BULKY DOCUMENTS

W/ Exhibits
(exceeds 300 pages)

Proceeding/Serial No: 91170863

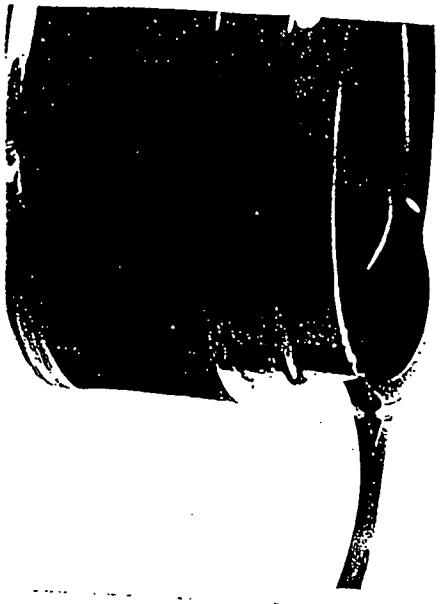
Filed: 09-11-2007

Title: Deposition of Mark Stiller

Part 4 of 6

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

Processed by Duane Foster



APRIL_01

PRODUCT FOCUS

Boy's Club (top row, left)
Sexy Hair Concepts introduces two additions to the Rumble Boys line for men: Bullet Proof Hard Hold Hairspray and Axel Grease Hold and Shine Pomade. (201) For information, call (800)848-3383.

Nail Sense (top row, middle and showcase)
ibd's new Professional Gel Kit includes everything needed to offer a complete line of UV gel services including gel polish and builder gel. (202) For information, call (800) 221-2743.

Tea Time (top row, right)
Paul Mitchell introduces the Tea Tree Collection, a 7-sku line formulated from an essential oil that comes in a strong, streamlined package attractive to the male market. (203) For information, call (800) 321-JPMS

Smooth Moves (bottom row, left)
Nioxin's new Smoothly Defined is a heat-activated product that smoothes and controls fine or thin-looking hair that is frizzy or difficult to style. (204) For information, call (800) 628-9890

Built-In Protection (bottom row, center)
Pomphenol Super Antioxidant Environmental Defense Booster by Murad is an oral supplement in the form of a tablet that increases the SPF of topical sunscreen up to 25 percent. (205) For information, call (800) 33MURAD

Summer Love (bottom row, right)
OPI presents the Sheer Romance Collection, 12 tinted sheer creme lacquers in shades like Love Letter—a soft pink-beige. (206) For information, call (800) 341-9900

MODERN SALON
APRIL 2001
5 Top Trends for Spring
THE BIG SHOWS
COLOR FAST
QUICK TURNOVER TECHNIQUES
SH 0911

Nicely

Platform action at the Big Sexy Hair/Sexy Hair Concepts booth.

A product discussion at the OPI booth.

Western wear by Christopher and Sonya Dove.

Joico's Damien Carney talks attendees through a cut.

An intense Luis Alvarez working on the Aquage platform.

Meet and greet: Sebastian's Robert Lobetta (right) chats with a sales consultant.

Oster's David Guerin gets ready to buzz.

Despite torrential rains for the second year in a row, more than 31,000 cosmetologists attended the third annual International Cosmetology Expo (ICE), held in Los Angeles in February.

In addition to the record attendance, more than 32 countries were represented, and the number of competition applicants doubled from last year. There were also 210 exhibitors with more than 1,100 booths.

"I was very impressed with the professionalism of the show. There was a lot of talent there," says Tina Cassaday, a Beverly Hills salon owner. "As a stylist and salon owner of 21 years, I enjoyed the caliber of the talent. I was stimulated by the other stylists who were there; they were very pace-setting and innovative. I'll definitely go back next year." She adds, "I love the fact that the money from ICE goes back to the stylists. That's one of the reasons I'm so excited about it."

This year's ICE paid special tribute to Black History Month by celebrating beauty industry icon Madam C.J. Walker. Walker's great-great granddaughter, A'Lelia Bundles, was the featured guest speaker, and recounted the life of her famous relative during the show. Other show highlights included an international roster of top artists and educators performing throughout the three days, competitions for master stylists and students, presentations for nail, skincare and make-up professionals, numerous runway shows and the presentation of the North American Hairstyling Awards (NAHA).

Gabriel Palou, a stylist at Collections Salon & Day Spa in San Diego, says his favorite part of ICE was the Sassoon '80s revival show. "They were doing undercut asymmetricals, and I was very impressed," he says. "One of the stylists was even wearing a new version of the mullet, which is so out that it's in again. There were lots of positive things about the show."

For 2002, ICE will have a new name. The show has officially been renamed the International Salon & Spa Expo (ISSE) in an effort to reflect the full scope of the beauty industry. ■

Photographs by E. C. Knapp

SH 0912

PRODUCTS

SPA SCALP & HAIR MASK BIOELEMENTS Suitable for all hair types, this mask moisturizes and adds shine. Add a few drops of Corrective or Revitalizing Cocktail for extra benefits. CIRCLE 200 SHEER ROMANCE COLLECTION Sheer crème lacquers in pink, peach and ivory capture the softness of spring and summer. The collection includes 12 shades. CIRCLE 201 KOLESTON PERFECT CLASSIC SHADES Four modern brown shades in caramel and heather have been added to the permanent hair color line. CIRCLE 202 EDGE RAZOR JAGUAR Texturize, blend, thin and lever hair with the Edge Razor, which offers double usage of the blades; push down the dull blade to reach an unused portion. CIRCLE 203 BIG SEXY HAIR ROOT PUMP PLUS CONCEPTS Keep hair from flattening with the humidity-resistant volumizing spray mousse. CIRCLE 204 EARTH-STONE PUMICE CUCCIO NATURALE A safe and natural way to remove dry skin from callused feet. The stone can also be sanitized between clients. CIRCLE 205 OVERCOAT NATURAL NAILS SOFT TOUCH The two-step system offers a protective coating that requires no buffing, a smooth finish and a shine that resists yellowing. CIRCLE 206 GLOSSER SHINE SERUM Ideal for creating high-gloss, silky and frizz-free styles. When shaken, the pink and blue formula turns to purple. CIRCLE 207 PUMPED UP BLONDE ZOTOS A body-building crème that gives a boost to fine or thin hair; safe to use on color-treated hair and formulated to enhance blonde highlights. CIRCLE 208 COMPACT BLEACH LISAP USA The dust-free bleach can be used on or off the scalp without burning or irritation. Its blue pigment neutralizes unwanted red or gold tones. CIRCLE 209 SUN SHAPE MOISTURIZING SUN JELLY REDKEN Prevent damage from sun and chlorine with a light-hold styling gel that has UV protection. THE COLOR KIT OLIVIA GARDEN A colorful and modern set of ergonomically designed hair coloring tools that includes three different application brushes. CIRCLE 210

SH 0913

2001
MAY PUBLICITY

American Salon	Aero Color Sprays, Root Pump Plus, Sex Symbol Glitteratzy
Redbook	Sex Symbol Aero Tan
Self	Sex Symbol Aero Tan
CPC	Rumble Boys, DF Interview
Spray Tech Magazine	Rumble Boys & Sexy Hair Aer
Happi Magazine	The Flaunt, Root Pump Plus & Rumble Boys
Modern Salon	Sex Symbol – Nude Beach
TeenPeople.com	Hot Sexy Highlights Blue High Drama Glitter Spray
Platinum	Sex Symbol Glitteratzy
Clubsalon.com	Sex Symbol Nude Beach
Product Alert - May 14,2001	Sex Symbol Eye Pencil Duos, Eye Shadow, Glitter Lip Gloss, Hot Sexy Highlights Aero Color Sprays
Sun Sentinal May 17, 2001 Fort Lauderdale, Florida	Sex Symbol Nude Beach

May/June

Canadian Hairdresser	Aero Color Sprays, Root Pump Plus, Rumble Boys

american salon

MAY 2001

rocker girls

by gary glossman

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SH 0915

shop

NEW RELEASES FROM BEAUTY MANUFACTURERS

1. LAMAUR PROFESSIONAL PRODUCTS

Blondie Luminating Serum Restorative Potion and Brilliant Glosser is specially formulated to create healthier-looking, smoother, and shinier blonde hair. This serum tames frizz and flyaways, leaving a shiny finish on hair. Just apply a few drops in your hand and run through dry hair. For more information, call (800) 242-WAVE.

2. ALTERNA

Total well-being for hair is what Alterna's Life Line offers. It combines the latest advances in Western technology with age-old Eastern wisdom to develop a line that targets the senses with soothing color and exotic scents. Designed specifically for fine and thin hair, Life's volumizing products provide weightless thickening agents that define, protect, and smooth hair.
Call (800) 4-ALTERNA for more information.

3. REDKEN

Sun Shape Moisturizing Sun Jelly is the antidote for hair damaged by sun, wind, salt, and chlorine. The clean, leave-in, light-hold styling gel provides UV protection, shine, definition, moisture, and manageability to hair. This moisturizing jelly delivers vitamin A and borage oil through Redken's exclusive Interbond Conditioning System to provide UV and antioxidant protection. For more information, call (800) 542-7256.

4. SEBASTIAN

Sebastian Trucco provides more glamour with its latest cosmetics. Experience the rapture of red in Love, a sensuous Trucco Crème Identity Lipstick, and LoverGirl, a saucy new Divinyls Lip Gloss. For more information, call (818) 999-5112.

5. BRISTOL-MYERS SQUIBB

Vaniqa is a prescription cream clinically proven to slow the growth of unwanted facial hair in women. Although it is not a hair remover, Vaniqa complements methods of hair removal with results visible in just eight weeks, though individual results may vary. For more information, call (877) 829-9715.

SH 0916

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11. SEXY HAIR CONCEPTS

Sexy Hair Concepts announces the newest member of the Big Sexy Hair collection. Big Sexy Hair Root Pump Plus pumps up hair's volume and protects it from humidity. This volumizing spray mousse strengthens hair from the root and banishes frizz. For more information, call (800) 848-3383.

12. YOUR NAME PROFESSIONAL BRANDS

The new Papaya Enzyme Cleanser and Papaya Enzyme Toner from Your Name work to correct skin worn by age or environmental damage. Boosting skin's natural exfoliation process, both the toner and cleanser slough away dry, flaky surface cells without irritation. For more information, call (800) 221-3071.

13. LAMAUR PROFESSIONAL PRODUCTS

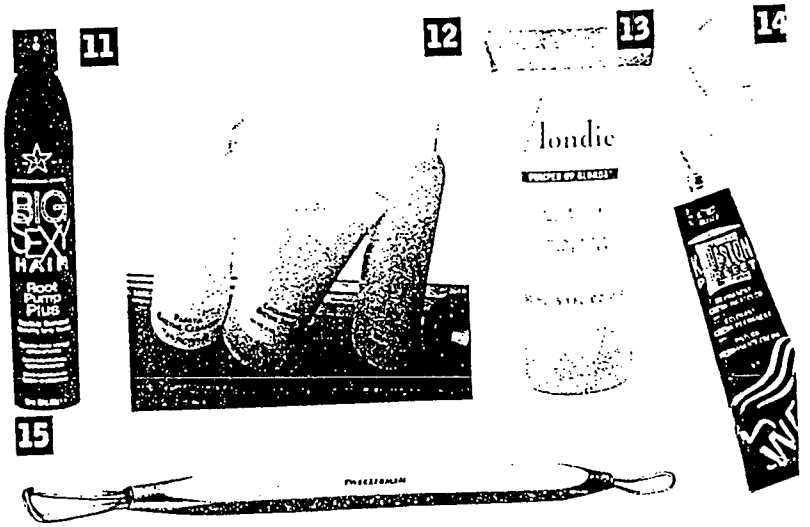
Blondie Pumped Up Blonde Body Building Hair Creme adds boost to fine or thin blonde hair. Squeeze a small amount onto palms and work through wet or dry hair for a little lift. Formulated with neutral henna, marigold extracts, and lemon juice, Blondie products add dimension and shine. For more information, call (800) 242-WAVE.

14. WELLA

Wella introduces four new modern and sophisticated golden brown shades in the Koleston Perfect permanent haircolor range. The classic shades include soft caramel, warm caramel, rich caramel, and dark heather. Colorists can achieve the ultimate in color with this gentle and superior conditioning creme haircolor. For more information, call (800) 829-4422.

15. TWEEZERMAN

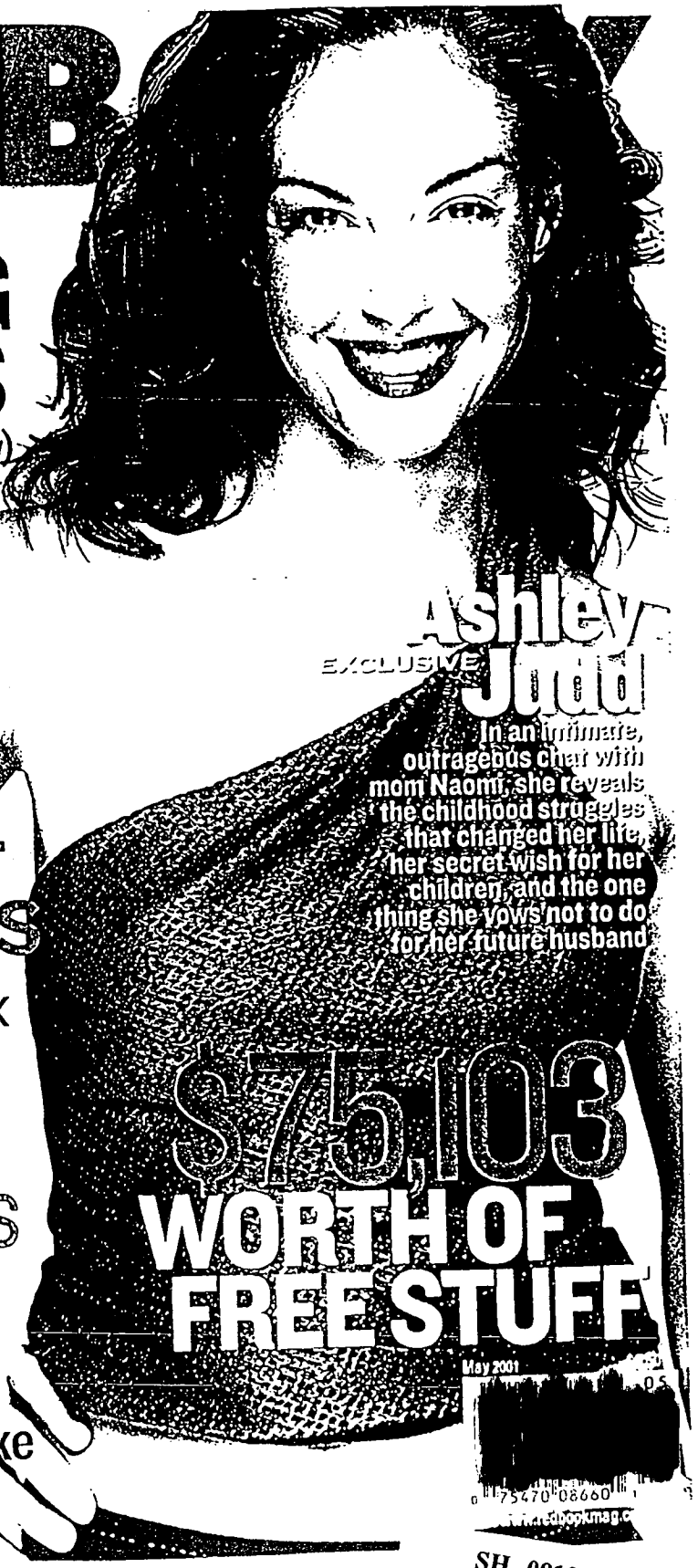
The new Tweezerman Skin Care Tool features an angled loop to roll out mature whiteheads and a flat side to press out blackheads. This sturdy tool is made of stainless steel and comes with a lifetime guarantee. For more information, call (800) 645-3340. ➤



SH 0917

REDBOOK

BALANCING FAMILY • WORK • LOVE • TIME FOR YOU



12 AMAZING SEX TRICKS
(he secretly wants you to know)

NEW HEALTH DANGER
What you don't know about your doctor can hurt you

Are you too busy for beauty?
30 TIPS THAT GET YOU PRETTY—FAST!

20 INSTANT ENERGIZERS

Swimsuits that fix your body flaws
+6 feel-good rules for body confidence

2,100 COUPLES CONFESS:
What you really need for a happy marriage

14 times you must take your kid to the ER

EXCLUSIVE Ashley Judd
In an intimate, outrageous chat with mom Naomi, she reveals the childhood struggles that changed her life, her secret wish for her children, and the one thing she vows not to do for her future husband

$75,103 WORTH OF FREE STUFF

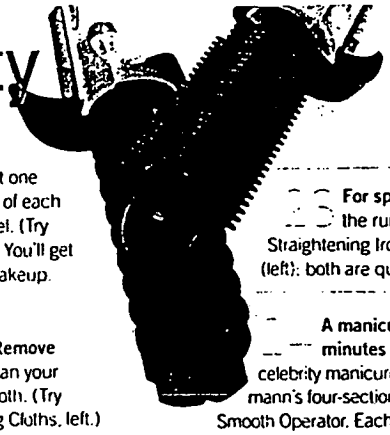
May 2001

HEARST MAGAZINES VOL 196 NO 5

SH 0918

red hot beauty

(continued)



Dramatize your eyes in an instant with just one dot of brown eye pencil at the outer corner of each eye, and smudge a little, says makeup artist Siegel. (Try Prescriptives Soft Lining Pencil in Brown Brown.) You'll get a sexy cat-eye look without the hassle of major makeup.

Rhap-sudsy in blue: **Remove makeup** and deep clean your pores with one disposable cloth. (Try Noxzema H_2Foam Cleansing Cloths, left.)

The speedy secret to covering problem-skin spots, says Eva Marie Denst, creator of www.makeupmania.com, is to use a cream foundation, which goes on smoother and covers faster than a liquid formulation. For fastest results, apply with your fingers instead of a sponge.

Go from Peoria pale to St. Tropez tan in just 30 minutes (as opposed to an hour or two) with one of the new, fast-developing self-tanners. (Try Bain De Soleil Radiance Eternelle, right, or Coppertone Endless Summer.)

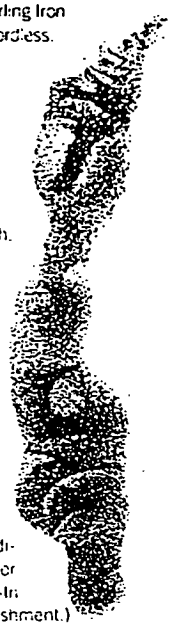
After a workout—or a mad dash to the office—**restyle your hair** in a flash with hairspray. "Just spray, then run your fingers through your hair to reshape it," says stylist Joelle. "If you can't shower, the alcohol in the spray cuts down on the grease factor."

Bronze your bod in a matter of minutes with Sexy Hair Concepts Sex Symbol Aero Tan. This tan in a can goes on like spray paint, dries instantly, then washes off easily with soap and water.

We've found the **quickest way to apply foundation:** Dust on Susan Posnick Colorflo (left), a mineral powder foundation that dispenses through a built-in brush. Bonus: It contains SPF 20.

No time for a full-fledged facial? Try just the steaming step, suggests dermatologist Bank. Ten minutes should get the blood flowing, bringing a fresh supply of nutrients to your face. While your skin's still damp, apply moisturizer for a dewy look.

For speedy, stressless styling on the run, try the ThermaCell Compact Straightening Iron or Compact Curling Iron (left); both are quick to heat and cordless.



A manicure in under two minutes *can* be yours with celebrity manicurist Deborah Lippmann's four-section wonder tool, the Smooth Operator. Each section serves a function, pushing back raggedy cuticles, filing, buffing, or shining naked nails to a pro-like polish.

For a ready-set-go glow, rub a quick-drying bronzing liquid onto your cheeks and forehead, suggests New York City makeup artist Maria Verel. It dries almost instantly to a subtle sheen. (Try NARS Body Glow with sweet-scented Tahitian oil that moisturizes your skin.)

Mask split ends in seconds: When you're done styling, rub the ends of your hair with a dollop of leave-in cream conditioner, says Cheri McMaster, senior scientist for Pantene. (Try Brocato Saturation Light Leave-In Conditioner or Clairol Renewal 5x Daily Nourishment.)

Need polished nails in a pinch? Stick on Kiss 1 Easy Step nails (left). They're pre-glued (they take just 30 seconds to apply), come in a slew of bright spring shades, and last up to three days.

Stop spending precious minutes making sure your lip liner is in the lines. Instead, try Poppy Stay-Put Pencil transparent liner. This mistake-proof liner goes on clear yet creates a barrier on your lips to prevent lipstick from bleeding.

Manicure, schmanicure! Massage some petroleum jelly onto bare nails and cuticles, then wipe it off with a tissue. Your nails will look shiny and your cuticles will be rehydrated—at least for tonight.

