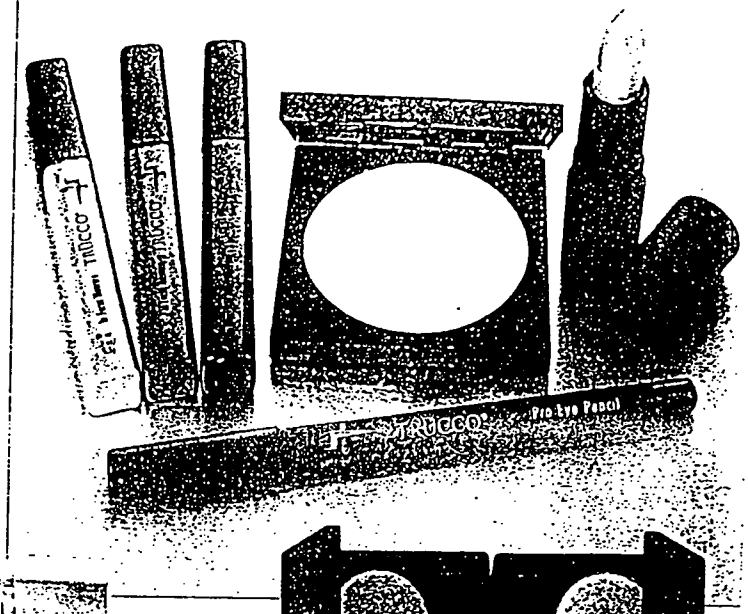
SH 0819

NIGHT LIGHTS

You'll light up the night in these flashy, flirty shades.

Luces nocturnas

Iluminarás la noche con estas sombras brillantes y seductoras



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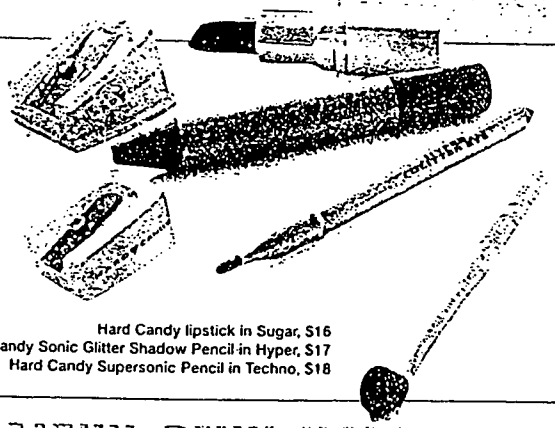

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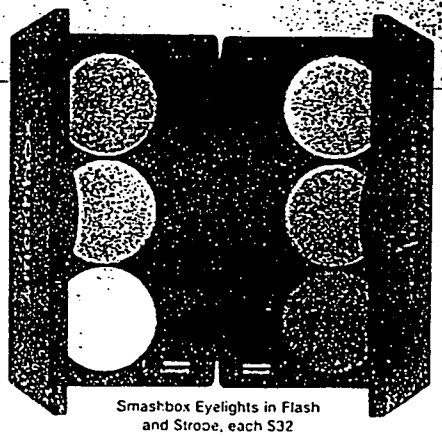

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Soy Tri-Wheat Leave-In Conditioner, $10.95
Soy Paste Texture Pomade, $12.95

SH 0820

PUREOLOGY EXPANDS SALES SUPPORT

Jim Markham, founder and CEO of Pureology Serious Colour Care, has announced the appointment of Kevin Palmquist as national sales manager.

Palmquist, who has 24 years of salon industry experience, will supervise sales in all U.S. territories and will report to Jeffrey O'rrell, vice president of sales.

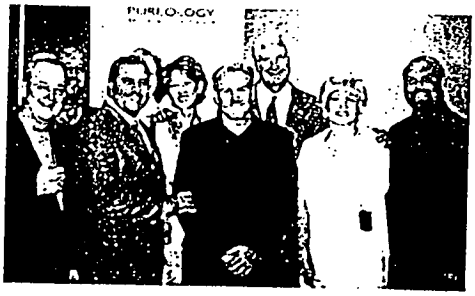
O'rrell has also announced that the company has appointed The Wild Company as its manufacturers representatives in the Northeast.

"Pureology is perfectly positioned for explosive growth. The products' positioning and formulas are truly extraordinary," said Charlie Richard, partner in The Wild Company.

Pureology has recently launched two U.S. distributors, Meehan Salon Specialists and Stockton's Professional Choice.

According to Matt Meehan of Meehan Salon Specialists, "We've launched many lines, but Pureology has received the warmest customer reception we've ever experienced. Sales are going incredibly well for such a new entry in the market." ■

◀ Palmquist



▼ From left: Jim Markham, CEO of Pureology with Mike Feldman, Vince Curcio and Kim Breed of The Wild Company; Jeffrey O'rrell, vice president of sales for Pureology; Charle Richard, Addy Massimino and Mike Cevetello of The Wild Company.

AGON TO HEAD L'ORÉAL USA

Lindsay Owen-Jones, chairman and CEO of the L'Oréal Group, has announced that Jean-Paul Agon will succeed Guy Peyrelongue as president and CEO of L'Oréal USA.

Peyrelongue, who will retire at the end of the year, was instrumental in the acquisition of several brands including Redken and Matrix.

Agon has held a variety of international executive positions with L'Oréal.

"Jean-Paul Agon's highly successful track record in a wide range of international assignments within the group makes him a natural successor for this important post," said Owen-Jones. ■

SEXY HAIR CONCEPTS ANNOUNCES DISTRIBUTION STRENGTH IN SOUTHEAST

Sexy Hair Concepts has expanded its penetration of the Southeastern territories with the addition of the following full-service distributors: Wynn Beauty Supply, Wynn/Honeycutt, Royal Beauty Supply and Professional Products.

The addition of these distributors will give Sexy Hair Concepts market coverage in Georgia, Alabama, North and South Carolina, Kentucky, Tennessee, Virginia, West Virginia, Maryland and Washington, D.C.

Neu Day West will carry the product line in Colorado.

All Sexy Hair Concept products and the Sex Symbol make-up line are available in 20 countries. ■

TWO JOIN L'ANZA

Robyn Cook and Pat Drake have joined L'anza International.

Cook was named marketing manager and will develop promotions, new products and packaging.

Drake joined the company as regional color trainer. She will conduct salon classes and hands-on color workshops, detail with distributor sales consultants and train part-time educators. ■

Cook

Drake

SH 0821

SalonNews
The Magazine for Salon Owners
November 2001 $3.00 Fairchild Publications
Are You Asking the Right Question
Curls Take a Upward Spiral
NAHA: 13 Years of Celebrating Excellence
Energy Saving Tips
eye conta

SH 0822

NAMES & COMPANIES_IN THE NEWS

City of Industry, CA-based **Joico International** recently announced several new appointments and promotions. **Zohar Ziv** has been named vice president, finance and chief financial officer. In this position, Ziv will have overall financial responsibility for **Joico Laboratories, Joico Laboratories Europe** and **Joico Laboratories Canada.**

Robert Myers has been promoted to director of domestic sales, overseeing regional sales and education staff. Myers brings to his new position 18 years experience in beauty industry sales management and has worked for Joico for the last six years.

Benn Calissi has been appointed VeroColor sales training manager. His new responsibilities include working with sales managers to schedule, facilitate and monitor the effectiveness of the new VeroColor training program.

Woodland Hills, CA-based **Sebastian International** recently won a legal victory when a federal court in California granted a preliminary injunction to recover over 50,000 units of its counterfeit hairspray products from a Miami warehouse.

Judge Carlos Moreno of the U.S. District Court granted a preliminary injunction that respondents Five Stars Realty, Five Stars Investment Corp., Five Stars Mortgage Inc., Julio Daniel, Marlen Daniel and their agents are enjoined and restrained from distributing, advertising or selling any counterfeit or decoded Sebastian International products.

Clairol Professional has recently announced the appointment of Marcy Cona as director of education and shows. In this role, Cona will lead in the development of the next generation of education and act as a link to the salon industry. She has over 20 years of experience in the industry, including owning a salon and working for the industry's leading companies.

New York City-based **Colomer USA's Multicultural Products Division** announces the promotion of **Ollie Johnson** to

Joico's Zohar Ziv

vice president, multicultural marketing and creative services. Johnson, who has 20 years of experience in the advertising and marketing industry, has been part of the creative team for Colomer USA's ethnic sales and open line marketing divisions since 1998.

New York City-based **Redken** recently announced the appointment of Tony DiNaro to the position of assistant vice president of finance. In his new role, DiNaro will have full controllership responsibilities for the Redken division, including the division's accounting group.

Houston, TX-based **Farouk Systems** recently announced the appointment of Rami Shami to senior vice president. Shami is currently responsible for all of the company's day-to-day operations and production of all the company's brands. He will also secure the efficiency of ARUM Spa System and Global Beauty Network, the company's newly acquired lines.

Chatsworth, CA-Sexy Hair Concepts recently announced two new changes in the sales team. Jennifer Fuller has been named vice president of national accounts. In her new role, she will set up and handle educational and marketing strategies for individual accounts, as well as act as company liaison to the account headquarters. Fuller has more than 17 years experience in the beauty industry.

Jeff Swartman has been appointed national sales manager. His responsibilities will include overseeing all distributor accounts and sales activities. Swartman has been with the company since 1999, acting as regional sales manager.

Goleta, CA-based **Nexxus Products Company** recently announced some changes in its marketing department. Anne Luther has been named director of marketing and communications and will manage the department. Luther has over 25 years of corporate experience in beauty and luxury consumer goods.

Bryan T. Siever has been appointed educational programs managing director. Siever has been involved in corporate education for the past nine years and has experience with developing, launching, evaluating and

Belvedere's James Peele

measuring overall effectiveness of adult learning programs.

Joining Siever and returning to Nexxus is Karen Nace, who has been involved in Nexxus educational programs for over 13 years. Most recently Nace has been national educator for the company.

Joan Tapper has been appointed creative director. In this role, she will be responsible for creating and producing all Nexxus advertising and marketing collateral materials.

Elaine Campbell joins the company as public relations manager. Her responsibilities will include community and trade relations, as well as consumer publicity.

Belvedere, IL-based **Belvedere USA Corporation** recently announced two appointments. **Barry Sanders** has been named vice president of finance and administration. In his new role, Sanders will be responsible for all financial activities, human resources, information technology, legal and facilities management.

James Peele has been appointed vice president of operation. Peele will oversee activities in manufacturing, engineering, logistics and warehousing operations for the company's three manufacturing facilities.

Great Neck, NY-based **Tocco Magico** recently announced the appointment of Kathryn Mills to district sales manager. In this position, she will be responsible for developing and managing all sales and marketing strategies, including maintaining and building distributor relations throughout more than a dozen states. Mills brings with her almost a decade of experience in the professional beauty industry.

Miami Lakes, FL-based **Belson Products** recently held its educational sales meeting and cocktail party for manufacturer reps prior to the BBSI show, where the company presented its marketing plan and new item review. Belson reported it the highest selling show in the company's history.

Hurst, TX-based **Pro-Cuts** recently announced the appointment of Randy Renfro as director of real estate. In his new role, he will be responsible for managing and administering the company's real estate program for corporate shops, as well as franchisees' operations throughout Pro-Cuts 12-state market area. Prior to his appointment, Renfro had been director of franchise support for Pro-Cuts.

Lombard, IL-based **Katherine Frank Creative Inc. (KFCI)** was recently recognized with two gold awards from the Design of the Times 2001 The Best of What's in Store competition. KFCI earned gold in the "department store/specialty store: cosmetics and fragrances—endcaps and power wings display" category and another gold award in the "department store/specialty store: cosmetics and fragrances—inline, gondola or on-shelf display" category.

The American Association of Cosmetology Schools (AACS) recently announced the launch of its newly designed web site, *www.beautyschools.org*, which

allows cosmetology schools and students to find each other quickly and easily. The site contains school listings by program and location, information and applications for Access to Cosmetology Education Grants, beauty professional success stories and other valuable links.

Valencia, CA-based Star Nail International recently announced that S-Kendall Sales is now handling the Midwest region for the Star Nail and Cuccio Naturale. "We expect our new partnership to bring more marketing opportunities and grater sales for both lines," said Star Nail President Tony Cuccio.

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SH 0823

SPRAY

TECHNOLOGY & MARKETING

November 2001

Colorful ideas

**********5-DIGIT 91311
ST 0926115 FQ 61 S79 P222
DONNA FEDERICI, SR VP MKTG
SEXY HAIR CONCEPTS
9232 ETON AVE
CHATSWORTH CA 91311-5807

Soy is Sexy
Reformulating Automotive Products
Aerosol Production in China and Spain
Compartmentalized Aerosols

SH 0824

Soy-based products

expand Healthy Sexy Hair collection

While several ancient cultures recognized the benefits of soy protein products, it's only recently that the West has turned its attention to this protein source and began to incorporate soy into a variety of food products. Although standard products have included dietary supplements and infant formulas, the nutrient is beginning to find its way into several innovative consumer products, including new hair care products from the Chatsworth, California-based company, Sexy Hair Concepts.

The company recently expanded its Healthy Sexy Hair collection with the addition of five new products based on Soy Protein. Soya Want Flat Hair is described as "an aerosol flat iron spray that's actually good for the hair." The straightening product is formulated to provide styling benefits and to help protect the hair from heat damage. The product contains Soy and Wheat Proteins to guard against high temperature and regular flat iron use. It also infuses protein into the hair for added strength. The 5.3 oz. product incorporates a customized translucent WS-25 actuator and hood and VX valve from SeaquistPerfect Dispensing.

Soya Want Full Hair, also formulated with Soy Protein, is described as a firm aerosol hair spray that provides intense hold and shine. According to Sexy Hair Concepts, the fast drying hair spray delivers strong hold throughout the day, as well as volume and protection from the sun. It is available in a bright basil nectarine fragrance. The 10.5 oz. product uses a VX valve and customized translucent WS-25 actuator and hood from SeaquistPerfect Dispensing. The actuators for both products are ergonomically designed for comfort and ease of actuation.

The containers for both hair sprays are manufactured by CCL-Aerosol Container Division, using a litho process.

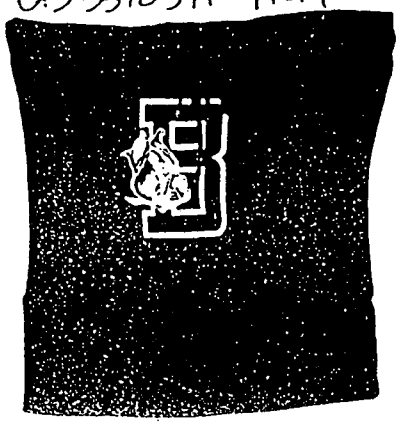
Other soy protein-based products recently offered by Sexy Hair Concepts are: Soy Fuel Power, a conditioner booster; Soy Salvation, a deep treatment hair masque; and Soy Butter, a non-greasy, ultra shiny finishing product that protects hair from dehydration.

SH 0825

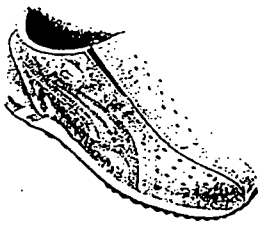
DON'T BE A PLAYER HATER

C'mon, show some spirit with clothes that are "Go team!" sporty but still going-out styley.

CPS 3510SH P149



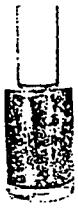
BULLDOG TUBE TOP
($22, URBN.com,
Urban Outfitters stores)



PUMA SNEAKERS
($70, PUMA.com,
800/782-PUMA)

SUGAR SNEAKER SHOES
($43, Sugarbrand.com,
Legs Diamond, TX;
Easily Amused, Los Angeles)

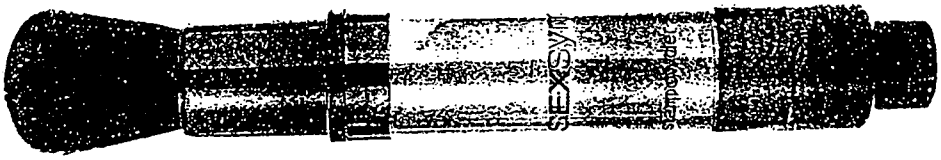
CARGO COSMETICS
NAIL POLISH
IN SIBERIA
($9, Beauty.com)



ALCHEMY NAIL POTION
IN RED CLOVER
($14, Sephora.com,
800/793-LIFE, Sephora)

WOODEN SHIPS ARM WARMERS
($26, Wooden-Ships.com)

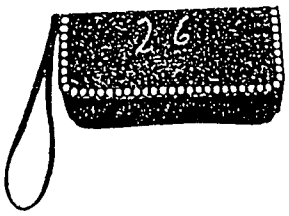
TAG RAG HOODIE
($48, 310/275-2131,
Tag Rag Boutique,
Beverly Hills, CA)



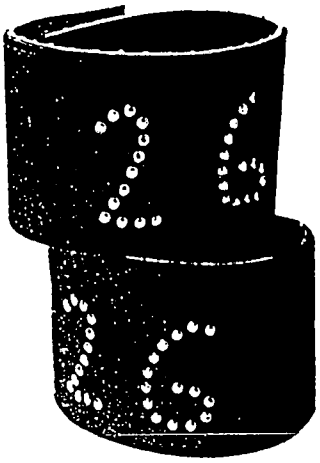
SEX SYMBOL STAR POWDER
($21.50, SexyHairconcepts.com,
800/848-3383)

RUSTY JEANS
($56, Rusty.com)

LE SPORTSAC
BARREL BAG
($42, LeSportsac.com,
800/486-BAGS)



KEMESTRY CLUTCH
($40,
Kemestryonline.com,
212/229-1860,
NYC Wearhose)



KEMESTRY BRACELETS
($20, Kemestryonline.com,
212/229-1860, NYC Wearhose)

SH 0826

Photography/Jonathan Skow. Makeup/Sharon Gault, luxe. Hair/Stephen Lake, luxe. Photographed at Smashbox Santa Monica. Still photography/Randal Urbauer.

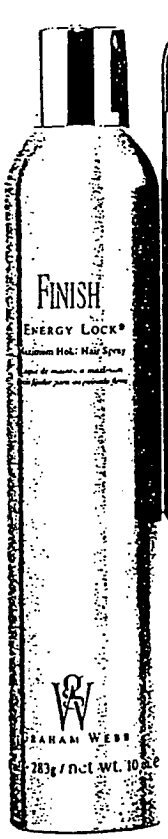
Azura Skye, fresh off the movie sets of *Confessions of an Ugly Stepsister*, and *Bandits*, takes a tress trip, from tousled afternoon locks to a black-tie bun. By Leslie Rhein

DAZZLING UPDO

"I love this look for evening, even though it has a very unfinished, final look—that's why it's so cool. It's sexy without looking too sophisticated and stuffy. Since I'm not high maintenance with my hair—I usually just shampoo, condition, comb through and towel dry—I like that the style only took about 20 minutes to create."

GET THE LOOK

L.A. hair stylist Stephen Lake gives you the low-down on updos: Spritz towel-dried hair with a texturizing spray (try Curly Sexy Hair Curl Power Curl Enhancer, $11.95, 800/848-3383, SexyHairconcepts.com). To boost volume, blowdry hair upside down with a diffuser or use your hands as a natural scruncher. Twist hair back from the front and sides of your head in four to five large sections; pull pieces together into a ponytail just below the crown of your head and secure with a clear elastic. Keep the look loose and tousled; wrap the individual sections one by one around the base of the tail and secure them to your scalp with bobby pins. Pull out strands from the front and by your ears to make the style soft and sexy. Polish your coif with a shine-enhancing spray (try Aveda Pure-fume Brilliant Spray On).

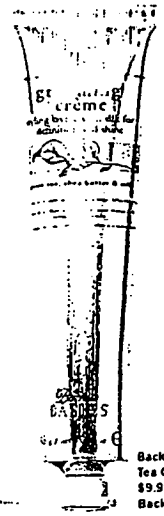


Graham Webb Energy Lock Hair Spray, $10.95, 800/456-WEBB

John Frieda Ready to Wear Thickening Mousse, $4.99, JohnFrieda.com, 800/521-3159, drugstores

Aveda Pure-fume Brilliant Spray On for Hair, $13.50, 800/328-0849, salons

White Rain Naturals Energizing Citrus Conditioner, $1.49, WhiteRain.com, drugstores



Wella Lifetex Wellness Look Alive Energizing Purity Wash, $10, 800/829-7322, salons

Back to Basics Green Tea Grooming Crème, $9.95, 800/456-9322, BacktoBasics.com

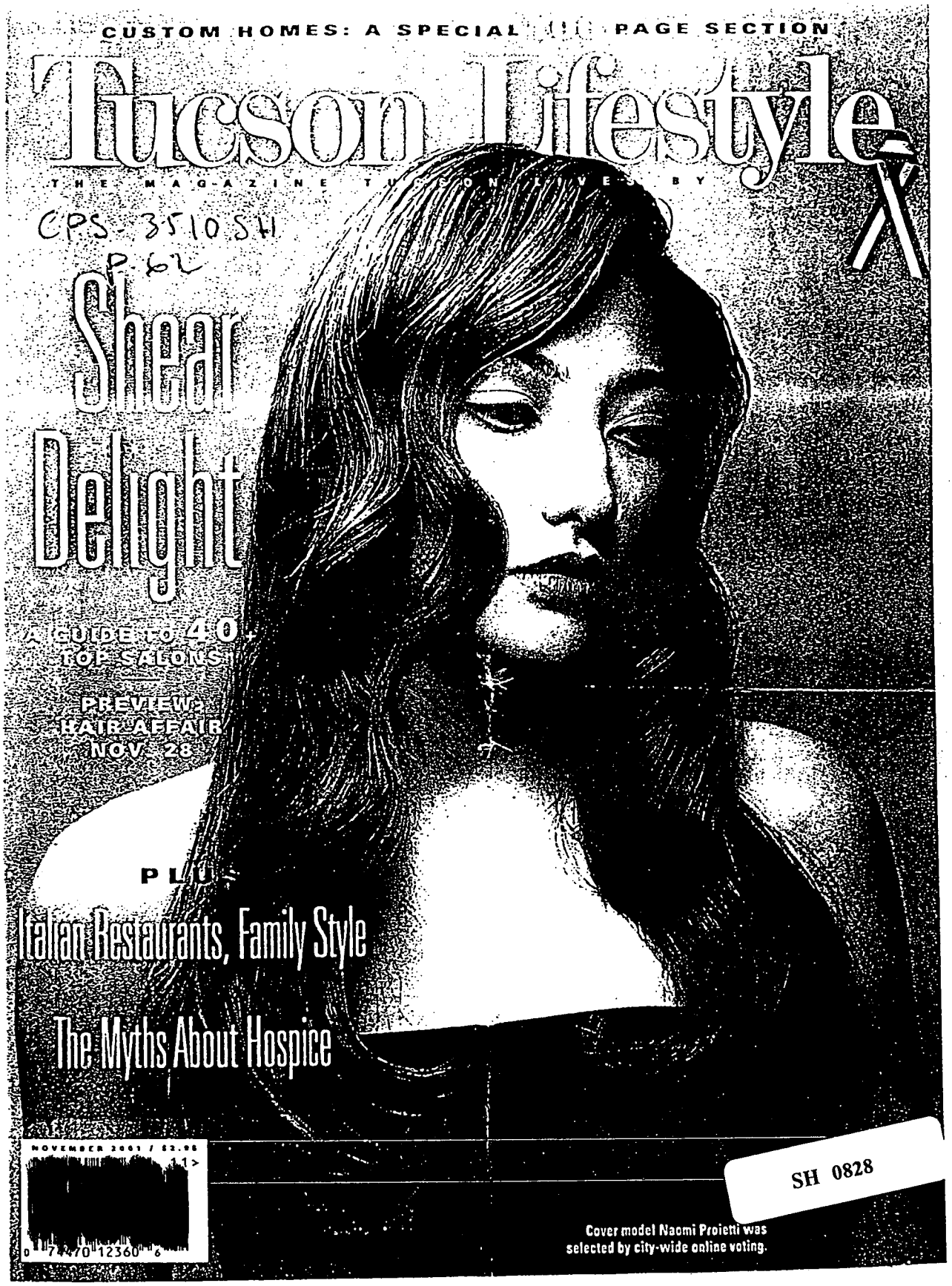
SH 0827

CUSTOM HOMES: A SPECIAL [illegible] PAGE SECTION

Tucson Lifestyle

THE MAGAZINE TUCSON LIVES BY

CPS-3510SH
P. 62



Shear Delight

A GUIDE TO 40+ TOP SALONS

PREVIEW: HAIR AFFAIR NOV. 28

PLUS

Italian Restaurants, Family Style

The Myths About Hospice

NOVEMBER 2001 / $2.95

SH 0828

Cover model Naomi Proietti was selected by city-wide online voting.

SALON SAVVY

PHOTOGRAPHY BY TOM SPITZ

Let's admit it. At one time or another, we've all been guilty of "Hair Envy." We've found ourselves staring at someone's tresses and wondering where in the heck they got that marvelous "do." Chances are, they were coiffed at one of the salons listed here. We contacted these boutiques and asked them to tell us about the services they offer. Their replies follow, along with photos of actual salon customers showing off their locks.

U SONS FOR MEN

8407 E. Broadway Blvd., 751-4200
(Hours: M-F 7am-5pm; Sat. 7am-1pm)

- **Services:** Haircuts and color
- **Specialty Services:** Men's haircuts and color
- **Spa Services:** N/A
- **Price Range:** Haircut - $25-$40 and under; Color weaving - $50-$75 and under
- **Products:** American Crew, D:FI, Back to Basics

4400 HAIR SALON

4400 E. Broadway #106, 322-5858
(Hours: T & Th 9am-8pm; W & F 9am-6pm; Sat. 9am-5pm)

- **Services:** Hair and nails
- **Specialty Services:** Hair color and city-type cuts and styles
- **Spa Services:** N/A
- **Price Range:** Haircut - $25-$40; Color weaving - $50-$75
- **Products:** Abba, Biogenol, Sebastian, Raphela, Redken, Paul Mitchell, KMS, Nioxin

ABSTRAX HAIR AND DAY SPA

2970 N. Swan Rd. #137, 325-4662
(Hours: Mon. by appt. only; T-Sat. 8am-7pm)

- **Services:** Hair services, skin care, massage therapy, nail services, specializing in formal occasions.
- **Specialty Services:** Internationally trained stylists with over 20 years experience in personalized cuts and coloring.
- **Spa Services:** Massage therapy, customized aromatherapy skin care treatments. Master nail technicians for manicures and pedicures.
- **Price Range:** Haircuts - $25-$40 and under; Color weaving - $50-$75+
- **Products:** Joico, Framesi, Logics, Tri, Proworks, Graham-Webb, "A Natural Difference" products

SH 0829

ANGLES HAIR STUDIO

5919 E. Pima Street, 296-7175
(Hours: T, W & F 8:30am-6pm; Th 8:30am-6:45pm; Sat. 8:30am-1:30pm)

- **Services:** Haircut, color and perm services
- **Specialty Services:** Haircut and color
- **Spa Services:** N/A
- **Price Range:** Haircut - $25-$30; Color weaving - $50-$75
- **Products:** Abba, Claypex, California, Tri, Jingles, Image

ARTURO'S SALON FOR MEN AND WOMEN

5872 E. Pima St., 722-4266
(Hours: M, T & Th 9am-5pm; W & F 9am-6pm; Sat. 8am-6pm)

- **Services:** Hair, nails, skin, permanent makeup, massage, body wraps, hair extensions
- **Specialty Services:** Color weaving, highlights, colors of all shades, color corrections
- **Spa Services:** Massage, facials, body wraps
- **Price Range:** Haircut - $25-$40; Color weaving - $50-$75
- **Products:** Joico, Kenra, Sebastian, Nexus, Big Sexy Hair

AVALON FOR HAIR, SKIN & NAILS

6584 N. Oracle Rd., 575-1777
(Hours: M-F 8am-7pm; Sat. 8am-6pm)

- **Services:** Hair, skin and nails
- **Specialty Services:** Microdermabrasion, color, cuts, perms and makeup
- **Spa Services:** Facial and body treatments, nail and foot treatments
- **Price Range:** Haircut - $25-$60; Color weaving - $50-$75+
- **Products:** Hair - Framesi, Aveda, Paul Mitchell, Phytologie, Nexus; Skin - Aveda, Epicuren, Intaglio, Pevonia; Nails - Opi, Nailtique, Essie

Client: Kirsty Campbell
Stylist: Ken Bowman
Salon: Avalon For Hair, Skin & Nails

Kirsty wants a style that's easy to maintain. Her hair is thick and grows slowly. She has her hair cut three to four times a year and spends 10 – 15 minutes a day on styling. She wants a style good for work but one that can be pulled back in a ponytail on weekends. She occasionally uses black hair dye to maintain darkness and shine.