Lipstick out of bounds? Too much shadow? Where oil-based makeup removers can smear and smudge the rest of your handiwork, the silicone-based Paula Dorf Sweep Away Clean-Up Stick (above) lets you **spot-erase makeup mistakes quickly and cleanly.**

SEE SHOPPING GUIDE, LAST PAGES, FOR DETAILS

SH 0919

BEAUTY FLASH!

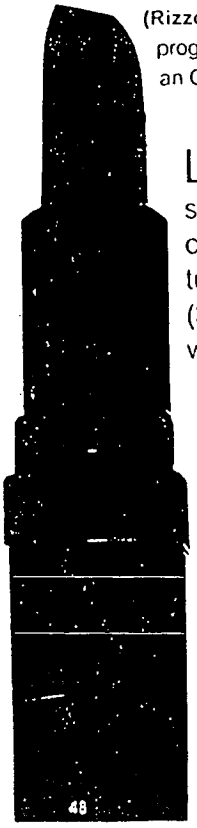
Can herpes fight skin cancer? It's possible. Researchers at the University of Glasgow in Scotland found that most **tumor cells in melanoma patients disappeared when injected with a form of the herpes virus.** When the virus replicates, it destroys malignant cells. (It's a mutated version, so the patient doesn't end up with herpes.) Scientists have yet to test larger groups of people.

A tan in a can Spray-on skin color? Sounds ridiculous, but **Sex Symbol Aero Tan, a skin dye (not a self-tanner), gave our testers a lovely bronze glow when misted on.** It dries completely so it doesn't get on clothes and washes off when you're through looking like a sun goddess. One bummer: Its coconut aroma doesn't exactly radiate city-girl sophistication ($14; 800-848-3383).

SELF B+ SAYS

Feel-good buy Through December at www.bobbibrown.com, **proceeds from Bobbi Brown Brown Lip Gloss ($18) go to The Fresh Air Fund,** which sends city kids to the country during summers. The product marks Brown's decade in the biz; it's a gloss version of one of her popular lipsticks—an any-skin-shade hue.

Home-spa jackpot Turn every room in your home into a relaxation destination. **Karena Callen has compiled recipes, exercises and beauty treatments from resorts worldwide in her book *SPA*** (Rizzoli). Eat Alpine Muesli from Canyon Ranch in Arizona in your kitchen; try a strength-training program in your den from Henlow Grange Health Farm in Bedfordshire, England; and finish with an Oriental body-glow scrub from the Banyan Tree Spa in Phuket, Thailand, in your bathroom.



LIGHT UP YOUR LIPS You know that multiple coats of lipstick will last longer and (if you use a mix of sticks) create deeper, richer color. However, if minimalism (or laziness) finds you doing the single tube/single swipe thing, tote one of Chanel's new Infrarouge lipsticks ($22). Their pigments are not only long-wearing but also look different when seen from different angles, so one coat appears lush and textured.

Oh boy, more soy Researchers at Johnson & Johnson's Skin Research Center in Skillman, New Jersey, found that **soy milk—when applied daily after most forms of hair removal—reduced hair growth,** thanks to soybean-derived serine protease inhibitors. Skeptical? Try it for yourself by wiping on the white stuff. Hey, can't hurt!

Put a sock on it Don't postpone prepping for sandal season. **Feet are subject to more moisture and darkness than any other body part, making fungal infections easier to pick up and harder to shake,** says Richard Frankel, D.P.M., a New York City podiatrist. (Plus, blisters and corns heal very slowly.) Wear cotton [illegible] and keep feet dry with antifungal powder until you're ready to show 'em off.

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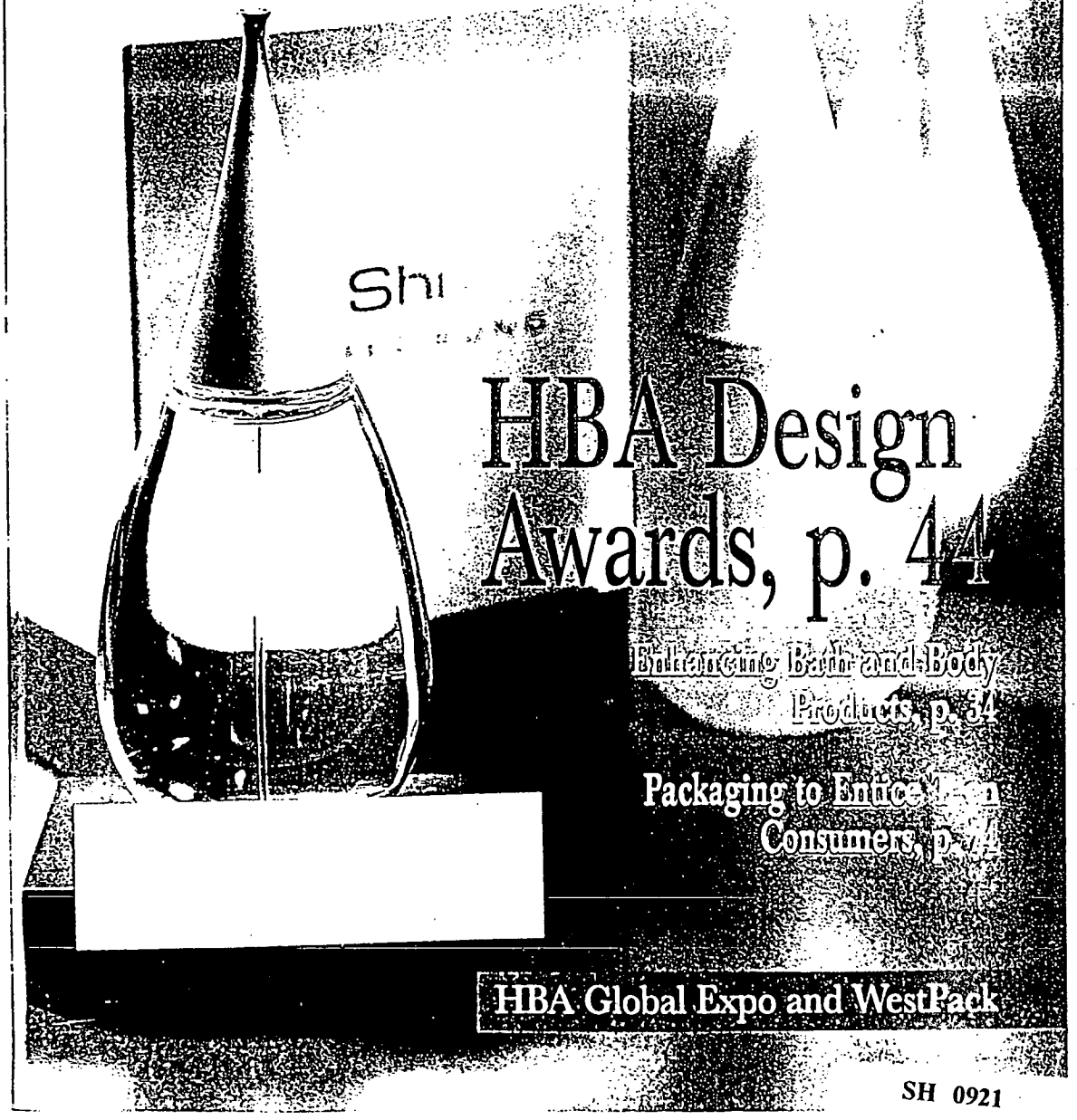
COSMETIC/PERSONAL CARE CPC PACKAGING

May/June 2001



HBA Design Awards, p. 44

Redesigning Brand and Body Products, p. 34

Packaging to Entice Consumers, p. 44

HBA Global Expo and WestPack

SH 0921

bottle look. The cap has also been used on liquid soap and dishwashing detergent bottles," says Fugate. The closure's wide orifice is well suited for dispensing thick gel, he adds.

Label Express (Midvale, UT) supplied pressure-sensitive, self-adhesive labels for many of the line's bottles using the template provided by Sexy Hair Concepts. Once the design was approved by Sexy Hair Concepts, Label Express used the Pantone system to match the colors exactly.

TricorBraun (St. Louis) provided packaging for the Shark Attack Pomade Schtick.

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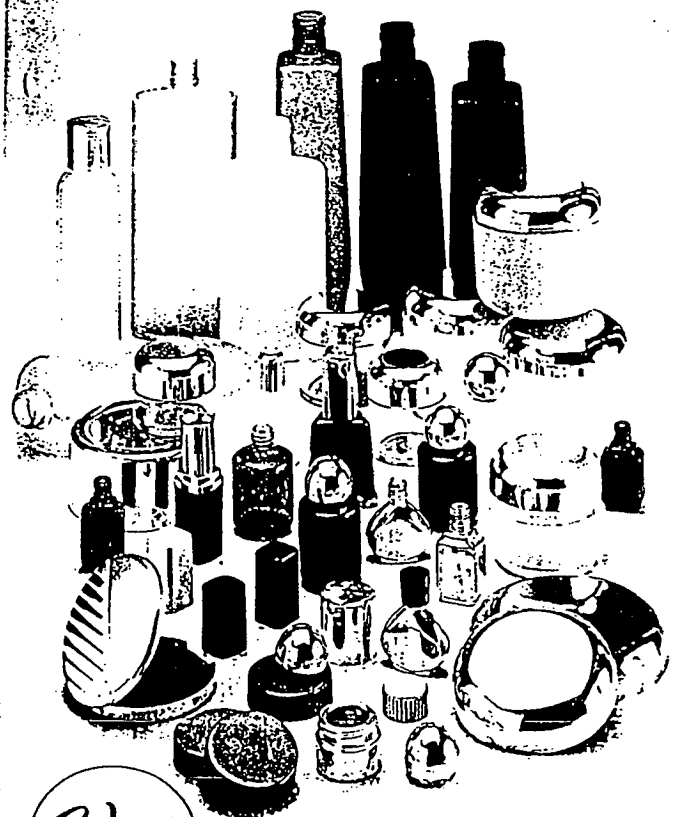

Ward TM

Ward Engineering, Inc.
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Tel: (818) 503-7940 • Fax: (818) 503-7937
Visit our website @ www.wardengineering.net

The packaging for War Paint, a collection of decorative paints for the hair and body, was supplied by I. L. Walker. The company created a fold-over card for War Paint because it was inexpensive to produce and suitable for holding the pots of paint. The card, made from 100% recyclable white-clay-coated newsback, achieved the rugged look Sexy Hair Concepts wanted. Instructions for use and ingredient information are printed on the back of the card.

I. L. Walker printed designs for the front and the back of the card on one side of the substrate, then folded the card over and glued it together. Printing on one side of the paper meant that the card had to go through only one pass, which saved time and money and eliminated the risks of ruining in a second pass what had already been printed.

The biggest design challenge in producing the card was finding a hole size that would be tight enough to hold the pots, according to Ted Schramm, national accounts manager for I. L. Walker's parent company, Impaxx Inc. (Schaumburg, IL). The pots were placed in individual holes with their bottoms extending through the back of the card. The card's holes had to be small enough to hold the pots snugly. To achieve this, I. L. Walker used a trial-and-error process until an appropriate hole size was found.

Rumble Boys is marketed to men in their teens to early thirties. The line has captured approximately 15% of Sexy Hair Concept's salon products' market share. With its bold ideas and progressive packaging, the Rumble Boys line is a force to reckon with. ■

Arroyo Packaging—Circle #124
CCL Container, Aerosol Div.—Circle #125
Drug Plastics and Glass Company, Inc.—Circle #126
I. L. Walker—Circle #127
Label Express—Circle #128
Roberts Container Corp.—Circle #129
SeaquistPerfect Dispensing—Circle #130
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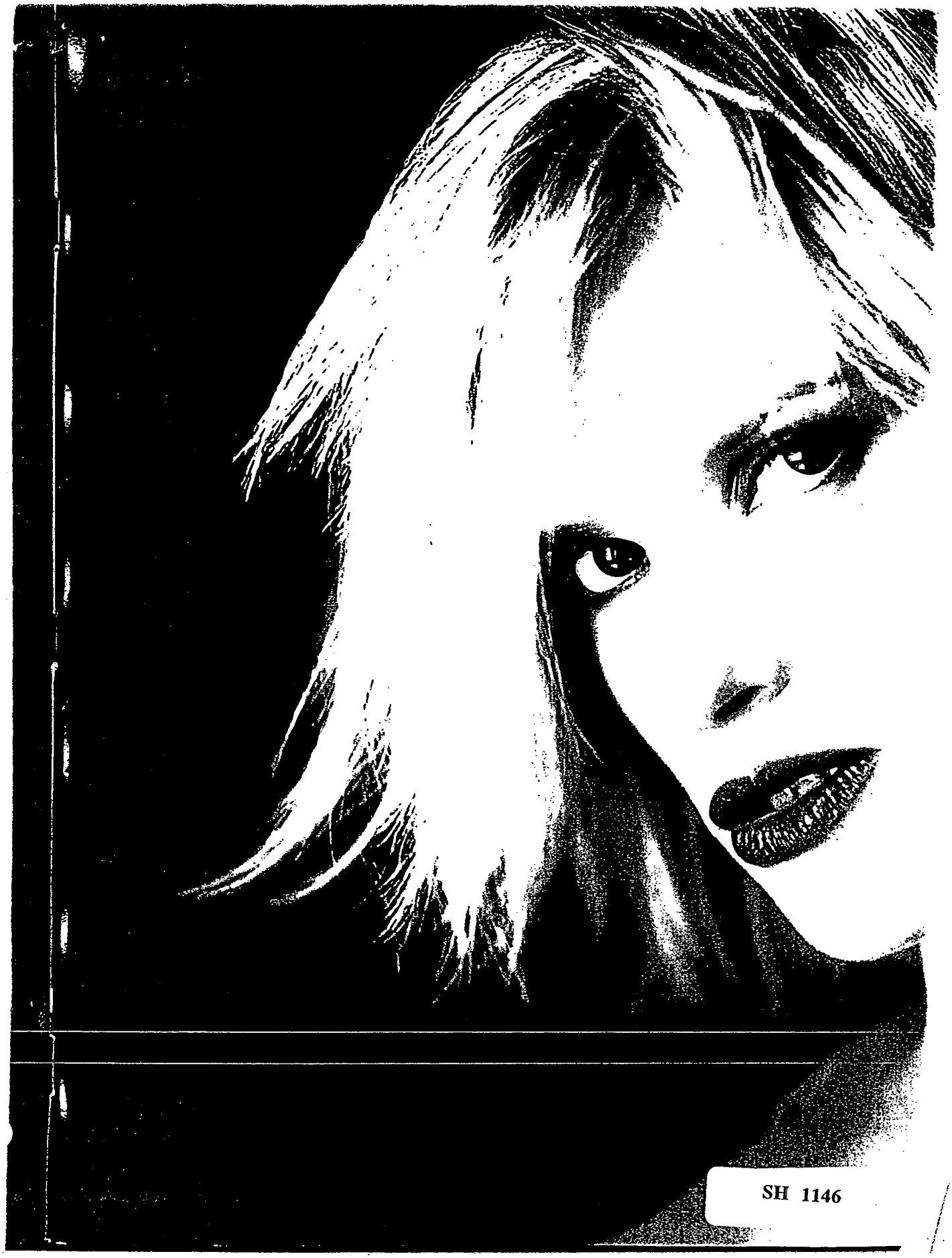
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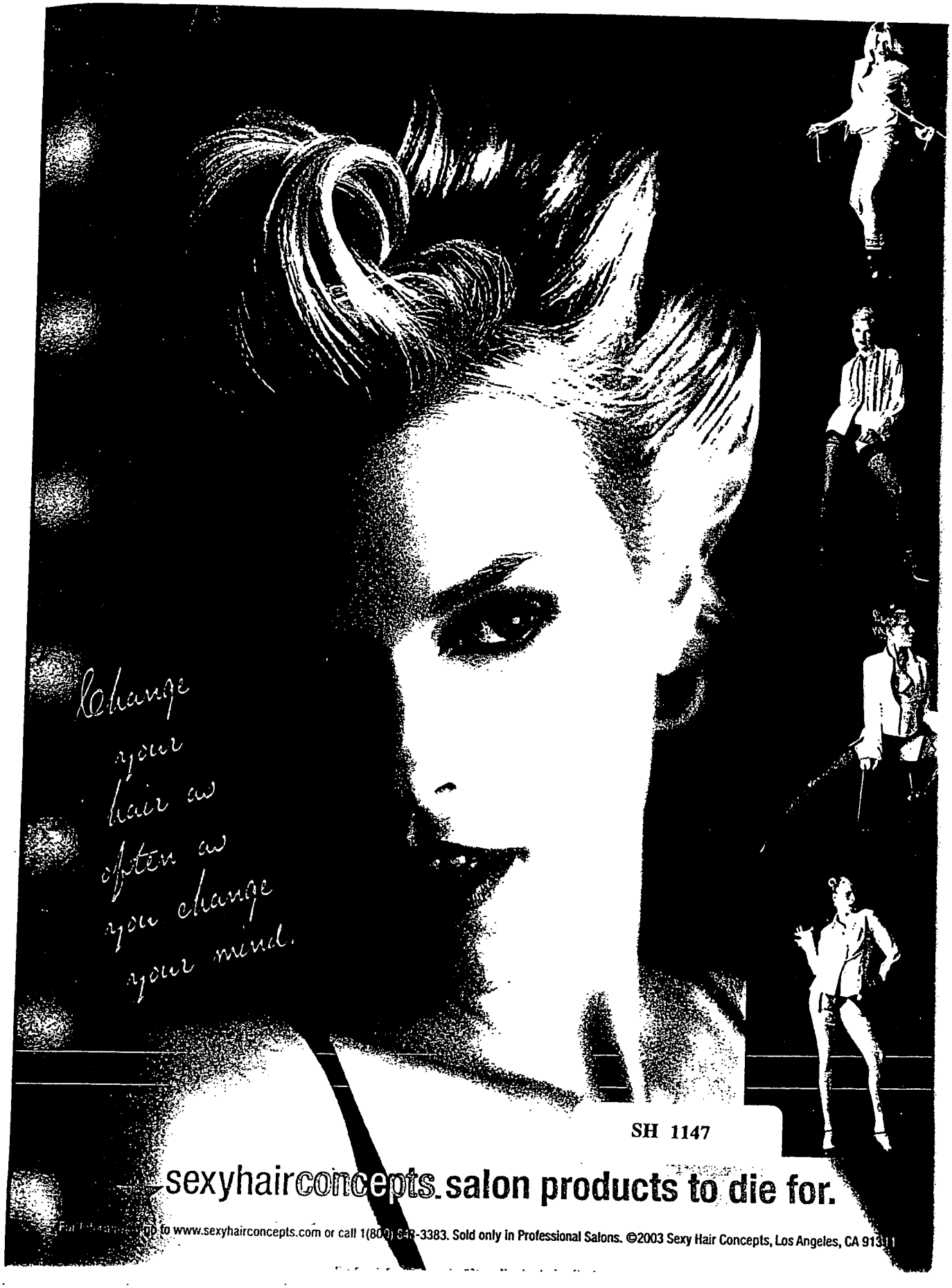
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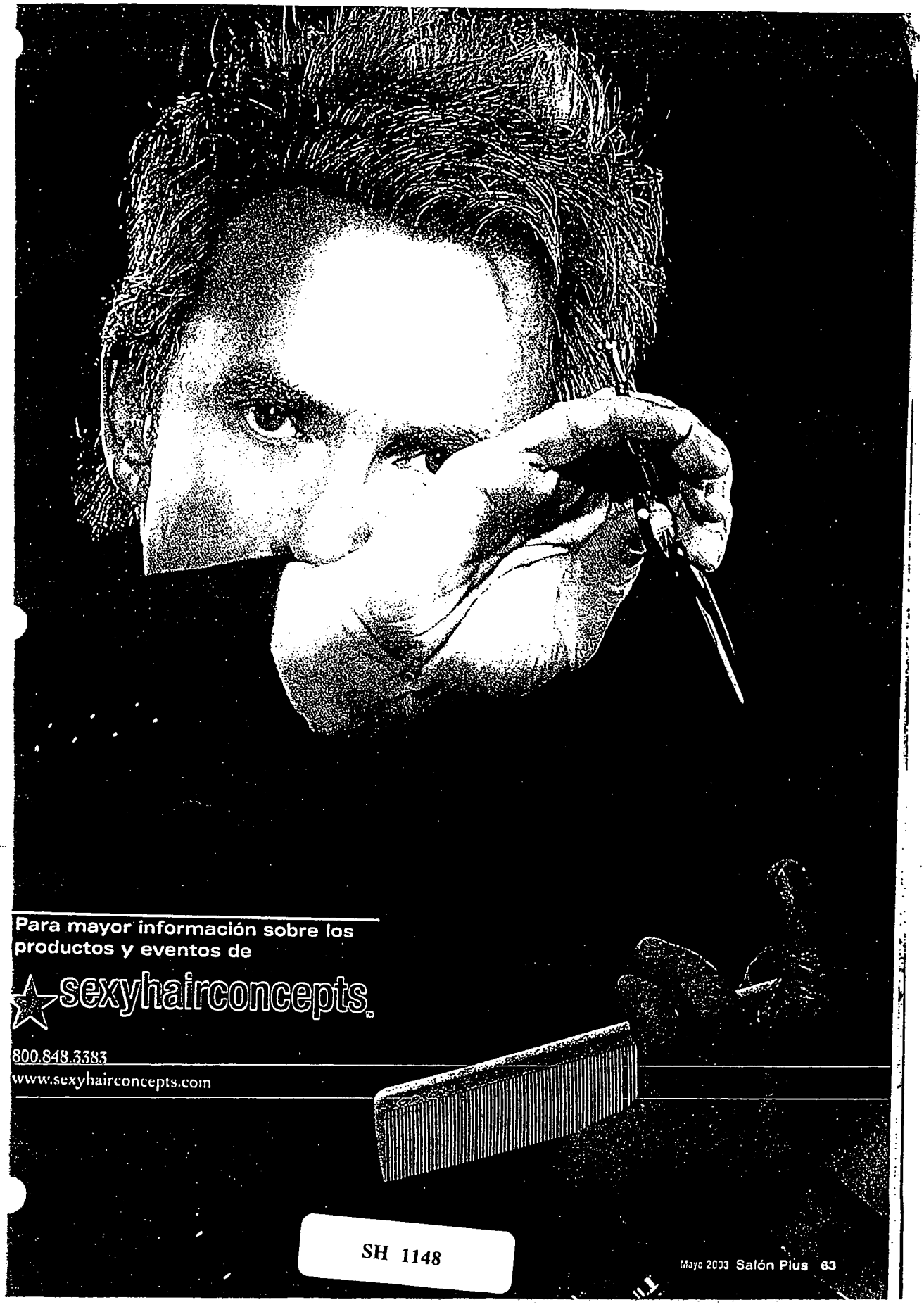
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SH 1148

what's the big idea behind ★sexyhairconcepts?

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Michael O'Rourke

World Champion Hairdresser, CEO & Founder-Sexy Hair Concepts

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What's the big idea? Bigger is Better!

Transform flat, limp hair with Big Sexy Hair in four easy steps

1 Using only the finest ingredients, Extra Big Volumizing Shampoo gently opens the cuticle to add thickness and magnitude as well as gives tresses shine and luster. Special extracts help clean, condition and soften the hair. Simply apply Extra Big Volume Shampoo to wet hair, work into lather, rinse and repeat if necessary. Extra Big Volume Shampoo can be used daily and is for all hair types.

2 Big Volume Conditioner maintains hair's moisture and detangles without adding weight. Simply work a small amount into hair and rinse. It's especially good for fine, normal to dry or combination hair types.

3 Root Pump Volumizing Spray Mousse comes out as a spray and turns into a mousse to pump up the root and give the hair volume. Apply to damp hair, light spray at the roots, it's for all hair types.

4 Finish a big [illegible] Sexy Hair Spray & Play [illegible] Hair Spray. It's a fast drying hair [illegible] that delivers firm, full [illegible] and ultra shine [illegible] and static [illegible] Apply [illegible] and [illegible] for all hair [illegible]

TIP for BIG volume: [illegible] hair is 80% dry [illegible] large round brush to [illegible] and towards ends. [illegible] and apply concen- [illegible] low hair to root [illegible] remove brush and [illegible] eased volume, loss [illegible] Spray & Play or flip it over [illegible] tousled sexy style.

★sexyhair concepts

SH 1150

[illegible] 1811 For more information please visit www.[illegible]

What's the big idea? Healthy Sexy Hair!

Healthy hair is sexy hair, and it's as easy as 1-2-3-4

1 Shampoo hair with SoyMilk Shampoo. Apply to wet hair, lather and rinse. Formulated for all hair types, this nourishing cleanser penetrates hair, providing protein to strengthen it and restoring lost emollients, pliability and sheen. This gentle shampoo also aids in preventing color loss.

2 SoyMilk Conditioner replaces amino acids, returns moisture and strength to the hair shaft, and leaves tresses soft, full and manageable. It even protects hair from the sun. After shampooing with SoyMilk Shampoo, work a small amount into hair and rinse.

3 Soy Tri-Wheat Leave-In Conditioner's unique formulation of soy and tri-wheat guards hair against damage from the sun and the environment. It penetrates hair to strengthen each strand with proteins. Spray on damp hair before adding any other styling products. Spritz on dry hair for extra protection prior to activities in the sun or swimming in chlorinated water.

4 Finish hair the Healthy way with Soya Want Full Hair Hairspray. This fast-drying hairspray has the benefits of Soy Protein to make hair feel and look healthy. Use while styling to give more volume, then spray to hold style and protect hair from sun damage throughout the day. It provides intense hold and shine.

As seen in Seventeen Magazine

"Healthy Sexy Hair...gives Jennifer's hair protein and gets rid of static."

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SH 1151

What's the big secret?

Add 1 part Spray & Play Volumizing Hairspray to 1 part Big Shine - Shine Spray for fabulous hair!

SPRAY & PLAY HAIRSPRAY
is more than a finishing product. Whether hair is short or long, Spray & Play's the perfect tool. Spray on the roots and underside of hair for volume. When doing a round brush blow-dry, mist the hair with Spray & Play. This will lock in your blow-dry and lock out humidity. For texture, run fingers through hair and spray to hold. To keep your up-styles and braids looking sleek and together, Spray & Play will keep flyaways and stragglers to a minimum. Dries quickly. Never sticky. Holds even in high humidity.

BIG SHINE - SHINE SPRAY
gives dazzling finish to any do. There's absolutely no excuse for dull, drab hair. Will not weigh hair down. Never greasy. Under sun or stars, shine, shine, shine.

FAN MAIL

Dear Big Sexy Hair,

Finally!!! Thank you so much for an absolutely wonderful line of products in [illegible] containers!!! I was literally looking at a wall of products trying to find [illegible] a bright red can next to some red bottles. With a name like BSH, I just had to try it. Voila! [illegible] this since the 80's!!! My husband loves it!!! My son and I were riding through town [illegible] before we left when we were stopped at a light and he caught guys looking. "Boy, mom [illegible] "Why?" "Cause all these guys keep looking at you!!" I felt like a million bucks!!! [illegible] Have a Great Day!!!

Sincerely,
[illegible]

bigsexyhair
THAT'S WHAT!

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SH 1152

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What's the big deal?

START THE NEW YEAR WITH THIS POWERFUL HAIRSTYLING DUO.

Buy Sexy Hair Concepts #1 Selling Product, Big Sexy Hair Spray & Play Hairspray and get Sexy Hair Concepts' #2 Selling Product, Big Sexy Hair Root Pump Plus FREE!!!

ROOT PUMP PLUS HUMIDITY RESISTANT SPRAY MOUSSE

- Maximizes volume and fullness in thick and heavy hair
- Delivers firm hold
- Protects hair against humidity
- Use on damp hair
- Spray on roots
- Blow dry using vent brush to lift hair for maximum volume

SPRAY & PLAY VOLUMIZING HAIRSPRAY

- Delivers firm, full flexible hold
- Creates great shine
- Seals out humidity
- Use on dry hair to finish
- Spray on almost dry hair and blow dry with large round brush for ultimate volume

Reminder: To achieve fabulous, voluminous styles, always shampoo hair first with Big Sexy Hair Extra Big Volume Shampoo and follow with Big Volume Conditioner.

★sexyhair concepts

SH 1153

OFFICIAL MAGAZINE OF HOLLYWOOD MAKEUP ARTISTS & HAIR STYLISTS
The Artisan
LOCAL 706 - IATSE
ISSUE #19
SEPTEMBER/OCTOBER 2003

SH 1154

WHO HAS SEXY HAIR?

Donna Gilbert (Runaway Jury, Sorority Boys, State of Grace)

Mary Guerrero (Reba)

Lucia Mace (Pirates of the Caribbean, Holes, Spiderman 2)

Anthony Miner (The Wayne Brady Show)

Michael Moore (Enterprise, Buffy the Vampire Slayer)

Dennis Parker (Six Feet Under)

Cynthia Romo (Wheel of Fortune, Star Search)

Brooks Stenstrom (Strong Medicine, Access Hollywood, That 70's Show)

to name just a few...

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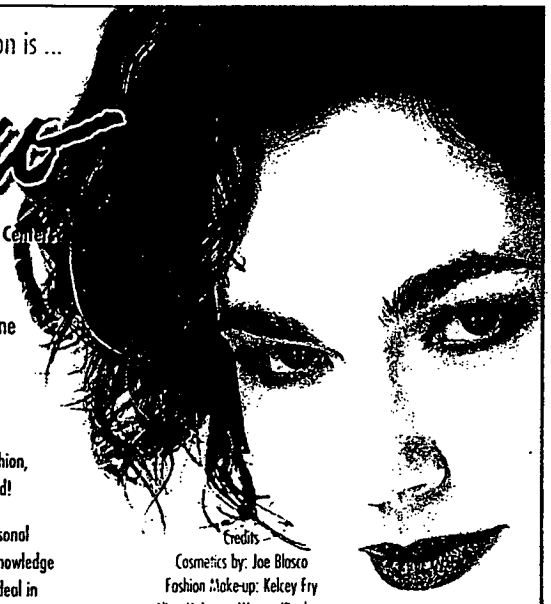

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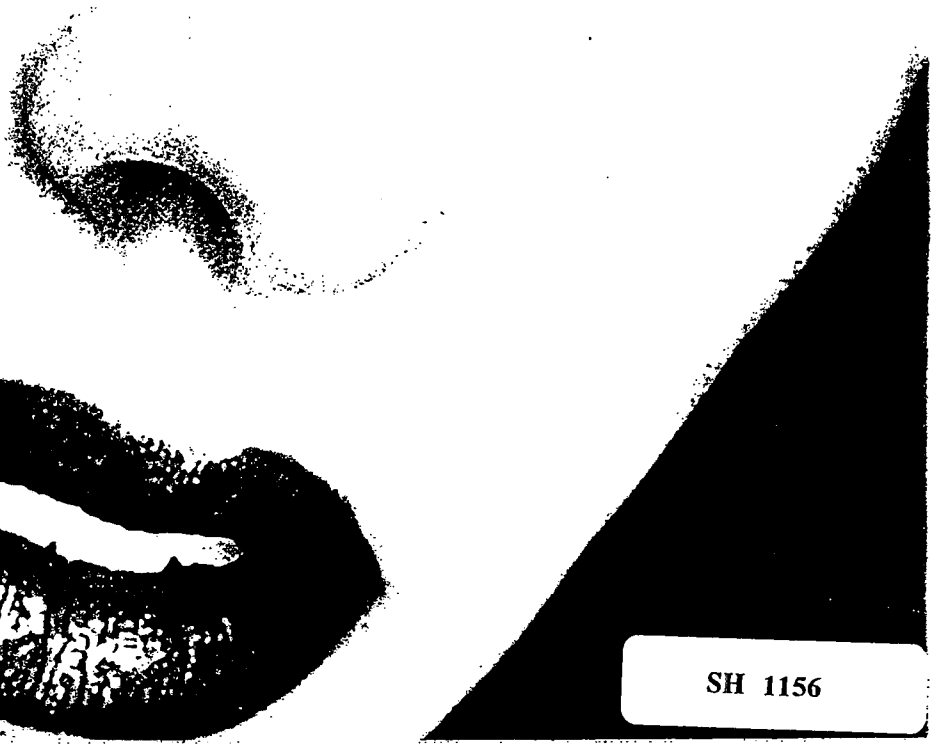
The Artisan

Makeup Artists & Hair Stylists Guild Local 706

LOCAL 706 - IATSE

ISSUE #17

MAY/JUNE 2003



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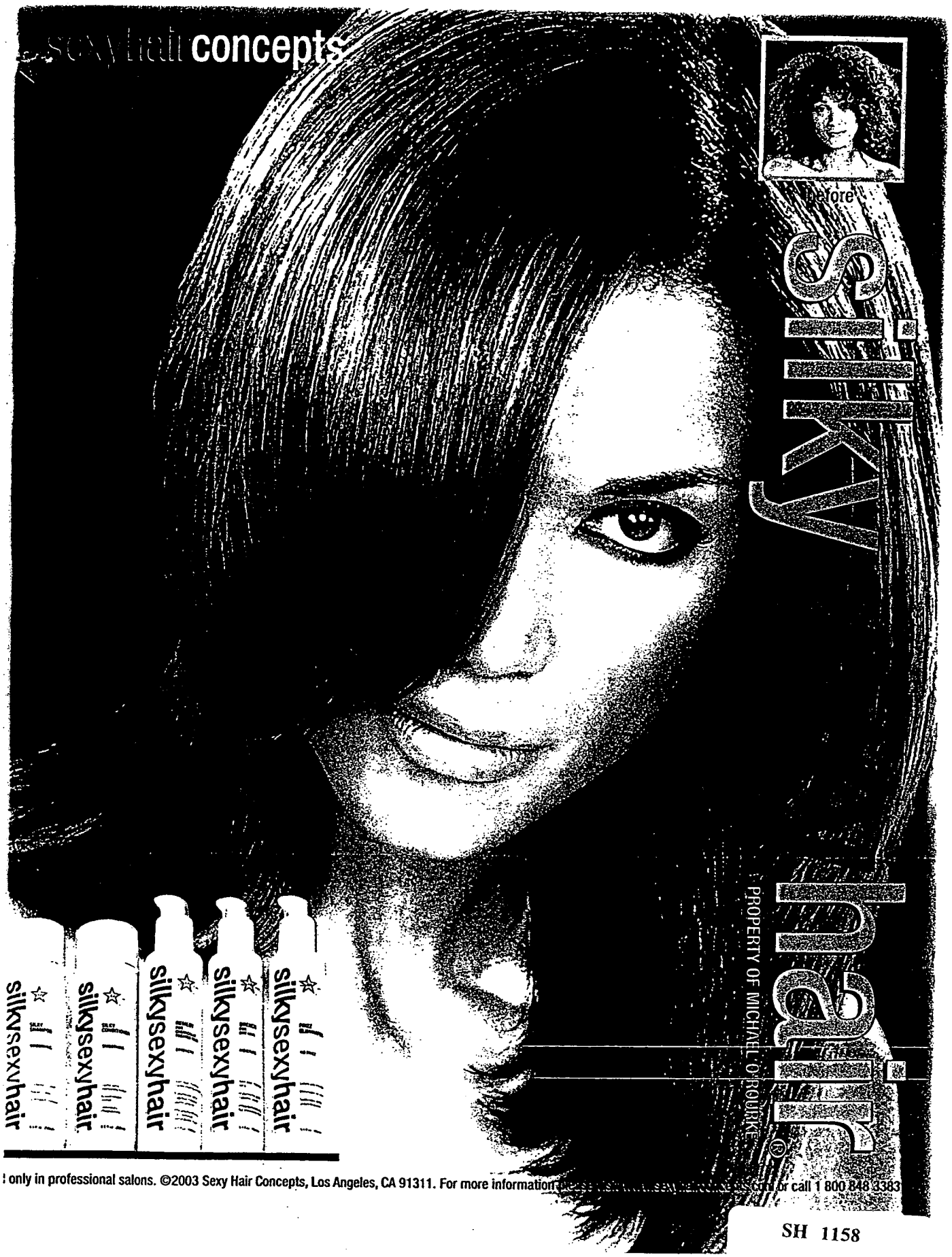
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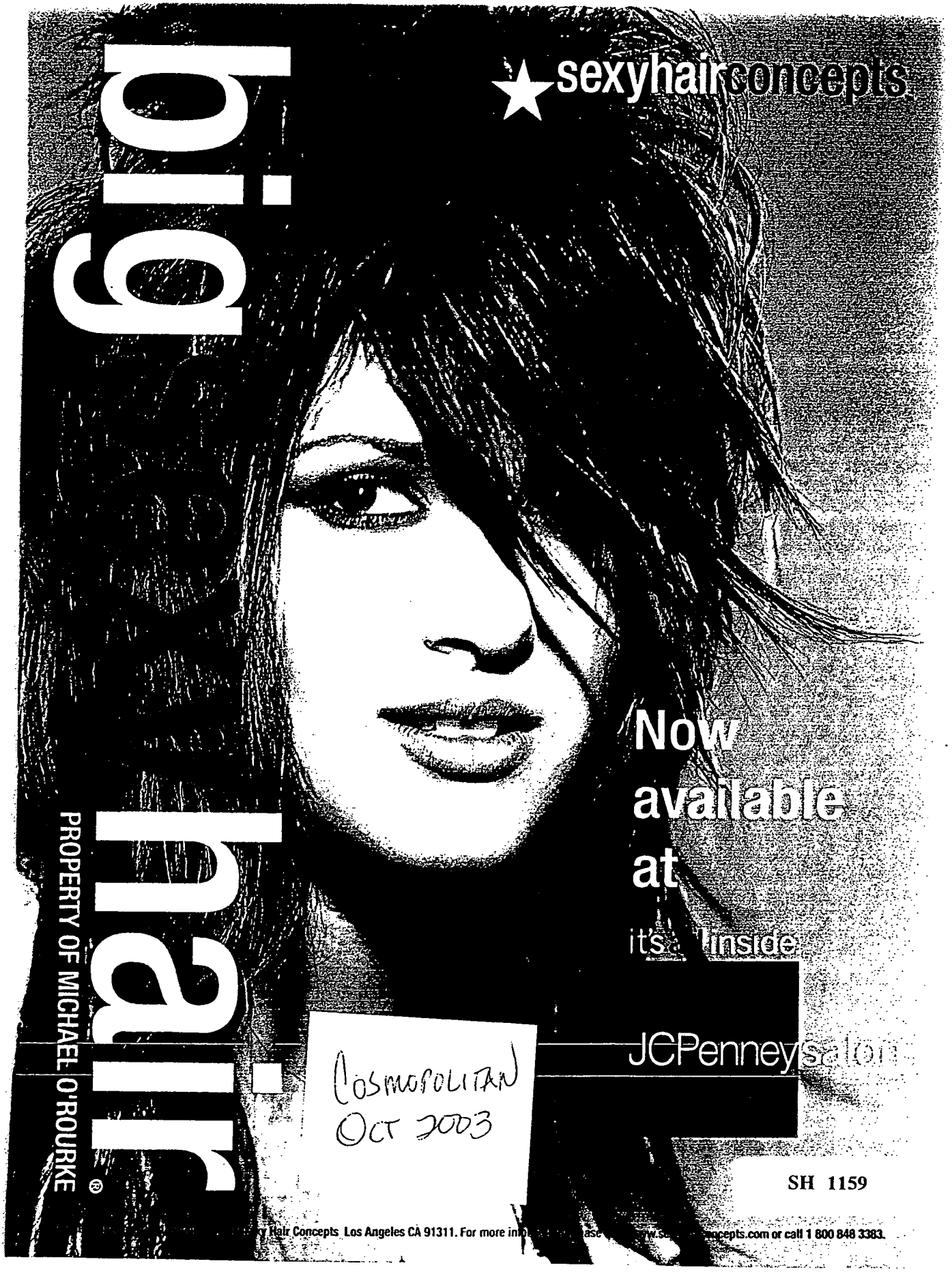
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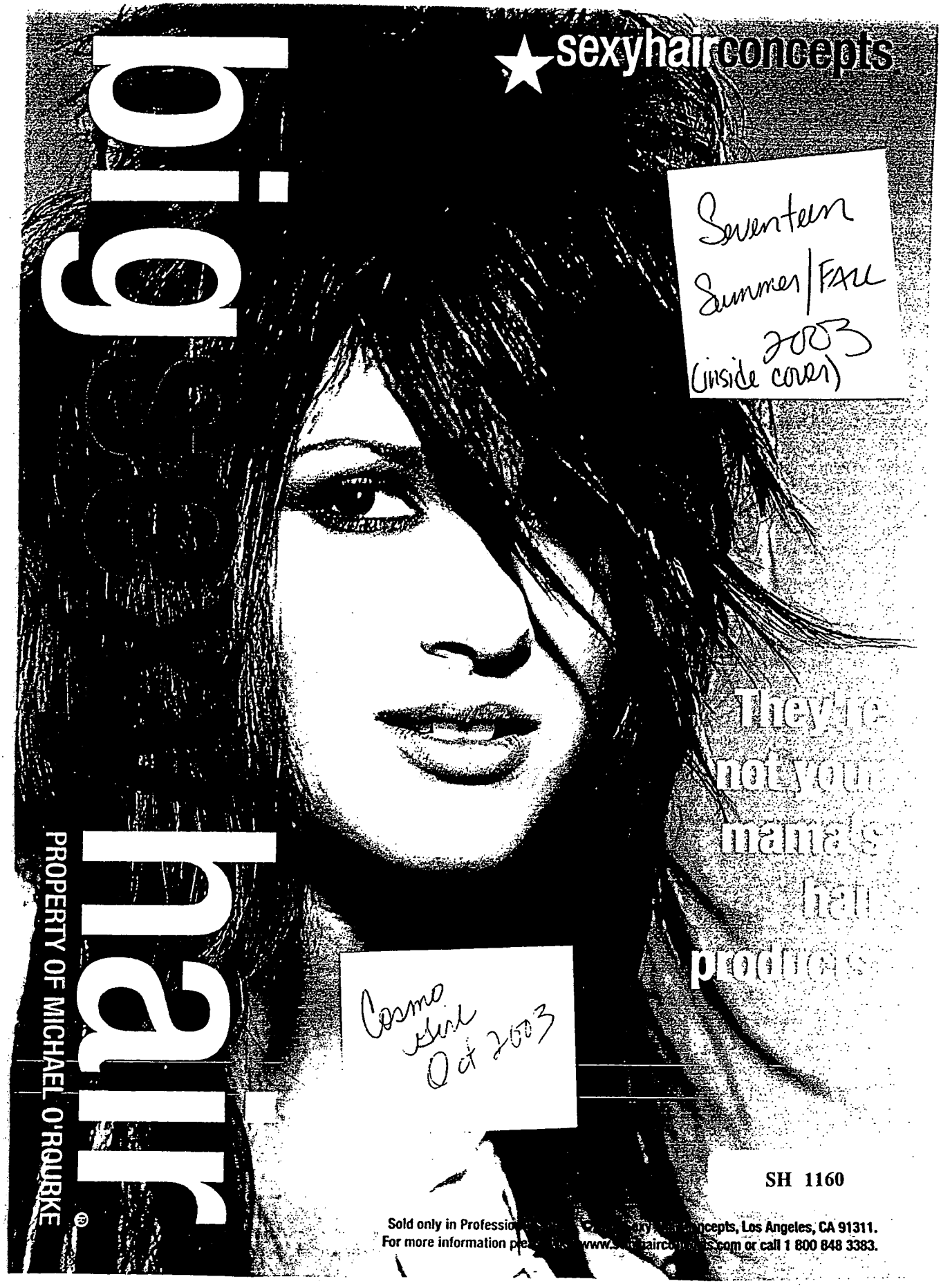