BLYTHE OF TUCSON

4645 E. Ft. Lowell Rd., 327-2472
(Hours: T-Sat. 8:30am, by appt.)

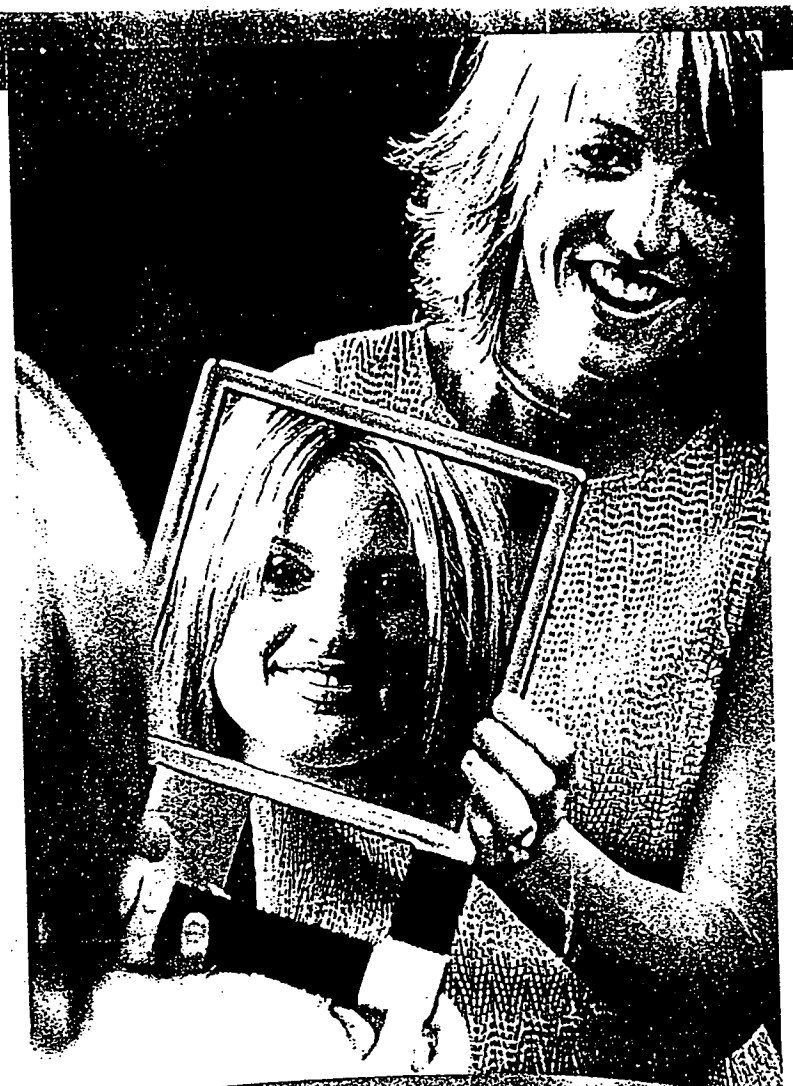
- **Services:** Hair design and color
- **Specialty Services:** Hair design and color
- **Spa Services:** N/A
- **Price Range:** Haircut - $40-$60; Color weaving - $50-$75+
- **Products:** Framesi, Biogenol, Jingles, Matrix, Sorbie

CHEZ JOSEE SALON

3010 E. Broadway, 327-5711
(Hours: T-Sat. by appt.)

- **Services:** Full hair and skin care service
- **Specialty Services:** Corrective coloring, dimensional coloring, personal styling
- **Spa Services:** N/A
- **Price Range:** Haircut - $40-$60; Color weaving - $50-$75+
- **Products:** Framesi, Joico, Sebastian, Sorbie, Artec, Texture, Abba ▸

SH 0830



Client: Michele Goldstein
Stylist: Kathy Bastle
Salon: Great Waves Salon
Michele is a professional makeup artist and interacts with people of all ages. She keeps her hair trendy so her clients can see what's in style. She has a cut and style every six weeks along with occasional color and highlights. Michele spends about 30 minutes a day on her hair.

F.X.

561 N. 4th Ave., 623-3939 (Hours: M-Sat. 10am-6pm)

- **Services:** Hair, manicure, pedicure, waxing
- **Specialty Services:** Extensions, colors
- **Spa Services:** N/A
- **Price Range:** Haircut - $25-$40; Color Weaving - $50-$75
- **Products:** Sebastian, Goldwell, Pure Hair

GADABOUT MAN

2951 N. Swan Rd., 325-3300 (Hours: T & Th 8am-8pm; W, F & Sat. 8am-6pm)

- **Services:** Full hair service, facials, waxing, hand and foot treatments
- **Specialty Services:** Full body treatments – spa, massage, waxing
- **Spa Services:** Customized body treatments, massage, facials, hand and foot treatments
- **Price Range:** Haircuts - $25-$40 and under; Color weaving - under $50
- **Products:** Nioxin, Gadabout exclusive products

GADABOUT SALONS & DAY SPAS

6960 E. Sunrise Drive, 615-9700
6393 E. Grant Road, 885-0000
3382 E. Speedway, 325-0000
7888 N. Oracle Road, 742-0000
1990 E. River Road, 577-2000
(Hours: T & Th 8am-8pm; W, F & Sat. 8am-6pm)

- **Services:** Cuts, color, texture, waxing, spa services, bridal services
- **Specialty Services:** Hot stone massage, only natural manicure and pedicure, full spa Ayurvedic menu, Rene Furterer Scalp treatments
- **Spa Services:** Massage, body treatments, facial treatments, hand and foot services
- **Price Range:** Haircuts - $25-$60; Color weaving - $50-$75+
- **Products:** Framesi, Rene Furterer, Nioxin, Gadabout exclusive products

Not all services may be available at all locations.

GREAT WAVES SALON

6542 E. Tanque Verde, 886-5261 (Hours: T-Sat. 8:30am-5pm; T & Th 8:30am-6:30pm)

- **Services:** Full hair service
- **Specialty Services:** Haircuts, color, nails
- **Spa Services:** Facials, massages, pedicures, manicures and microdermabrasion
- **Price Range:** Haircuts - $25-$40; Color weaving - $50-$75+
- **Products:** Abba, Tri, Artec, Matrix, Redken, Lanza, Framesi, Big Sexy Hair

HAIRACY, INC.

6220 E. Speedway Blvd., 745-5531 (Hours: T-Sat. 8am-8pm)

- **Services:** Cut, color, weaves, perms, waxing, nails
- **Specialty Services:** Color

SH 0831

Client: Rebekah Marchant
Stylist: Eric Taylor
Salon: Salon Up Now
Rebekah wants to make a visual statement and has a funky, fast and easy style. She does not see herself as conservative at all and receives many compliments about her hair. Rebekah tries to have her hair cut at least once a month for her present style, and coloring every three months.
(Photo by Amy Haskell)

HEADHUNTERS

7930 E. Speedway #120, 296-6241
(Hours: T-Sat. 9am-6pm; evenings by appt.)

- **Services:** Full service: haircuts, color, weaving, massage, nails
- **Specialty Services:** National educator for Paul Mitchell
- **Spa Services:** Spa manicure and pedicure, massages
- **Price Range:** Haircut - $25 and under; Color weaving - $50-$75
- **Products:** Paul Mitchell

ILENE'S HAIR DESIGNS

5545 E. Grant Rd., 296-5102 (Hours: T-Sat. 8am-5pm; varies by appt.)

- **Services:** Full hair service
- **Specialty Services:** Color weaving
- **Spa Services:** N/A
- **Price Range:** Haircuts - $25 and under; Color weaving - $50-$75
- **Products:** Redken

JAG SALON
JOHN ALEXANDER GALLERY

18 S. Eastbourne Ave., 321-4JAG, 321-4524
(Hours: T-Sat. 9am-6pm, Th 10am-8pm)

- **Services:** Haircuts, color, texture, weaves, perms
- **Specialty Services:** Creative haircutting, artistic & corrective color, personalized service
- **Spa Services:** N/A
- **Price Range:** Haircut - $32-$45; Color $40+; Weaving $65+
- **Products:** Redken, Schwarzkopf, MOP, L'anza

K STRAND SALON

2700 N. Campbell Ave. Ste. #100, 327-2828
(Hours: T-Sat. 8am-6pm)

- **Services:** Haircuts, colors, weaves, perms, manicures and pedicures
- **Specialty Services:** All hair care, pedicures, manicures
- **Spa Services:** N/A
- **Price Range:** Haircut - $40-$60; Color weaving - $50-$75+
- **Products:** L'anza, Iso, Artec, Phyto-Organics, Nioxin, Alterna, American Crew, Sexy-symbol (makeup line)

MARKLEY SALON

614 N. Fourth Avenue, 623-3804
(Hours: M-Sat. 9:30am-7pm; Sun. 12pm-5pm)

- **Services:** Personal consultation, complete cut, curl and color hair services, lash and brow tinting, waxing and full nail services including paraffin hand wraps, aromatherapy manicures and pedicures
- **Specialty Services:** "Rent-A-Salon" hair and spa treatment service for birthdays, showers, graduations or weddings
- **Spa Services:** Massage, body treatments, facials, hands and feet treatments
- **Price Range:** Haircut - $25-$40; Color weaving - $50-$75+
- **Products:** Aveda beauty care and cosmetics, Modern Organic Products (MOP)

SH 0832

Client: Kate Samoski
Stylist: Rick Parker
Salon: The Venetian Salon & Day Spa
Katie has her haircut and multi-dimensional coloring added about every eight weeks. She looks for ease of care without doing anything other than drying it. She wants a flattering look and spends 15 minutes a day on her style.

- **Specialty Services:** Coloring - highlights, color correction of all kinds. American board-certified hair colorist
- **Spa Services:** Facials and massages
- **Price Range:** Haircut - $25-$40; Color weaving - $50-$80
- **Products:** Sorbie, American Crew, Rusk, Sebastian, Paul Mitchell, Abba, Tressa, Biogenol, Shine-On

PRESIDIO HAIR & NAILS

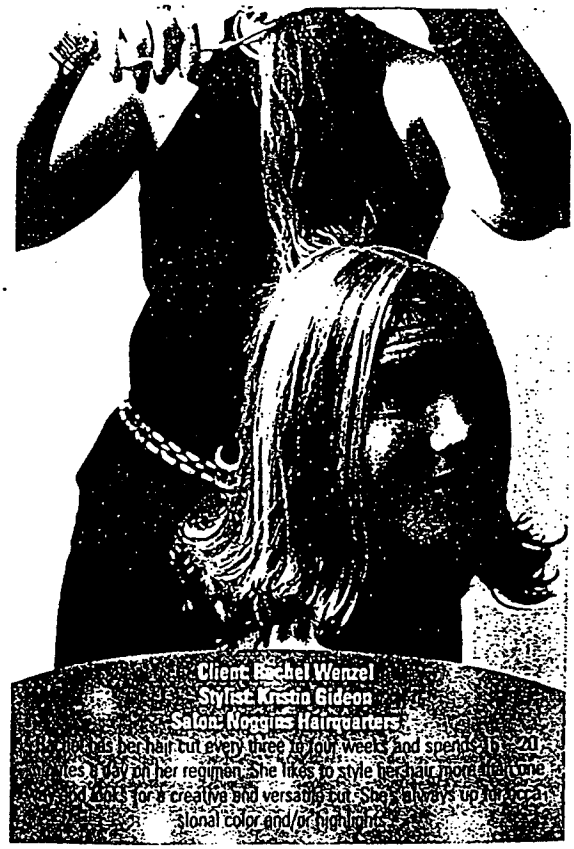
985 N. Alvernon Way, 321-9626 (Hours: T-Sat. 9am-7pm)

- **Services:** Hair, nail, skin, massage and tanning services. Permanent makeup
- **Specialty Services:** Precision haircut, therapeutic pedicures and facials, color weaving, deep tissue massage
- **Spa Services:** Facials and massage
- **Price Range:** Haircut - $25-$40; Color weaving - $50-$75
- **Products:** Framesi, Abba, Biolage, Nioxin

RAPTURE DAY SPA & HAIR SALON

3131 N. Swan Rd., 318-3131 (Hours: M-Sat 9am-6pm; T 9am-8pm; other evenings by appt.)

- **Services:** Tri-weaves, root perms, color corrections, texturizing services
- **Specialty Services:** Men's chemical work - straightening, texturizing, color and cuts; color correction, make-overs
- **Spa Services:** Wraps for weight loss, mud wraps, massage, facials, back facials, microdermabrasion
- **Price Range:** Haircuts - $25-$40; Color weaving - $75+
- **Products:** Redken, TIGI products

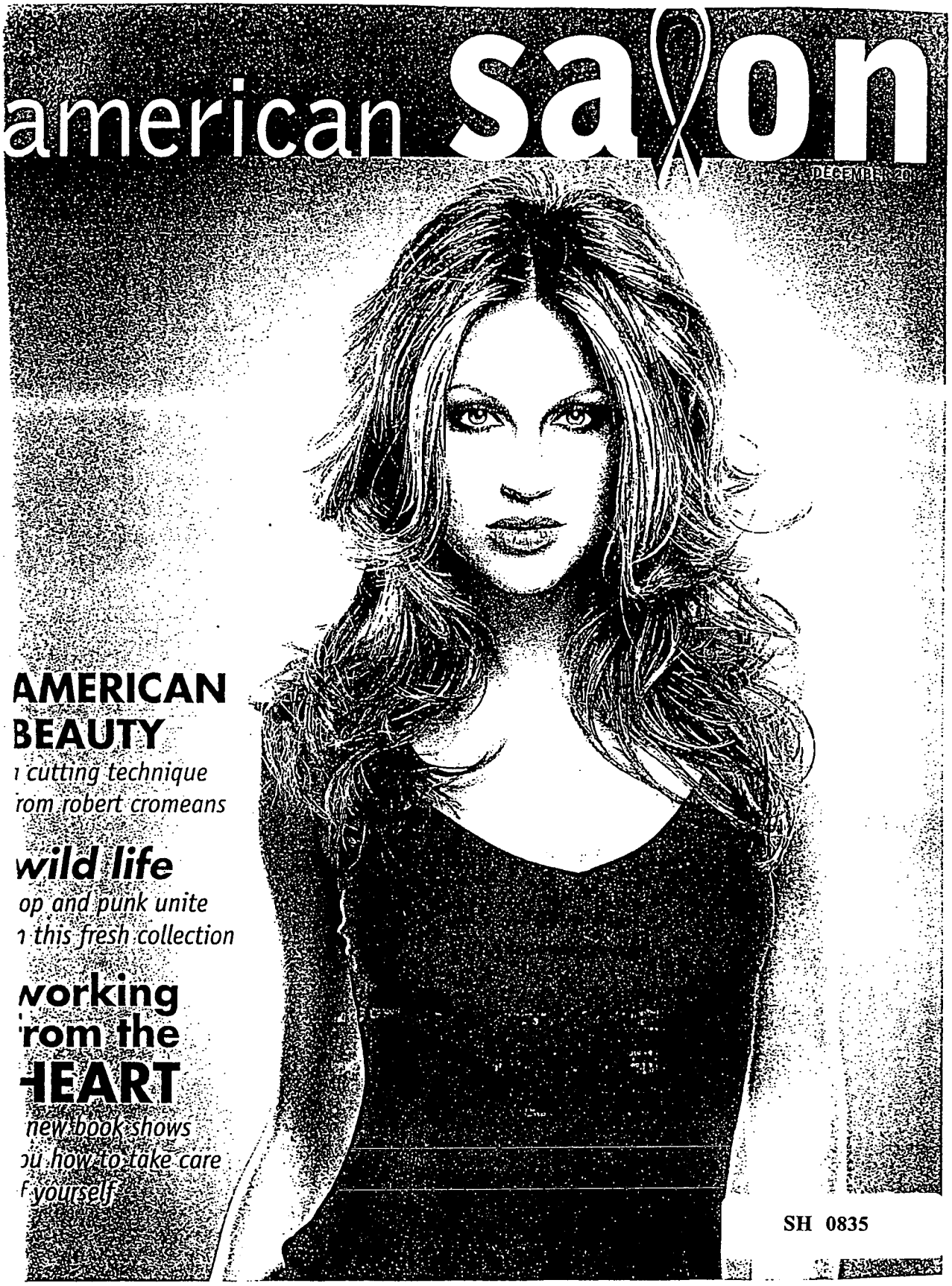


Client: Rachel Wenzel
Stylist: Kristin Gideon
Salon: Noggles Hairquarters
Rachel has her haircut every three to four weeks and spends 15-20 minutes a day on her regimen. She likes to style her hair more than one way and looks for a creative and versatile cut. She is always up for occasional color and/or highlights.

SH 0833

PUBLICITY
DECEMBER 2001

December	
American Salon	Healthy Sexy Hair
Atlanta Hair Magazine	Sexy Hair Brand Lines
Beauty Industry Report	Maly's Salon Show – SHC / MOR
	New England Beauty Expo - SHC
Beautynet.com	Sex Symbol Super Natural Love
? Essence	Mini Spray and Play Hairspray
	Mini High Drama Glitter Spray
Estetica USA	SHC Expansion – New Distributors
Happi	MOR Interview
Happi.com	MOR Interview/Healthy Sexy Hair
Marie Claire	Mini Spray & Play Hairspray
? Modern Salon/On the Dot	Holiday 2001 Stocking Stuffers
? Platinum	Hot Sexy Highlights
	High Drama Gold Glitter Spray
Salon News	Hot Sexy Highlights Aero Color Denim
	Flare Blue Color Spray
December/January	
Canadian Hairdresser	Sexy Hair Explosion – Toronto Event
Estylo	Healthy Sexy Hair - Soya Want Full & Soya Want Flat
	Sex Symbol Holiday Star powders
Instinct	Healthy Sexy Hair
New Ideas for Hairstyling	Healthy Sexy Hair


american salon
DECEMBER 20
AMERICAN
BEAUTY
ı cutting technique
rom robert cromeans
wild life
op and punk unite
ı this fresh collection
vorking
rom the
HEART
new book shows
ou how to take care
f yourself

SH 0835

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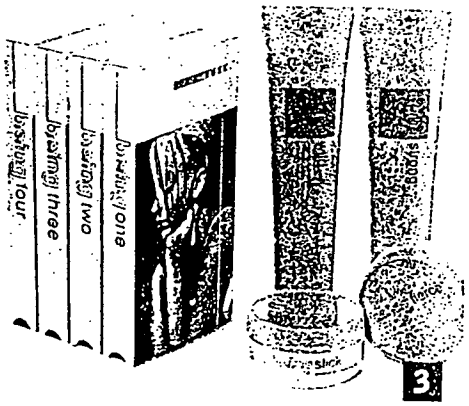


3

6. ICE

Create maxed-out volume with ICE HAIR's Spiker Blast from Joico International. This aerosol spray yields strong hold without pesky flakes or stickiness. A blend of vitamins, catalysts, and sea kelp protect hair's vitality with style. For the adventurous, Spiker Blast can be applied before, during, and after styling for a truly intense look. Call (800) 44-JOICO for more information.

7. SCHWARZKOPF

Vitamin C–rich Igora Royal permanent haircolor provides long-lasting, vibrant color. The formula is enriched with vitamin C, which not only helps color endure but also makes for shiny, healthy hair. It's low-ammonia content and cream base allows haircolor to be changed often without compromising the health of the hair. A built-in cleanser makes a post-color application shampoo unnecessary, keeping more color in the hair. Call (800) 707-9997 for more information.

8. KMS

Make the holidays sparkle with Hair Play Shimmer Stick from KMS. While giving incredible texture and hold, the Shimmer Stick adds gleaming iridescence. A light interference polymer bends and refracts light to produce multiple colors even in low light areas. The spot-on applicator and compact packaging allows stylists freedom and control to create festive holiday styles or everyday glamour. Call (800) 342-5567 for more information.

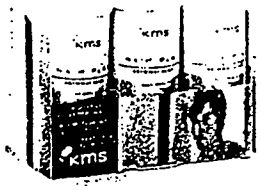
9. ISO

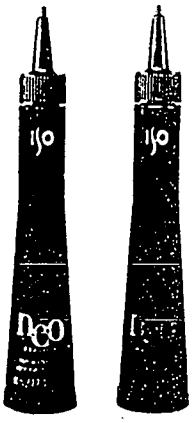
NEO Texture is a one-step texture service from ISO. This single bottle provides a texture service that in one process instantly reforms hair's interior protein bonds, creating body, movement, or curls in half the time. NEO Texture does not require any special education or tools, and works on any type of hair, even color treated. This flexible tool is peroxide- and damage-free. For more information, call (800) ISO-HAIR.

10. SEXY HAIR CONCEPTS

The soy sensation continues with Healthy Sexy Hair's new treatment and styling products. Soy Fuel Power Conditioner Booster is added to conditioner for a protein and moisture boost; Soy Salvation Deep Treatment Hair Masque strengthens and repairs; Soy Butter Pure Shine is a shiny, finishing pomade that conditions and moisturizes; Soya Want Flat Hair Flat Iron Spray is the first-ever aerosol flatiron spray; and Soya Want Full Hair Firm Hairspray adds volume and protects. Call (800) 848-3383 for more information.➤

8





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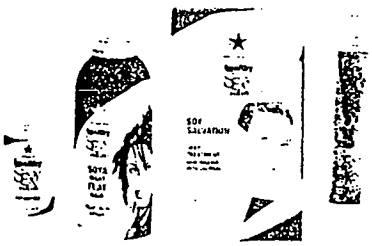
SH 0836



10

The Hottest Multicultural Hair Magazine

Atlanta Hair

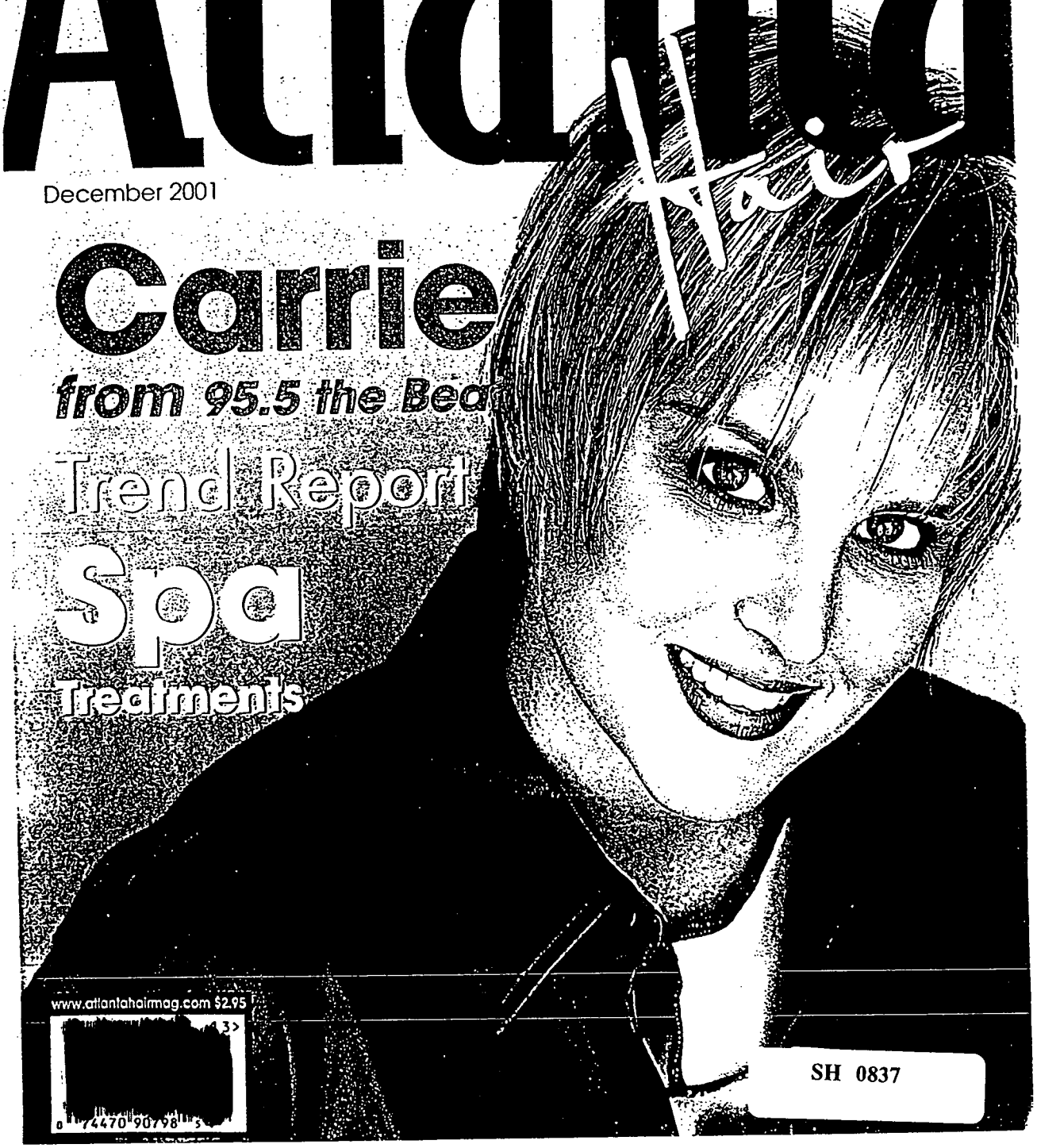
December 2001

Carrie

from 95.5 the Bea

Trend Report

Spa Treatments



www.atlantahairmag.com $2.95

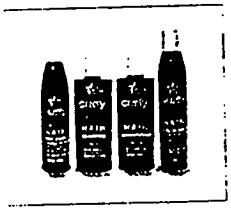
SH 0837

Listen to 95.5 The Beat during the morning show from 6:00 am to 10:00 am and win one of Atlanta Hair Magazine's Hair Packs.

Four listeners will receive Big Sexy Hair Gift Bags. Which include Big Sexy Big Volume Shampoo, Big Sexy Big Volume Conditioner, Big Sexy Hair Root Pump Volumizing Spray Mousse, Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse, Big Sexy Hair Spray and Play Hair Spray, and Big Sexy Hair Volumizing Detangler

For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.

Provided by Sexy Hair Concepts and Wynn Salon Services



Four listeners will receive Curly Sexy Hair Gift Bags. Which include Big Sexy Hair Spray and Play Hair Spray, Curly Sexy Hair Shampoo, Curly Sexy Hair Conditioner, Curly Sexy Hair Curl Power Curl Enhancer, Curly Sexy and Hair Hot Curl Setting Lotion.

For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.

Four listeners will receive Straight Sexy Hair Gifts Bags. Which include Straight Sexy Hair Shampoo, Straight Sexy Hair Conditioner, Straight Sexy Hair Aero Straight Sexy Hair Smooth & Seal and Power Straight Temporary Straightening Balm.

For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.

Four listeners will receive Healthy Hair Gifts Bags. Which include Healthy Sexy SoyMilk Shampoo, Healthy Sexy SoyMilk Conditioner, Healthy Sexy Soy Tri-Wheat Leave-in Conditioner, Healthy Sexy Paste Texture Pomade, Healthy Sexy Soy Butter Pure Shine and Healthy Sexy Soya Want Full Hair Firm Hairspray.

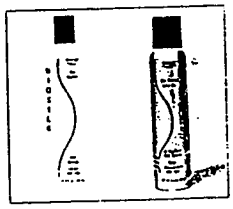
For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.

Three listeners will receive Rumble Boys Hair Gift Bags. Which include Rumble Boys Knockout Stimulating Shampoo, Rumble Boys Ayel Grease Hole and Shine Pomade, Rumble Boys Shark Attack Pomade, Rumble Boys Heavyweight Hair Gel, Rumble Boys High Voltage Thick Big Foam, Rumble Boys Bullet Proof Hard Hold Hair Spray and Rumble Boys War Paint

For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.

Four listeners will receive Short Sexy Hair Gift Bags. Which include Short Sexy Hair Slept In, Short Sexy Quick Change Shaping Balm, Short Sexy Hair Blow It up Get Form, Short Sexy Hair Control Maniac Wax, Short Hair Fixed Up Hair Hairspray, and Short Sexy Hair Hard Up Hard Holding Gel.

For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.



Six listeners will receive BioSilk Silk therapy and Silk therapy Shine On from Farouk.

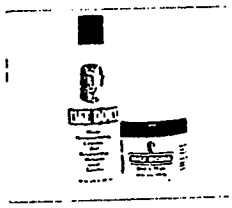
For further information, and/or a salon/distributor near you, visit our website at www.farouk.com or call 1-800-237.9175.

Six listeners will receive BioSilk Silk Therapy Smoothing System contains four products Silk Therapy Smoothing Shampoo, Silk Therapy Smoothing Conditioner, Silk Therapy Smoothing Balm and Silk Therapy Smoothing Solution.

For further information, and/or a salon/distributor near you, visit our website at www.farouk.com or call 1-800-237.9175.

Two listeners will receive a Graham Webb Gift basket with variety of products.

Graham Webb is available exclusively through select distributor stores and premier salons across the United States. To find the salon or distributor location nearest them readers can *call 1-800-456-9322.*



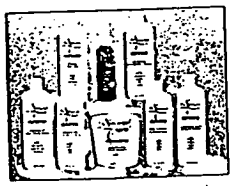
Twelve listeners will receive FBB Products, Inc. Which includes Take Down, Body Plus Moisture Conditioner, Moisture Restoring Hair Lotion, Deep penetrating Leave-in Conditioner, and Soothing Scalp Oil

For more information *call 770 424.8189 or visit online at www.milltresources.com/takedown/*

SH 0838

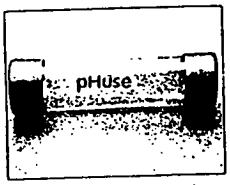
Three listeners will receive Arum Spa System Which in Spirulina Facial Cleansing Gel, Oil Free Moisturizer, Moor Mud Masque, and Pore Restore Strips Nose Strips and Pore Restore Nose Cleaning.

For further information, and/or a salon/distributor near you, visit our website at www.farouk.com or *call 1-800-237.9175.*



Six listeners will receive Natural Touch Products. Which include Natural Touch Moisture Maxx Shampoo, Natural Touch Crème Hairdress, Natural Touch Hi-Style Setting & Styling Lotion, Natural Touch Hold in Shine Spritz and Natural Touch Control Spray Gel.

For more information *call 404.299.0929 or outside Metro Atlanta 1.800.490.4805.*



Twenty-four listeners will receive Phuse Products.

For more information, contact your professional stylist or *toll-free 1.877.428.8426 visit www.phuselt.com.*

Two listeners will receive ProHair Extensions!
For Pro Hair Extensions valued at $600.00.

By Tonesha at Panacea Spa & Salon
495 Flat Shoals Avenue, SE
Atlanta, GA 30316
404 586 0050

By Toni Ché's Hair Salon
2966 Grandview Ave.
Atlanta GA 30305
404 266 TONI (8664)

Big Sexy Hair Spray and Play Hair Spray: Spray and Play is a firm holding, fast drying and ultra shining hairspray. Apply to dry, styled hair. It's great for all hair types.

Curly Sexy Hair Shampoo: Containing Quinoa Protein to help strengthen and support curls, this shampoo also provides moisturizing agents including Panthenol to keep hair from getting dehydrated. The shampoo also has Passion Fruit and Ginseng for detangling and adding shine.

Curly Sexy Hair Conditioner: A unique combination of proteins, Aloe Vera and Chamomile smooth hair help control the frizzles and tangles. After using this conditioner, hair will be shiny, soft and manageable.

Curly Sexy Hair Curl Power Curl Enhancer: Boost curly locks with the first ever-aerated spray foam that keeps curls in place all day. This unusual curl enhancer spreads evenly through hair for complete coverage from roots to ends and never leaves hair feeling sticky or crunchy.

Curly Sexy Hair Hot Curl Setting Lotion: Ideal for creating curls without the damage from heat styling, this product will set even the straightest hair into ringlet motion with a soft to medium hold.

For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.

Big Sexy Big Volume Shampoo: Big Volume Shampoo helps moisturize, revitalize and increase the hair's diameter with a mixture of Proteins and Panthenol. It's perfect for fine/normal to dry or combination hair types.

Big Sexy Hair Big Volume Conditioner: For fine/normal to dry or combination hair types, Big Volume conditioner maintains hair's moisture and detangles without adding weight.

Big Sexy Hair Root Pump Volumizing Spray Mousse: Root Pump comes out as a spray and turns into a mousse to pump up the root and give the hair volume. It's for all hair types: apply to damp hair.

Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse: It's Root Pump with greater hold and humidity resistance. The increased hold is great for hard to volumize hair and for use in not-so-perfect weather.

Big Sexy Hair Spray and Play Hair Spray: Spray and Play is a firm holding, fast drying and ultra shining hairspray. Apply to dry, styled hair. It's great for all hair types.

Big Sexy Hair Volumizing Detangler: This volumizing detangler is the first leave-in conditioner that adds body and detangles without leaving hair feeling heavy.

For more information on Sexy Hair Concepts products, call 1-800-848-3383 or visit our website at www.sexyhairconcepts.com.

Provided by Sexy Hair Concepts and Wynn Salon Services

SH 0839

Two shows buzz with activity

At the **New England Beauty Expo**—the industry's only multiple distributor beauty show—**C.B. Sullivan Company, Boston Beauty Supply, GF Distributors, Goldwell of New England, Hair Lites, R.G. Shakour, Salon Associates, Visions Beauty** and **W.S Beauty Supply** combine their power to attract salon professionals. C.B Sullivan and R.G. Shakour dominated with what looked like more than half of the show floor covered with their booths and manufacturers' education areas.

Everything was happening on the show floor where **Oster, Matrix, Graham Webb, Farouk Systems, Aquage, Joico, Wella/Sebastian, Paul Brown, Schwarzkopf, KMS, Sexy Hair Concepts, Scruples, Tressa, Nioxin, It&ly** plus other smaller companies were doing demos and presentations.

As C.B. Sullivan told BIR, quoting the legendary late pro beauty biz star and Matrix founder, **Arnie Miller**, "Activity breeds sales." C.B. Sullivan set up their sales consultant booth area right in the middle of the action on the show floor, with **Graham Webb** and **Aquage** education platforms on both sides and **OPI** and **Creative Nail** bordering the other two. With premiums being offered that included DVD players, stereo sets and more, lots of business was written.

In R.G. Shakour's area, there was a major section devoted to hair care, including **Goldwell, ARTec** and **Nexxus**. In the exfoliating competition, both **One Minute Manicure** and **Salt Glow** had twin exhibits and were doing brisk business. The theme, "So many people to exfoliate and so little time" is driving the category. Makeup business is becoming big business and there were a number of company's doing demos to pitch their brands. GW's **Bibo** did demos. **Trucco** was also on stage. **Body ography** had a big and busy booth. Italian cosmetic imports **Gli Amati and Movie** were there as well. Movie is a cool new line imported by **Shima**. For additional information, contact **Susan Budman** at 203-270-3778, or e-mail her at *budmansg@aol.com*.

Two of the industry's biggest haircare lines were visibly missing. Because of territory restrictions C.B. Sullivan was not able to exhibit **John Paul Mitchell Systems** or **TiGi**.

BIR briefly chatted with **Paul Siraqusa, Salon Associates'** main man and **Boston Beauty Supply's Arthur Resnick**. Both had a strong show presence, as did **Tom Eramo's Visions Beauty** and **Paul Gavin's W.S. Beauty Supply**.

BIR spotted a beautiful skin and body care line that is being imported and sold by **Visions Beauty**, the Newport, RI-based distributor. **Comfort Zone**, a division of Parma, Italy-based **Davines**, is a gorgeous line of beautifully packaged prestige products. Also available from Visions is **Lendan Cosmétic Técnica's** natural skin care line. This upscale natural product line is being imported from Spain. For information, give Tom a call at 800-451-6463, ext. 117. Also ask Tom about the company's studio vision line presentation book and the brand new **Head-to-Toe (h2t)** skin care line.

"Mr. High Energy," **Albie Mulcahy**, director of education, and **Tara Weldon**, were spreading the gospel for **John Sahag's** fine hair care line. With their platform performance, R.G. Shakour got the sales benefit.

Speaking of Shakour, their education pod had non-stop performances in front of eager salon professionals and students.

If you were in front of the **Sexy Hair Concepts'** stage and heard the stylists and wannabes screaming when the hard bodied team of male dancers were doing their thing, you would have seen that sex sells and sells well.

BIR talked with **Bob Krusin of BK & Associates**, who was working the show for one of his clients, **Worldwide Cosmetics**. "We had a great show, we were busy both days," which no doubt made **Arthur Resnick of Boston Beauty** and **Paul Gavin of WS Beauty** happy campers. **China Glaze's** sales continue to grow.

Dennis Lubin, Aquage's chief, was working the show. Someone has to oversea all those gorgeous models. No one hires better looking babes than Dennis.

Jeff Schwartz, Cricket's top gun sales executive, was busy ringing up sales of hairbrushes, capes and shears. All of the **Sullivans—C.B. Mark, Jeff, Rick and Donna**—kept everything moving smoothly.

From the many exhibitors BIR talked with, everyone seemed pleased with their sales, despite having the overall attendance lag behind last year.

Eric Polesuk and Bernard Ellenson of Product Club were doing brisk business on a new patent-pending hair coloring foil. It's the beauty industry's first ready-to-use professional-only, hair coloring foil. It is not the usual restaurant grade foil and it comes in a convenient "pop-up" dispenser box. There are 500 5"x11" sheets that can be placed at a colorist's workstation for rapid fingertip use. Contact Eric at 800-308-3558 and visit *www.productclub.com* to check out the balance of the line.

Timing is Everything in Show Biz

If timing is everything, location isn't far behind when you plan a for a successful trade show. BIR recently covered the **Natural Products Expo East** held October 11-14 (unfortunately, this turned out to be bad timing) at the Convention Center in Washington, D.C. (likewise, this turned out to be a bad location). Between the September 11 terrorist attack and the ongoing Anthrax scare, timing and location just about ruined this semi-annual show, which is the premiere trade show for the natural products industry. In spite of the number of exhibitor no-shows and sharply reduced attendance, this show was a worthwhile event as the major players did attend.

Produced by **New Hope Natural Media**, it's done twice a year. Held in the spring in Anaheim, CA, and then in either Baltimore or Washington, D.C., in the fall, it is a huge show.

If you're asking, "What does that have to do with the pro beauty biz?" that's an appropriate question. The answer? Many of the products

Two Shows continued on page 8

SH 0840

If you are reading someone else's BIR, or a photocopy, you are tampering with the BIR karma, BEWARE

BEAUTY INDUSTRY REPORT
CALABASAS, CA
MONTHLY
DECEMBER 2001

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show biz

MHK CPS 35103H

Maly's Southern California had its annual salon show on October 7-8 at the Long Beach Convention Center. **The Long Beach Stamp, Coin and Collectibles Show** was also being held in an adjacent hall. What a contrast between the attendees of the two shows. With all those tattoos and pierced navels, it wasn't difficult to know who was attending which show. There was a herd of black-clad Maly's employees taking care of everyone from exhibitors to attendees. Maly's puts on a professionally run show. The amount of education is outstanding. Both **Redken and Paul Mitchell** had their top guns doing demos and providing hands-on training. **L'anza and Schwarzkopf** also had platform performances in their booth. Once again, **Michael O'Rourke** was red hot on stage matching his hot selling **Sexy Hair Concepts** line. He was backed with the Sexy Hair Concepts team that kept their booth jamming for the two days. BIR, who was doing his day job doing demos in a client's booth, did break away to check out the floor action, which was brisk. You have got to love the beauty biz. Our country's at war, and the stylists are buying shears, clippers, and all the other goodies being sold in the 115 booths. The major players made big floor statements with their multiple booth displays, including **Redken (10), American Crew with d:fi and MOP (10); JPMS, Sexy Hair Concepts, Nioxin and Tressa** all had a big show presence each with the equivalent of six booths. Maly's had a big space for its strong salon equipment business.

Mark your calendar for 2002's kick-off trade show—**The 17th Annual Western Beauty Rep Association's Winter Buying Conference** held once again at the MGM Grand Hotel January 10-12. For information, call 877-399-9272.

ESTETICA USA

rw.estetica.ne

with studio HIGHLIGHTS

TRENDS
Style Reawakening

LENDING A HAND
Oustanding industry efforts

BEYOND SALON
Unconventional beauty center

EXHIBITIONS
Top International shows and competitions

SH 0842

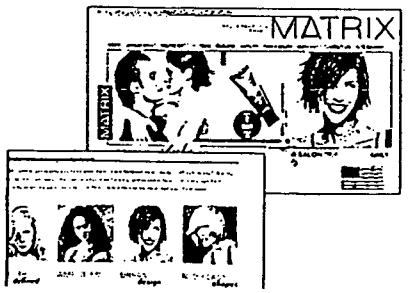
Estetica USA December2001/January 2002

PureOlogy launch with Meehan Salon Specialists

Meehan Salon Specialists have been selected as one of the first US salon distributors of PureOlogy Serious Colour Care. Matt Meehan claims that of all the brands his salons have launched, PureOlogy has received the warmest customer reception they've ever experienced. Stylists and customers alike love the whole line of products and sales are going extremely well.

Matrix introduces "Create Your Own Ad"

In just five simple steps, salons can e-market themselves with their own ads. "Create Your Own Ad" is the new on-line service offered by www.matrixbeautiful.com. Salons can get ready-made Matrix ads on-line or, if they're Club Matrix members they can also create custom ads featuring their salons' special promotions, services and Matrix products.

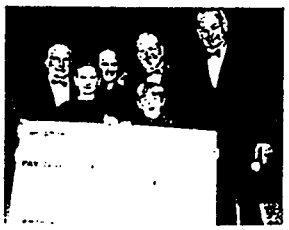


Sexy Hair Concepts expansion

The sexiest hair product and cosmetics company around has announced its entrance into the Southeast. Wynn Beauty Supply, Wynn/Honeycutt, Royal Beauty Supply and Professional Products will now be distributors of the full Sexy Hair Concepts line and Sex Symbol make-up, increasing market coverage throughout the entire Southeastern region.

The Alternative Hair Show - An Unconventional Fund-raiser

The Alternative Hair Show, founded by Tony Rizzo of London, who originated this event to honor the memories of his son and nephew, both of whom succumbed to leukaemia, spread to North America from the UK five years ago. This event, held during the Chicago Midwest Beauty Show, benefits both the Leukaemia Research Fund, USA and the Leukaemia Research Fund, UK, assisting the families of children suffering from this often deadly form of cancer. All salon professionals and consumers are invited to attend.



Carmen DePasquale honored for his contributions

Carmen DePasquale was recently honored by the Colombus Hospital Foundation of New Jersey for his groundbreaking contributions to the beauty and medical health industries. DePasquale, the founder of De Pasquale Inc., a progressive professional beauty company, has worked closely with medical professionals at hospitals and medical centers to establish "Beauty through Wellness" programs. He supports the idea that beauty and wellness will become increasingly interrelated industries.

The Hair Care Market

CPS 351C SH
PS-1

Hair care will never go out of style with the latest choices in hair protection and color.

Veronica MacDonald
Associate Editor

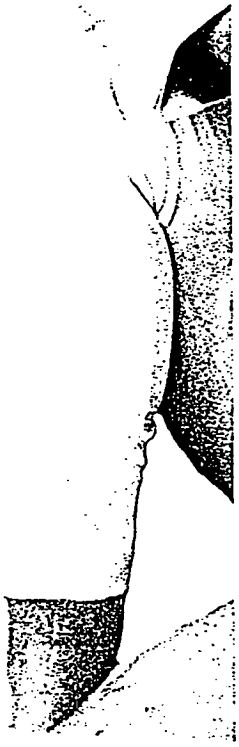
HAIR CARE, historically, can withstand difficult economic times. Though the results are not in yet for the fourth quarter, many industry observers expect results to be in-line with the rest of 2001. According to Information Resources Inc., Chicago, shampoo sales for the year ended Aug. 12 rose 1.2% to $1.79 billion and conditioner sales increased 9.1% to $1.1 billion in supermarket, drug store and mass merchandisers. Hair color increased 3.6% to $1.42 billion. Some call hair care a staple, items that are purchased with the bread and milk. Other say due to the slumping economy, people are turning to small pleasures to feel better about themselves and the circumstances. Either way, you look at it, the category has always been considered recession-resistant.

"Bread, butter and shampoo will not be affected by the market—shampoos and conditioners are staples," insisted Stephen Musumeci, founder of Stephen est. 1985, Swiftwater, PA, and formulator of hair care products. "Though the market is in a state of shock, everyone wants to look and feel good. Until we establish faith in the system again, people will be taking baths in the home or doing things that were not thought of as luxuries in the past."

Though prestige sales are more elusive, many executives insist consumers are heading to the salon more often these days to indulge themselves.

"Business went down a bit since many clients have to travel into the city. From that respect, I have lost business," said Gil Ferrer, owner of the Gil Ferrer Salon, New York, NY. "But the people that do come in are pampering themselves more and ordering soothing treatments. Many of these customers are also deciding to go for higher-priced treatments with the attitude that life is too short."

Some executives said in difficult economic times, people are concerned about their jobs and try to stay as healthy and refreshed as possible. A big part of that is grooming, and many are looking to today's fashions not only to stay hip, but also to give the best impression. The hair care market is looking colorful this winter with new colors and hairstyles, while hair care is all about preserving color and healing damaged tresses.



A Hair Care System That's Just for You

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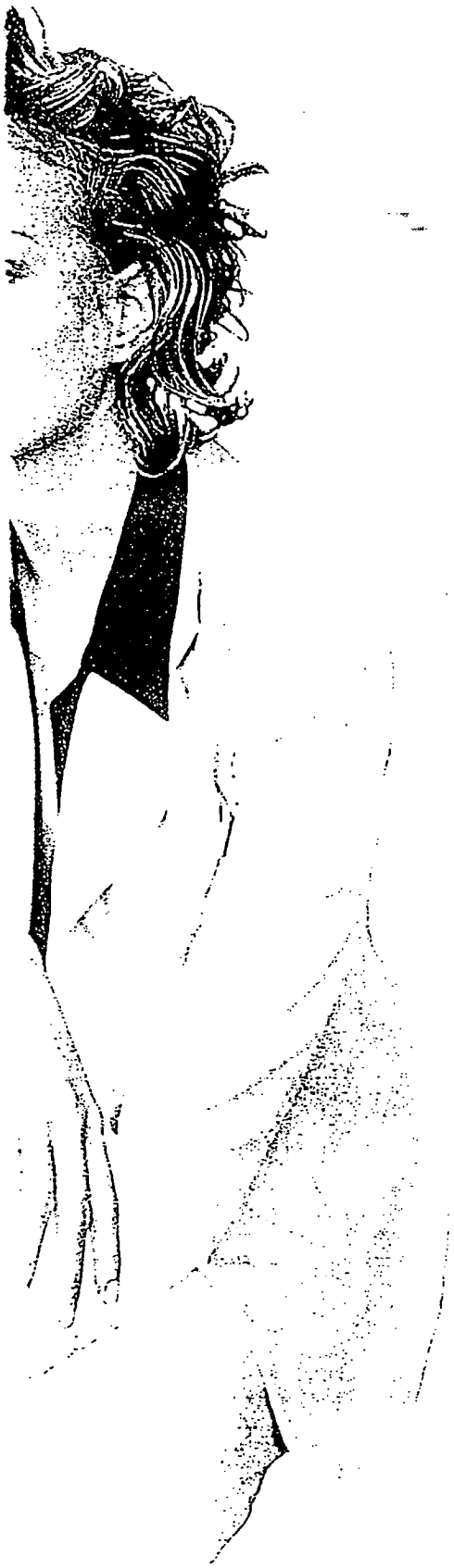
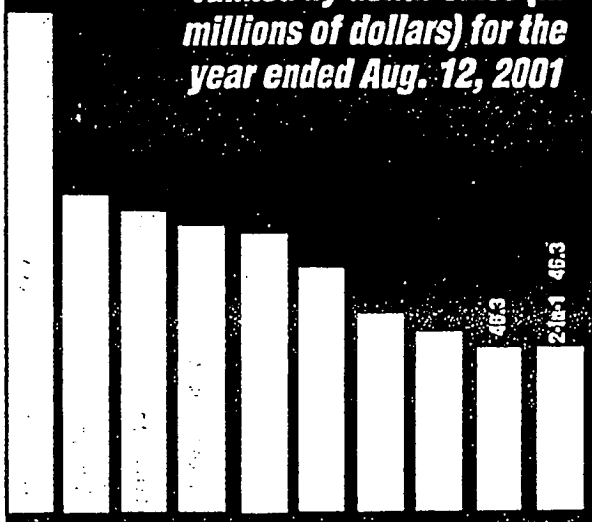
SH 0844



Here are the leading shampoos ranked by dollar sales (in millions of dollars) for the year ended Aug. 12, 2001



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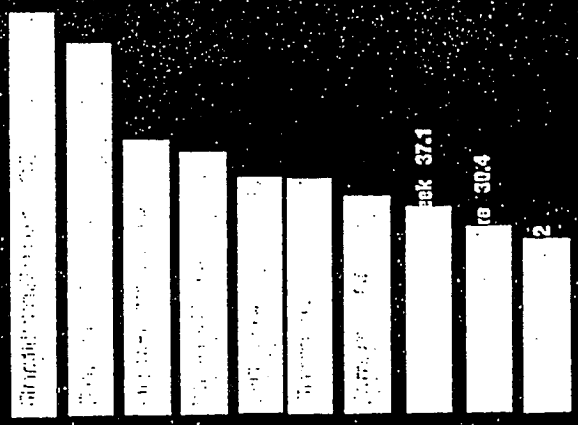

Source: Information Resources Inc.

SH 0845

from styling and the environment, so it constantly takes a beating," Mr. Musumeci explained. "Hair is like skin; it needs to protect itself."

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No one can walk by the dairy aisle in the supermarket without seeing an abundance of soy products. The same may soon be true for hair shelves in both the salon and mass markets. Sexy Hair Concepts, Chatsworth, CA, introduced the Healthy Sexy Hair line. The products contain soy milk which provides a different base and texture from traditional water-based products. Executives chose the ingredient for its super-moisturizing effects to replace the drying ingredients found in most styling aids.

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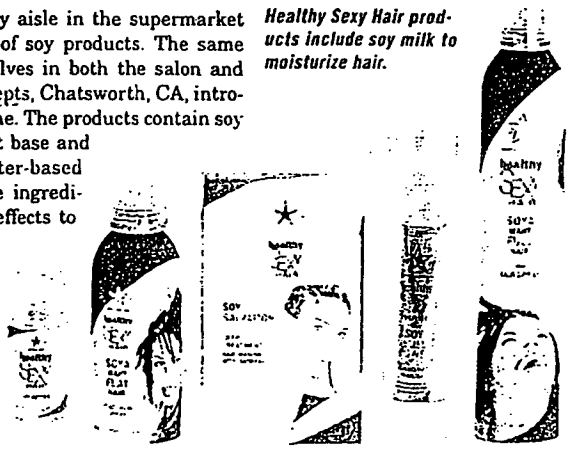

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SH 0846

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current issue

Dec. 2001

The Hair Care Market

Hair care will never go out of style with the latest choices in hair protection and color.

Veronica MacDonald
Associate Editor

Hair care, historically, can withstand difficult economic times. Though the results are not in yet for the fourth quarter, many industry observers expect results to be in-line with the rest of 2001.

According to Information Resources Inc., Chicago, shampoo sales for the year ended Aug. 12 rose 1.2% to $1.79 billion and conditioner sales increased 9.1% to $1.1 billion in supermarket, drug store and mass merchandisers. Hair color increased 3.6% to $1.42 billion. Some call hair care a staple, items that are purchased with the bread and milk. Other say due to the slumping economy, people are turning to small pleasures to feel better about themselves and the circumstances. Either way, you look at it, the category has always been considered recession-resistant.

"Bread, butter and shampoo will not be affected by the market—shampoos and conditioners are staples," insisted Stephen Musumeci, founder of Stephen est. 1985, Swiftwater, PA, and formulator of hair care products. "Though the market is in a state of shock, everyone wants to look and feel good. Until we establish faith in the system again, people will be taking baths in the home or doing things that were not thought of as luxuries in the past."

Though prestige sales are more elusive, many executives insist consumers are heading to the salon more often these days to indulge themselves.

"Business went down a bit since many clients have to travel into the city. From that respect, I have lost business," said Gil Ferrer, owner of the Gil Ferrer Salon, New York, NY. "But the people that do come in are pampering themselves more and ordering soothing treatments. Many of these customers are also deciding to go for higher-priced treatments with the attitude that life is too short."

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Each Pantene collection contains customized shampoos, conditioners, hair treatments, styling products and finishing sprays specially designed to work together for breakthrough health and style benefits. The regimens include the volumizing, smoothing, curl, color care and basic care collections. Though its traditionally strong-selling Pantene Pro-V conditioner was down nearly 80%, P&G executives insist the overall strategy is working.

"This initiative has increased our market share overall," said Kimberlee Vollbrecht, spokesperson for P&G hair care. "Pantene continues to be the global leader in hair care, in addition to the leading brand in the U.S."

P&G's Head & Shoulders restaged the brand with a new anti-dandruff formula and several shampoo options.

The regimen idea is not something P&G takes lightly. After extensive consumer research, regimens were built into the Pantene line to make shopping quick and easy. Head & Shoulders too was reformulated with a new anti-dandruff ingredient, pyrithione zinc, and divided into shampoo groupings of Classic Clean, Classic Clean 2-in-1, Dry Scalp Care, Extra Fullness, Smooth & Silky 2-in-1 and Intensive Treatment, to simplify selection. Head & Shoulders is the No. 4 shampoo with sales of $84.8 million for the year ended Aug. 12, according to IRI.

"Consumers have varied and specific needs, and are looking for a brand or a product that's right for them," Ms. Vollbrecht said.

"We found versioning products by hair type—dry hair, oily hair, normal

hair—left consumers confused about which version was right for them, and they often Ômisdiagnosed' their hair type, leading to poor results."

P&G discovered 36% of women use 2-in-1 products. Consequently the company introduced the Pantene 2-in-1 shampoo and conditioner, Ms. Vollbrecht said. Although this market segment is not in the majority, "Each of our brands is specifically designed to appeal to a distinct consumer audience and to meet their needs," opined Ms. Vollbrecht.

While P&G tinkers with Pantene, the big news in hair care has been its acquisition of Clairol. At press time, the government review process was complete and the deal was nearly closed. The acquisition launches P&G into the profitable and growing hair coloring market and adds a hefty $1.6 billion to the company's global beauty care product sales annually. Clairol's Herbal Essences shampoo is the leader in the category with annual sales of $147.7 million, and will allow P&G to build more on its position in the natural beauty category and tap a younger audience.