Seventeen
Summer/Fall
2003
(inside cover)

Cosmo
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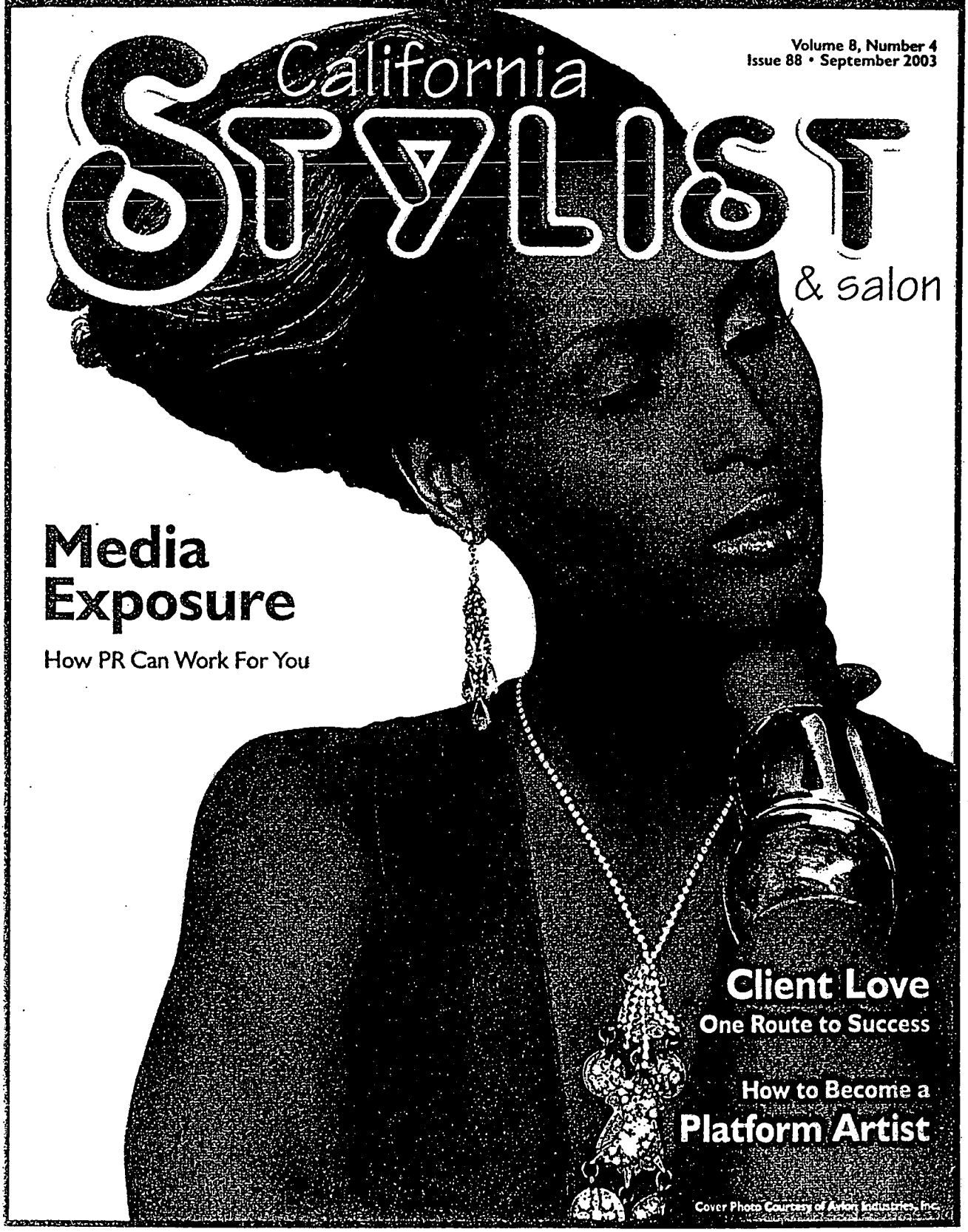
THE BUSINESS OF: HAIR • SKIN • NAILS • TANNING

California STYLIST & salon

Volume 8, Number 4
Issue 88 • September 2003



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Client Love

One Route to Success

How to Become a Platform Artist

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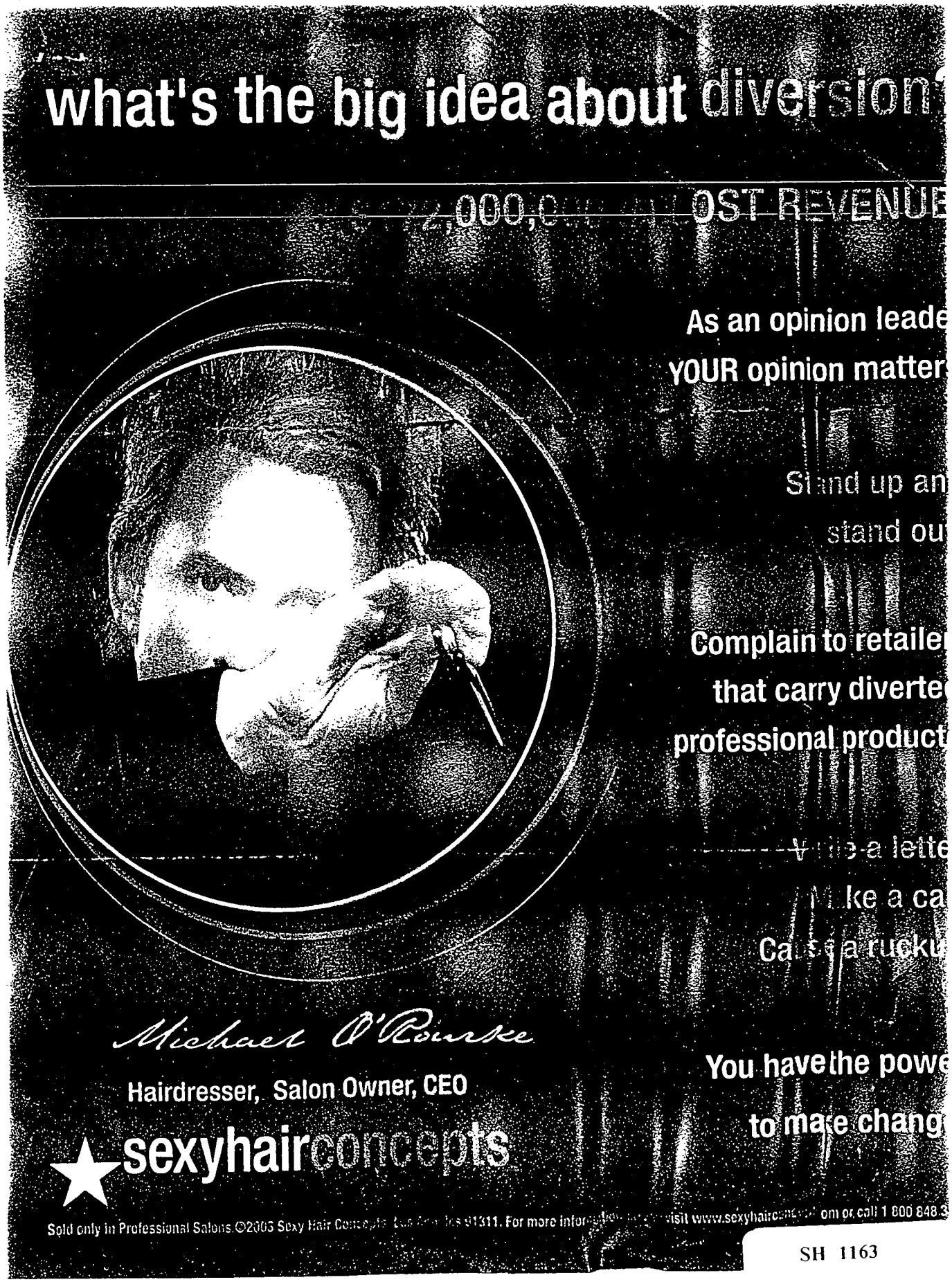
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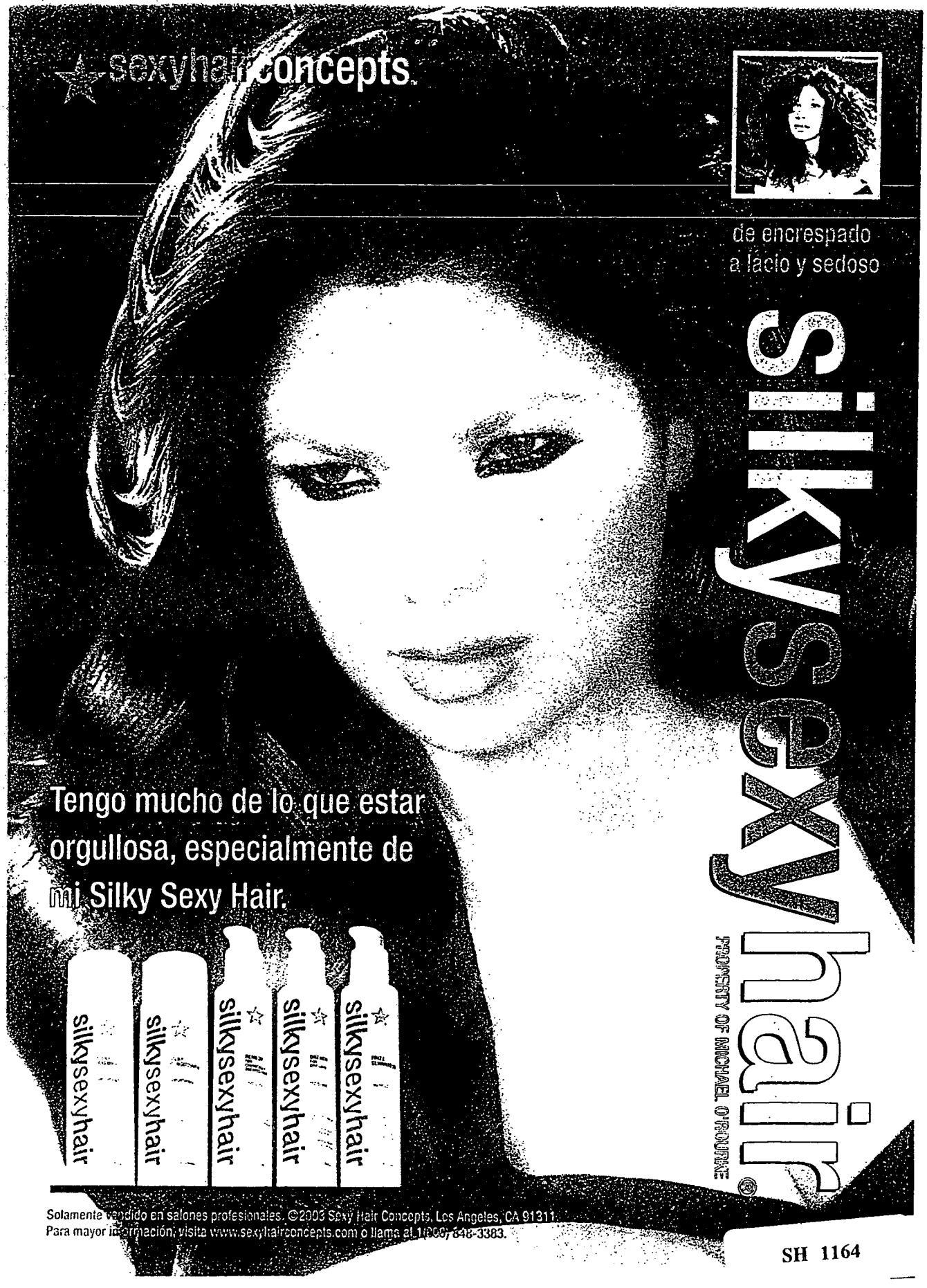
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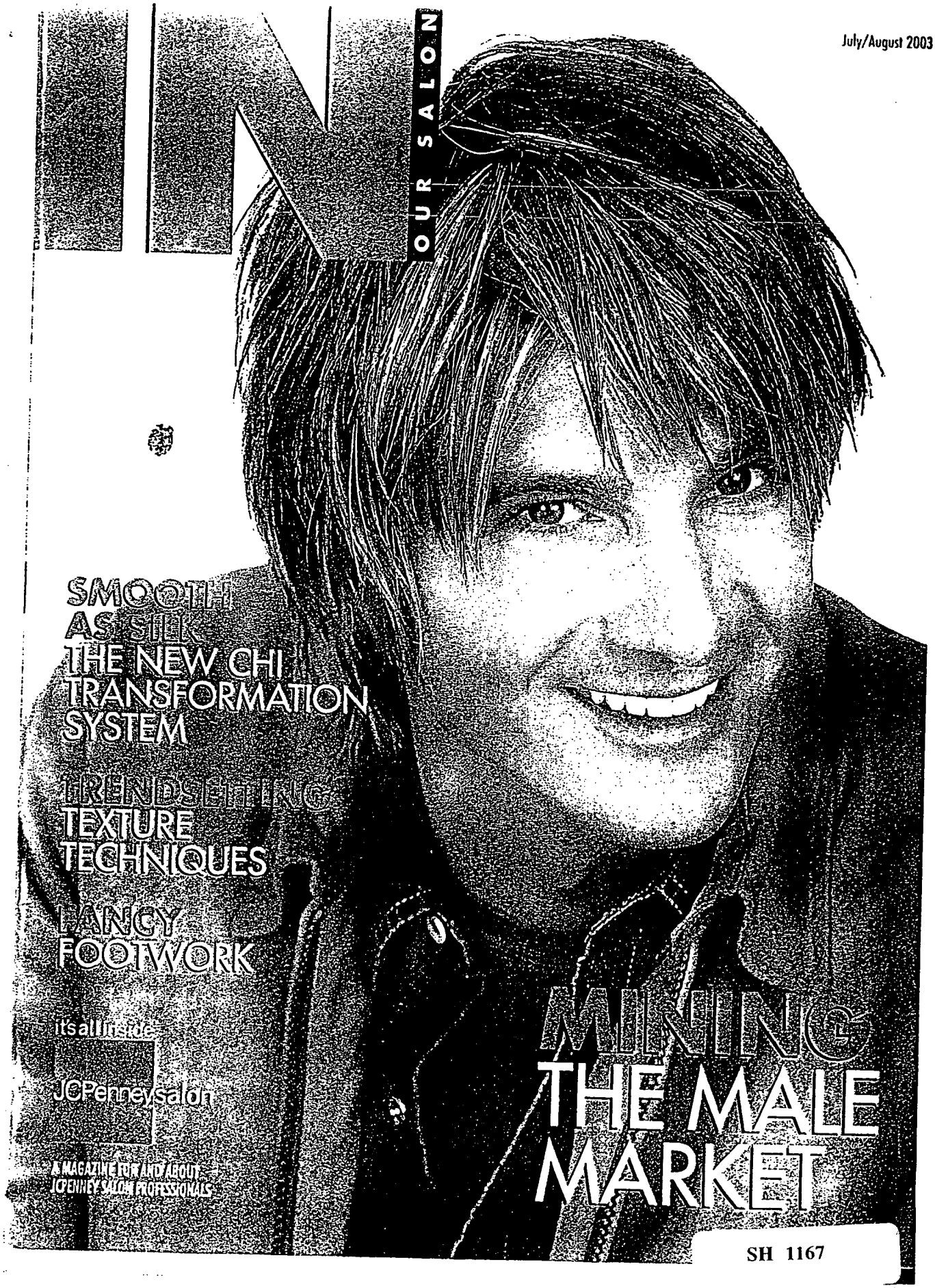
July/August 2003

IN OUR SALON



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THE NEW CHI TRANSFORMATION SYSTEM

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FANCY FOOTWORK

it's all inside

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A MAGAZINE FOR AND ABOUT JCPENNEY SALON PROFESSIONALS

MINING THE MALE MARKET

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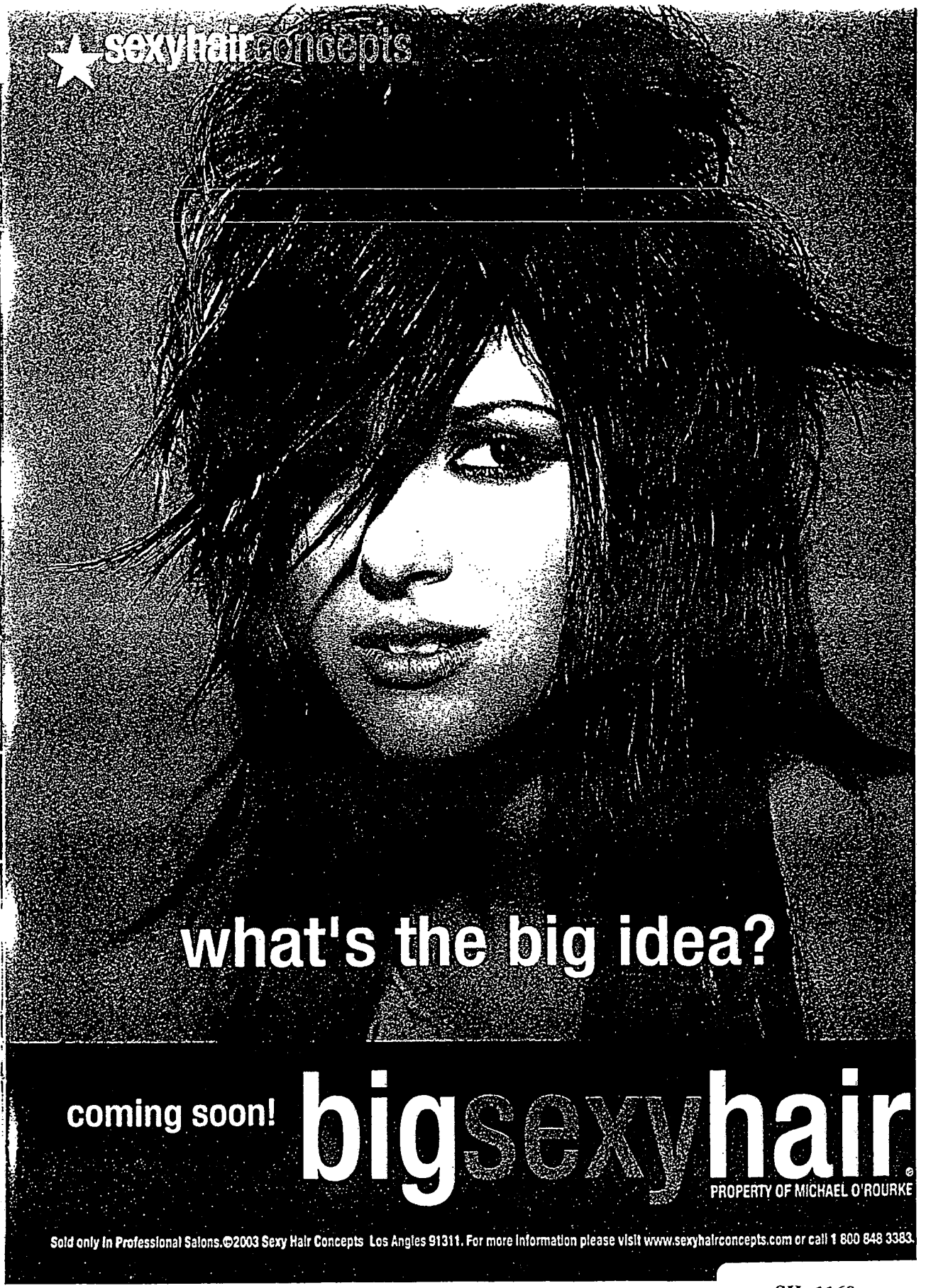
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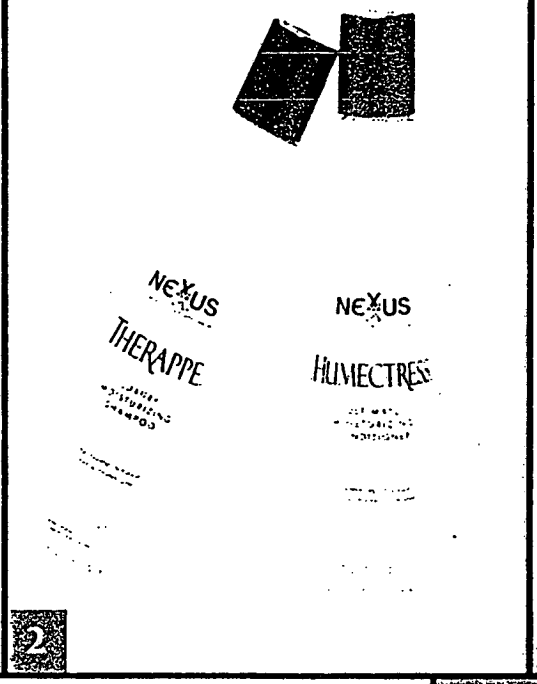