L'Oréal, ranked by IRI as the No. 4 contender in the mass hair care market with annual sales of $95.6 million, recently launched CurlVive, a collection of care and styling products specially formulated for curly hair.

Healthy Sexy Hair products include soy milk to moisturize hair.

About 23% of women aged 12-64 have naturally curly hair, yet have not been able to find a product range at mass, executives said. "Consumers with curly hair are highly involved in their hair care routine, and are very concerned with the shape, definition and condition of their curls," said Shelley Saville, senior vice president, L'Oréal hair care. "The CurlVive system utilizes hydrating proteins to help curl formation, and reduces frizz by 95%."

Don't Forget to Water the Hair

Introductions of moisturizing products have surged in the past year. Some believe that chemical processes and styling aids are to blame for dry, damaged hair, while others point fingers to ingredients traditionally found in hair care. Former Kiehl's chemist Stephen Musumeci founded Stephen est. 1985, Swiftwater, PA, to create ingredients and formulations that are natural to the body. The damaging agent in many hair care products, Mr. Musumeci insisted, is the traditional surfactant.

"Most surfactants in shampoos include sodium or ammonia laureth sulfate," Mr. Musumeci noted. "They clean the hair and skin, but they strip them of their natural oils. I discovered one surfactant, however, that does not remove the cholesterol layer from the skin—sodium methyl cocoyl taurate."

No matter what the skin type, a disrupted balance will cause increased oil production, he said. Stephen est. 1985 formulations are much less aggressive.

The hair care products use gentle and light conditioning agents. Healthy Hair Cleanser with Mandarin and Sandalwood (for fine to normal hair) contains more surfactant than the Healthy Hair Cleanser with Lavender and Juniper (for dry hair) to lift fine hair. Healthy Hair Conditioner with Panthenol combines PCA humectant with panthenol and silicone to make normal and fine hair soft and manageable. Healthy Hair Conditioner with Panthenol and Avocado has panthenol, avocado oil and lanolin derivatives to combat dry hair. These ingredients are clinically proven to repair hair and keep it healthy, he said. "Hair gets abused from styling and the environment, so it constantly takes a beating," Mr. Musumeci explained. "Hair is like skin; it needs to protect itself."

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Meadowfoam seed oil, a highly moisturizing ingredient that has been used in skin care formulations for years, has been added to hair care products too. Satinique, a Quixtar product line owned by parent company Alticor, features the Ceramide Infusion Complex combining meadowfoam seed oil, ceramide and protein to combat dry, damaged hair.

"The Ceramide Infusion Complex penetrates deep into the layers of hair to replenish the membranes lost in the hair shaft and on the scalp, or the cell membrane complex," said Brandi Huyser, brand manager of Satinique, Grand Rapids, MI. "Satinique is exclusive to this system that repairs, strengthens and protects hair in as little as one use, or your money back."

Executives said the complex closely replicates the natural binding ceramides found in the hair that smooth down the cuticle, which is altered by styling products and the environment. The Ceramide Infusion Complex was designed to restore hair to its natural state.

The Satinique hair care collection contains five hair cleansers and five detangler and treatment products: Gentle Daily hair cleanser, Revitalising hair cleanser, Volumising hair cleanser, Daily Balance 2-in-1, Dandruff Control hair cleanser, Volumising detangler, Moisturising detangler, Hi Gloss serum, Hair Repair masque and Leave-In protector. Styling products include a mousse, spray gel, styling gel, finishing spray and styling spritz. Executives noted that movement and shape are more important this season.

Zotos International, Darien, CT, offers the Serenitea hair and body collection formulated with green tea and essential oils to soothe, protect and strengthen hair. The hair care collection includes Moisturizing shampoo, Nourishing conditioner, Cream gel and Shimmering pomade. The products

SH 0852

BONUS free lipstick

DECEMBER 2001

marie claire

BEAUTY SPECIAL

- easy, sexy hair how-tos
- 102 best beauty buys
- 3 moves to a better body

MEN, SEX & YOU

WHAT ATTRACTS THEM MOST

60-second stress buster

SEX SECRETS you're dying to know

IS YOUR BODY BETTER THAN YOU THINK?

SPECIAL REPORT

Women risk their lives to fight terror

Sex and the City's KRISTIN DAVIS faces her biggest fears

FASHION

452 NEW LOOKS

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SH 0853

[redacted]

marie claire DECEMBER 2001 VOL 8 ISSUE 12 For women of the world HEARST MAGAZINES 0853

marie claire RECOMMENDS

10 BEST BEAUTY

Marie Claire's beauty editors pick this month's **must-haves**

YOUR FACE

1 Easy eyes: Sweep Pupa Eye-Colour Flakes in Geranium, $13, onto your lids for a fast, festive look.

2 Pleasing palette: Go from office to evening (and more) with Three Custom Color Specialists' A Century in Red lip shades, $45.

3 Quick color: Blend Anna Sui Face Stick #400, $22, onto cheeks, lips, and even eyelids.

4 Pretty powder: Toss Estée Lauder Lucky Ladybug, $50, in your tote for touch-ups.

5 Long-wearing lipcolor: Keep your lips crimson all night with Max Factor Lasting Color Lipstick in Rio Red, $6.70.

YOUR BODY

6 Libido-boosting lather: Soak in Not Soap, Radio bubble bath, $15, to slip into the mood

7 Fab fragrance: Smell sumptuous with Castelbajac Companion, $58, a vanilla-almond-orange blend.

YOUR HAIR

8 Mane makeover: Scrunch L'anza Hard Wire, $14.95, into dry hair for extra texture.

9 Hair lift: Give your locks a boost with Big Sexy Hair Volumizing Hairspray, $5

*For information, see Shopping Directory

BUY OF THE MONTH

*Knockout nail polish: For an attention-grabbing manicure, apply a clear base coat and follow with two layers of Revlon Scarlet Curtain, $4.75.

TODD HUFFMAN

SH 0854

December 2001

platinum®

Gwyneth Talks
The characteristically cool actress thaws out

[illegible]on's GIVINGS
95 holiday gift ideas you haven't thought of

[illegible]he Spirit
The unabashed elegance of the holidays

Brad OLDHAM
[illegible]t heard of Todd's brother? You will.

Antique Mystique
The allure of vintage

Power Parties
Entertaining at the White House

USA $3.50 CANADA $4.95

SH 0855

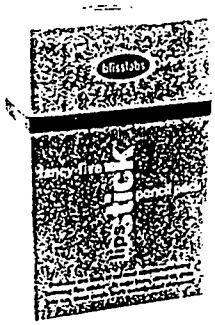
PLUS: Bridget Moynahan, Gena Lee Nolin, Books, Music and a Career Boost

The LITTLE SISTER

Even though she is well into her teens she still looks up to you, turns to you for advice, and, occasionally (gasp!) borrows your clothes. In return, she keeps you up to date on what is hip, happening, and youthful. Help her stay ahead of the game with gifts as fun, freewheeling, and fabulous as she is.

Lush Jumpin' Juniper bath fizz, $[illegible].95

Hot Sexy Highlights High Drama Gold Glitter Spray, $11.95



Blisslabs 5-flavor pencil pack, $45

Skinmarket Tiki Truli Smoothi Tangerine Body Whip, $11.95

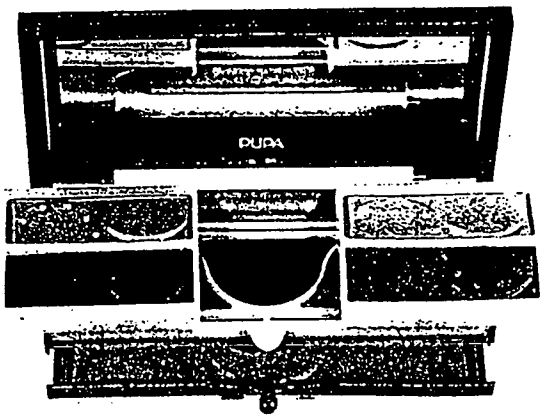
Pure Spring Fresh Milk Body Talc, $6.99

Hard Candy red glitter gift set, $35

Honeybee Gardens ColorBalm Naturals lipsticks, $7.95 each

Toofaced gloss ring, $12

BeneFit Kitten powder puff, $24



Pupa TechnoKit Makeup Kit, $29

SH 0856

The Magazine for Salon Owners

Salon News

December 2001 $5.00 Fairchild Publications

twist party

Soundproof Your Spa

Kids' Spa Parties: Girls Just Want to Have Fun

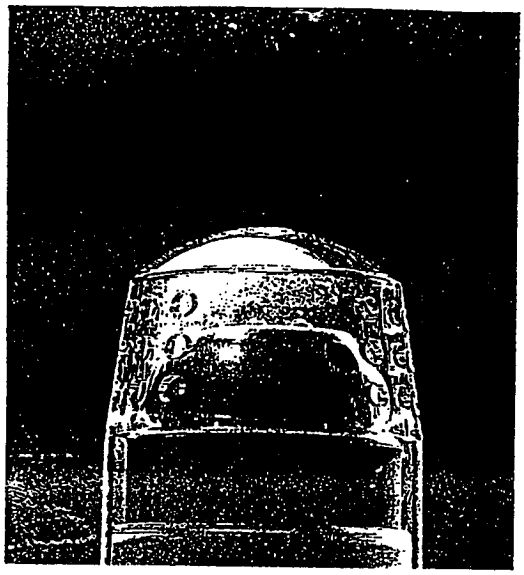
Seven Secrets to Retaining Staff

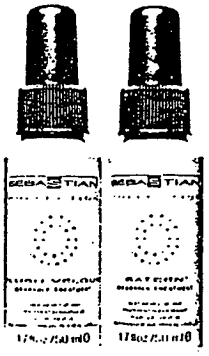
Suit-able Holiday Looks

How's Business? Owners Speak Out

SH 0857

FOCUS





(top row, left)
d:fi's new scent for men and women, d:vious, contains a spicy blend of cinnamon, jasmine, frankincense and lavender. (201) (800) 598-2739.

(top row, center)
Creative Nail Design's Freedom Collection, a trio of enamels in red, white and blue, is available for a limited time and all net proceeds will go to the American Red Cross. (202) Call (800) 833-NAIL.

(top row, right)
The Classic Gray System, new from American Crew, contains shampoo, conditioner and styling conditioner — all formulated to remove brassy, yellow color from graying hair. (203) Call (800) 598-CREW.

(bottom row, left and showcase)
Wella has expanded its Liquid Hair collection to 13 items, all designed to provide a versatile, professional styling range to address an array of at-home styling needs. (204) Call (800) 843-2656.

(bottom row, center)
Sebastian adds two new items to its Collection brand: Plush Velour increases the surface diameter of each hair, while Sateen contains proteins and polymers that penetrate the cuticle and detangle. (205) Call (800) 829-7322.

(bottom row, right)
Aero Color in Denim-flare Blue from Sexy Hair Concepts is a spray-on highlighter designed to add color effects on styled hair. (206) Call (800) 848-3383

Reader service number appears in bold are in each product entry. For more information, circle number on the Reader Service Card (page 84)

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with studio HIGHLIGHTS

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TRENDS
Style Reawakening

LENDING A HAND
Oustanding industry efforts

BEYOND SALON
Unconventional beauty center

EXHIBITIONS
Top International shows and competitions

SH 0859

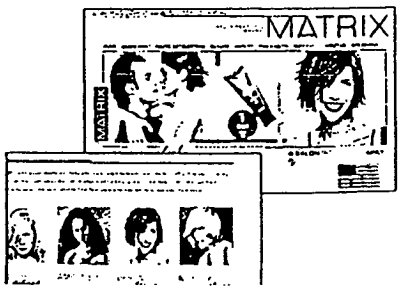
Estetica USA December2001/January 2002

PureOlogy launch with Meehan Salon Specialists

Meehan Salon Specialists have been selected as one of the first US salon distributors of PureOlogy Serious Colour Care. Matt Meehan claims that of all the brands his salons have launched, PureOlogy has received the warmest customer reception they've ever experienced. Stylists and customers alike love the whole line of products and sales are going extremely well.

Matrix introduces "Create Your Own Ad"

In just five simple steps, salons can e-market themselves with their own ads. "Create Your Own Ad" is the new on-line service offered by www.matrixbeautiful.com. Salons can get ready-made Matrix ads on-line or, if they're Club Matrix members they can also create custom ads featuring their salons' special promotions, services and Matrix products.

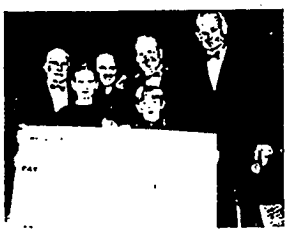


Sexy Hair Concepts expansion

The sexiest hair product and cosmetics company around has announced its entrance into the Southeast. Wynn Beauty Supply, Wynn/Honeycutt, Royal Beauty Supply and Professional Products will now be distributors of the full Sexy Hair Concepts line and Sex Symbol make-up, increasing market coverage throughout the entire Southeastern region.

The Alternative Hair Show - An Unconventional Fund-raiser

The Alternative Hair Show, founded by Tony Rizzo of London, who originated this event to honor the memories of his son and nephew, both of whom succumbed to leukaemia, spread to North America from the UK five years ago. This event, held during the Chicago Midwest Beauty Show, benefits both the Leukaemia Research Fund, USA and the Leukaemia Research Fund, UK, assisting the families of children suffering from this often deadly form of cancer. All salon professionals and consumers are invited to attend.



Carmen DePasquale honored for his contributions

Carmen DePasquale was recently honored by the Colombus Hospital Foundation of New Jersey for his groundbreaking contributions to the beauty and medical health industries. DePasquale, the founder of De Pasquale Inc., a progressive professional beauty company, has worked closely with medical professionals at hospitals and medical centers to establish "Beauty through Wellness" programs. He supports the idea that beauty and wellness will become increasingly interrelated industries.

CANADIAN HAIRDRESSER • HAIR • BEAUTY • FASHION • DECEMBER 2001 | JANUARY 2002

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SH 0861

Absolutely Fabulous Holiday Styles

Coiffures fabuleuses pour les fêtes

Haircolour As Hottest Spring Accessory
Clairol Professional and fashion designer Alice Roy teamed up for the spring 2002 Fashion Week in New York City. Andre Viveiros, spokesperson for Clairol Professional and colourist at Garren New York, predicts that the hottest fashion accessory next season will be haircolour - a sentiment shared by Roy. Using MC Max colours, Viveiros created vibrantly-toned bowl cuts to complement Roi's designs and the Amish Couture theme.

La couleur, l'accessoire le plus chaud du printemps
Clairol Proffessional et Alice Roy, créatrice de mode, ont participé à la semaine de la mode pour le printemps 2002 à New York City. Selon André Viveiros, porte-parole de Clairol Professional et coloriste chez Garren New York, la couleur sera l'accessoire le plus chaud de la saison prochaine, Alice Roy en convient. A l'aide des nuances MC Max, Viveiros a créé des coupes boules aux tons éclatants pour accompagner les vêtements qu'Alice Roy a créés sur le thème de la couture Amish.

A SEXY Night

[illegible]

Nuit SEXY

[illegible]

Marathon Man
For three years now, Redken has sponsored Bryan Vizian, director/education educator at Holt Renfrew Salon, as he competes in marathons across North America. The company is well-represented as Vizian finishes in the top two per cent of all the marathons he enters. At the New York marathon this year, he was the first Canadian overall. He was on a roll with another impressive finish at the Chicago Marathon over Thanksgiving weekend, which allows him to bypass the lottery requirements for next year's race. He also has a guaranteed position at the Boston Marathon in April 2002.

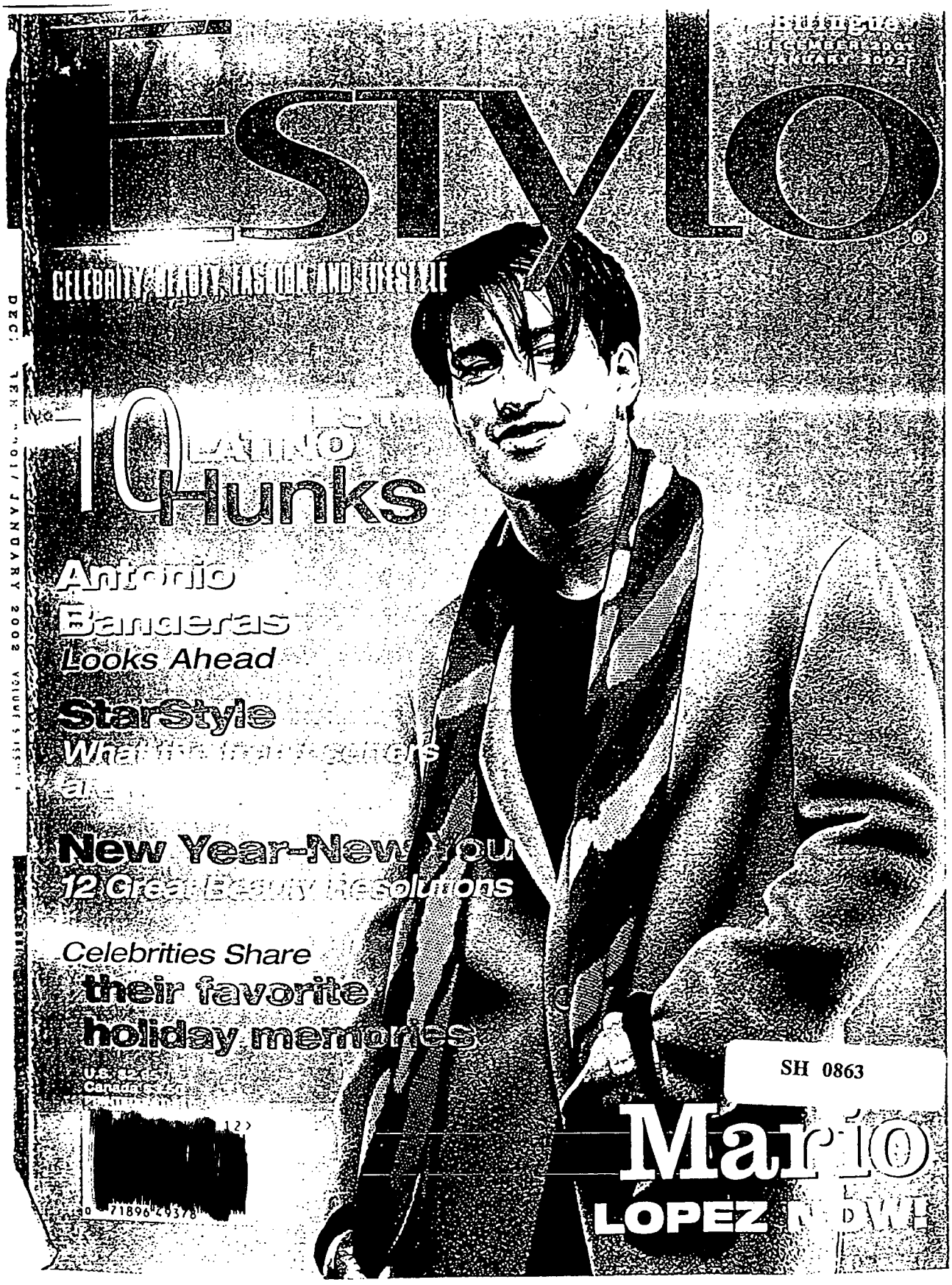
Way to go Bryan!

Marathon Man
Cela fait trois années maintenant que Redken parraine Bryan Vizian, directeur et éducateur au Holt Renfrew Salon, durant sa participation à des marathons un peu partout en Amérique du Nord. La société a choisi un gagnant puisque, à chaque marathon auquel il a participé, Bryan s'est placé dans les deux pour cent des meilleurs. Cette année, il a devancé tous les Canadiens qui ont participé au marathon de New York, puis s'est de nouveau distingué au marathon de Chicago durant la fin de semaine de l'Action de grâce, ce qui lui a valu d'être admis d'office à la course de l'an prochain. Sa participation au marathon de Boston en avril 2002 est également garantie.

Bravo Bryan!

SH 0862

CANADIAN HAIRDRESSER
December 2001/January 2002



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Get wild with your style

If you're using a flat iron for those wild new 'dos, try tools designed for damage-free straightening.

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Si estás usando un secador para crear un estilo de pelo libre, prueba los instrumentos diseñados para alisar y que no dañan el pelo.

Healthy Sexy Hair Soya Want Flat Hair Flat Iron Spray, $12
Soya Want Full Hair Firm Hairspray, $14

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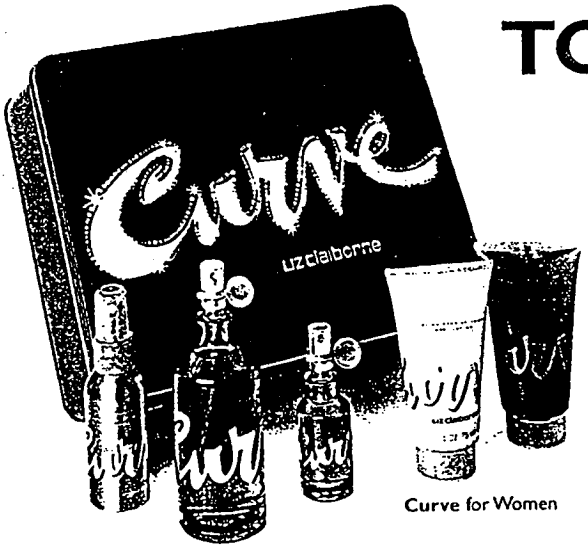
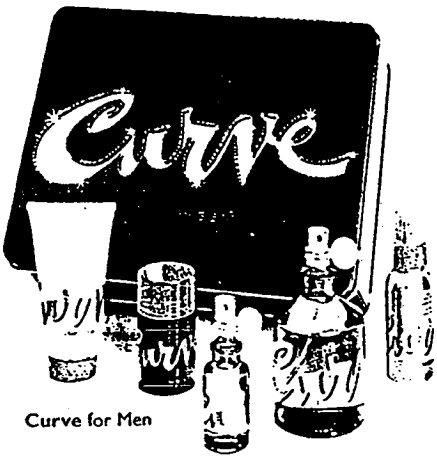


Curve for Women

Whether you're keeping an eye out for the next rest stop (gotta stock up on souvenirs!) or sweet-talking your way out of a speeding ticket, don't you dare start up that road trip without **CURVE**.

These $50 sets are available at fine department stores while supplies last.



Curve for Men

CURVE is as open to surprises as the latest roadside attraction, and is also available for men, in case you've got a backseat driver. Whether you're hitting the road or simply hinting for gifts, add **CURVE for Women** and **CURVE for Men** to your list. From fragrance to bath and body, **CURVE** is more lingering than the coolest postcard.

Curve

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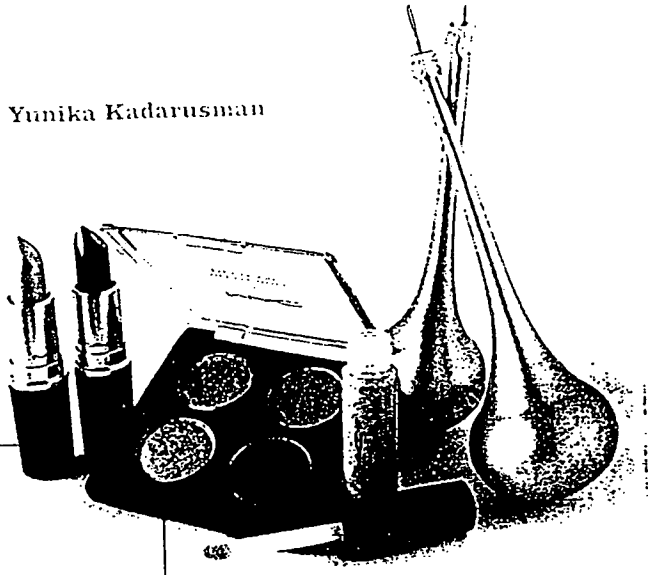
SH 0864

Beauty Picks

Photography Yunika Kadarusman

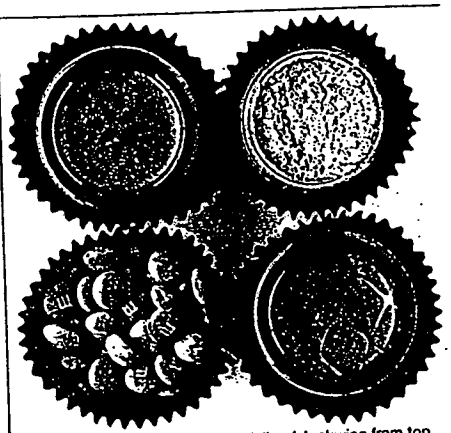
PARTY PRETTY

From casual family get-togethers to glitzy New Year's celebrations, this is the season for parties. Get party pretty with new makeup shades in pastels and brights.