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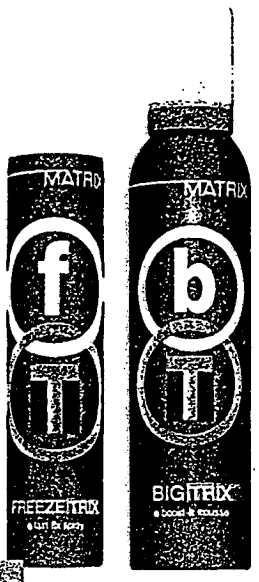

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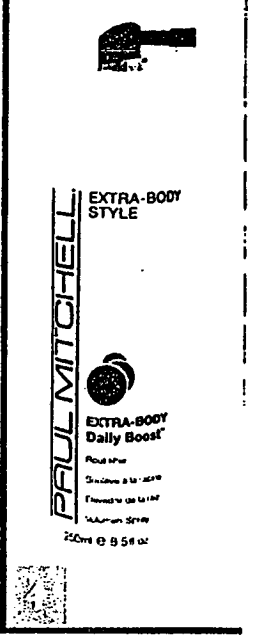

4

5

summer headlines

6

1 SPRAY AND PLAY Big Sexy Hair's Volumizing Hairspray bumps up volume, lends lift and gives you plenty of control. Its friction—and static-fighting qualities make it popular with Hollywood hair stylists, including the crew of "Will & Grace," "Everybody Loves Raymond," and "General Hospital." From Sexy Hair Concepts.

2 THERAPPE AND HUMECTRESS A dry summer doesn't have to mean dry hair. Restore and maintain optimum hydration with this moisture-rich duo. Therappe's nourishing botanical ingredients add thickness and strength with a super-rich, luxurious lather. Humectress moisturizes the hair's innermost structure, leaving it pliable, radiant and healthy. From Nexxus Products Company.

3 FREEZETRIX AND BIGTRIX Make it big and freeze it fast. The boost-it mousse pumps up volume, body and texture. Hair gets weightless dimension and big-time shine. Fast-fix spray freezes and sets hair for long-lasting, all-day control. From Matrix.

4 EXTRA-BODY DAILY BOOST Achieve big body with a little boost. Naturally derived styling ingredients and panthenol provide maximum volume and fullness. The extended precision sprayer makes it easy to deliver the right amount right where you need it—at the roots. From John Paul Mitchell Systems.

5 ROTORAZOR Create the cool cuts of summer with this customizable tool. The fully rotational razor locks into six different cutting positions. Every Rotorazor comes with a 10-pack of blades and a convenient on-and-off disposal system. From Cricket.

6 FUNGUSFIX NAIL SERUM Help improve the appearance of unsightly nails. This clinically tested salon formula targets the source of the problem with two effective ingredients. Undecylenoyl Glycine is a widely used natural ingredient, and Usnic Acid is a natural derivative of moss. Results are often visible in two to three weeks. From OPI.

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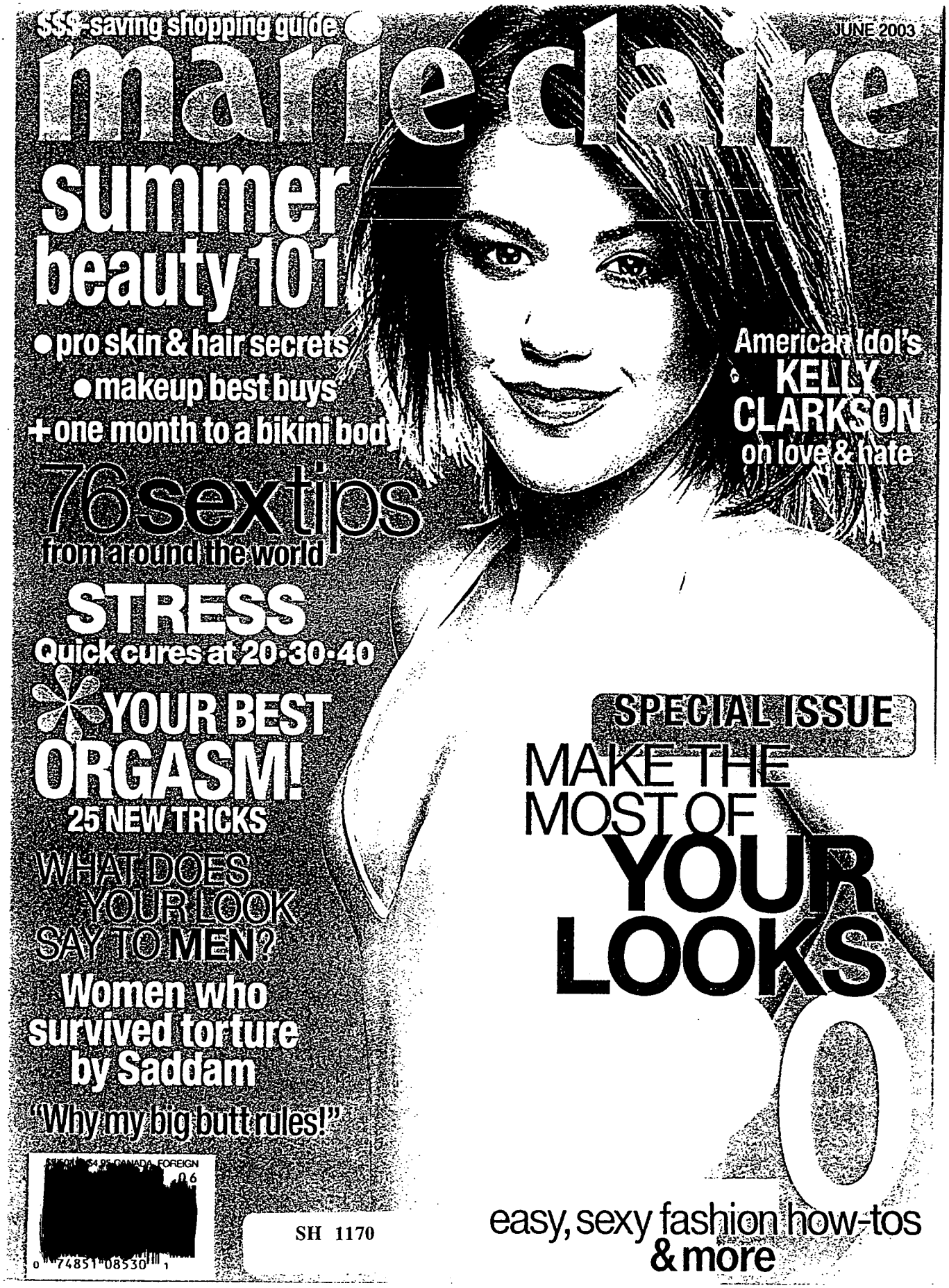
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"Why my big butt rules!"
SPECIAL ISSUE
MAKE THE MOST OF YOUR LOOKS
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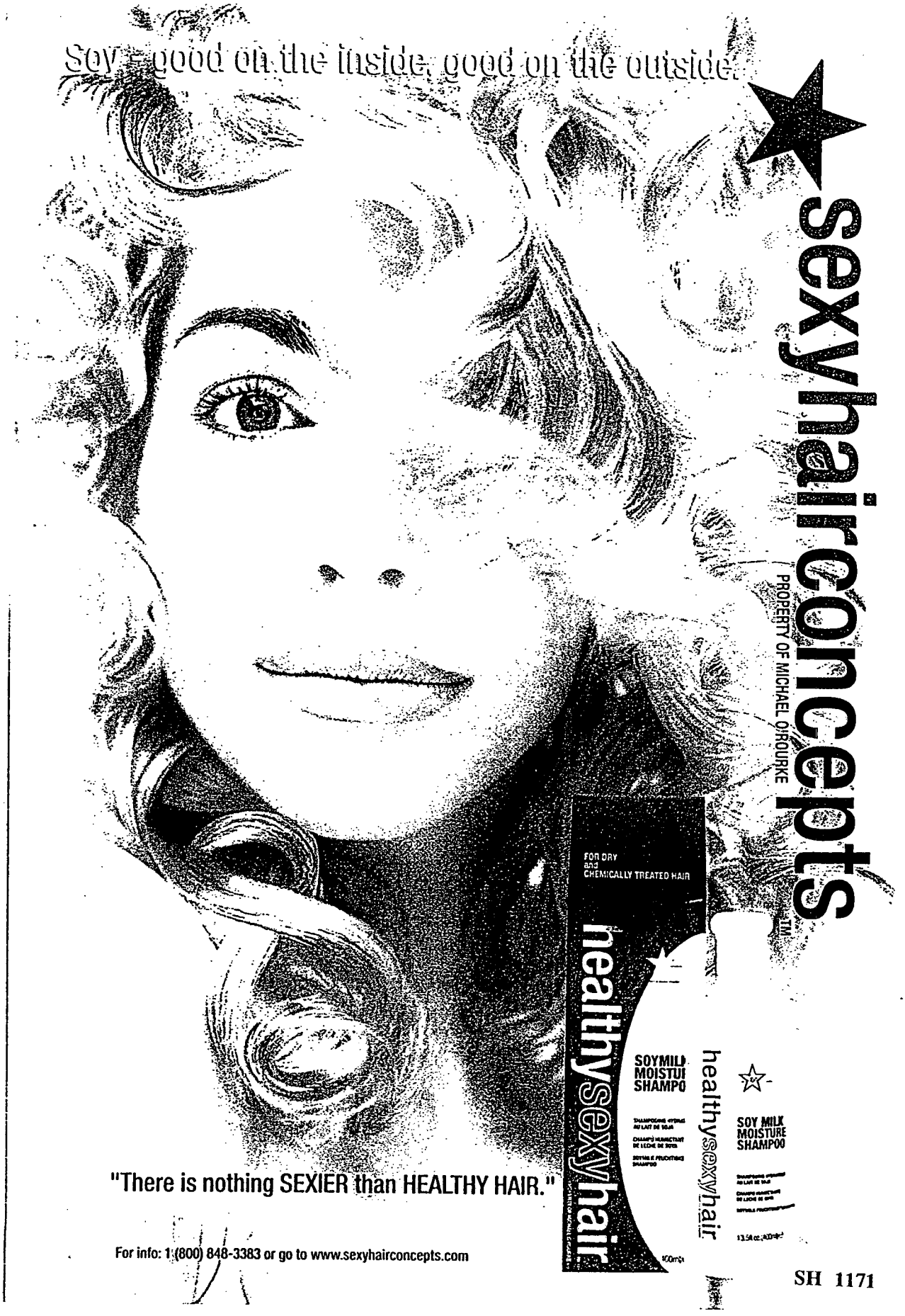
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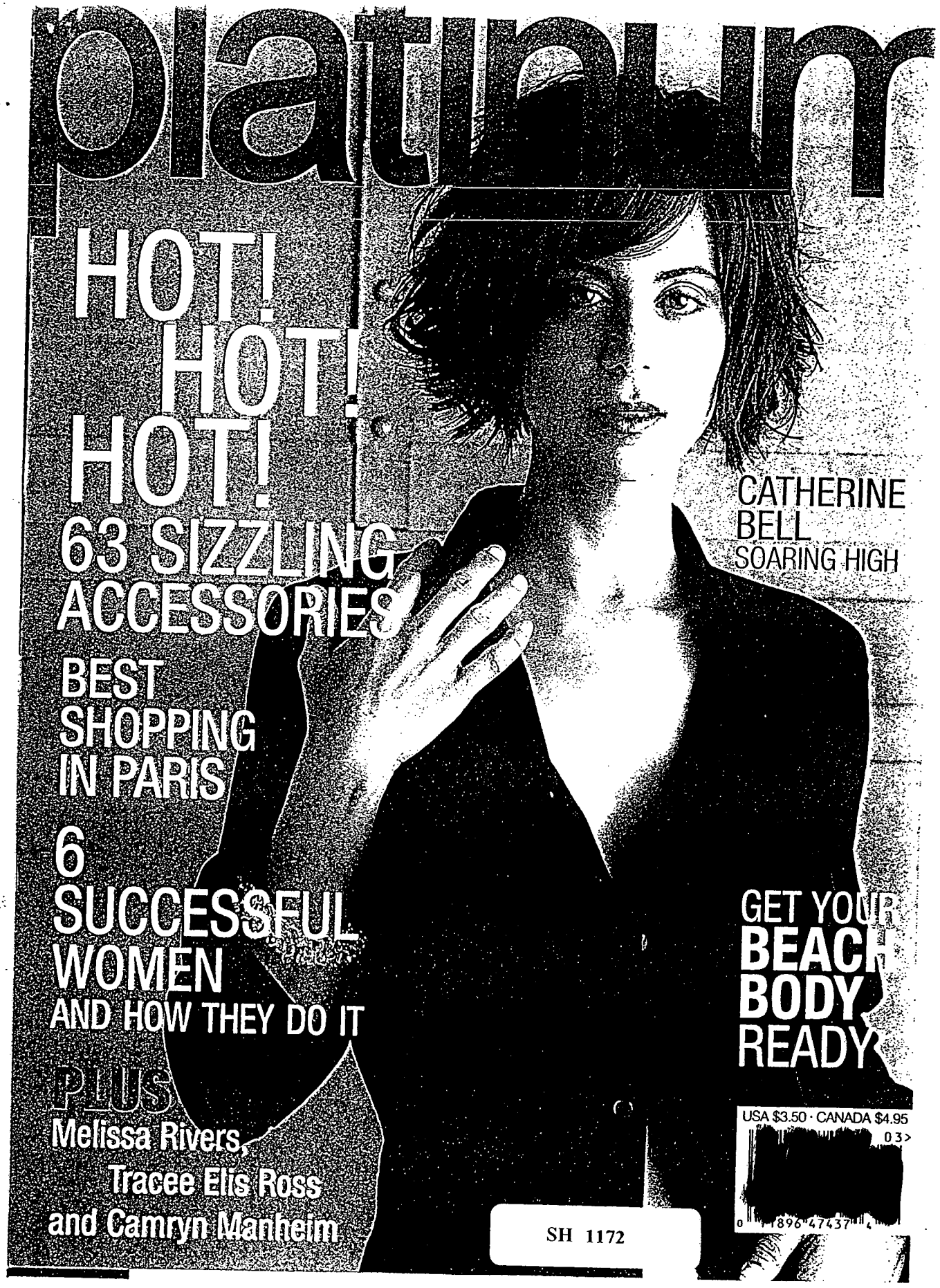
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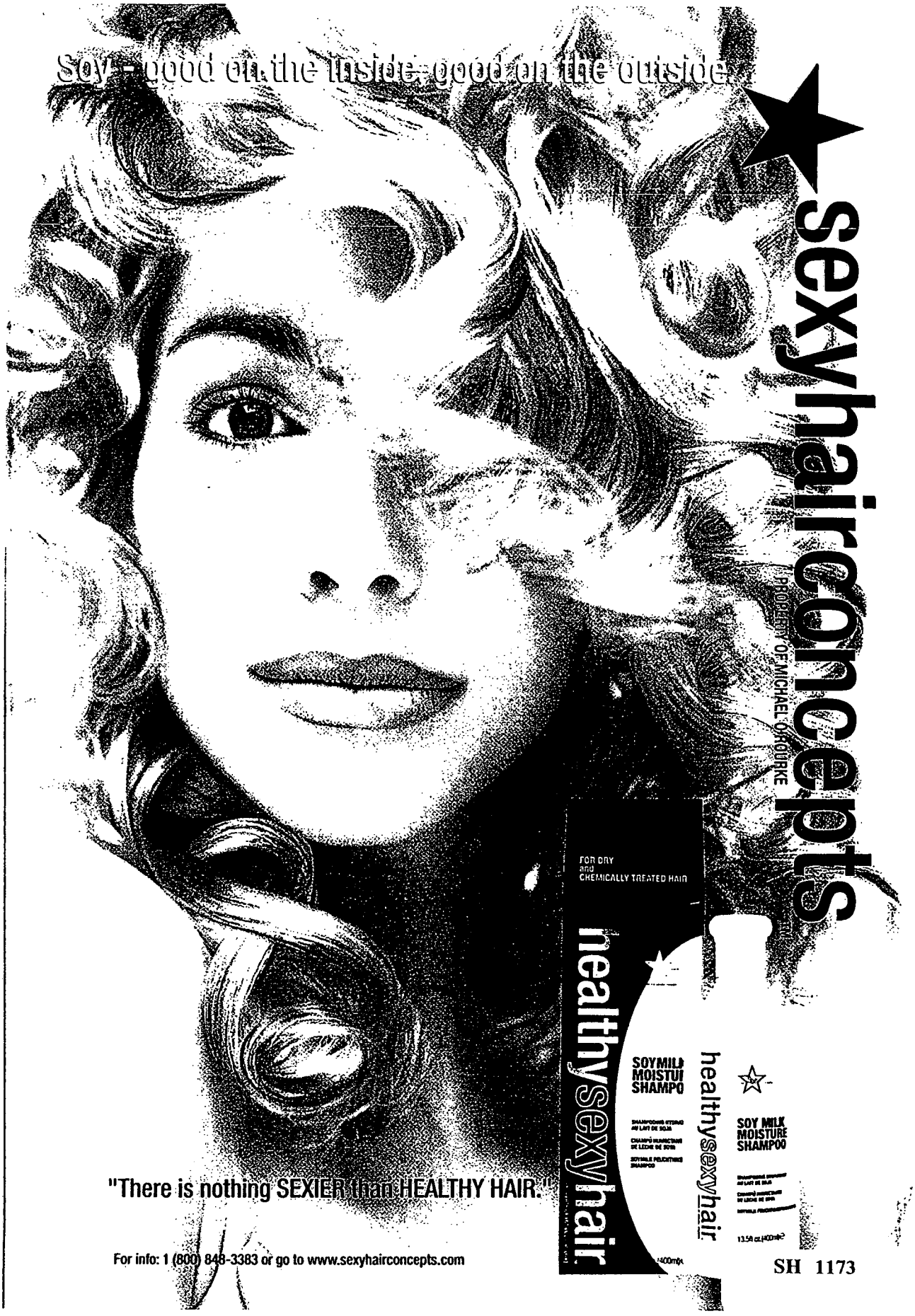
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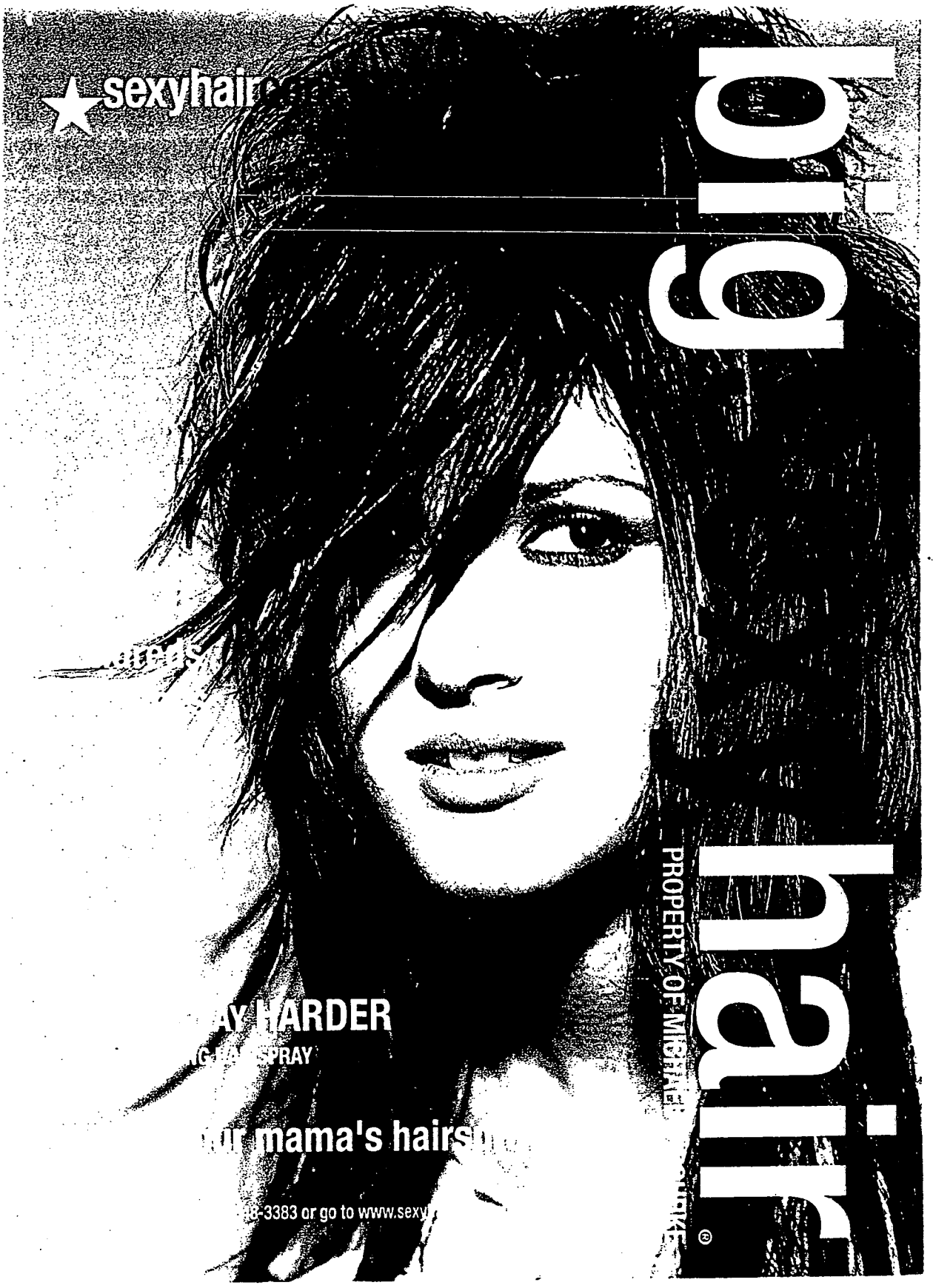
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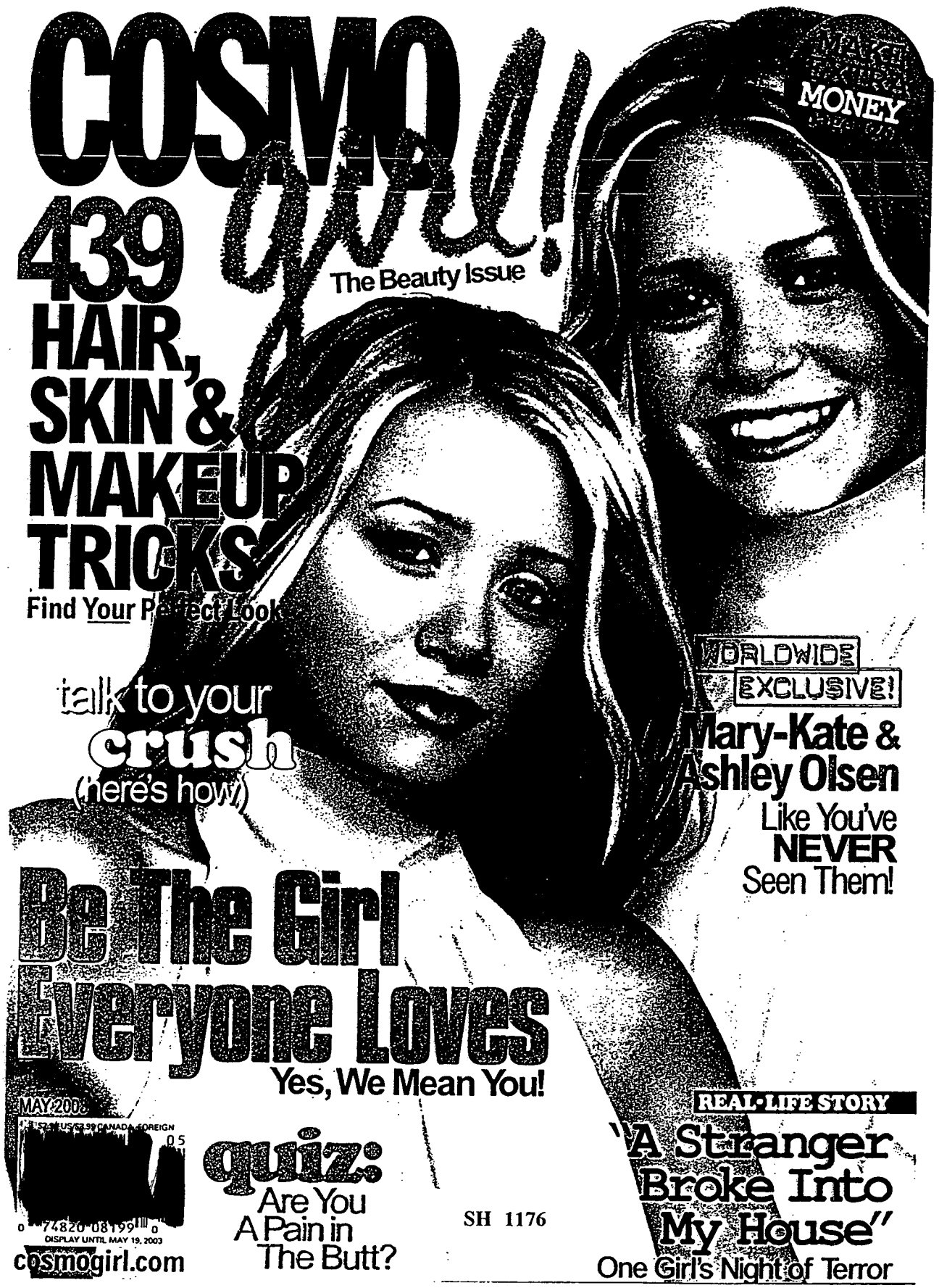
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One Girl's Night of Terror
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SH 1177

GCI GLOBAL COSMETIC INDUSTRY

October, 2003

SH 1178

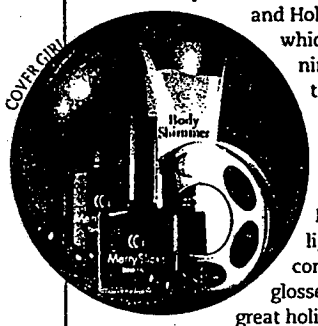
HAPPY HOLIDAYS

Q&A with Wendy Liebmann, president, WSL Strategic Retail, and Anne E. Martin, vice president, global cosmetics and marketing, Procter & Gamble Cosmetics.

GCI: What's the projected sales outlook for holiday 2003?
Liebmann: Based on what the back-to-school season looked like, we all might be pleasantly surprised. Retailers have really taken a little bit bolder approach to this Christmas as they're providing more interesting new products, stores and in-store services, and are more aggressive in terms of innovation. And, there's a greater willingness to spend on the part of the consumer.
Martin: We are confident the Holiday Lip Kit will be as successful if not more, than last year's Shimmer Palette. Overall, the Merry Cherries and Holly Berries Color Collection has something for everyone this season.

What will be the major trends in terms of colors, packaging and products this holiday season?
Liebmann: It will be more colorful in terms of fabrications, textures and tones, and needs to be more innovative than people have seen in the last couple of years. There will be a couple of trends: one in the sense of colorful, happier and brighter colors, and on the other hand, there will be more calming, peaceful, minimalist tones. In general, it has to be new and different or people aren't going to be interested.
Martin: Holiday color trends include rich reds and plums, shades that are traditionally popular during this season. Holiday Outlast All-Day Lipcolor delivers ten hours of beautiful color in new limited edition shades like Cherries Jubilee and Sugar Plum. For packaging, convenience is always important, as women head to holiday parties and events directly from work or school. The Holiday Lip Kit and Holiday Outlast All-Day Lipcolor are portable and easy-to-use, exactly what women need for a beautiful, goof-proof look.

What will be new from Cover Girl this holiday season?
Martin: Cover Girl will introduce seasonal shades and products in the Holiday 2003 Merry Cherries and Holly Berries Color Promotion, which is available in stores beginning in October. The limited edition collection includes MerrySlicks for nails, Body Shimmer and six beautifully festive shades of Outlast Holiday All-Day Lipcolor. Holiday Lip Kits will be the highlight of the collection. These fun compacts have five lip colors and glosses, an applicator and mirror for great holiday lip looks.



What advice do you have for marketers to succeed in retail this season?
Liebmann: Be very efficient in your cost structure and your inventory management, and be very bold in terms of offering new and innovative items.

Salon connection

[redacted] now sponsors *In Our Salon*, JCPenney's bimonthly magazine targeting the hairdresser community. As of July, the department store carries three Sexy Hair brands, including the Big, Short and Healthy lines. "As JCPenney's marketing strategy targets a new and hipper clientele, Sexy Hair Concepts is the perfect match for JCPenney salons," said Michael O'Rourke, CEO of Sexy Hair Concepts.

As seen on TV

The CoverBlend by Exuviance line of dermatological skin care products and cosmetics from NeoStrata has gotten major attention on the set of television shows, such as *American Dreams*, *Gilmore Girls* and *CSI*. Made with patented moisturization technology, Exuviance products aid in achieving supple skin while providing long-lasting, opaque coverage that won't fade or smudge under severe lighting conditions or throughout long hours of filming.

Cleveland Cavaliers forward and first-round NBA Draft Pick 2003, Lebron James, with Zirh publicist Stacy Gubinski and others in the ESPY Gift Lounge.

Promotions

Orly International joined with Karen Robinovitz and Melissa de la Cruz to celebrate the launch of the two writers' book, *How to Become Famous in Two Weeks or Less*, which describes the women's quick rise to fame, achieved only by pretending to be famous. As many celebrities, such as Jennifer Aniston and Reese Witherspoon, use Orly products, the company created a limited-edition pink nail polish shade, aptly titled Famous, for the Los Angeles book party in July.

Zirh Skin Nutrition and **NARS Cosmetics** hosted the first-ever Gift Lounge for ESPN's 2003 ESPY Awards, which recognize top athletes and achievements in the world of sports. The gift lounge, a suite inside Hollywood's Mondrian Hotel, was available for nominees and ESPN executives to relax in and receive grooming and cosmetic services.

ARIZONA REPUBLIC

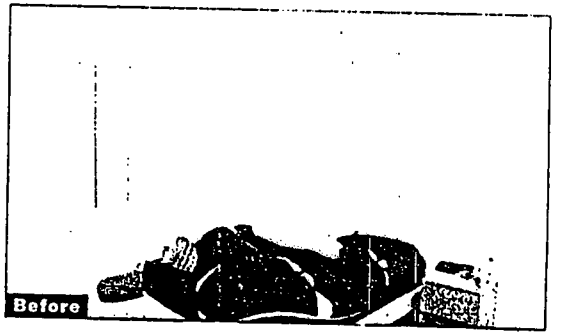
September, 2003

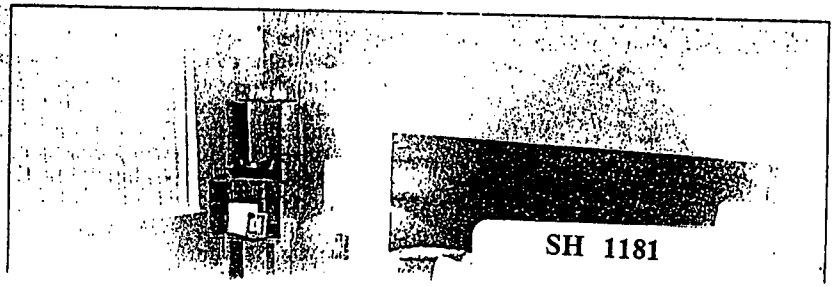
SH 1180

EPS. 3510SH PGE3

The geek is chic

David sees the results of his makeover — from the wardrobe to the kitchen to the bedroom

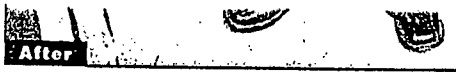




SH 1181

The Phoenix Fab Five

In our three-day local version of the hit Bravo TV show *Queer Eye for the Straight Guy*, we find five gay Valley men to take on the style habits of one straight guy seriously in need of a makeover. David

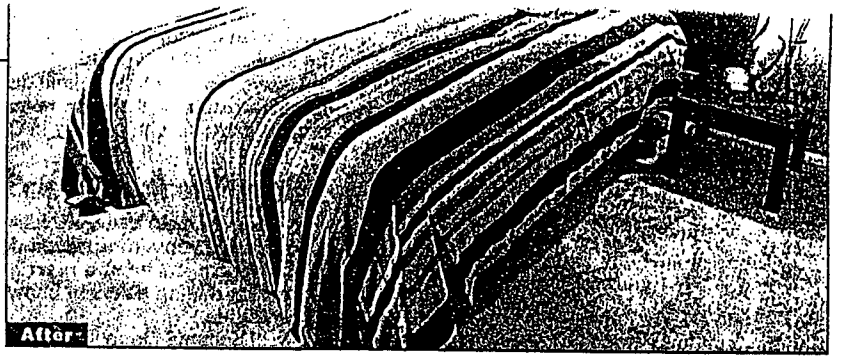


David MacDonald shows off his "amazing" blue shirt (above) and his "oh my gosh" bedroom redo (right) — far cries from the "before" looks (top right).

FAB FIVE TIP

If you don't have money for a headboard, paint one on the wall. Use a different color than your wall, mark it off with painter's tape and, voila! Fake furniture.

— Gregory —



Deep into so many makeovers — when everyone involved is exhausted and cranky and the makeover subject has stared into the mirror more than any self-respecting adult should — there's a moment, a little bit of magic, when someone, inevitably, cries.

There is the ardent hope that these are tears of joy.

David MacDonald's moment didn't come when he saw his new lime-green bedroom wall (the specific color he outlawed) or when his overgrown eyebrows were ripped from his skin with hot wax. There were no tears when his fiancée squealed over his wonderful new look (more on that later).

No. David cried when he was given free museum passes.

Go figure.

David, 26, has been given a whirlwind makeover by the Phoenix Fab Five — our own take on the hit TV

Written by **Jaimee Rose**
Photos by **Emmanuel Lozano** *and* **Suzanne Starr**
THE ARIZONA REPUBLIC

Produced by **John Sallot**
SPECIAL FOR THE REPUBLIC

See **FAB FIVE** Page E3

about fashion, food, culture, grooming and interior design. But there's a twist: The entire makeover, including redecorating David's bedroom, has to be done for $500.

TUESDAY: In Arizona Living, meet the Phoenix Fab Five and the man they'll make over.

WEDNESDAY: In Living, the Fab Five work their makeover magic.

TODAY: In Living, the new David MacDonald is revealed to his fiancée. **On Channel 12 at 11 a.m.,** David shows off his made-over self to his bride-to-be on *Arizona Midday.*

There's more online. Get tips from the Fab Five, watch the makeover videos and catch up on anything you missed at **home.azcentral.com.**

'D'-Day for the Fab Five: A new David is revealed

FAB FIVE from E1

show *Queer Eye for the Straight Guy*, where five gay men, each with expertise in either fashion, grooming, food and wine, culture or home décor, do over a straight man in need of style. We found our own local style crew and set it loose on David, a self-professed "dork" getting married in October who possesses an odd affinity for beige in many aspects of his life (from wardrobe to home décor). But unlike the TV show, where funds appear unlimited, the Phoenix Fab Five has just $500 to make David a new man.

ON TV

'Queer Eye for the Straight Guy'

Tuesdays at 8 p.m., repeats at 10 p.m., on Bravo.

The makeover is a "little wedding gift to me," David says, because "guys get nothing; all the presents are for the girl."

After three days, the transformation is nearly complete. David has newly darkened hair, a couple of classy-yet-trendy outfits, a romantic, redecorated bedroom and those tear-jerker, uh, Phoenix Art Museum memberships.

"Did you ever get something that you just really, really love?" says David, explaining his oddly placed tears of joy. "There's a lot more meaning behind that than, say, waxing an eyebrow."

This day, for David, is stacked with big moments. To celebrate the new him, he and his fiancée will go on a romantic date where David will show his bride-to-be his newly acquired dance skills, his new look and his new kitchen prowess — he will cook and serve her a gourmet meal.

And they get to see the redecorated bedroom.

The garlic police

First, David needs a cooking lesson, which he prepares for by downing a combo from KFC, biscuits and all. Tom Jetland, the Fab Five food-and-wine man and owner of Ibiza Cafe in Scottsdale, arrives, ignores the KFC bag and shows David how

Who are they?

The Phoenix Fab Five

Tom Jetland, food and wine
Owner, Ibiza Cafe in Scottsdale
Ethan Murray, grooming
Owner, E's Urban Hair in Phoenix
Jason Hammer, fashion
Visual merchandiser at a Scottsdale Fashion Square men's store
David Sheflin, culture
Owner, Vintage Fashion, and Phoenix Art Museum volunteer
Gregory Gordon, home décor
Co-owner, haus, a home-furnishings boutique in Phoenix

azcentral.com

Want to know more? Read extended profiles of the Fab Five at **home.azcentral.com**.

on a tight budget, their honeymoon will be spent at home, and the mess must go.

"The bedroom is for making love, not laundry," Gregory says.

David gave Gregory just one guideline: don't paint the walls lime green. Gregory went ahead and did just that.

One ... two ... three ... "Come on in," says Gregory, a little nervous.

The room is unrecognizable. The green wall brightens the entire room, and the other walls are painted a crisp white. A headboard has been painted on the wall in a deep red, and candles glow from every corner. Gregory fashioned lights from inexpensive lampshades and cord kits, and suspended them from the ceiling. The bed is covered in a mod, funky striped comforter and sophisticated throw pillows. Stacked cubes made from woven fiber that Gregory found on sale at Urban Outfitters for just $10 each form a stylish display shelf in the corner, and nightstands that Gregory got secondhand for $1 each hug the bed. There are even big, chunky vases filled with plastic flowers that the couple cannot kill.

The finishing touch is on the nightstand: a mini *Kama Sutra*.

His cuisine adviser

For cust

Phoenix Fab Five paint-your-own-hea do it:

■ Using blue pai off an area on your want your headboa on a height, start a and measure abou where the top of th the wall. This is ge level, but you can You can even maki agonal, with one si other. For width, yc the width of your b inches wider on ea foot. The idea is tc to give it an ancho room. Make sure t where the blue tap this will form your ners.

■ Paint the rest color you want it t the paint into the little bit as long as headboard will be walls. If it's lighter, edge of the tape.

■ When the wal move the blue tap dent cutting the n in the square with you've chosen for ing an angled bru a roller for the mi ried about messin

ed David MacDonald's presentation, but fiancée Cory Levine seemed to love their dinner.

n headboard, think 2D

ory Gordon's
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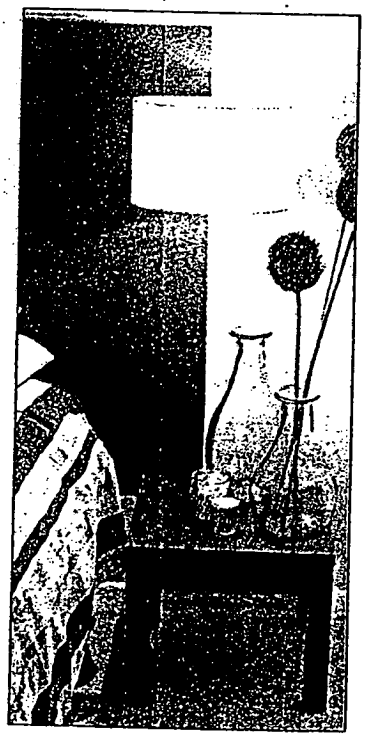


with the blue tape, masking off your perfect edges, and fill in.