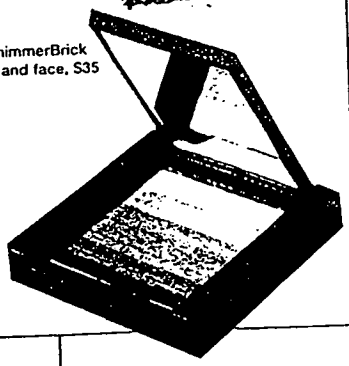
MAC Cream Lipstick in Frozen White and Ionic, each $14
MAC Pro Colour X4 eye shadow compact, $30
MAC Lipglass Lip Gloss in Oyster Girl, $12.50

L'Oreal On-the-Loose Shimmering Powder in Orb, $6.50
Jet-Set Nail Enamel in Jet Lag, $6.10
Colour Fresco Crème Eye Shadow in Bubbly Icy Spice and Iced Coffee, each $6
On-the-Loose Shimmering Powder in Hyper Space, $6.50



BeneFit Icings Sweets for eyes & lips (clockwise from top left), Cherry Velvet lip creme, Sparkels n' Spice eye sparkles, Cocoa Lace lip creme and Sugar on Top eye sparkles (not shown), $32 the set

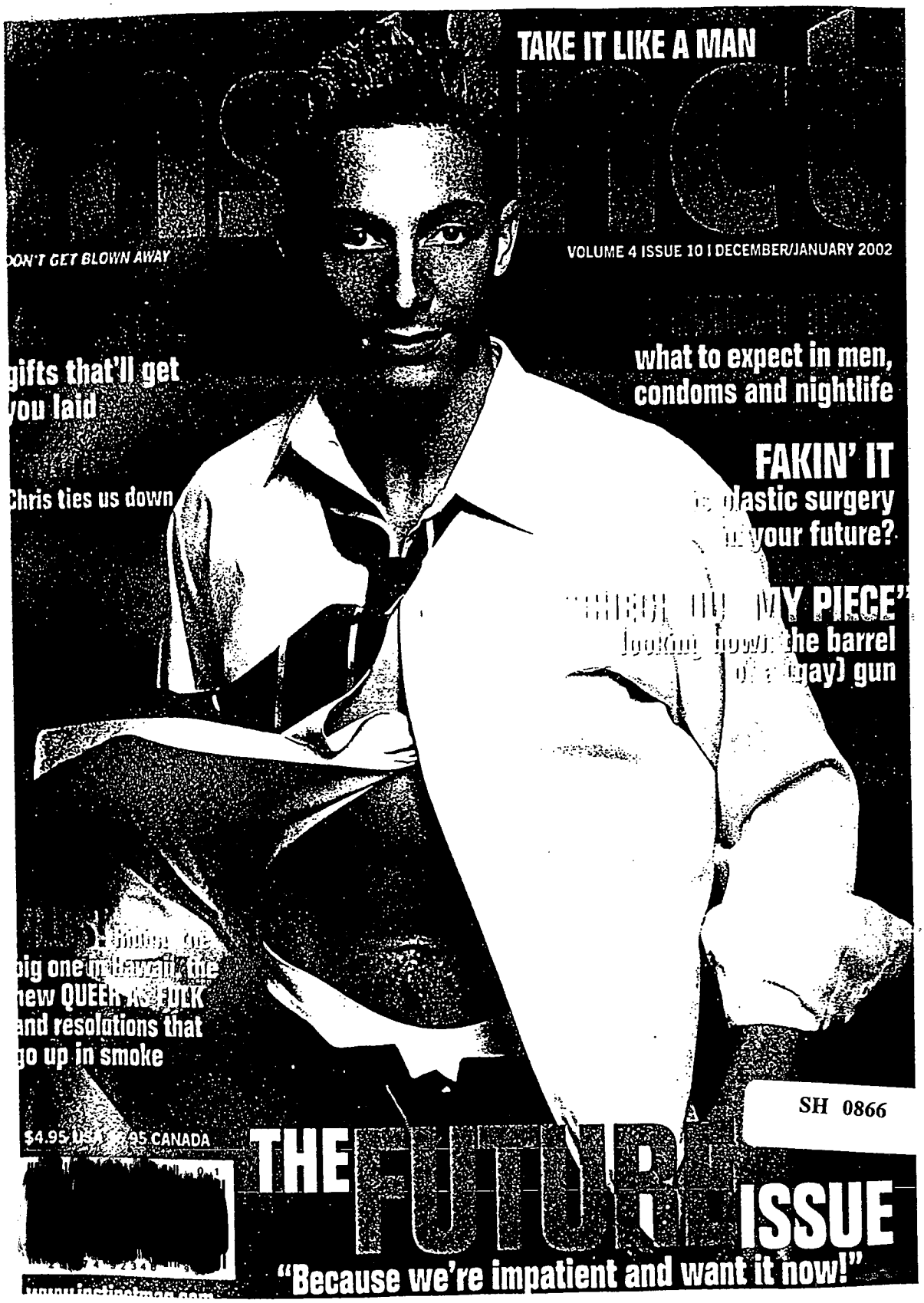
Bobbie Brown ShimmerBrick compact for eyes and face, $35



Sex Symbol Starpowder in 14k Gold, Sugar Plum, Winter Green, each $21.50

American Woman silver to white and turquoise to pearl white Mood Changing Colors for nails, each $4.99
Lip Pops in Vanilla Ice, $3.99
Body Language Scented Body Glitter in White Hearts, $4.99 (also available as a set for $15.95)

SH 0865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SH 0866

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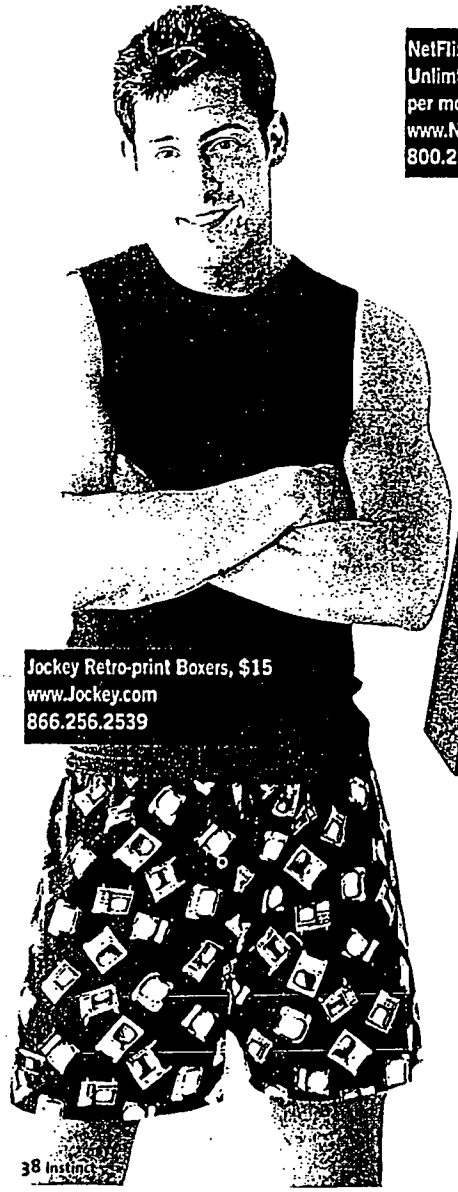
Good friends, regular tricks, stocking stuffers, your brother, boys on a budget.

SIZE

We all know that the way to show someone you love them is to buy them things. So how much do you love him? Only you know that for sure. Freaking out over what to get him? God rest ye, merry gentlemen. Santa's helpful elves at *Instinct* have some suggestions.

by AARON HARTZLER



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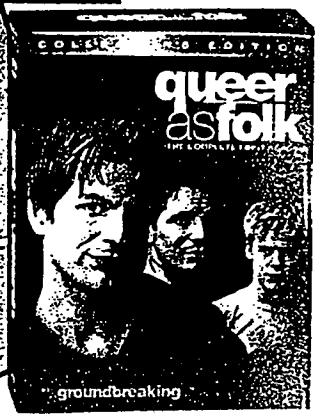
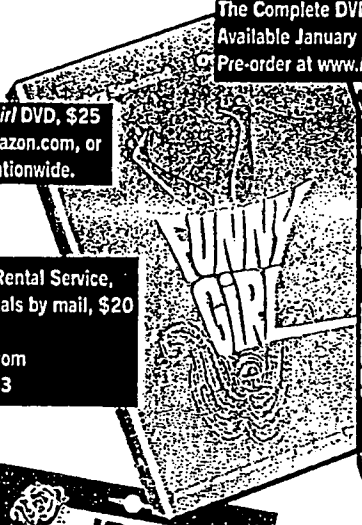


Funny Girl DVD, $25
www.Amazon.com, or stores nationwide.



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www.NetFlix.com
800.290.9883

Jocko Everywear, $19-$36
www.Jocko.com
323.692.0808

Healthy Sexy Hair, the new soy-powered line from Sexy Hair Concepts, $12-$19
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SH 0867

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BEAUTY HAPPENINGS

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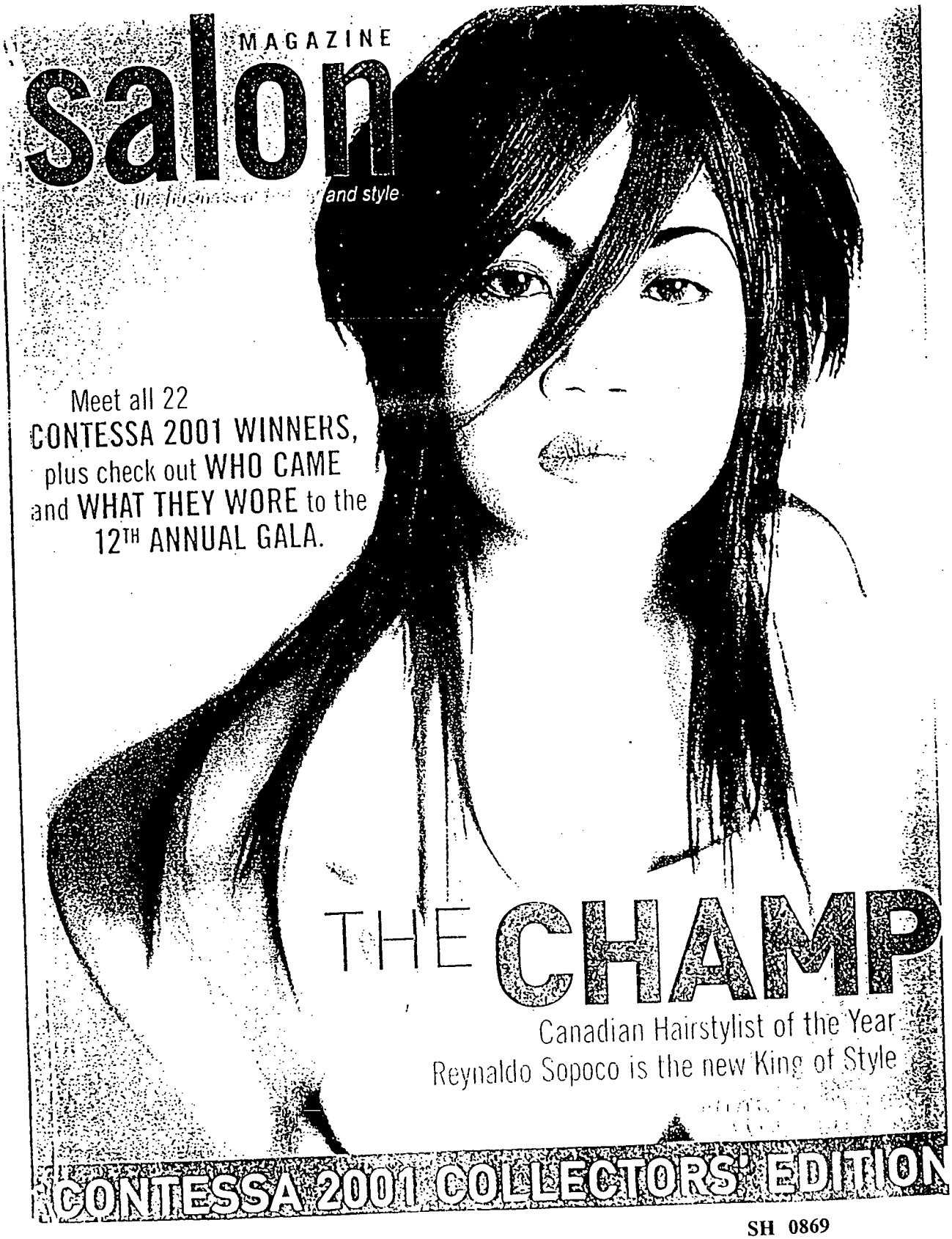
Sexy Hair Concepts presents Healthy Sexy Hair, the first-ever, soy-based hair care line that bathes tresses in therapeutic nutrients that pamper, indulge and soothe the mind, body and spirit. The complete line includes SoyMilk Shampoo and Conditioner, Soy Tri-Wheat Leave-In Conditioner, Soy Smoothie Straightening Tonic and Soy Paste Texture Pomade. As part of the Sexy Hair Concepts collection, Healthy Sexy Hair products are available in professional salons in 20 countries. For more information call 800-848-3383 or visit the website at www.Sexyhairconcepts.com.

SH 0868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SH 0869

BITS AND BITES

→ Milady announces availability of online test preparation for cosmetology licensure. Log onto www.miladyonline.com for courses in cosmetology, nail technology, esthetics and teacher training.

→ On November 7, Miguel McCristal invited Salon Pure's Leo Forsythe to Salon Miguel in Oshawa, Ontario to demonstrate new cutting techniques. Leo made the trek from Montreal to cut and color four models who strutted their stuff in a mini fashion show.

→ October 9 was a memorable night for Cosmetologists Chicago. Vivienne Mackinder and her artistic team visited and presented "Art of Dress Work", a specula retro hair and fashion presentation touching on everything from punk to disco, glam and futurism. The place to be was Chicago's Hotel Intercontinental and stylists and students learned how to apply artistic looks in the salon environment.

→ February 2001 not only marks the 3rd annual International Cosmetology Expo in Los Angeles, but also the celebration of Black History Month. In honor of both occasions, ICE will host a special presentation by respected author and *ABC* Bureau Chief Ailelia Bundles, who will introduce her newest book, *On Her Own Ground: The Life and Times of Madam C.J. Walker*. Bundles is the great-great-granddaughter of Madam Walker, an icon and leader in the black hair care industry in the early 1900's. For tickets or info on February's ICE show, call 877-442-3746

→ Kathy Tweel-MacKinnon of Charlottetown, PEI's Kathy's Beauty Salon won a tropical vacation for her and a guest, courtesy of Uvalux International in Innerkip, Ontario. After ordering $300 or more of Uvalux products, entrants across Canada were placed in the draw for one lucky winner. Congrats Kathy

→ Behindthechair.com announces live video streaming of the North American Hairstyling Awards (NAHA's). If you can't get to Los Angeles to see the event, do the next best thing. Log on February 11 to catch all the front row action

HOT IN HOLLYWOOD

→ Watch out Pam Anderson, you've got competition! John Paul Dejoria, CEO of

John Paul Mitchell Systems had a recent guest appearance on Anderson's show VIP to promote American Oceans Campaign. Dejoria, a member of the Screen Actors Guild (SAG), donated the scale fee paid to him for the appearance to the American Oceans Campaign

[illegible]

Big news for California Tan. The recent purchase of the company has brought about many new career opportunities. Lots of in house promotions as well as many new faces to the company. Give a big shout out to the following new team members: Susan Granger, Byeong-Yul Lim (Andy), Frank Muscatello, Jose Padilla, Shanise Walden, Markus Ebbinghaus, Richard Galon and Bettina Klug

→ KMS Haircare recently welcomed popular platform artist and educator Alex DeRango to their Style Council Design Team. An industry veteran for over 15 years, DeRange has been named KMS Educator of the Year and was promoted to Master Trainer less than six months ago. He is one of the most requested trainers in the Council. To find out where you can check out Alex and team, call 1-800-829-8595 ext. 3282

[illegible] A LITTLE

→ The Alternative Beauty Ball is on it's way, and look who's in charge. The American Beauty Association has named Steve Goddard, chairman/CEO of Wella/Sebastian North America, and his wife Karen as co-chairperson for this annual Beauty Ball and Charity Auction that raises funds for special causes both inside and outside the industry. The place-Marriott Marquis Hotel in NYC, March 10, 2001. Info or ticket sales call 1-800-868-4266

Wella is proud to announce for every purchase of Lifetex wellness products, their newly revitalized hair care regimen, five cents will be donated towards finding a cure for pediatric leukemia. Proceeds raised will benefit the Leukemia Research Foundation

Dr. Howard Murad, dermatologist and CEO of Murad Inc. was honored by the Big Sisters of Los Angeles in October for his philanthropic work with the organization. Dr. Murad has established a scholarship fund and donates one day a month for the young women who face economic, environmental or emotional challenges. Also honored were comedian Robin Williams, theater director John Tajmar and Olympian Rafer Johnson

Sebastian Concepts/Formulas by Ecoly founder and CEO Michael O'Rourke celebrated his birthday with his family and [illegible] friends while helping raise over $[illegible] for Big Brothers of Greater Los Angeles. The organization thanks [illegible] models for battered [illegible] boys in the area. The theme of the night was South [illegible] and models from the new Rambo Boys [illegible] their groove on to the tunes from the Latin mambo band [illegible]

[illegible] challenge for the California charitable foundation established by the popular pop singing group [illegible] raised [illegible] for Big Brothers [illegible] the organization [illegible] as well as [illegible] allocated [illegible]

SH 0870

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January 25, 2001

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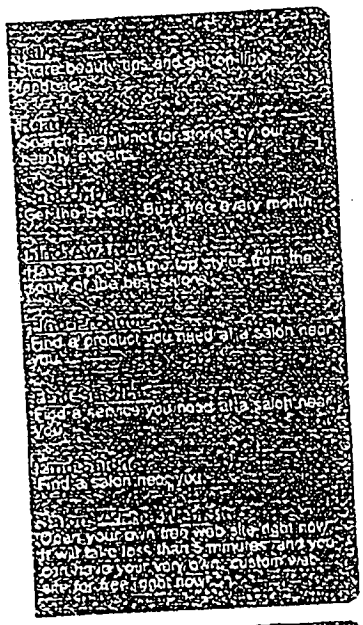


Sex It Up!

By. Pamela Fulford

Be a little wild and show some attitude! Let hair loose with styles that bring out your sensual side

"Women are so sexy these days. They've really come into their own in the last few years. They have confidence in the boardroom and the bedroom. They have more money and more power. And their attitude is, I feel sexy, I wanna look sexy."

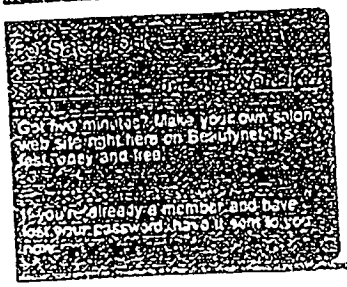
So says Michael O'Rourke, head honcho at Sexy Hair Concepts. O'Rourke sees sexy hair as a playful, liberating look for women. "It isn't one specific look. It's about what you're doing with the hair you've got."

O'Rourke has developed products that take this theory into practice. Big Sexy Hair is a line that includes Big Volume Shampoo and Conditioner, Root Pump Spray Mousse and Big Time Gel.

"They are designed to improve and maintain the hair's moisture balance while giving really voluptuous—and I mean voluptuous—body. My favorite product is called Spray And Play Hair Spray. Spray this in your hair, then drag the hand through, tousling the hair, pushing it where you want to go. The hold is fabulous and the result is very sexy."

He admits that sexy hair just doesn't have to be big hair. His company also produce Straight Sexy Hair and Short Sexy Hair products. "Another sexy look is sleek, smooth, very shiny hair. Shine-On Polishing Gloss provides a beautiful gleam with weightless hold that controls frizzies. It's a devastating look, very sophisticated."

Photo Courtesy of Sexy Hair Concepts



To: Donna Federici

From: LAURA DUNPHY
Salon Magazine

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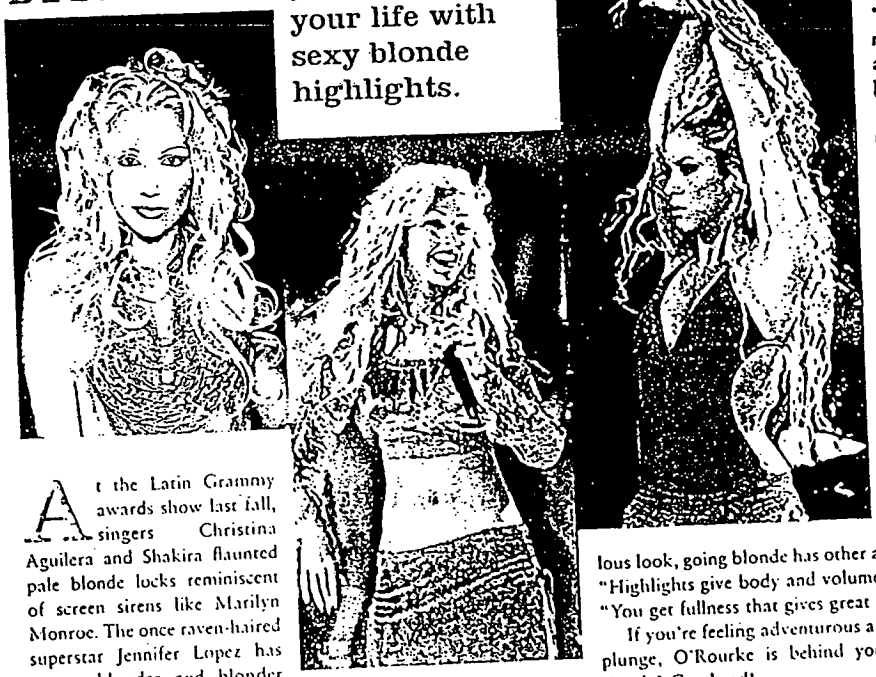
HOT LATIN BLONDES!

Michael O'Rourke tells how to light up your hair and your life with sexy blonde highlights.



At the Latin Grammy awards show last fall, singers Christina Aguilera and Shakira flaunted pale blonde locks reminiscent of screen sirens like Marilyn Monroe. The once raven-haired superstar Jennifer Lopez has grown blonder and blonder with every film.

The image of the Latin bombshell has transformed from a sultry brunette to a sexy blonde, and ladies with dark locks are flocking to hairdressers all over the country to lighten their look.

One of those hairdressers is Michael O'Rourke, founder of the Carleton chain, which originated in South Africa. The chain spread to the U.S., and now has 1000 hairdressers and 10,000 clients per week. O'Rourke is also the founder of the Ecoly line, products formulated especially for brunettes who go blonde via highlights and who want to keep those golden tresses in fabulous condition.

O'Rourke is finding that many of those cheats are Latin ladies with a yen to take a walk on the blonde side. "There's this whole outward expression of 'I want to be who I want to be right now.' " O'Rourke observes.

"And right now they want to be sexy and blonde, and they want to rock! These ladies want to express blondeness as an extension of their feelings. They're really aware that they can be the blonde bombshells of the future."

Without a doubt, celebrities have the most impact on this trend. "Jennifer Lopez is weight at right now. It's unreal how many Latin women want to look like her," O'Rourke says. "And Shakira and Christina Aguilera are really setting the tone out there."

Today's blonde look is much more subtle than the bleached-all-over style of the past. "The best way to make yourself a blonde is with highlights," O'Rourke advises. "When you highlight 80 percent of the head, you look blonde anyway, but you don't have to apply it to the scalp.

"This is very important, because you can be a blonde bombshell without ever getting your scalp 'hammered.' And the roots don't show as quickly."

O'Rourke has special tricks for keeping dark roots from spoiling your new blonde look. "Do the regrowth every two months, but every four weeks, add a few highlights to the hairline," he suggests.

"That way, you can take 15 to 20 minutes and make it look brand new. Touch up at the part and at the hairline, and that can give you three months if you want to go that long.

"I advise my clients to do that because it saves the hair, it saves time, and it saves expense. If you do highlights four times a year and a patch-up four times a year, you can get away with huge savings." That's an important consideration, since highlighting a head of long dark hair can cost upwards of $100 to $250.

Other than creating a fabulous look, going blonde has other advantages, O'Rourke comments. "Highlights give body and volume you never had before," he says. "You get fullness that gives great style."

If you're feeling adventurous and are tempted to take the blonde plunge, O'Rourke is behind you all the way: "You wanna be blonde? Go ahead!

"It's acceptable. It's fun. And it's a real freedom statement."

Michael O'Rourke's tips for the newly blonde:

- Use a gentle shampoo for colored hair.
- Don't shampoo every day.
- Be sure to use a color conditioner every day if you do shampoo.
- Find styling tools that add color elements. They should style the hair, color the hair and not dry the hair. O'Rourke recommends his Ecoly products in Wheat Blonde and Titanium Blonde for conditioning and toning down brassiness
- Use a deep conditioner once a week, just to make sure you've covered all bases.
- You need a gentle, well-holding, flexible hairspray

SH 0873

(continues on page 23)

(continued from page 20)

¡Rubias latinas populares!

En el show de los Latin Grammy Awards el otoño pasado, las cantantes Christina Aguilera y Shakira se pavoneaban con rizos rubios pálidos reminiscentes de sirenas de la pantalla como Marilyn Monroe. La estrella Jennifer Lopez, que antes lucía un cabello negro y brillante, con cada film se vuelve más rubia.

La imagen de la actriz glamorosa latina se ha transformado de una morena sensual a una rubia sexi, y mujeres con rizos oscuros están yendo en bandadas a los peluqueros alrededor del país para aclararse el cabello.

Uno de estos peluqueros es Michael O'Rourke, fundador de la red Carleton que se originó en Sudáfrica. La red se extendió a Estados Unidos y ahora tiene 1.000 peluqueros y 10.000 clientes por semana. O'Rourke también es el fundador de la línea Ecoly, productos formulados especialmente para morenas que se convierten en rubias por medio de reflejos y que quieren mantener esas trenzas doradas en condiciones fabulosas.

O'Rourke descubrió que muchos de esos clientes son mujeres latinas con el deseo de convertirse en rubias. "Tienen la expresión clara de 'Quiero ser lo que quiero ser en este momento'", observa O'Rourke.

"¡Y ahora quieren ser sexis y rubias, y quieren disfrutarlo! Estas mujeres quieren expresarse como rubias porque así lo sienten. Son realmente conscientes que pueden ser las mujeres glamorosas rubias del futuro".

Hot Sexy Highlights products from Ecoly: Highlighting Shampoo, Color Conditioner in Titanium Blonde and Wheat Blonde, Whipped Up Gel Foam, High Drama Glitter Spray

Sin duda, las celebridades han favorecido mucho al impacto de esta moda. "Jennifer Lopez es muy popular en este momento. Es increíble cuántas mujeres latinas quieren lucir como ella", dice O'Rourke. "Y Shakira y Christina Aguilera están realmente creando el clima apropiado para el cambio".

La apariencia de la rubia de hoy en día es mucho más sutil que la del estilo decolorado del pasado. "La mejor forma de convertirte en rubia es con reflejos", aconseja O'Rourke. "Cuando se ponen reflejos en 80 por ciento de la cabellera, te conviertes en rubia de cualquier manera, y no tienes que aplicarlo en el cuero cabelludo.

"Esto es muy importante, porque puedes ser una mujer glamorosa rubia sin dañar el cuero cabelludo. Y las raíces no aparecen tan rápido".

O'Rourke tiene secretos especiales para que las raíces oscuras no arruinen la apariencia de las rubias. "Tiñe el cabello nuevo que ha crecido cada dos meses, pero cada cuatro semanas agrega unos cuantos reflejos en el nacimiento del pelo", sugiere.

"De esa forma, puedes renovarlo en 15 o 20 minutos. Agrega unos toques en la parte y en el nacimiento del pelo, y lo mantendrás por tres meses si lo quieres por todo ese tiempo.

"Yo le aconsejo a mis clientes hacer eso porque salva el cabello, y ahorra tiempo y dinero. Si decides aplicar reflejos cuatro veces al año con retoques cuatro veces al año, puedes ahorrar mucho dinero". Eso es algo importante, considerando que los reflejos de alguien que tenga cabello negro largo puede costar de $ 100 a $ 250.

Aparte de lucir fabuloso, volverse rubia tiene otras ventajas. "Los reflejos le dan cuerpo y volumen al cabello que nunca habías tenido antes", dice O'Rourke. "Consigues volumen que crea un gran estilo".

Si te sientes aventurera y tienes la tentación de volverte rubia, O'Rourke te apoya totalmente: "¿Quieres ser rubia? ¡Adelante! Es aceptable. Es divertido. Y es una verdadera declaración de libertad".

La magia de la cirugía plástica del año 2001

por vencida. ¿Qué se puede hacer? Probablemente hayas pensado en procedimientos quirúrgicos y no quirúrgicos tanto para mejorar tu apariencia como para sentirte bien.

Recientemente el Dr. Constantino Mendieta en Miami, Florida, compartió con nosotros información sobre los procedimientos más modernos y los más requeridos en la actualidad y esto es lo que nos contó:

Estylo: ¿Qué procedimientos piden más las pacientes latinas?

Dr. Mendieta: Los procedimientos más comunes son la liposucción, la disminución del estómago y el aumento de los senos. Las mujeres latinas están más preocupadas por sus cuerpos y los quieren contorneados.

Estylo: ¿Son las mujeres latinas jóvenes las que piden estos procedimientos, o son más que nada las mujeres mayores?

Dr. Mendieta: Atiendo a mujeres de todas las edades. He descubierto que las mujeres jóvenes quieren la liposucción. Las mujeres que han tenido hijos quieren sacarse la piel extra, quieren hacerse liposucción y levantarse los senos. Y las mujeres mayores vienen no sólo para disminuir el estómago sino para el aumento de los senos también, y estoy hablando de aquellas de alrededor de 60 años.

Estylo: ¿Está haciendo mucha abrasión en pieles oscuras?

Dr. Mendieta: Las pieles étnicas son muy difíciles porque pueden desarrollar hipopigmentación, que es cuando la piel se oscurece. Así que se necesita hacer preparaciones especiales para realizarlo. He trabajado con muchas pieles de tipo latino y la abrasión de la piel es mejor en el área de la boca. Alrededor de los ojos lo mejor es probablemente el láser de erbio o el desprendimiento de piel de TCA (ácido tricloroacético).

Estylo: ¿Cuál es el procedimiento de láser más popular?

Dr. Mendieta: Los láseres están empezando a usarse menos. No va a encontrar a muchos de nosotros usándolos. Pero el más popular es el láser de erbio. Y porque su popularidad está bajando, muchos de nosotros estamos volviendo a los desprendimientos de piel con los ácidos TCA (tricloreacético) y glicólico, o del tipo cristal y derma.

Estylo: ¿Qué es el desprendimiento de piel con TCA?

Dr. Mendieta: TCA es un ácido que aplicamos a la piel y que crea una quemadura superficial. Cuando se produce dicho efecto, la piel rejuvenece y aparece menos arrugada y con una textura mejor.

Estylo: Han habido resultados malos en el pasado con los desprendimientos de piel con ácidos. ¿Cómo han mejorado?

Dr. Mendieta: El secreto con los desprendimientos de piel con TCA es empezar con concentraciones bajas de 20% o 30%. Pero, cuando uno empieza a cambiar las concentraciones en estos procedimientos, surgen muchos problemas.

Si estás pensando seriamente en cambiar tu apariencia, por favor, asegurate de verificar las referencias del doctor, tanto como sus credenciales. También averigua por cuánto es responsable, en [illegible] de que hayan complicaciones. [illegible] en el web que ofrece nombres de doctores especializados en el área de la [illegible] Entra en «www.iEnhance.com» [illegible] información.

SH 0874

Clairol *Renewal 5x* To Strengthen Hair Category Position

Clairol is promoting a high-tech image for its new shampoo and conditioner line, *Renewal 5x*. Scheduled to be introduced in April, the 10-SKU line is formulated to improve hair strength and resilience, the firm claims.

Renewal 5x is formulated with five active conditioning agents said to strengthen hair by as much as five times. Included in the "Advanced Strengthening System" are penetrating silicones to protect hair, while short chain cationic conditioners help hair resist damage, according to Clairol. Volatile silicones, plant-derived polymers and long chain cationic conditioners are other components of the complex.

The line comprises four shampoos and complementary conditioners in Volumizing, Revitalizing and Replenishing formulas. Two additional products, Daily Renewal Crème Conditioner and Hydration Therapy Intensive Conditioner, are offered for added strengthening benefits. Products will retail for $4.99 each.

Vivid green shampoo and graphite-colored conditioner bottles reflect the brand's technological emphasis, Clairol said. Marketing efforts for the line will include TV and print ads in major beauty books in addition to heavy sampling efforts both in-store and at home.

The Renewal 5x debut will coincide with the spring launch of *Herbal Essence* Intensive Blends, a line of intense conditioning shampoos, conditioners and treatment products. Targeted to women in their teens and older, Renewal 5x is intended to attract consumers who want strong, healthy hair but aren't necessarily attracted to an herbal positioning, Clairol said. The look of Renewal 5X, with its sleek, opaque bottles, also sets it apart from the clear Herbal Essences packaging.

Outside the shampoo and conditioner arena, Clairol also is preparing to announce the introduction of a new hair coloring product described as an "intensely vibrant permanent haircolor that also smells totally fresh."

The flurry of new product activity at Clairol comes while the business remains on the selling block. Bristol-Myers Squibb said at a Merrill Lynch meeting Feb. 7 that presentations with potential buyers for Clairol are almost complete and the company is preparing to address follow-ups and receive the next round of bids. Beiersdorf is the latest name that has surfaced as a potential buyer. ♦ ♦

Sexy Hair Concepts Adds *Sex Symbol* Cosmetics To Hair Care Portfolio

Stateside distribution of Sexy Hair Concepts' premiere makeup "enhancing" line, *Sex Symbol*, will double in March concurrent with a launch in Europe, Asia and Scandinavia, CEO Michael O'Rourke said.

The five-SKU, limited-edition line of face, lip and eye products is undergoing its second shipment since its Jan. 15 debut at 30,000 U.S. salons. Sex Symbol sold out during its first three days on the market, O'Rourke said, adding the line is expected to generate $4 mil.-$5 mil. "with ease" in its first year on counter.

Created to "stimulate the emotions" of women of all ages and skin types, the products represent "the true essence of flirtation and playfulness, and allow the woman to be the star," the Chatsworth, Calif. firm said.

Rather than expanding its niche Sexy Hair Concepts brand with hair coloring products, O'Rourke decided to "push" cosmetics to a new level, believing the category was a natural extension of hair care.

Lip Lube non-sticky lip gloss in Luscious (clear with gold iridescent glitter) has a cinnamon-chocolate scent and will retail for $11.50. Starry Eyed lead-free duo eye pencil in Raunchy (black with gold glitter) and Righteous (gold with glitter) will be priced at $17.

Hot Cheeks non-greasy bronzer ($15), Peepshow eye-shadow in Erotica ($11) and Orgasmic Dust all-over shimmer ($21.50) round out the collection. Products are housed in red iridescent packaging with silver stars. The new items will be supported with print ads featuring 50 sample giveaways in *Seventeen* and *Self*.

Two other limited-edition lines also will be introduced in 2001, including Nude Beach summer collection in April. A similar release pattern will follow annually.

Sex Symbol will be joined on counter at professional salons in March by two new additions to the Rumble Boys hair care collection: Axel Grease Hold and Shine Pomade and amber-scented Bullet Proof Hard Hold Hair Spray for $11.50 and $9.95, respectively.

The company recently changed its name to Sexy Hair Concepts from Formulas by Ecoly to build on the success of the hair care line. The first of the firm's Sexy Hair Concepts debuted in 1999 with *Big Sexy Hair* ("The Rose Sheet" May 24, 1999, p. 15). ♦ ♦

Unauthorized photocopying is prohibited by law. See page one

Texture-iffic
If your hair's not textured this season, it's not happening. The solution: L'Oreal Studio Line FX Toss Lotion. The ultralight texture lotion (best applied throughout dry hair) rumples even the most lifeless of locks without leaving 'em sticky and icky. ($3.29, at drugstores)
Catwalk Coif
If you're only gonna imitate one runway trend, make it raffia. Enlaced in everything, from jewelry, handbags and hair accessories (like this barrette by Supplements, $45; [illegible]) [illegible] and casual cord is sure to show off your fashion know-how.
Smell This
Shampoo your hair for the hell, er, smell of it (why else would you wash it?). Philou's suds come in five salivating scents, including licorice (shown), banana, bubble gum, chocolate mint and green apple. We guarantee you'll want to taste-test. Just don't! ($14; www.sephora.com)
Smooth Operator
If horrible hair days lead to low self-esteem, why tease your emotions with products that don't perform? Colomer USA Cool Goo Smooth Waves fights frizz, flyaways and every tress trauma in between. You'll never be able to blame bad moods on your hair again. ($4.99, at drugstores)
Lighten Up
Do the dark [illegible] of winter have your natural highlights in hibernation? [illegible] to Die Man Winter with Salon Selectives [illegible] this foam gradually forms [illegible] Plus it's packed with aloe so [illegible] ($5.99, at drugstores)
salonselectives
lighten up

SH 0876

teenStyle

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FEBRUARY/MARCH 2001

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SH 0877

SH 0878

Texture-iffic

If your hair's not textured this season, it's not happening. The solution: L'Oreal Studio Line FX Toss Lotion. The ultralight texture lotion (best applied throughout dry hair) rumples even the most lifeless of locks without leaving 'em sticky and icky. ($3.29, at drugstores)

Catwalk Coif

If you're only gonna imitate one runway trend, make it raffia. Enlaced in everything, from jewelry, handbags and hair accessories (like this barrette by Supplements, $45; [illegible]), the cool and casual cord is sure to show off your fashion know-how.

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SH 0879

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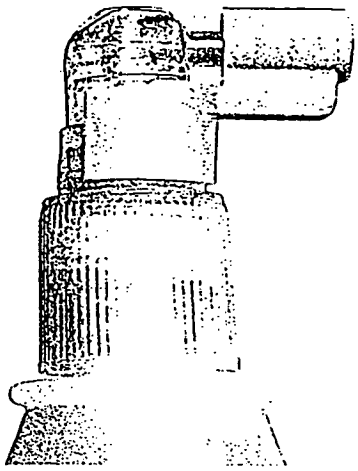
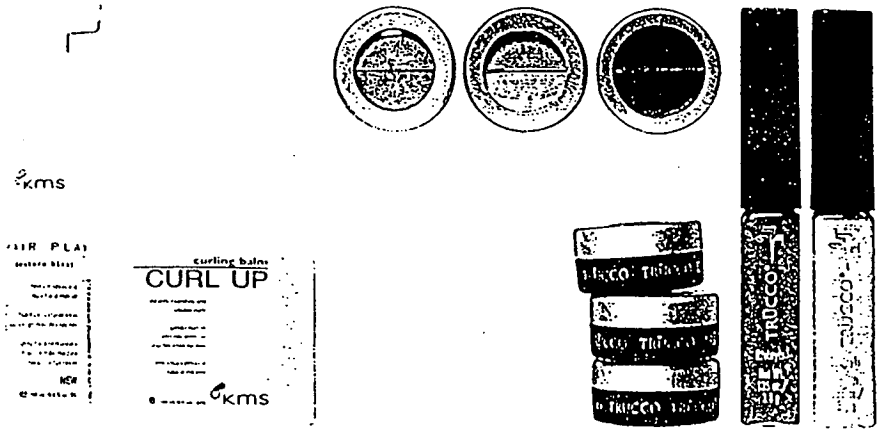
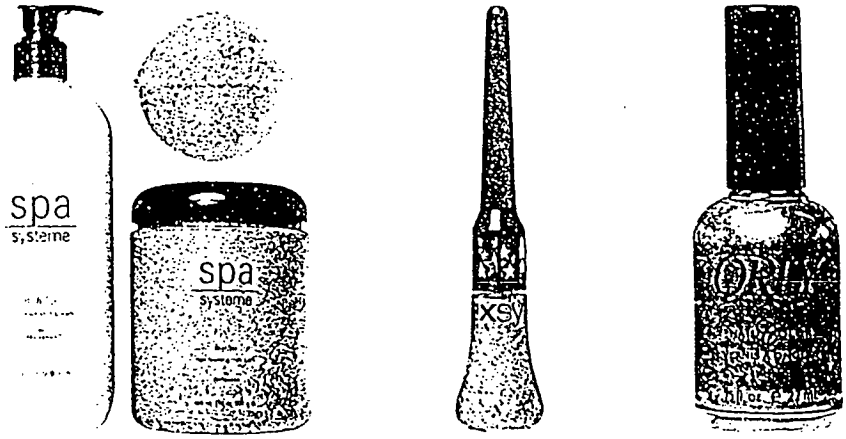


PRODUCT FOCUS





Curly Girl (top row, left and showcase)
KMS introduces Curl Up Curling Balm, which contains Quinoa protein and magnesium to strengthen the salt bonds that form curls, and Hair Play Texture Blast, which provides texture, definition and directional hold. **(201)** For information, call (800) DIALKMS.

You Sexy Thing (top row,right)
Sebastian Trucco's Spring 2001 Makeup Collection, NeoSexy, includes two Duo Reflective Eye Shadows, one Duo Cheek Glaze and four new Divinyls Lip Glosses in shades like Southern Belle, a yellow that transforms into crystal pink/peach. **(202)** For information, call (800) 829-7322.

Lady Fingers (bottom row, left)
Styling Technology introduces SpaSysteme by Revivanail, a seven-sku line designed to prepare skin for optimum spa-manicure and spa-pedicure results, including Bathe, a non-foaming milk bath and Indulge, an emollient-rich massage cream. **(203)** For information, call (800) 880-6245.

Glitter and Gold (bottom row, center)
Sex Symbol, the new makeup accessory collection by Sexy Hair Concepts, includes Lip Lube, a clear lip gloss with gold iridescent glitter and Peepshow, a shimmery, gold-pink eye shadow. **(204)** For information, call (800) 848-3383.

Making a Splash (bottom row, right)
Orly's Spring 2001 collection, Bathing Beauty comes in six colors, including Pink A-Boo, a metallic pale pink, and Sugar Plum, a frosty mauve. **(205)** For information, call (800) 275-1111.

Reader service number appears in bit place in each product entry. For more information, circle number on the Reader Service card (page 69)

SH 0880

MARCH PUBLICITY

March

Jump	Hot Sexy Highlights
Seventeen	Starry-eyed Pencils
Salon News	Name change
American Salon	Name Change
Modern Salon	Rumble Boys, Axel Grease, Bullet Proof
Canadian Hairdresser	The Flaunt
GCI Magazine	The Flaunt
Platinum	Curly Sexy Hair Hot Curl, Short Sexy Hair Control Maniac
beautynet.com	Rumble Boys
Wilmette, IL weeklys:	Michael O at Kossof salon

Glenview Announcements
Winnetka Talk,
Wilmette Life, Glencoe News

The Lame & Loveable Dating Styles of the Guys You Go For
JUMP
MARCH 2001
For girls who dare to be real
Why Guys Dig Smart Girls
"Don't Hate Me Because I'm Popular"
3 Girls Speak Out
Pink Gets Red Hot!
Banish Your Body Bummers
7 Designers Tell You How
SPRING IT ON!
*All-Star Style
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Are You Really Independent?
Stealing Booty
A Special Report on Why Girls Shoplift
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SH 0882

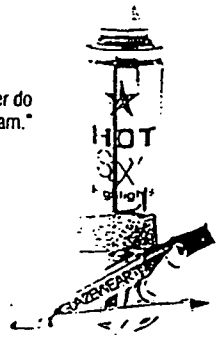
THE JUMP ON
BEAUTY
by Robin Tolkan

NAME Cristina Ruiz **AGE** 20 **HOMETOWN** Calabasas, CA
BEAUTY TRAUMA "Since I hardly wear any makeup and never do anything with my hair, people usually think I'm younger than I am."

Who's That Girl?

Get a head start on spring by lopping a load off your locks.

Because at Cristina's no-fuss beach philosophy, she still gets carded at R-rated movies. But thanks to a few makeup tips and a [illegible] trips by the beauty pros at from [illegible] Cristina [illegible] act [illegible]



MAKEOVER MUST-HAVES

From top: 1 Hot Sexy Highlights Whipped Up Gel Foam ($12.95, www.sexyhairconcepts.com) 2 Maybelline Ultra Brow Brush-On Color in Dark Brown ($5.19, drugstores) 3 Avon Glazewear Liquid Lip Color in Peachy ($5, 800/FOR-AVON) 4 L'Oréal Colour Fresco Refreshing Crème Eye Colour in Iced Coffee ($6.50, drugstores) 5 Origins Eye Pencil in Jet ($13.50, www.origins.com)

[STEP 1] Since Cristina's hair is all one shade, Paul DeArmas, creative director of Hair at Fred Segal, added chunky golden highlights to create a more texturized look. **[STEP 2]** He then applied an intense conditioning treatment to soften up Cristina's dry locks before lopping off about 6 inches. "More people cut their hair short in the spring than at any other time of year," says DeArmas. "It's rejuvenating." He knew that Cristina needed a style to complement her low-maintenance lifestyle, so he added lots of easy layers and some long bangs to show off her petite face. **[STEP 3]** After applying a styling gel for highlighted strands throughout her damp hair, DeArmas blow-dried Cristina's mane while using a large round brush to give her hair volume and flip the ends out. **[STEP 4]** Makeup artist Camille Clark evened out Cristina's complexion with a sheer foundation and set it with translucent powder. **[STEP 5]** Clark then lightly filled in Cristina's brows with a brown eyebrow shadow and thinly lined her entire top lash line and bottom lid—from the middle of her eye out—with black eyeliner, which she smudged outward for a dramatic effect. **[STEP 6]** After sweeping Cristina's lashes with black mascara and dusting her lids with a shimmery bronze eyeshadow, Clark brushed the apples of her cheeks with a rose powder blush. To keep Cristina's lips defined but understated, Clark lacquered her lips with a shiny peach lip gloss

PHOTOGRAPHY BY JOE TORENO. Top by Trells. Necklaces by High InterCity.

SH 0883

Women's Wear Daily

$5.00 Fairchild Publications

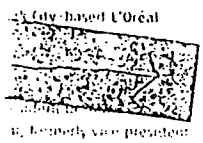
BACK IN BL

SH 0884

...ren from Dream Street Foundation Planet Hope enjoy a day of fun at ...'s holiday party.

...Washington, NY-based ... recently announced the ...tion of Brooke Carlson to ...wly created position of ...al manager. Carlson's new ...sibilities will include ...eting marketing, sales, ...tion, public relations, ...and operations. She ...the company in 1999 ...president of marketing. ...other Affec news, the ...New Woman Beauty ...s awarded Affec's ...ebre microstructure treat... ...with the Prestige Award ...haircare product. ...textureline was one of ...nalists in this category.

...City-based L'Oréal



...K. Kennedy vice president ...

of marketing for the L'Oréal Professional Division, has been with L'Oréal USA since 1984, when she moved from the company's London operations to the U.S. to head the retail haircolor brands.

Chicago, IL-based Pivot Point recently announced the appointment of Julie Wilken as member school consultant. Wilken's responsibilities will include the promotion and marketing of new member schools in the U.S. and Canada and supporting existing member schools through consultation services, mostly in the area of admissions. Wilken, who is both a licensed cosmetologist and cosmetology instructor, offers 22 years of experience in the cosmetology industry.

Cleveland, OH-based Morehouse Communications, Inc. recently announced the addition of Christine Kinney as newest account executive. Kinney's responsibilities will include partnering with clients to achieve their marketing and public relations image.

Michael O'Rourke, CEO and president of ...

to Sexy Hair Concepts. In addition to the Sexy Hair Products, Sexy Hair Concepts also manufactures Formulas by Ecoly shampoos, conditioners and styling products, and Rumble Boys, an exclusive men's haircare collection.

ClubSalon.com announces the appointment of Angela Watkins as director of content development. In her new role, Watkins will be responsible for developing, managing and editing all content for the ClubSalon.com site. She will also oversee all coordination and management of multiple content providers.

Woodland Hills, CA-based Sebastian International recently hosted a holiday party for more than 100 homeless and terminally ill children from Dream Street Foundation and Planet Hope at its headquarters in Woodland Hills. The day included tree-trimming, arts and crafts and makeovers for moms.

Marinette, WI-based Aerial Company recently announced the appointment of Christopher J. Lyden as general sales manager. In his new role, Lyden will be responsible for the coordination, direction and implementation of all field sales activities within the Colorado, Kansas, Missouri, Iowa and Nebraska territories.

Scottsdale, AZ-based Styling Technology Corporation recently announced its multi-line national sales division, a newly formed group of industry experts dedicated to providing solutions for the beauty professional. The members are: Mark Berman, Nancy King, Ennio Cantore, Nick Karan, I. Jay Bernstein, Don Puccini, George Smith, Wendy Pelcyger, Sandra Adams and Linda Woods.

Darien, CT-based Zotos International recently held a company wide gathering at the Westin Hotel in Stamford, CT. Over 200 employees from the Darien headquarters and the Geneva, NY manufacturing facility came together to share information and company achievements and goals. The event was hosted by president and CEO Robert Seidl.

Denton, TX-based Sally Beauty Company recently announced that it has expanded its educational endeavors this year

Julie Wilken

by adding 25 cutting classes to its schedule. The classes will feature the "Seven Principles of Design, a No Fail Hair Designing System."

In other Sally news, the company's Support Center recently received a visit from the directors of Japan-based Takara Belmont, who wanted to get a look at an American beauty supply operation.

Marlton, NJ-based The Rizzieri Institute recently raised $300 for the Ronald McDonald House during the City of Lights Hair and Fashion Show for the Ronald McDonald House of Southern New Jersey. During the event, massage school staff members and alumni helped raise money by offering five-minute chair massages for a $5 donation.

Pro-Cuts Franchise Corporation has redesigned its logo by incorporating a star into its name and legally has claimed the title of "The Official Haircare Company of the New Millennium." The new logo will begin appearing in shop signage, advertising campaigns and in-store materials this year.

From left to right: Sally North America president, Guy Watanabe; Sally CEO, Michael Bertolli; Takara Belmont president and CEO, Hideaki Tashiama; and CEO of Takara Belmont USA, Takahiko Terashima.

american salon

a new technique from robert cromeans

RUNWAY FASHION GETS KICKY

american salon's

SH 0886

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shop

16. SEXY HAIR CONCEPTS

Keep hair big and beautiful in all types of weather with Big Sexy Hair Root Pump Plus. Designed to give hair extra volume and hold, this humidity-resistant volumizing spray mousse helps keep styles intact for longer periods of time. Call (800) 848-3383 for more information.

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17. YOUR NAME COSMETICS

Bold color mixes with intense shine in the new LiquiColor collection. Eight sumptuous shades with a richer-is-better luster range from the discreet (Iced Latte) to the bold (Crimson Glaze). They're as essential this season as diamonds and pearls. Call (718) 361-1290 for more information.

Circle 315 on the Reader Service Card.

18. AMERICAN CREW

The Classic Shave Cream softens the beard and protects the skin for an extra close and comfortable shave. It leaves skin feeling soft and smooth with a hint of American Crew's Classic Fragrance. The cream contains aloe for natural soothing and moisturizing, green tea extract, a natural source of antioxidants, and allatonin that soothes and heals skin irritation. Call (800) 598-CREW for more information.

Circle 316 on the Reader Service Card.

19. ULTRA TECH

Dryers get the star treatment. The Ultra Tech Blue Power dryer offers stylists exceptional power with a lightweight, long-life motor design. With 1875 watts, the Blue Power dryer offers maximum drying power with two speeds, four heat settings, and a cool shot button to set the style. Call (800) 327-8384 for more information.

Circle 317 on the Reader Service Card.

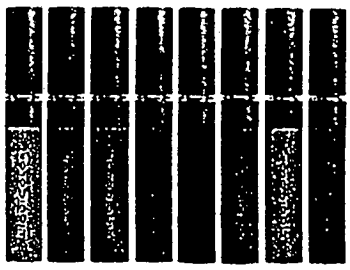
20. ISO

ISO Multiplicity products give everyone the option to choose the look they want. The collection of shampoos, conditioners, hairsprays, and styling tools are formulated with a "smart complex" that detoxifies and protects the hair. Call (800) ISO-HAIR for more information.

Circle 318 on the Reader Service Card. ■

16

17



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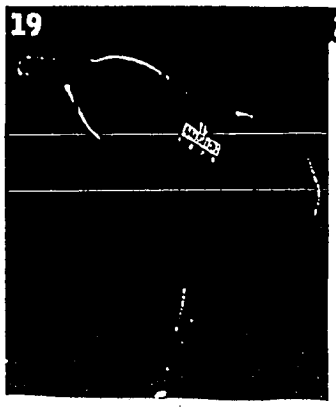

20

sexy

Inspired by the enormous popularity of his Sexy Hair Concepts Collection, Chatsworth, CA, Michael O'Rourke, Formulas by Ecoly's CEO and president, has changed his company's name to Sexy Hair Concepts. "Sexy hair is exactly what we are about, and I believed it was time to own it," says O'Rourke. "Our products continue to impact the beauty industry, and our customer keeps coming back for more." In February 1999, Sexy Hair Concepts made a splash with its first collection, Big Sexy Hair, followed by Straight Sexy Hair in July 1999 and Short Sexy Hair in December 1999. After kicking off Curly Sexy Hair and Hot Sexy Highlights in 2000, the company decided to capitalize on the line's success by extending its good fortune and name over all of the company's lines.

Left: Modeling fresh fashion. *Below*: Enzo Angileri, Wella celebrity stylist, whipping up a ponytail.

BACK TO THE FUTURE

Gen Art, a hip, nonprofit organization dedicated to promoting emerging talent in film, fashion, and the visual arts, recently treated fashion fans to a glimpse of the future at its third annual Fresh Faces of Fashion Show. The presentation included eight designers considered to be the fashion stars of tomorrow. On hand to help the designers express their individual vision, was Wella, whose artists provided playful hair looks to go with the show. Led by Enzo Angileri, a team of top stylists created everything from tight, preppy ponytails to wild, crimped, anything-goes 1980s-style bouffants.

Robert Lobetta, *second from left*, receives the Fellowship Special Fashion Award from several of his peers.

DEAR ABBIES

Industry heavyweight Sebastian, Woodland Hills, CA, said good-bye to 2000 with several notches in its belt. In December, the company won six ABBIES Awards from the American Beauty Association; the Fellowship Special Fashion Award was presented to Robert Lobetta, Sebastian's vice president of creative; and Threads from the Sebastian Collection received the Prix D'Excellence Award from Holland for the most innovative and creative product of the year. "These awards signify a stellar year of work done by Sebastian's creative force, marketing team, in executing the launch of Threads, Trucco Angelface, and the relaunch of our website," said Claire Bruno, president of Sebastian.

SH 0888

STYLING TECHNOLOGY FORMS SALES DIVISION

Styling Technology Corp. recently announced the formation of its multi-line national sales division.

This newly formed sales force includes industry experts in all product areas, including nail care, tanning and hair and skin care.

Styling Technology's sales division will be responsible for the sales, marketing, product development and educational programs for the company's various brands. ■

Members of Styling Technology's national sales division, front row, from left: Mark Berman, Nancy King, Ennio Cantore, Nick Karan and I. Jay Bernstein. Back row, from left: Dan Puccini, George Smith, Wendy Pelcyger, Sandra Adams and Linda Woods.

FORMULAS BY ECOLY NOW SEXY HAIR CONCEPTS

Michael O'Rourke, president and CEO of Formulas by Ecoly, has announced that the phenomenal success of the Sexy Hair Concepts brand has led to the decision to change the company name to Sexy Hair Concepts.

"Sexy hair is exactly what we are about and I believed it was time to 'own' it," said O'Rourke.

The company's collection of Sexy Hair products includes Big Sexy Hair, Straight Sexy Hair, Short Sexy Hair, Curly Sexy Hair and the newest addition, Hot Sexy Highlights.

"The word 'sexy' is a powerful marketing tool," said Donna Federici, vice president of marketing. "It allows the consumer to drum up connotations on a very personal level. Beauty and women's magazines use it on almost every cover to entice the reader in some aspect or another."

Sexy Hair Concepts also manufactures and markets Formulas by Ecoly hair care products and Rumble Boys, a collection of men's hair care products. The company's plans for 2001 include new hair care concepts and additions to the current collections.

For further information, call 800-848-3383 or visit www.sexyhairconcepts.com. ■

RECEPTION HONORS ALTERNATIVE HAIR SHOW

Cosmetologists Chicago, Wella and MODERN SALON recently hosted a reception for the 2001 Alternative Hair Show to be held during the Midwest Beauty Show.

The event was held at the Westin River North Hotel in Chicago and helped introduce the Alternative Show to area salon professionals, editors and fashion leaders.

The sponsors of the Alternative Hair Show have again pledged their commitment and ongoing support of the Leukemia Research Foundation. ■

Alternative Hair Show sponsors, from left: Paul Dykstra, executive director of Cosmetologists Chicago and show manager of the Midwest Beauty Show; Janie Weisenberg, executive director of the Leukemia Research Foundation; Natalie Hammer, associate editor, MODERN SALON; Graciela Santiler-Nowik, president of Cosmetologists Chicago; and Bill Decker, Wella senior vice president of marketing

PEVONIA APPOINTS JONES

Hugh Jones has joined Pevonia as spa educator and consultant at the company's Sylvie Hennessy Academy of Esthetics and Spa Therapies.

Jones' experience includes spa design, operations, management and education. He has planned the spa programs at several top destination spas and five-star hotels. He will be offering specialized education programs for spa directors and developing a curriculum for established spa directors and for people entering the profession. ■

Jones

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SH 0890

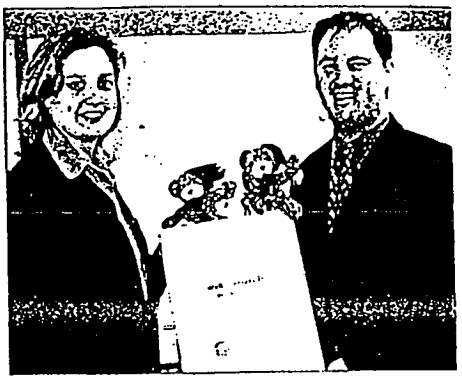
news flash

A Brilliant Bash

Funky fun overflowed at Poison Ivy: Hair by Design. The colourful B-Girlz, Conchita, Barbi-O and Hardcora, added zest to the celebration. Suzete, manager of the salon, and the 30 member audience were delighted by the personal and patriotic singers who danced their way around salon chairs. The night was anything but a drag.