■ When the paint is dry, remove the tape, and voilà! You've painted your

The Phoenix Fab Five: Budget breakdown

How the Phoenix Fab Five spent their $500 (services were donated, but all products were paid for):

Two shirts, jeans, pants and a belt at ExpressMen.	$153.80
Shoes at Target (not including Sharpie marker used to color in laces).	$24.97
Food for a romantic dinner for two.	$60
Dark red, lime green and white paint from Lowe's Home Improvement Warehouse (two $5 gallons were from the bargain bin).	$28.97
Vases, plastic flowers, pillows and votive candle cups at Cost Plus World Market.	$111.60
Trip No.2 to Cost Plus, for a scented candle and more votive cups.	$18.97
A bedspread and stacking woven fiber cubes for the bedroom from Urban Outfitters.	$77.84
Hanging lamps in the bedroom made by home décor expert Gregory Gordon.	$20
Secondhand nightstands for the bedroom.	$2

COSMETIC/PERSONAL CARE PACKAGING

September/October, 2003

SH 1185

individual conference sessions, for which the advance registration fee is $55 per session and the on-site registration fee is $70 per session.

For more information about attending Pack Expo Las Vegas, visit www.packexpo.com or contact the show's sponsor and producer, the Packaging Machinery Manufacturers Institute, by phone at 703/243-8555, by fax at 703/243-3038, or by e-mail at expo@pmmi.org.

EXHIBITOR PRODUCTS

Heat-Shrinkable Labels

Heat-shrinkable labels can add appeal to personal care and cosmetic packages. Label styles include neckbands and full-body sleeves that can be fashioned to be tamper-evident. Materials include PVC, PETG, and OPS. A range of lay-flat and cut-length sizes

are offered for heat-shrinkable seals and tubing. Clear and colored film can be rotogravure-printed in up to eight colors. The supplier also offers the services of its full-service design department and contract sleeving division, which can shrink sleeves directly onto a manufacturer's packages. **Ameri-Seal Inc.,** Chatsworth, CA.

Circle #85
Booth #S-5714

Copolyester Bottle

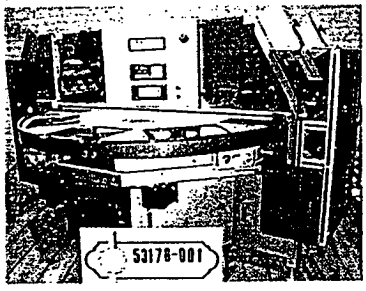
Merle Norman Cosmetics chose a container made from a supplier's Eastar AN004 copolyester resin for its Luxiva Timeless Age-Defying Makeup liquid foundation. Even with the bottle's thick walls, the copolyester

retains a crystal-like clarity similar to glass. The bottle's walls were blow molded in a range of thicknesses, from 0.50 to 0.150 in. Eastar copolyester is also chemical resistant. **Eastman Chemical Co.,** Kingsport, TN.

Circle #86
Booth #S-5840

Packaging Machinery

This company has specialized in buying and selling used packaging and processing equipment to the cosmetic

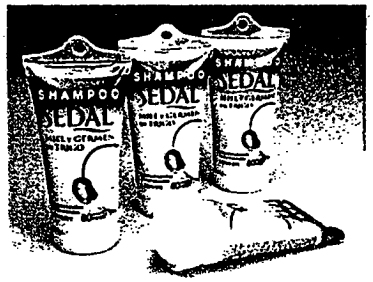


and personal care industry since 1880. Certified appraisal and asset management services are offered. The 8-Station Alloyd MDL 8SC 1216 automatic blister packaging machine with a third feeder option (pictured) is a sample of the extensive inventory available. **Loeb Equipment & Appraisal Co.,** Chicago, IL.

Circle #87
Booth #S-5867

Specialty Resins

Specialty polyethylene resins are suited for cosmetic and personal care packaging applications. DuPont 20-series resins provide resistance to cracking in various environmental

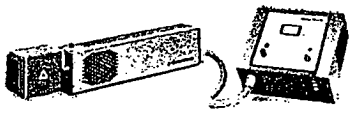


conditions. Design and decorating options are very flexible. DuPont also hosted its 16th packaging awards, which honored packages such as the Sedal shampoo tubes, produced by Graham Packaging. **DuPont Packaging,** Wilmington, DE.

Circle #88
Booth #SC-8

Laser Coder

A laser coder can create high-quality, permanent marks on materials such as paper, foil, plastic, wood, glass, and coated metal. The e-Solarmark laser coder can produce up to 1000 characters per second, at product delivery



speeds of up to 560 ft/min. Text can be printed as small as 0.020 in. in height. Bar codes can also be printed. The system includes its own controller and PC-resident software. **Weber Marking Systems,** Arlington Heights, IL.

Circle #89
Booth #C-1846

Labeling System

A labeling machine can be configured for various applications. The VersaLine

SH 1186

MARIE CLAIRE EN ESPANOL

October, 2003

SH 1187

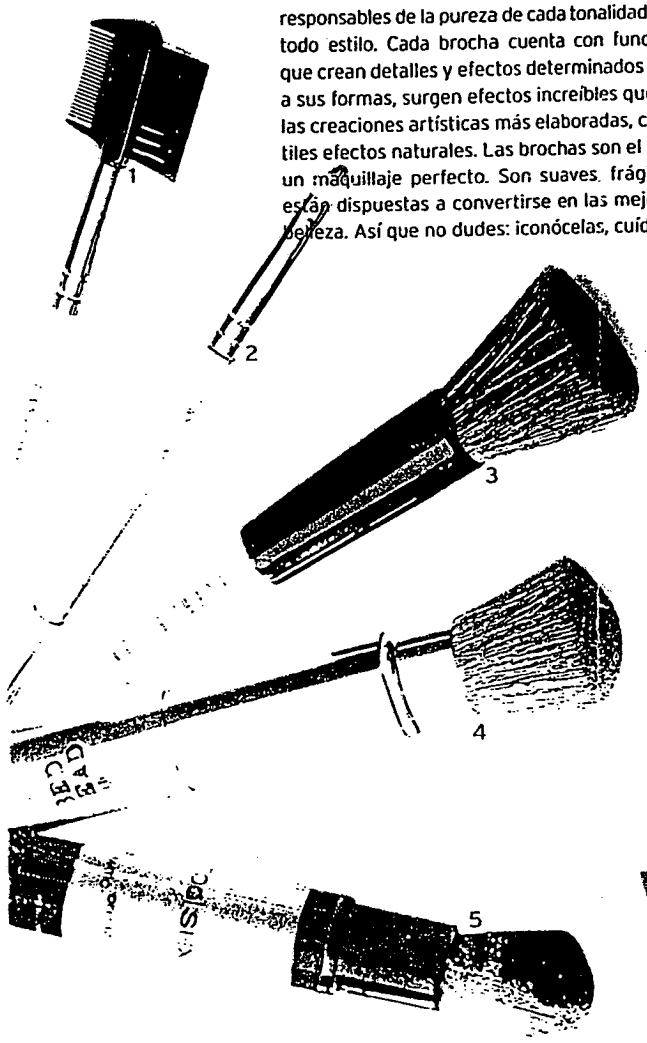
MARIECLAIRE **BELLEZA**

CFS 3510SH p.96

brochas

Para lograr efectos profesionales en tu maquillaje y plasmar los colores de manera fiel y exacta, el secreto está en esta herramienta. **POR MARIALE C. CALIXTRO**

Matices impactantes y texturas seductoras surgen del maquillaje de temporada e inspiran a las herramientas del color a hacer su trabajo. Los instrumentos con los que aplicas cada producto, son los responsables de la pureza de cada tonalidad y del resultado en todo estilo. Cada brocha cuenta con funciones específicas que crean detalles y efectos determinados en tu piel. Gracias a sus formas, surgen efectos increíbles que dan vida tanto a las creaciones artísticas más elaboradas, como a los más sutiles efectos naturales. Las brochas son el primer paso hacia un maquillaje perfecto. Son suaves, frágiles, obedientes y están dispuestas a convertirse en las mejores aliadas de tu belleza. Así que no dudes: iconócelas, cuídalas y disfrútalas!



1. Cejas siempre en control: peine y cepillo #11 para cejas de Lancôme.
2. Para definir tus labios con precisión y en cualquier momento: pincel #10 para labios de Lancôme.
3. Color y suavidad para tu rostro: brocha Bronzer de Bobbi Brown.
4. Práctica y portátil para llevar a todos lados: brocha retráctil de Tigi Bed Head.
5. Color y luminosidad en un solo paso: Orgaz-

BROCHAS IMPECABLES: LOS SECRETOS DE BOBBI BROWN

Unas brochas limpias son como las brochas nuevas: huelen bien, son suaves y llevan el color íntegro a tu piel. Mímalas con un delicioso baño cada vez que notes que han perdido sus propiedades originales. La maquilladora estrella Bobbi Brown te dice cómo hacerlo en 4 sencillos pasos.

- Coloca una gota de jabón líquido en la palma de tu mano. Tip: el champú suave para bebé es una buena opción, ya que no forma más espuma de la necesaria, además de que se elimina fácilmente con agua.
- Suavemente, frota la brocha húmeda en tu palma con jabón. Tip: hacerlo con movimientos sutiles. En su tercer y más reciente libro, *Beauty Evolution*, Bobbi Brown dice que hasta la mejor brocha es frágil, por lo que recomienda lavarlas con el mayor cuidado posible.
- Una vez que toda la brocha está cubierta por el jabón, enjuaga por completo. Tip: asegurarte de eliminar el jabón en su totalidad.
- Absorbe el exceso de agua con ayuda de una toalla limpia o de papel. Deja secar de manera que el cuerpo de la brocha no tenga contacto con algún tipo de superficie. Tip: es importante que las cerdas no toquen nada mientras se secan. Así no se contaminarán y conservarán su forma y aroma.

sbf behind the scenes
SANA
ATHA
Out Of Time, In Supreme Style
SH 1189

Striking Sanaa Lathan, who won critical acclaim for her acting prowess in films like *Love and Basketball, The Best Man* and *Brown Sugar,* is back on the big screen as a sultry seductress. As Anne-Merai in MGM's *Out Of Time,* the star steps into Denzel Washington's life only to leave him stinging from her sinister advances. Film head hairstylist Rod Ortega filled *Sophisticate's Black Hair* in on the star's sexy style moves...

TIME FOR SLEEP

With her busy work schedule and early call times to arrive on set, scintillating actress Sanaa Lathan has found reprieve in Tylenol PM. "I'm constantly on the go between movie sets, and I need to look my best and have lots of energy to face the camera for long shoots," shares Sanaa, a spokeswoman for Tylenol PM. "After hours on the set, Tylenol PM has been a saving grace." She offers these tips to sleeping well...

Up the activity. Exercise abates tension and stress, encouraging sleepiness.

Think beautiful thoughts. "My mother always told me how you look and feel is directly related to how you think," notes the actress. "When my mind is at ease, it helps keep the stress and trouble to a minimum. Everyone rests easier with a clear head."

Drink up. Keep yourself hydrated during the day and avoid alcoholic beverages at least two hours before bedtime. SBH

PHOTO COURTESY KAPLOW COMMUNICATIONS.

Sanaa Lathan discusses Tylenol PM at a press conference.

Dateline: Miami, hurricane season.

For about three and a half months the cast and crew of MGM's *Out Of Time* endured intense humidity and fierce downpours to capture their story on film. "For hair there were a lot of obstacles," recalls film head hairstylist Rod Ortega. When it wasn't raining, the beating sun caused constant perspiration, leading to damp, oily manes. "It made continuity between shots really difficult," the hair pro shares, but he worked to ensure the stars, including alluring actress Sanaa Lathan, looked flawless. "Sanaa's character is evil but beautiful. It's a seductive role, so she and I talked about her character: how Anne-Merai would do her hair—she'd pull it up, she'd pull it back."

ON-SET SEXY

Since Sanaa didn't want to chemically color her Natural mane, Ortega shaded a partial, human-hair weave, leaving the star's naturally medium-brown hairline exposed. "Her Natural hair is beautiful—it's a very soft texture, and the weave was a beautiful, Spanish wavy texture," divulges the tress expert. "I highlighted the weave hair in three variations of blonde: light brown, medium blonde and light, honey blonde. I bonded and snapped in small, blonde hairpieces throughout Sanaa's hairline."

Calls to set sometimes came before dawn; Ortega's earliest was at about 3:15 a.m. "I'd prep the hairpieces for Sanaa's hairline, using a hot iron, spiral-curling them, then finger-tousling them," reveals the mane man. "I'd coat the pieces with products from th[redacted]e with soy [redacted]) to block the humidity, then backcomb the curls a little for texture, so they wouldn't look so perfect."

The actress arrived on set at about 4 a.m. with slightly damp tresses. "I pin-curled sections throughout, diffused her hair and let the curls set," notes the hair expert. "Then I'd attach the pieces, making sure to place them in the exact same spot each time. I re-bonded the pieces every day; it was a tough process, but it was worth it because Sanaa looked so great."

MANE MAGIC

Keeping Sanaa's locks in shape for everyday styling was no easy feat: it required an arsenal of products and a consistent care regimen. "Sanaa takes very good care of her hair," shares the hairstylist. "We put together a package of L'Oréal Kérastase products to help her maintain her hair; it included cremes, conditioner, shampoo, spray shine and sun- and beach-specific protecting products." Ortega also opted for Bumble and bumble products and frequently turned to Kérastase Oleo-Relax hair oil for styling help. "It helps strengthen the hair and make it shiny," he details. "If I was using any type of heat on Sanaa's hair I'd lightly apply the oil. It also helps protect hair from the sun."

Beautiful tresses like Sanaa's require premium products and a vibrant spirit, Ortega says. "It's important to use professional products," advises the mane man. "You get good cleansers and toners for your face; do the same for your hair." SBH

flashbulb *time*

Red-carpet ready—and radiant—movie star Sanaa Lathan strikes a pose in the glow of the flashbulbs, working spotlight-worthy coifs...

SMOOTH MOVES are what this coif (right) is all about! Sleek lengths are swept back from the hairline around a center part before erupting into a crimped ponytail confection.

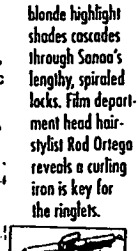
BOUNTIFUL WAVES fall around Sanaa's shoulders (left), cascading from an intricate pin-up at the crown—resulting in a partial upsweep that can't help but attract admiring eyes.

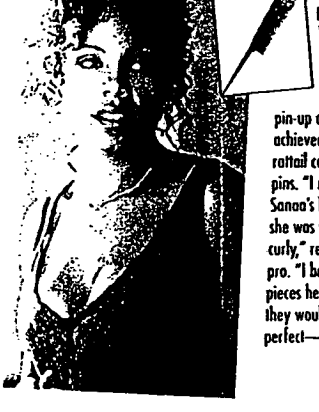
DOWN-TO-THERE lengths (above) are infused with curvaceous waves, then imbued with hip, urban style via a height-happy ponytail accent and a wide headband smoothing locks back from the hairline.

ON-SET STYLING

As scintillating seductress Anne-Merai in MGM's *Out Of Time,* Sanaa Lathan looks stunning. It's little wonder police chief Denzel Washington falls for her advances with these mane moves...

<A mixture of blonde highlight shades cascades through Sanaa's lengthy, spiraled locks. Film department head hairstylist Rod Ortega reveals a curling iron is key for the ringlets.





<An updo is the perfect way for Sanaa's character to flaunt her sexy shoulders. The pin-up can be easily achieved with help of a rattail comb and hairpins. "I never brushed Sanaa's hair because she was wearing it curly," reveals the mane pro. "I backcombed pieces here and there so they wouldn't look so perfect—more natural."

^ Denzel Washington is seduced by Sanaa Lathan—and her mane moves! When working with Sanaa, Ortega employed Bumble and bumble and L'Oréal Kérastase products.

PHOTOS: NICOLA GOODE; FLASHBULB: LAWNTO-HERE; STEVE GRANITZ; BOUNTIFUL: JIM SPELLMAN; SMOOTH: KATHRYN INDELICATO FOR WIREIMAGE.COM.

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SH 1191

SOPHISTICATE'S HAIRSTYLE GUIDE 25 celebrating 25 years of style

sophisticate's soap star styles

Sophisticate's Hairstyle Guide loves getting inspired by the amazing mane moves of the gorgeous divas of daytime. Check out this special 25th anniversary showcase of some lovely leading ladies shaking up the small screen with impeccable style...

<kirsten storms

Belle Black, NBC's Days Of Our Lives

*"I often get to the point where I either drastically cut my hair or get extensions. My hair is constantly changing! My hairstylist on the show, Gary Tarryallyn, is always inventing new styles for me, so I don't get bored with any one style."

*"When I'm not working I don't use a blow-dryer so I don't dry out my hair. I usually pull my hair back or have a hat on."

*"I have naturally dirty-blonde hair, so I get the crown of my head done with lighter blonde. In the past I've had red, white and dark hair, but I don't experiment with color anymore."

*"I use a lot of moisturizing products. I like using Herbal Essences shampoos and conditioners, but I also try to change my shampoo once a month."

adrienne frantz^

Amber Moore Forrester, CBS' The Bold and the Beautiful

*"My hair grows like a weed; it literally grows an inch each month! It's really long right now because I let it grow and grow. I have some long layers to give it body."

*"After I get out of the shower every single day I spray Sebastian Titanium Protector all over my hair because I can't brush my hair without it."

*"I love Alterna super-deep conditioning products. I go through so much heat-styling with blow-dryers and hot rollers, so if I didn't take care of my hair it would fall out!"

eva larue>

Maria Santos Grey, ABC's All My Children

*"My hair is really fine and thin, and, unfortunately, I neither have curly nor straight hair; I have wacky, in-between hair that's kind of wavy."

*"I like Sebastian Laminates Conditioner because it makes your hair silky and it's a really good detangler. It also works really well when you're trying to blow-dry your hair straight."

*"I love Sexy Hair [redacted] They also have a good shampoo, conditioner and straightening spray that work really well, for when you want to do your hair straight."

arianne zucker^

Nicole Walker, NBC's Days of Our Lives

*"My hair is naturally blonde, so I put three colors in it—blonde, chocolate-brown and reddish-brown."

*"I change the products I use a lot because otherwise I get build-up. At the moment I'm using Rusk Deep Shine."

*"The back of my hair is wavy and the top is stick-straight, so that's fun! I usually put in Sebastian Potion #9 Conditioner before I blow-dry."

EVA PHOTO: SHIRLEY GREEN/COURTESY ABC.

SH 1192

especially for you

products and more

lasting color

Keep your mane shade looking gorgeous with help from Joico's Color Endurance products. Thermal Styling Spray protects colored tresses from heat damage while helping hold your style, while Vibrant Shine Mist maximizes shine and color vibrancy. Shop for the Joico Color Endurance line at a salon near you, or call 1-800-44-JOICO or log on to www.joico.com for more information.

short styling

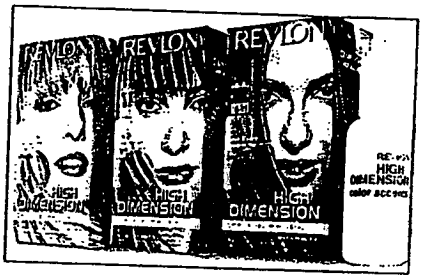
The Short Sexy Hair collection is full of products to make your short hair styling journey as simple as possible. The line includes the Play Dirty Wax Master Dry Wax, a spray wax ideal for creating that sexy, just-rolled-out-of-bed look; Rough & Ready Styling Gunk, to give jagged ends and erratic texture and What A Body Ultra Bodifying Blow Dry Gel, to build volume while leaving hair soft. Call 1-800-848-3383 or check out www.sexyhairconcepts.com for more information.