Une partie brillante

Poison Ivy : Hair by Design débordait d'un amusement funky. Les vives B-Girlz, Conchita, Barbi-O et Hardcora ont ajouté l'entrain à la célébration. Suzete, directrice du salon, et l'assistance comptant 30 membres étaient ravies de chanteurs patriotiques qui dansaient autour des chaises du salon. La partie était très amusante.



A Healthy Helping

Wella and their customers help make a difference in the lives of childen. With every Liquid Hair holiday trio sale a dollar was donated to the Hospital for Sick Children. Andrew Morrier, product manager for Liquid Hair, presented a cheque for $21,743 to Christine Green, development coordinator, community events at Sick Kids.

Une assistance saine

Wella et ses consommateurs aident à faire une différence dans les vies des enfants. À la vente de chaque trio de fête Liquid Hair un dollar sera donné à Hospital for Sick Children. Andrew Morrier, directeur de production de Liquid Hair, a présenté le chèque de 21743 $ à Christine Green, coordinatrice du développement des évènements dans communautés chez Sick Kids.

Right: Ecoly CEO Michael O'Rourke | à droite

Sexy Hair: Encouraging Creativity

Beginning February 2001 Sexy Hair Concepts, the beauty manufacturer, launched a one-of-a-kind consumer outreach campaign titled The Flaunt, An Art and Fashion Exchange. Joining forces with high-end salons based in various cities, Sexy Hair will work in tandem to develop a hair and fashion show for the public. Each event will tie in with a charity. For queries visit www.sexyhairconcepts.com

Sexy Hair : Encouragement de la créativité

Au début du février 2001 Sexy Hair Concepts, manufacturier de beauté, a lancé la campagne de sensibilisation des consommateurs unique dans son genre nommée The Flaunt, An Art and Fashion Exchange. En joignant les forces avec des salons aisés situés dans des villes différentes, Sexy Hair travaillera en tandem afin de développer des présentations des collections de coiffures et des défilés de mode pour le public. Chaque événement sera lié à la charité. Pour des renseignements visiter www.sexyhairconcepts.com

Say Cheese

Employees of Nexxin Research Laboratories, Wilfred Saber, international and Canadian sales manager, Brian Graham, vice president and [illegible] manager of Britain, mingling at the Salon 2000 event in London, England.

Souriez!

Les employés de Nexxin Research Laboratories, [illegible] marketing canadien et international, Brian Graham, vice [illegible] directeur de la succursale en Grande-Bretagne, saluant [illegible] tance au Salon 2000 à Londres, Angleterre

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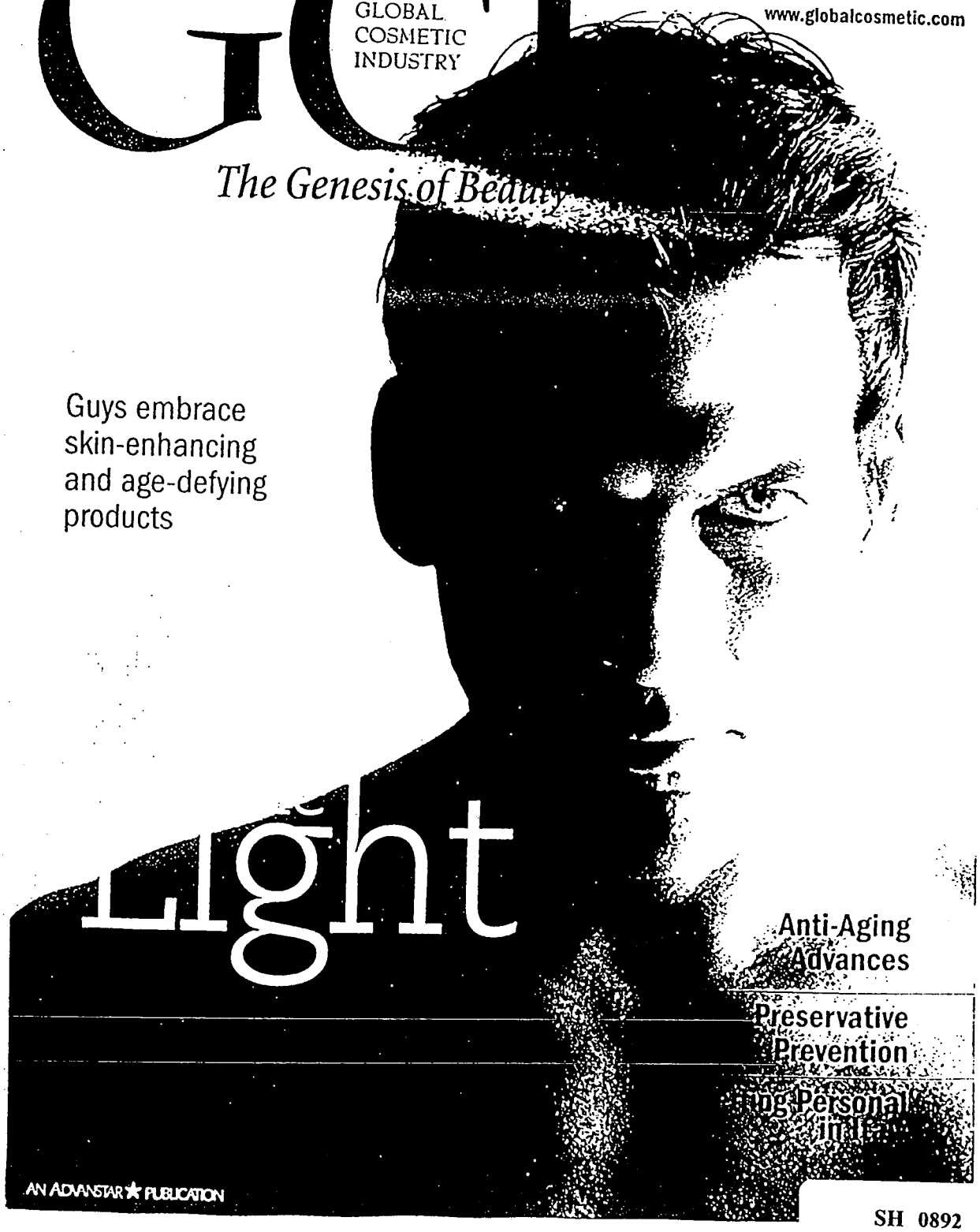
The Genesis of Beauty



Guys embrace skin-enhancing and age-defying products

Light

Anti-Aging Advances

Preservative Prevention

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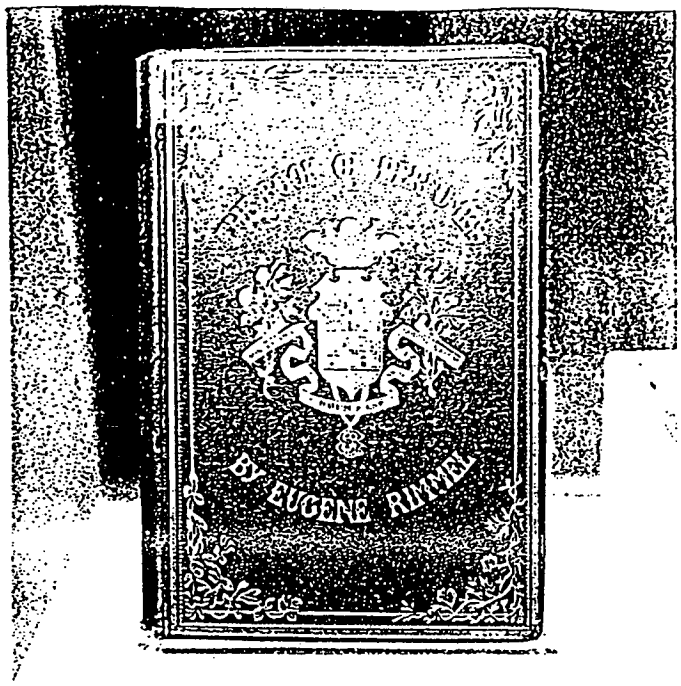

Guerlain Sued by Rockers

Metallica, a heavy metal band, has sued Guerlain, Neiman Marcus, and Bergdorf Goodman over a fragrance called Metallica, just introduced by Guerlain. The suit, in a Los Angeles district court, charges trademark infringement, unfair competition, and trademark dilution. Weeks before the suit was recorded, negotiations between the band, and the fragrance company broke down. This was Metallica's second suit of the year 2000. Earlier, it sued Napster over unauthorized use of its recordings. And it settled suits against Pierre Cardin and Kaboodles Cosmetics, both for using the name on products. —*Don Davis*

19th Century Cosmetics

With the assistance of Rick Kinsel, director of curatorial services, Coty offers a unique opportunity to view some of the earliest cosmetics ever manufactured. Located at 1325 Avenue of the Americas, New York City, the newly developed exhibition, "Eugene Rimmel: Mascara Missionary," looks back at the 19th century, when the most common way of creating black cosmetics was using oily residue soot from oil-burning lamps, or kohl from powdered charcoal. London-based Eugene Rimmel and his father introduced the first commercial nontoxic mascara product. As a result, "rimmel" means mascara in Italian and Hebrew. By 1850, Rimmel was making a global presence exporting its commercial cosmetics to Europe, Africa, Asia, and the Americas. Many antique pieces such as "coronation perfume for HRH Edward VIII," "cosmetique" (first commercial mascara), "The Book of Perfumes" written on scented paper by Eugene Rimmel, and quotes by Charles Dickens are among the by-appointment-only exhibit's offerings. Rimmel cosmetics made a tremendous "commercial" impact in the 19th century. Today, with new owner Coty, Rimmel will conclude the global expansion that was started in the 19th century with launches in countries such as Mexico by June 2001. For information or to make an appointment to see the exhibit, contact: Rick Kinsel, (212) 479-4331, or e-mail: rick_kinsel@cotyinc.com. —*Vina Sanabria*

Flaunt It!

In an effort to showcase the talent of local stylists, hair-care collection Sexy Hair Concepts (formerly named Formulas By Ecoly) introduced a new fashion show venue entitled, "The Flaunt, An Art and Fashion Exchange." The show debuted February 4 at Banana Joe's in Cleveland, OH, and will continue to run nationwide through December. To promote both stylists and salons, Sexy Hair Concepts is teaming with local salons in designated markets to assist in developing an educational yet entertaining show [illegible] Tickets to the hair and fashion show [illegible] sold through salons, each event will [illegible] with a charity. Call (800) 548-3383. —R.M.

SH 0893

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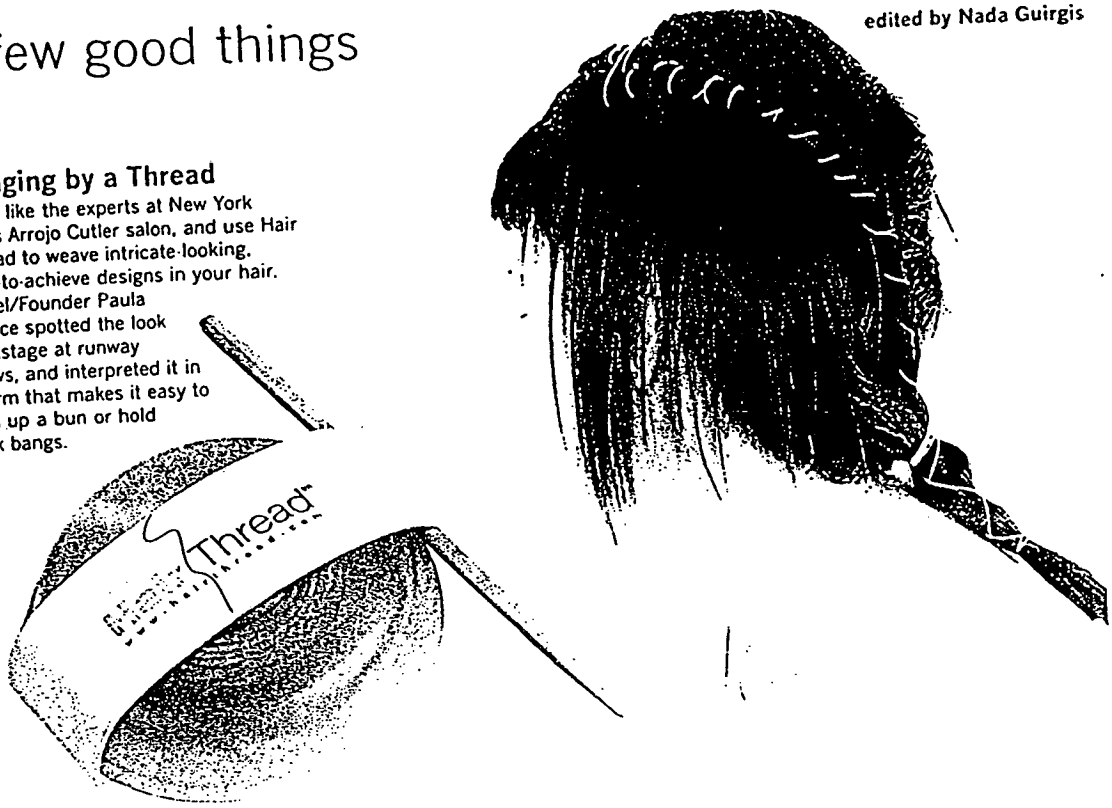
SH 0894

a few good things

edited by Nada Guirgis

Hanging by a Thread

Make like the experts at New York City's Arrojo Cutler salon, and use Hair Thread to weave intricate-looking, easy-to-achieve designs in your hair. Model/Founder Paula Patrice spotted the look backstage at runway shows, and interpreted it in a form that makes it easy to hold up a bun or hold back bangs.



product photos by Luis Matos; model photos courtesy of Arrojo Cutler Salon, New York City

Hair Wizards

Hoping to live happily ever after? The fun products shown here can help it happen. Just a flick of a wand and you too can "wash" your hair without water, then spray on some magical potions to make it glimmer, shimmer, and smell lovely. Then, after you've invoked the help of Charmed World to Wash That Man Right Out of Your Hair, live happily ever after with Valerie Fairy Tale Shampoo. Rapunzel never had it so good. Shown: Bath & Body Works Hair Bronzing Cream; Sebastian Dry Clean Only Between-Shampoo Hair Refresher; Curly Sexy Hair Hot Curl Setting Lotion; Physique Vibrant Pre Wash; Charmed World Wash That Man Right Out of Your Hair Conditioner; Hard Candy Techno Glitter Hair; Short Sexy Hair Control Maniac; Johnny B. Crew Original Pomade, Aqua Pomade, and Xtra Hold; Bumble and Bumble Hair Powder; Bumble and Bumble SumoWax; Valerie Fairy Tale Shampoo.

SH 0895

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Like spreading rumors?

Ready,set, go!

By: Pam Fulford

Boys will be boys, and that means everything from playing hard to looking great.

Men are exercising their right to be men. So says Michael O'Rourke CEO of Formulas by Ecoly and creator of Sexy Hair Concepts. "That includes the champs of the World Wrestling Federation to national sports teams. Look at the growth of Fight Clubs and Tough Man contests."

But despite all the he-man macho stuff, men still are concerned with their appearance. This is where O'Rourke comes in. "There is a little rumble boy in all of us."

Rumble Boys, a new product line from Formulas by Ecoly, bridges that gap between masculinity and personal beauty. "They're tough enough for the sophisticated yet rugged male consumer," says O'Rourke. "These products tap into virility, energy and a sense of adventure."

He is definitely onto something. According to a Global Cosmetic survey in 1999, over 45 million male consumers were concerned about personal grooming.

The line is particularly geared to male concerns. Rumble Boys Knockout Stimulating Shampoo thoroughly cleans hair, while stimulating the scalp to prompt hair growth. Several other products include maximum hold gels and sprays to keep hair in place no matter what the challenge.

And O'Rourke never loses his sense of fun. One of his favorite products is Rumble Boys Heavy-Weight Hold Phosphorescent Gel, a non-flaking maximum hold gel that glows under black lighting

Another favorite is Rumble Boys War Paint. A holographic war paint, it is available in four colors--red, black, white and yellow--and can be applied to either the skin or hair. After your has unleashed the animal inside, he can easily wash it off with soap or water!

Photo #1: Courtesy of Formulas By Ecoly

SH 0896

GLENVIEW ANNOUNCEMENTS
WILMETTE, IL
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WILMETTE LIFE
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GLENCOE NEWS
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WEEKLY 2,288
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Champion stylist demonstrates at Kossof salon

3510 SH

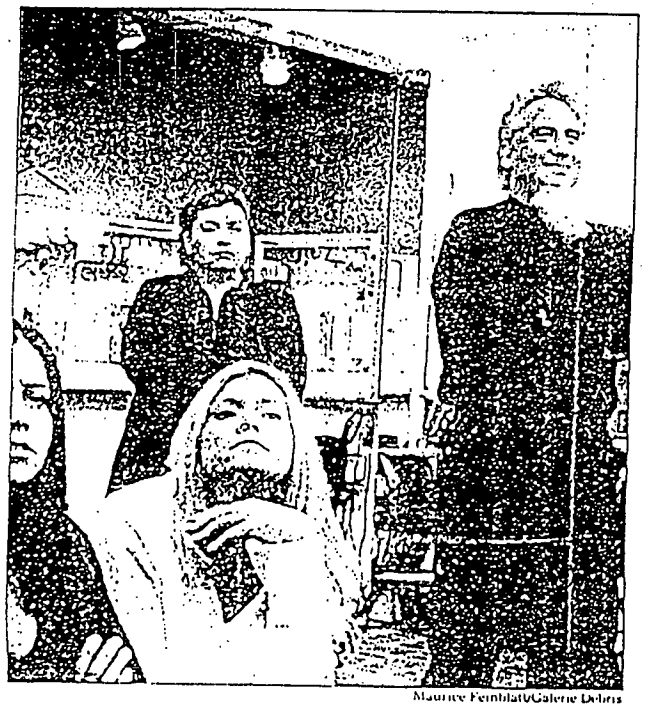
Michael O'Rourke, twice world champion hair stylist, recently demonstrated the newest trend-setting hair cutting techniques to the staff of hair stylists of at Teddie Kossof Salon, Spa & Wellness Center, 281 Waukegan Road, Northfield.

Born in South Africa where he owned a chain of salons before coming to the U.S., O'Rourke is owner-operator of Sexy Hair Concepts in Los Angeles. This was O'Rourke's only appearance in the Chicago area, said Kossof, who has been named two years in a row as a top 20 salon owner by "Salon Today" magazine.

Kossof is credited with many innovations, including double-shifting hair stylists, opening a clothing boutique in a beauty salon, offering electrolysis services, and constructing the largest one-stop beauty emporium of its kind under one roof featuring traditional salon services as well as both a full service medical and dental practice.

Kossof also is widely known as a hairdresser to the stars, having coiffed Lauren Bacall, Mary Tyler Moore, Duchess of York "Fergie," Linda Ellerbee, Maya Angelou and many others.

For more information contact Teddie Kossof Salon & Spa, 446-9526.



Maurice Feinblatt/Galerie Debris

Teddie Kossof, right, and stylists watch the demonostration by Michael O'Rourke.

Maurice Feinblatt/Galerie Debris

Hair stylist Michael O'Rourke of Los Angeles demonstrates a hair-cutting technique at Teddie Kossof Salon in Northfield.

SH 0897

2001
APRIL PUBLICITY

Beauty Industry Report	Sex Symbol; Rumble Boys, Michael O'Rourke
www.behindthechair.com	Rumble Boys, Sex Symbol
Teen People	Rumble Boys, Axel Grease, Hot Sexy Highlights & WMN
Salon Magazine	Big Sexy Hair with Michael
Beauty Beat	Sex Symbol
Salon News	Rumble Boys Bullet Proof & Axel Grease
Modern Salon	Sexy Hair@Ice Show, Root Pump Plus

The Beauty Industry Report

April 2001

www.bironline.com A Monthly Newsletter for Executives in the Professional "Beauty Biz" Vol 4, Issue 1

MANE STREET By Mike Nava

Can you believe it? The first quarter of 2001 is history and along with it, another show biz crunch has past. BIR survived the jam packed beauty biz trade show circuit that included attending **WBRA's Western Buying Conference, Beauty Expo 2001, Long Beach IBS, ICE LA, Chicago Midwest Beauty Show, NYIBS** and **The NEBRA Show**. Some of these events had strong buyer attendance and others were on the soft side, however, those who attended did their job and bought lots of products. In this issue is extensive coverage of ICE LA, and from it you can tell it was an outstanding success. Look for coverage of CMBS, NYIBS and NEBRA is next month's BIR. Other than the busy first quarter show time, the beauty biz jungle dwellers have been unusually quiet. There hasn't been significant acquisition since the start of the year.

ISSUE HIGHLIGHTS

- L'Oreal Classic Salon division's Helene Mukhtar gat well deserved promotion 2
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- Jay Jacobs is making things happen at Essential Salon Services 4
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- A new book from Salon News 12

People

Renato Brunas, president and founder of **Renbow International**, was awarded a **"Lifetime Achievement Award** at the recent **NAHA** annual event held at the Los Angeles Theater. Renato has contributed to the industry for more than 50 years with a variety of accomplishments. His recent release of **"Renato On Color"** has been highly acclaimed. Congratulations, Renato, your award is well deserved. Also recognized was **John Paul DeJoria, Mr. John Paul Mitchell Systems** as he was inducted into the **Hall of Leaders**. In his acceptance speech, JP guaranteed **JPMS** is staying in the professional salon market exclusively and that's how it will remain.

Major props are due **Steven & Lisa Brooks** for the newest addition to the growing Brooks household. **Suede Shriver Brooks** was born on February 8 at 11:24 a.m. and tipped the scales at 7 lbs 4oz. This is number three for the Brooks. Look for their next addition to be **Diva Studio #3**.

It did not take **L'Oreal** long to fill the vacancy created by **Jim Morrison's** departure. The new "kid on the block" is **David Craggs**, who comes to town from over the pond. David's official title is president of **L'Oreal USA's Professional Division** and he will be responsible for **L'Oreal Professionnel, L'Oreal Classic salon line, Matrix Essentials, Redken 5th Avenue** and **Kerastase**. Most recently David served as the managing director of L'Oreal Group in Scandinavia, and prior to that, as director general of the professional division in the U.K

For more NAHA coverage, see page eight under the North American Hairstyling Awards Section.

Guest Columnist

Tax Fairness ACT

A Benefit to the Industry

Dan Cotillio, President,
International Chain Salon Association
David Wagner, President,
The Salon Association

The Cosmetologists Tax Fairness Bill is before Congress and we are asking for industry support on behalf of the independent and chain salons we represent. How does this legislation benefit the industry? The answer is threefold.

TAX CREDIT FOR SALON OWNERS

First, it gives us a tax credit for the FICA tax we pay on our employees' tips. The Internal Revenue Service has targeted the salon industry for compliance, and we must encourage tip reporting by our employees. Then we, as salon owners, are required to pay FICA (Social Security and Medicare) taxes on those tips. If this legislation is passed, we will receive a tax credit – similar to what the restaurant industry receives – against those FICA taxes.

That means more cash for our businesses. When salons flourish, the trickle up factor helps the entire industry. We can expand, remodel, add services and product lines. We can serve our clients better, pay our team better and buy more products and equipment from our distributors and manufacturers.

LEVEL THE PLAYING FIELD

Second, it helps ensure fair competition. The "compliance" section of the bill requires salon owners (and others who lease space to hairstylists and other cosmetologists) to provide a standard IRS form to all stylists and other cosmetologists performing services in

If you are reading someone else's BIR, or a photocopy, you are tampering with the BIR karma. BEWARE

What's New

This news bite could easily go under what's hot, as well. It is **Michael O'Rourke's** continued marketing of Sexy products. The latest offering from **Sexy Hair Concepts** is **Sex Symbols Cosmetic Enhancers**. It is the new collection of makeup products that "will make your every day make-up blush!" There is **Lip Tube, Hot Cheeks, Peep Show, Orgazmic Dust** and **Starry Eyed**. Don't ask me what they do, I haven't a clue but if the products are as hot as their names, look out! For information, contact the head of Sex err Sex Symbol Cosmetic Enhancers, **Donna Federici**, VP marketing for Sexy Hair Concepts, at 800-848-3383. For those who want a man's point of view about Sexy Hair Concepts and subjects closely related, contact **Scott Scharg**, VP Sales, at 800-848-3383.

Clairol Professional turns up the heat with the introduction of the **Textures & Tones Red Passion Collection**. This new range of hot reds for women of color includes sizzling shades: **Red Hot Red, Blazing Burgundy, Ruby Rage** and **Flaming Desire**. I am getting excited just writing about it. Clairol has hit a home run with the **Textures & Tones** line and this latest addition with a suggested retail at $4.99 should provide more firepower to the brand's sales. For information, talk with **John Perry**, who is known for his own sizzling sales. He can be reached at 203-357-5871.

The marines have landed or at least, the **Red Marine**, as in **Philip Pelusi's** new **Phyto Life** skin care's latest line extension, **Red Marine Anti-Aging Hydrating Treatment**. This formula utilizes a special bio-fermentation technology that is derived from red marine algae. **Red Marine Hydrating Treatment** helps fight skin's natural aging process. Those little algae's do their work with the help of Vitamin A, E & and 13 other goodies that justify a retail price that will take some getting used to. For limited time, your customers can get their own jar of Red Marine with a 10% savings that brings the price from $85.00 to only $ 50. In today's skin care business, marketing $100 a pop for products is becoming commonplace. For information, call your local Marine recruiter or better yet, call Philip Pelusi at 888-263-4720.

Visit BIR online at www.bironline.com

from **Atlas Wholesale** the Whittier, CA - based manufacturer of **Johnny B. Crew** products and **Color Seal** products, comes **Color Seal Glosser**, a water-soluble spray-on styling/finishing product designed to add shine, offer a light hold and seal in moisture that can be lost during blow-drying. For information, call **Al Anorga** at 888-828-5278.

Metropolis, the North Hollywood, CA based supplier of unique professional beauty products, including **Matador Gloves, Prima-Tint Stain Remover** and **Level-Out Color Corrector**, adds another item to its stable. The **Futura Flat Iron** imported from Italy and heats up in just 30 seconds delivers even, continuous heat and features rounded edges that can be used for rounded work as well as traditional straightening. It is also a perfect tool for stylists with rounded heels. It has a suggested retail price of $99.00, including a one-year warrantee. No, it cannot be used to make cannolies. For information, call **Michael Wittman** at 818-764-8401 or send email: info@flat-irons.com

Yasaka Shears are now available for the U.S. market. A 50-year old brand known for its reliability and low cost. The Japanese made shears offer performance given by shears that cost twice as much. **Image Media** is the new official U.S. distributor for Yasaka Shear line. According to **Daniel Funk**, president of Image Media, "For 50 years, Yasaka has been a highly trusted and respected name in the industry. We are very proud to be bringing such an affordable high quality product back into the U.S. marketplace." For distributors looking for a tight line of imported Japanese shears, for more information call Daniel Funk at 800-362-7071 or email: daniel@passionmag.com

Absolutely what the U.S. salon market is clamoring for — another brand of hair care **PPS Hairwear**; Australian's leading salon brand is planning to launch in the U.S. pro beauty market next year. The company is in negotiations with an unnamed U.S. distributor. The 110-SKU line will likely roll out initially in California. The parent company, **Gresham Cosmetics**, claims PPS has a 20-plus percent share of the 12,000-salon market down under.

Trends

One of the main reasons for the ethnic hair care business sales being flat is that natural hair is back. Many women of color are using less relaxers, opting for maintenance products. As a result, **Namasté Laboratories' Organic Root Stimulator** product line is doing quite well. The firm just added three new SKUs – **Elastic T-Tea**, an herbal leave-in conditioner enriched with botanicals; **Shea Butter Softening Lotion**; and **Herbal Cleanse Latherless Hair & Scalp Shampoo** – formulated for natural hair maintenance. For information, contact **Michael Roberts** at 708-824-1393 or email: mvroberts@aol.com

What's Hot

Premium priced hair dryers continue to rock. A great resource is **International Styling Tools Inc.**, the Sunrise, FL importer and exclusive distributor of French made **Velectra Paramount** dryers. The company offers a complete range of light-weight AD and DC Motors, and all the usual bells and whistles, including multiple heat settings, cool shot button and patented turbine impeller airflow and Venturi air directions. It sounds like they fly and they do, off beauty stores shelves. For information, contact **Michael Gilbert**, president, at 888-872-9997 or email: stylingtoolsinc@aol.com

If you are selling mascara for $24 retail it had better be good and **Kiss Me Mascara** is really good. Conventional mascaras are generally oil-based paints. Kiss Me Mascara does not paint the lash, but rather forms a tiny tube around every lash. The tube adds volume as it wraps itself around the lash, and it also extends past the lash, thereby providing a lengthening result. Available in blue, brown and black, Kiss Me Mascara is a hot selling beauty store item. For information, contact **Suma** at 703-448-9008 or visit the web site at www.kissmemascara.com

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Heard on the show floor

mments from a former **Matrix Essential** employee on the recent departure of long term Matrix employee **Janet Teaster**. "I think shameful that after 23 years with the company that **L'Oreal** could not figure out a way to keep her." He further said, "JT was the npany's first educator working with **Arnie** and **Sydell** from the beginning days of their odyssey and with her departure, a large ink of company history is gone." From **Aquage's Luis Alvarez**, "We might not be able to out muscle the big guys, but our blue oes will definitely be a crowd builder." Comment: The Aquage platform stylists, including the talented Luis, were the real draw. cording to one industry marketing guru on the formal introduction of **Innovations' Gallery Tools**, their private label line of shears, es and candles, "Innovations might not be the biggest distributor, but they are probably the most profitable." BIR comment: Look **Gallery Tools** to become a full fledged sundry line for Innovations that will include a line of hair brushes and much more and be ge generator of sales and profits in the firm's rapidly growing **Cosmoprof** professional-only store operation. Color owners **John** ! **Sam** smart, slick and savvy. From **Ron Cummings**, founder of **Amino Genesis**, the fast growing unique skin care company a tight three-product regimen: "**John Maly** gave us our start and now other distributors are calling us. BIR comment: There is er in the good ole' boy exclusive line distributor network where one tells his distributor buddy in another area about a new ner. "We made them an offer they could not refuse," said **Jay Jacobs** the president of **Essential Salon Services**, formerly known he Mix. Jay told BIR that the **Goldwell/KMS** owned distributorship takes over all of **Fudge's** direct sales in the territory. From ldwide **Cosmetics'** president **Sol Major**, "We are delighted to have **Liz Allen** now heading up our marketing department." BIR ment, great hire, great match. From **Mark Moesta**, **All's** VP sales & marketing, on Sunday afternoon, "We are sold out in all e of our booths and I have to get a rush order in to have more **L'Orbette**, **GIGI Honey** and **Clean N Easy** here in the morning have nothing to sell.

beam's recent dive into the Chapter 11 toilet puts a temporary roadblock in the sale of its **Oster Division**. According to a Conair utive, "We were a hair's breath away from closing the deal." BIR comment: No doubt, **Conair** will acquire this plumb. Whatever le Lee" wants he usually gets. And besides, who else has the financial clout to handle the acquisition and be able to absorb r's huge pet care division? Maybe it would be more accurate to say they are a "hare's breath away from making the deal." rding to a sales and marketing executive working the **Bosley Hair Care for Men's** booth they are scheduled to open up **Wade s'** Valencia, CA-based exclusive salon line distributor. For the "new kid on the block" **Salon Express** isn't lacking lines to sell as are distributing **Mastey**, **Paul Brown**, **It&ly**, **EC Modo**, **Crome** and now **Bosley**. In spite of rumors the grass used in **MOP's** ay was not the type that is smoked. Between the grass and the silver metal trashcans on display, MOP and **D:fi** booths definitely e a statement. Someone suggested that at the next show, MOP should do a combined booth with the company that sell those mops that are sold at every trade show. In spite of the perfect tie in MOP selling mops, trust me it just won't fly. **John Perry**, **ol Professional's** director of sales, showed BIR the new 9 page **Clairol** trade ad spread in In-Style the popular women's mer magazine. He pointed out that the ad featuring 11 models of all types shapes and color all promoting hair color for day people. Included in the ad were products from both consumer and professional divisions. Whoever acquires Clairol will not le to spin off the professional division without the rights to use the Clairol brand. You can imagine trying to sell **Miss Clairol** if oduct could not use that trademark name. BIR predicts the buyer of this huge **Bristol Myer** division will retain the professional on, a very profitable entity and cash cow. On a sad note, word hit the show floor that **Xenon** the stylist icon had passed away rlor to the show. (See obit in this issue). Working on the **Farouk** stage was **Marvin Young** who with his high-energy mance is carrying on the legacy Xenon has left for all platform artist of non-stop exciting performances that turn on the nce. He will be missed.

What was Hot/What was new

exy **Hair Concepts** area was jammed with crowds, watching **Michael O'Rourke** perform his platform magic. He is one of st at communicating directly to the hairstylist audiences while he is doing his stage thing. What was really exciting was the introduction of **Sex Symbol Cosmetic Collection**. For additional information, see page three in the What's New section. JPMS ues to unveil new exciting products. On the heals of the new **Software Collection of Heat Seal**, **Dry Wax** and **Super Clean** they introduced **Gloss Drops** and **Spray Wax**. The JPMS booth was big and busy. **Tommy Callahan**, the company's VP of tion told BIR the new products are flying. He also mentioned the brilliant fact that the total number of employees at **John Paul ell Systems**, from JP down to the people in the warehouse total only 99. BIR comment: there are a few firms in the pro beauty dustry have 99 people in their marketing sales department alone. The sales per employee for JPMS have got to be mind boggling. **Samples**: **Keune's** western regional manager told BIR about his firm's new products. The Dutch hair care business just ched 3 new red shades and 3 Shinning Styling products that will not be shipped until May. The three new products are **Gloss Design**, **Texturizer** and **Shaping Fibers**. With **Paul Brown** himself performing, his booth was jammed and lots of product sold. **Charles Spivey**, the firm's COO, told BIR they had an incredible show. **Paul Brown of Hawaii** is on an upward sales ite of being stuck at the back end of the main show floor. **Taberco Cosmetics'** **Ralph Coccaro** told BIR their new look

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;alon Biz

epts, the Anaheim, CA-based cond largest consolidator of nd **Regis Corporation**, has ally quiet. According to reliable irm has been "treading water". : acquisition indigestion. In the nths, the firm has not acquired gnificance after being on an ouyer. So what's the deal?

ofessionnel never does ss it's big and unique. Its new **ademy Program** is designed most advanced network of schools in the U.S. check out ndustry heavyweights: **Toni & ny, Salon AKS, Jacques ed Segal Beauty, The Zone Academy.** Recently, L'Oreal **no NYC Academy.** For more call **George Eliades** at x4120.

ntan Biz

Heliotherapy creates some novative marketing results. have outstanding babes in ck out their products and re "sensational." How about Nice? It is a double package small container) and Naughty e large container). The is dynamic duo are "Naughty venly body that's bad to the y motor going, what about as hot but just as effective is rchandising unit that gives a tore the "Full Monty" with a on of all of the company a display unit that is made The markup ought to grab alue is $5,307 with a salon

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Hair Biz

Guess who was holding court in **Aquage's** VIP suite at recent **TSA Symposium?** Did you say **Sydell Miller**, the former co-founder of **Matrix Essentials?** You're brilliant and so is she. Sydell, an "industry legend, crusader and visionary," was sharing her insights on the industry, its challenges and opportunities ahead. Having Sydell in its corner certainly has been a big plus for **Dennis, Luis** and the Aquage gang. Not only is the future blue and bright at Aquage, it's green – as in the color of money.

BIR chatted with **Joe Nitti, Rene' Furterer's** VP sales and marketing, who has gone from consultant to a full-time employee. He told **BIR** that if a salon store, salon and or spa have a clientele that wants quality products and is willing to pay for it, his line would be an outstanding addition to their product selection. With a direct sales force covering the country, Rene' Furterer is quietly growing. For more information, give Joe a call at 626-334-3395 or E-mail: jsphnit@aol.com

Since 1926, **Murray's Original** has been one of the world's leading pomades. After 75 years, the Original formula has grown into a line of specialty pomades, a 4 SKU range of conditioners and for the guys who want a real stiffy, Murray's with 100% pure Australian bee's wax. For more information, call the head stiffy, **Jim Berlin**, at 800-448-6548.

A small Southern California — based exclusive salon hair care line has been quietly growing and could be a perfect addition to a small to medium size distributor that is looking to build a line. **Crome** has hot product names like **Blone, Soft** and **Hard, Saturation** and **Body Shot**. The packaging is clean and fresh. For information, call **Craig Burke** at **Crome Labs** 949-874-1183.

After a slow start, **Sexy Hair Concepts** men's line **Rumble Boys** is starting to rumble. According to VP marketing **Donna Federici**, the brand's initial pipeline distribution has been selling through and re-orders are steady. There are new line extensions. **Axel Grease Hold and Shine Pomade**, suggested retail for the 1.6 oz. $11.50 (BIR comment: What ever happened to LB **Butch Wax** $1.29 retail for 4 oz.?), and **Bullet Proof Hair Spray** — a fast drying hair spray with a firm hold, 5.3 oz. with a suggested retail of $9.95.

Skin Biz

There must be a bucket of bucks in treating razor bumps and ingrown hairs. **Tend Skin**, the Davie, FL-based Company, is at every salon trade show and runs full-page ads in a number of industry trade magazines. Not bad for a single product that comes in 3 sizes and unconditionally guarantees results within 24 hours. For information and to place orders, call 800-940-f8423 or e-mail: sales@tendskin.com

G.M. Collin is an upscale skin care line that just introduced a great new item, **Retinol Action + Q10 Vitamin A Skin Care**. This innovative combination of pure Retinol and Q10-- two of the hot buzz skin care ingredients in the anti-wrinkle anti-aging market today – features a natural micro-encapsulation technology that stabilizes Retinol and protects against irritation. It is packaged in a distinct silver and maroon container. What are you waiting for? For information, contact **Jean Lalonde**, business development manager, at 800-341-1531.

Nail Biz

Newlyweds **Don** and **Kristine Kittleson**, cofounders of **Au Lamé The Premiere UV Digital Light Systéme and Topcoats**, are having a sales honeymoon as they bust open the distributor market. The happy couple have opened distributors all over the country that hubby Don says with his eight years in the business, he has never seen a nail line grow this rapidly. If you want the Kittleson's honeymoon to continue and make some bucks doing it, just give Kristine a call at 877-446-7498 or send e-mail to: aulame@mindspring.com. The company policy is in lieu of wedding gifts company purchase orders are gratefully accepted.

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Teen People

BACKSTREET BOY HOWIE D'S TRAGIC LOSS

FASHION makeovers
Trendspotters get a whole new look!

RED-HOT PROM STYLES FOR GUYS & GIRLS

Carson Daly
talks about love, marriage and MTV
Plus: Tara Reid gives us exclusive wedding details

you're so FINE
How to play up your best features

get confident!
Teens who faced their fears and changed their lives

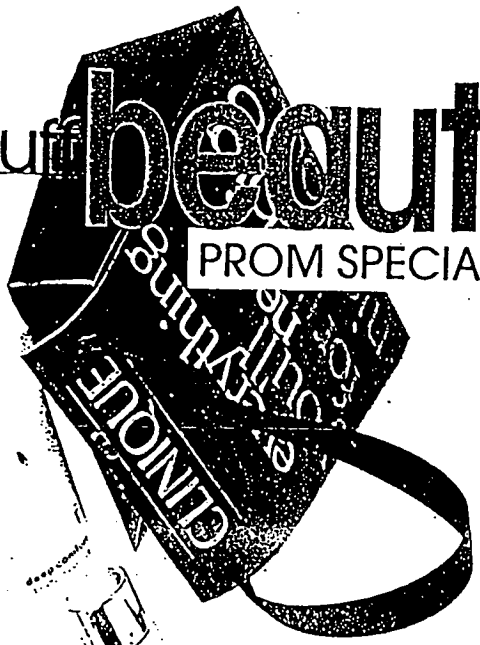
DEADLY BEAUTY
Plastic surgery horror stories

APRIL 2001

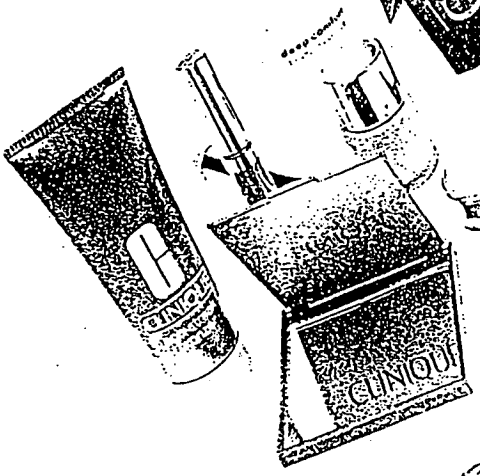
SH 0903

hotstuff beauty

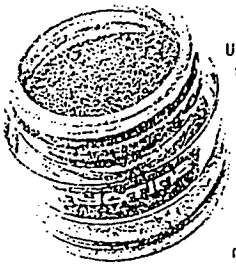
PROM SPECIAL



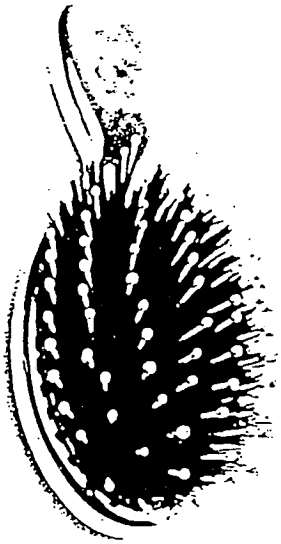
Turn up your hair's color and shine in mere minutes with Hot Sexy Highlights Color Conditioner ($12), a henna-based product available in black, brown and red tones. 800-848-3333.



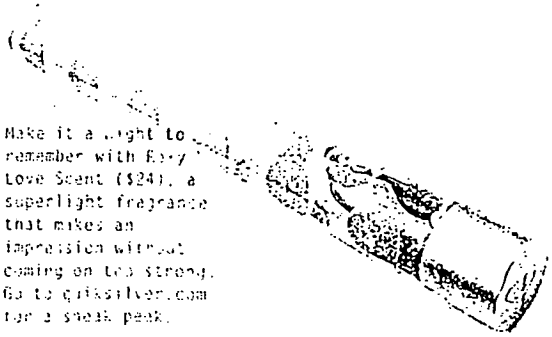
The name says it all: Everything You'll Need for the Big Night Out ($26) by Clinique is a full-on prom survival kit. It has all the basics, from powder and bronzer to lip gloss, as well as tips and techniques that make getting ready foolproof. At department stores.



Up the glamour factor instantly with Tony&Tina Cosmic Lights ($12) in Higher Love. This shimmery pink, finely ground glitter is aluminum-free, making it safe to use anywhere you want to sparkle and shine. Go to tonytina.com.



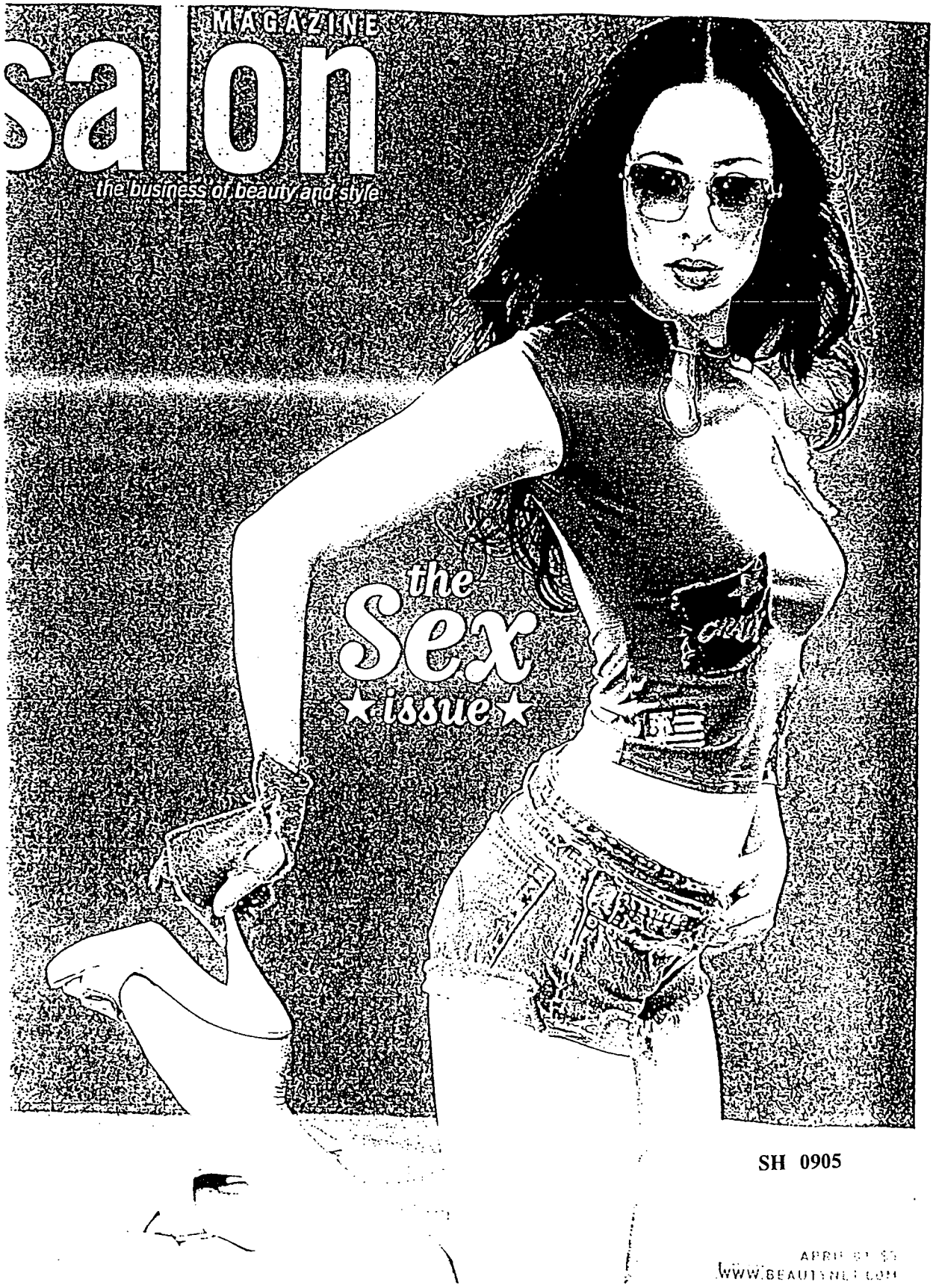
It's practically a scientific fact: Zits love to show up just in time for the prom. Get rid of them fast with Zirh Fix ($33)—a highly concentrated salicylic acid cream that also calms razor burn. Go to zirh.com.



Make it a night to remember with Easy Love Scent ($24), a superlight fragrance that makes an impression without coming on too strong. Go to gilksilver.com for a sneak peek.

An ordinary brush won't do for prom night touch ups. A gold purse size brush ($[illegible] by Alexandre [illegible] is worthy of the special [illegible] $[illegible] [illegible]

SH 0904



SH 0905

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WWW.BEAUTYNET.COM

Cathy Vitale Dair Agoli Colour Robbie Estrada Colour Concept Elite Coiffure, Point Claire, Quebec Makeup Charlotte Wérina Photo Alain Compois Contessa 12

SIZE MATTERS

The bigger, the better. Beauty experts reveal spring styles are huge and prescribe the products you need to fluff hair to the max.

This season, Irvine Rusk has "come hither" hair on his mind. Separated, loose locks, with heaps of volume are the sexiest according to this style maverick and the key to creating the look is all in the styling products you use.

"Products that add shine and volume to hair are extremely important for spring," says Rusk, founder and president of Rusk, Inc. "Hair should look alive, never dull and lifeless. The best two products you can use are a good shampoo and conditioner. This may sound basic, but they are key to getting sexy hair."

"Shiny hair is definitely sexy," agrees Michael O'Rourke, head man at Sexy Hair Concepts, based in Chatsworth, California. "I recommend stocking up on root boosters which help create volume and a lightweight spray, formulated with shine-enhancers, to give hair hold and a brilliant luster."

O'Rouke says if you have a client looking for a scaled-down version of this season's mega-manes, blow them stick straight and put just a touch of wave at the ends. "Smooth, sleek hair can be just as sexy as voluminous styles," O'Rouke smiles. "And feeling sexy creates confidence."

So you've got your cleansing, conditioning and root-boosting agents—is there anything else required to create this spring's sizzling styles? Joseph Xibilia from Toronto's The Salum Room. [illegible] is also a must, particularly if you're looking to re-create Meg Ryan's slice-and-dice mop.

"[illegible] really into mid-length, very choppy hair that falls very free, maybe a bit onto the face," says Xibilia, who's also a platform artist and Master Style Coach Trainer with KMS Haircare. "To style you need to pump hair up by blowing the roots in the opposite direction to where you want them to fall, then spray the roots. Finish with molding paste at the roots and ends to create separation and highly touchable texture. Hair will look irresistible."—PF

→ *Pump up with these products: Rusk Cre8, KMS Haircare Paste or Sexy Hair Concepts Spray And Play.—PF*

SALON SALUTES ONE OF THE INDUSTRY'S GREATEST PLAYERS.

He entertained and educated stylists from North America to Asia and will forever be remembered for his wit and infectious charm. Beauty legend Xenon passed away peacefully at his Chicago home on February 7, 2001 at the age of fifty-seven, after a courageous six-month battle with pancreatic cancer. Although he is gone, he will never be forgotten.

Born in Reading, England, Xenon began his career in London. He quickly became one of the country's brightest styling stars of the 1960s and never looked back. After working in England and Australia, Xenon moved to Chicago in 1977 to conquer America. Over the next twenty-four years, he [illegible] creative director for [illegible] Matrix, Helen Curtis and Farouk Systems. A consumate educator, Xenon also went on to open three cosmetology schools, the Xenon International School of Hairdesign, located throughout the mid-western US.

In an effort to give back to the industry he loved so much, Xenon established the Xenon Foundation shortly before his death. The foundation is dedicated to helping fellow hairstylists stricken with terminal illness and to also provide assistance to students wanting to attend beauty school. For more information about the Xenon Foundation, or to make a donation, please contact Janice McCafferty at 773-736-9034 or JaniceJRM@aol.com.—AM

SH 0906

ESTHETICS • COSMETICS • SKIN • NAILS • TANNING • HAIR REMOVAL

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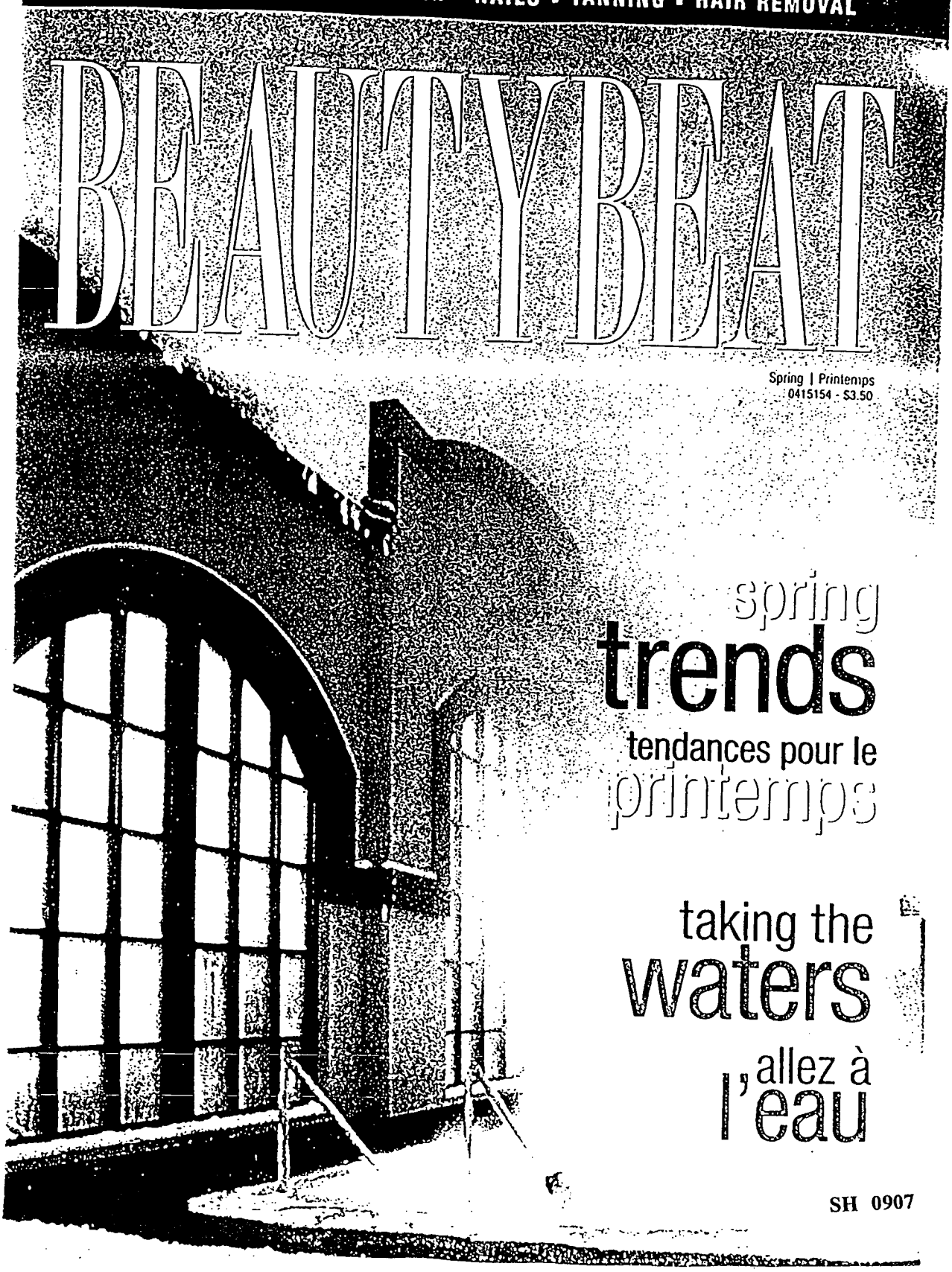

spring trends
tendances pour le printemps

taking the waters
l'allez à l'eau

SH 0907

Summer Shades | Nuances Estivales

ronze

Symbol Nude Beach Collection
summer try Sex Symbol's Sun Burnt,
eek colour that adjusts to individual
evels, the hotter the skin the more
ise the colour.

Cet été essayez Sun Burnt de Sex Symbol,
la couleur pour les joues qui s'adapte aux
niveaux individuels de pH, plus tiède est la
peau, plus intense est la couleur.

Lavender / Lavande
Hair / Coiffure: Sandra Braga, Woman
Makeup / Maquillage: Mark Findsay, Woman
Photo: Chazz

Green / Ver
Hair / Coiffure: Michel
Makeup / Maquillage:
Photo: Chazz

SH 0908

The Magazine for Salon Owners

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April 2001 $5.00 Fairchild Publications

Backstage Pass:
An Insider's Look at the Alternative Hair Show

Bridal Party:
Hair, Nails and Fashion for Spring Weddings

love me tender

SH 0909