CREDITS FROM PAGE 118: HAIR & MAKEUP: NATALIA, AMY, GENA, KELLY, NIKKI: CHERYL CALO/CLOUTIER; KATHLEEN, LINDSAY, JODI: TIFFANY SHELBY; BEVERLEY: TRISTAN PARIS; NANCY, ING: MISSY, DON MALOY; JESSICA: LISA VAN HECKE/CELESTINE; LEAH: CORRINNA DORRAN; DIXIE CHICKS: TRACY MOYER & LISA VAN HECKE/CELESTINE; JOSIE: ERIC BARNARD/CLOUTIER, KRISTIAN: STEVEN CATE/XENOBIA; FAITH: ANGELO DIBIASE/LA REP; CHRISTIE: KATRINA BORGSTROM/CELESTINE. HAIR: NICOLETTE: BARBARA FARMAN/CLOUTIER; CRYSTAL: PIXIE SCHWARTZ; YASMINE: GIACOMO FORBES; JACI: JEFFREY WOODLEY/ILLUSIONS, ROBYN: RALPH ABALOS. MAKEUP: ROBIN: ULLI SCHOBER/CELESTINE, JACI: ERIC SPEARMAN/ILLUSIONS; YASMINE, GARETH GREEN/ZOLI; CRYSTAL: JEFF JONES. FASHION STYLING: AMY, LEAH, GENA, ROBYN, FAITH, NIKKI, GEORGE BLODWELL/CLOUTIER; CRYSTAL, JESSICA, KELLY: CALVIN JON HAUGEN/CELESTINE, NATALIA, BEVERLEY, KATHLEEN, LINDSAY, JODI: CLAUDIA CARLSON, YASMINE CHRISTA TEGTMEIER/TRICIA JOYCE. NICOLETTE, JOSIE: XAVIER CABRERA/CLOUTIER, JACI: DEX DEXTER/LA MODE NY; NANCY: NICOLE ALLOWITZ, DIXIE CHICKS, RENEE FOWLER; CHRISTIE, CHAIM MAGNUM/CELESTINE; KRISTIAN: BEAU PETERSEN. PHOTOS: NICOLETTE, JOSIE: CHARLES WILLIAM BUSH; NATALIA, BEVERLEY, NANCY, LINDSAY, JODI, LEAH, DIXIE CHICKS, KELLY, NIKKI: HARRY LANGDON; KATHLEEN: DARRYL TOOLEY, AMY, CHRISTIE, ROBYN: JON MCKEE; CRYSTAL: JONATHAN EXLEY, MISSY CHRISTOPHER VOELKER, JACI GORDON MUNRO; JESSICA J. GREG HENRY

juice boost

Shine up your pouty puckers and give them a rejuvenation with Lancôme Juicy Rouge Lasting Juicy Shine LipColour. A smooth application can help boost the juicy look of your luscious lips with its power in Aqua-reflect pigments—mirror-like reflective pigments that aim to refract light and produce sparkling effects for wet-looking radiance. Try one of the 12 Juicy Rouge shades. Available at department stores; log on to www.lancome.com for locations.

high dimension hues



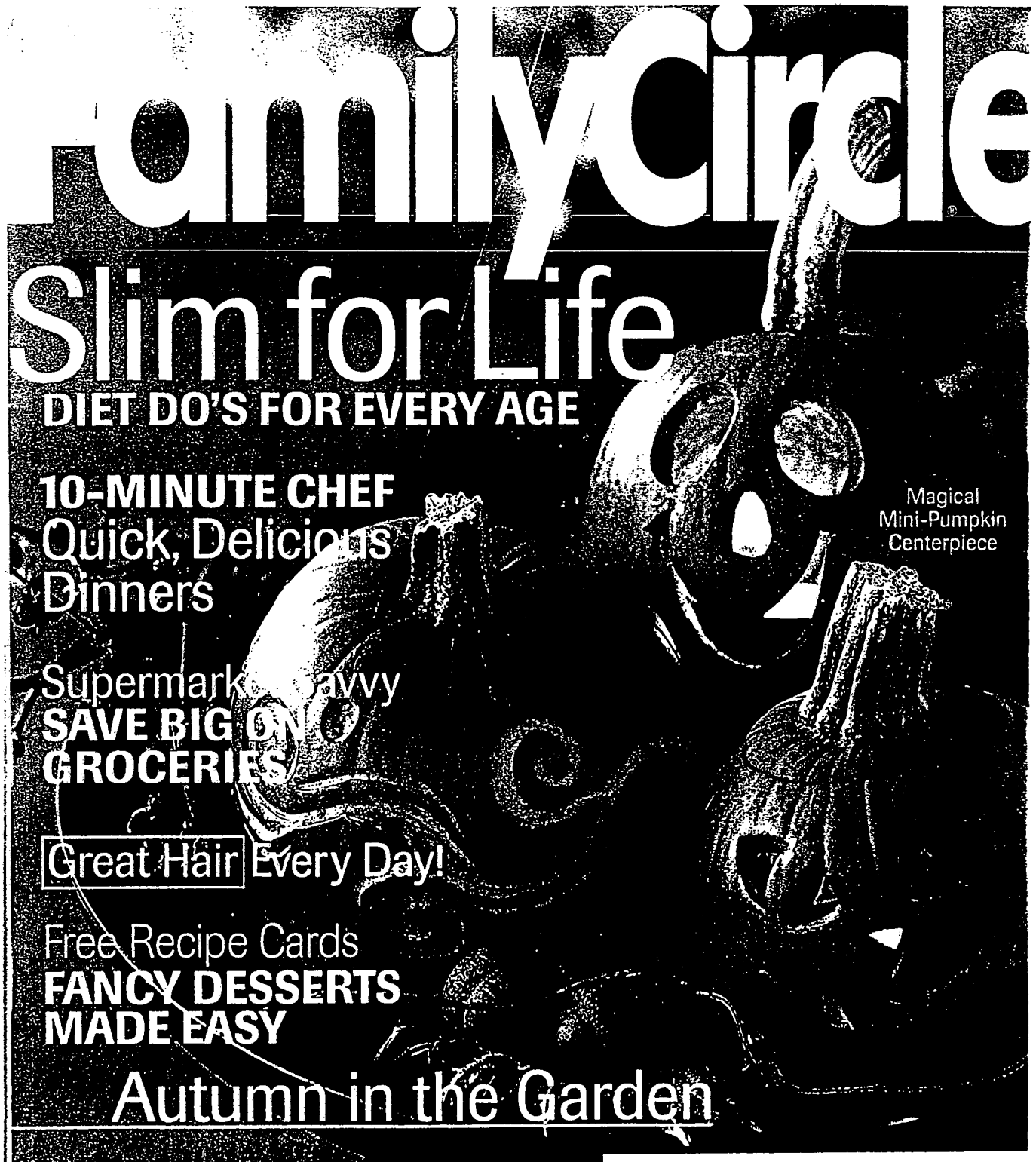
If you're hankering for hip highlights applied with ease in your own home, look to Revlon High Dimension color Accents Highlighting Kits in *blonde*, *honey* and *burgundy*. The at-home coloring kits were formulated to work their magic on every hair type in just 10 minutes! Quick, pick up your kit at a drugstore near you, or go to www.highdimensionhair.com to find out more.

Going Pro

the pro: Joseph Kendall is a superb hairstylist and salon owner of JosephMartin salon on Rodeo Drive in Beverly Hills. **the products:** The JosephMartin *Curl* haircare line includes Shampoo for Curl, containing pure Kiwi extract and aloe, Conditioner for Curl—a deep penetration conditioner and Elixir for Curl made with oils to enhance soft control. **star power:** Julia Roberts, Salma Hayek and Sheryl Crowe are just a few of the familiar faces sitting perfectly underneath Joseph Kendall's styling techniques. **the pro says:** "Don't fight your hair destiny, instead, take advantage of what you've got and *work* it!" **want more info?** Call 310-274-0100.

SHERYL PHOTO: COURTESY ABC

FamilyCircle



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"The difference between now and then is that today's "big hair" is big only at the roots instead of all over." –Mark Garrison

The best way to have gorgeous "big hair" is through products, not perms, says Rosa. He touts a volumizer at the roots and bodifying mousse for fullness. Try [redacted] BigTrix Boost-It Mousse. He also recommends **hot curlers** you let cool completely before removing and shaking hair out. Or set wet hair with large **self-stick rollers,** says Vo. Roll the top, front section forward and to the side; the section behind that, back; and the sides, down. "Roll the rest haphazardly," says Vo, "then blow-dry." For more staying power, Garrison favors spritzing a **spray gel** at the roots while still in the curlers. Consider KMS Hair Stay Max3 Gel Spray.

Ribbed tee: Josephine Chaus. Sweater, *opposite*: City DKNY.

Family Circle, November 4, 2003

WOMEN'S WEAR DAILY
NEW YORK, NY
TUESDAY 50,000
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Burrelle's
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Fresh New Concept From Michael O'Rourke

NEW YORK — Four-year-old [redacted] squeezing out a fresh, juicy 10-product hair care line in November, called Michael O'Rourke's Fresh Concepts.

Named for the brand's founder and chief executive officer, the line is intended to offer nutritious food ingredients in hair care products.

"Michael feels he took the company to the next level when he developed this health-conscious line of hair care," said Donna Federici, senior vice president of marketing at Sexy Hair Concepts. "This line is meant to engage the wide age demographic of our style-conscious customers."

Products from the Michael O'Rourke's Fresh Concepts line.

BEAUTY BEAT

Products range in price from $7.95 to $18.95. Watermelon-infused Vitamelon Daily Shampoo and orange-mango-pomelo-scented Rejuicinate Moisture Shampoo both come in 13.5-fl.-oz. bottles for $13.95. Bananarama Daily Conditioner flourishes with banana flavor and Vitalitea Moisture Conditioner bursts with cantaloupe-honeydew hints, both retailing at $14.95 for 10.1-fl.-oz bottles.

Styling products include pear-flavored RePear Reconstructor and Plum Strait-Straightening Balm, both $16.95 for 6.8 fl. oz.; apple-orange infused Core Strength Hard Holding Gel, $11.95 for 6.8 fl. oz.; coconut-vanilla Whey Better Leave-In Conditioner, $13.95 for 10.1 fl. oz.; citrus Massive A-peel Volumizing Mousse, $13.95 for 8.8 fl. oz., and PearSpray Hairspray, $13.95 for 10.6 oz.

Each bright-colored container has a scratch-and-sniff label, inspirational quote and "nutrition facts" to make product selection fun and informative, said Federici.

Sexy Hair Concepts is currently available in 60,000 doors, including professional salon and spa chains, J.C. Penney and beauty supply stores, such as Beauty First and Trade Secret. Promotion occurs through sampling and hair stylist education sessions and is expected to reach about $61 million in 2003 and $70 million in 2004, according to industry sources.

Sexy Hair Concepts is also focusing on international expansion and is targeting 65,000 doors in 2003 and 70,000 doors in 2004, while remaining in its spa and salon market, said Federici.

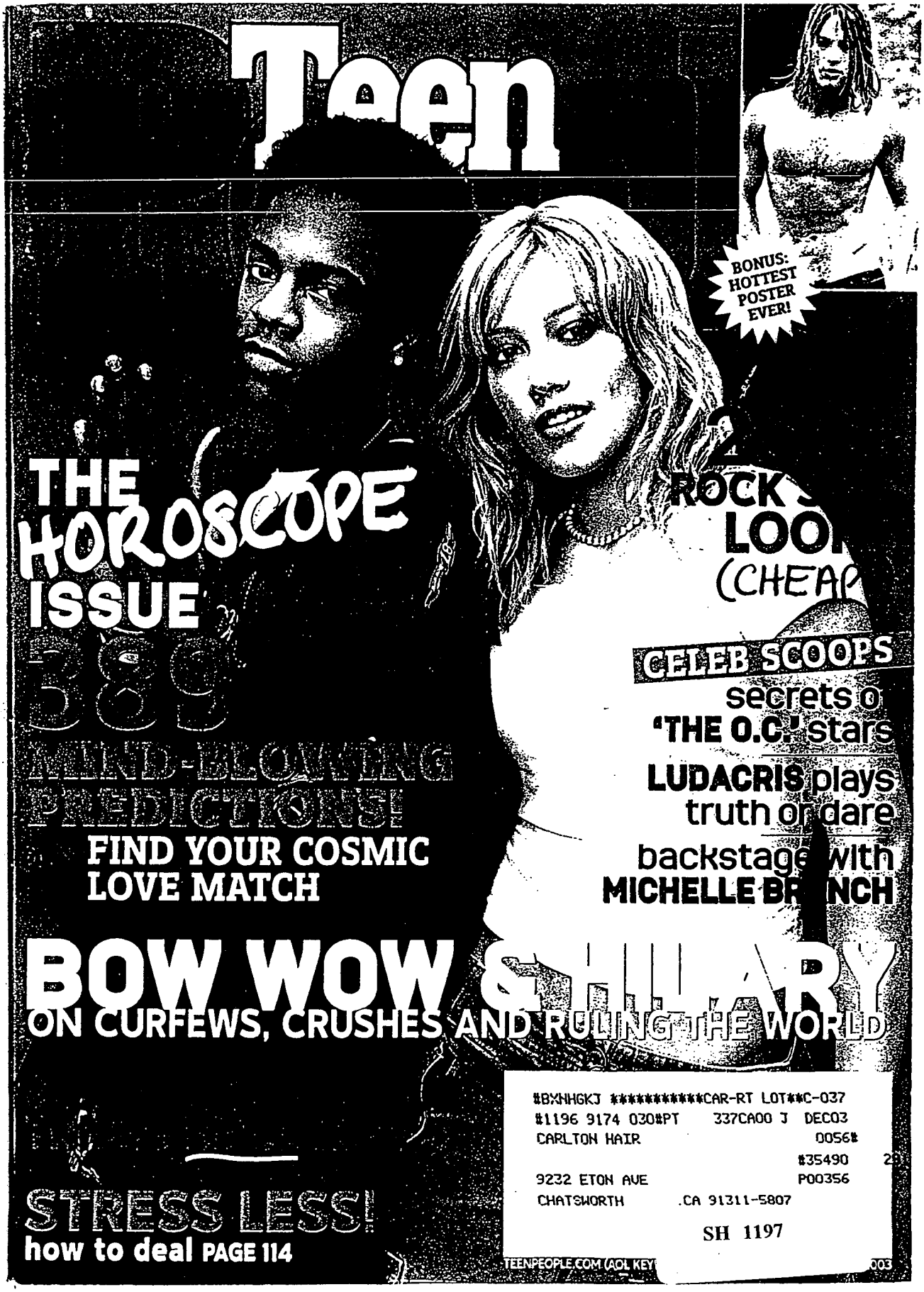
— Andrea Zarczynski

Eckerd Sale Still in Question

A J.C. Penney spokesman denied published reports circulating late Monday that it had launched a formal auction seeking bidders for its Eckerd drugstore chain. As reported, J.C. Penney has been considering shedding the Florida-based operation, which accounts for 45 percent of the company's business. "We are going to make a decision on Eckerd by the end of the fiscal year ending Jan. 31," said the spokesman. "That's been our position all along."

Penney's September comp store sales came in lower than expected, sending its share price down 2.6 percent to $21.38 when reported Sept. 29. While sales at its catalog and Internet divisions performed above plan, comps at Eckerd came in lower than expected, which had been for comps to remain flat. Its stock rebounded Monday, up 1.93 percent, closing at $23.25.

In separate news, J.C. Penney, as reported, said it would open a store in Korea, at a site in downtown Seoul that would be operational by 2005. The lease contract is for five years. The retail operation would expand on Penney's existing catalog business in the region.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* TO ADD VOLUME
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GODDESS GOODIES
(Clockwise from top) Soular Therapy Heavenly Body Skin Scent in Aries ($20; 877-737-8844); illume Hot Mama Guava Spice Candle ($12; illumecandles.com); Fire Flip and Slide Lipgloss Compact in Summer Passion ($10; firacosmetic.com); Femme Arsenal Girly Girl Canvas Cosmetic Clutch ($18; girlshop.com); ... 3 for 10.6 ounces; sexyhairconcepts.com); Primal Elements Sealed with a Kiss Soap ($8; primalelements.com)
Teen People, October 2003

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World Wide Web Edition

Chesterton (IN) Tribune

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Source Web Page:
http://www.chestertontribune.com/Duneland%20Community%20News/trinity_salon_opens_on_south_cal.htm

By ALEXANDRA NEWMAN

Chefs refer to "the trinity" as onions, oil and celery, but Viki Gorman, local hair stylist, refers to "the trinity" as hair, nails and skin.

Trinity Salon, owned by Gorman, recently opened at 700 S. Calumet Rd. Ste. 1, Chesterton, uses the logo to emphasize the trinity of beauty.

"I've always loved the Irish Trinity Knot, and the name for the shop comes from it," Gorman said.

"It's not easy coming up with a name for a shop," she continued, quickly adding that everyone liked the idea of the trinity.

Those who know Gorman, know she is a great supporter of her Irish lineage. She and her family have visited Ireland, and her daughter Lindsay took Irish dance lessons when she was younger. Lindsay, now 9 years old, is involved with basketball and bowling. Son Ryan, age 11, also bowls, but is primarily interested in music. Both are paper carriers for the Chesterton Tribune.

Understanding the importance of family triggered Gorman's offering a special room for children in her shop.

"It makes the difference for 'mom' to be able to not only get her hair cut, but to also be able to get her hair colored, because the kids are having fun too," she said.

The children's room is outfitted with a Devplo table (LegosTM), coloring books and a TV with a choice of videos. It is their room, but they cannot leave the building without going through the main room of the salon, which is a safety feature, she explained.

Gorman, a 1983 Chesterton High School graduate, has been in the hair styling business for 25 years. She is accompanied in her shop by Jeanine McElfresh ('84 CHS grad) and Gennelle Smith (Portage grad).

All three stylists are young mothers and have children in fourth grade. In addition to being a stylist, McElfresh, certified in reflexology, also offers pedicures. The pedicure room features a huge easy chair and oversized pedicure bath that gives a whirlpool foot bath as part of the treatment.

Gorman, who holds a Esthetician license, also gives facials.

"The facial gives the client a deep cleansing and massage for blood flow," she said.

"Keeping the skin clean is what keeps the skin in good condition," she added.

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World Wide Web Edition

The third stylist is Smith. Smith also gives natural manicures as do Gorman and McElfresh. However, they do not offer acrylics. Manicures include filing, cuticle treatment, arm and hand massage and polish with either Opi or Essie products.

All three use Redkin color products. However, they vary on other hair products which include Redkin, Paul Mitchell and [redacted]

"We are here to provide professional service in a fun atmosphere," Gorman said, adding that they also provide hair cuts for men.

Salon hours are Tuesday through Saturday, 8 a.m. and most evenings until 8 p.m. except Friday and Saturday.

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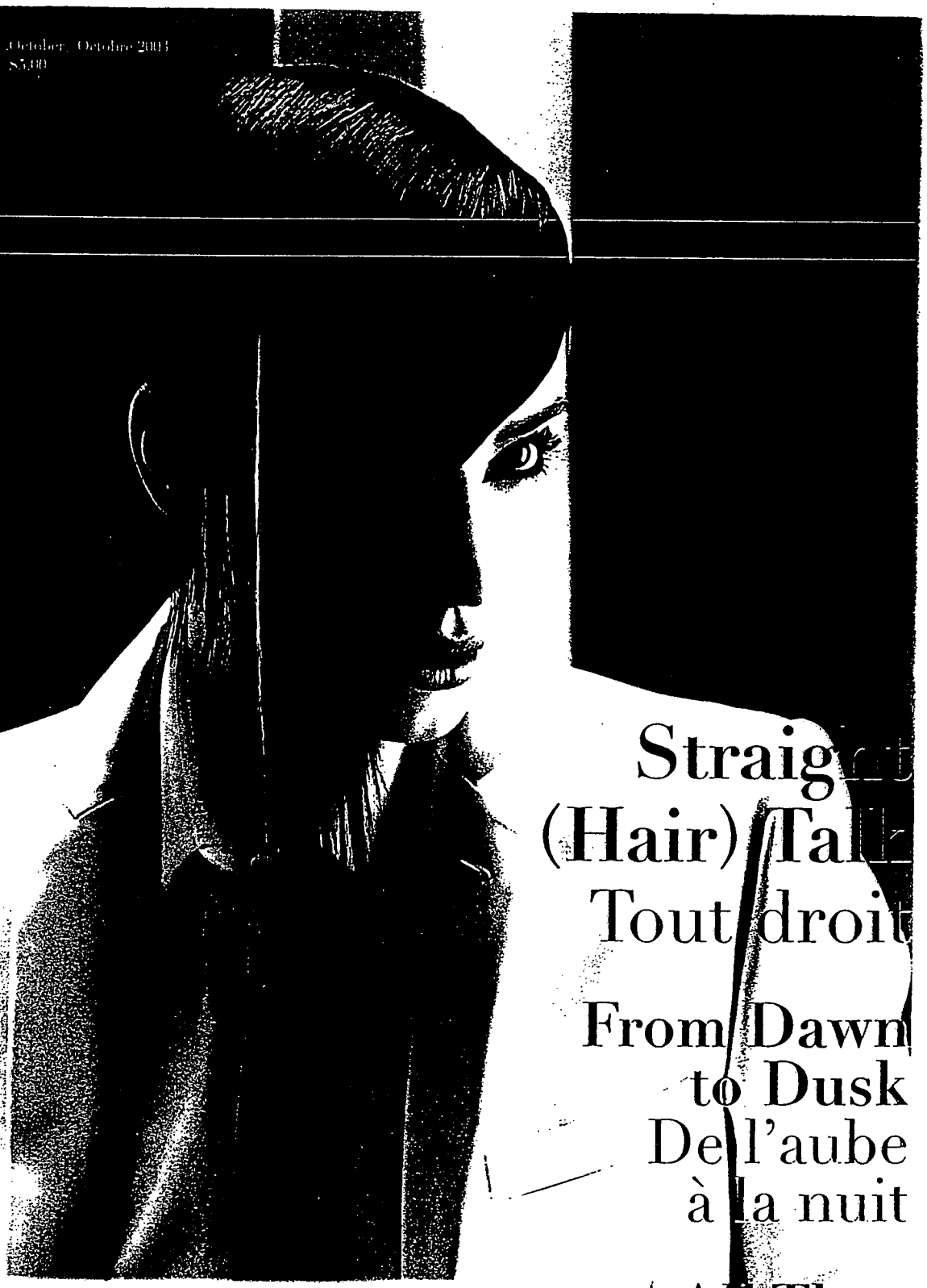
HAIRDRESSER



Straight (Hair) Talk
Tout droit

From Dawn to Dusk
De l'aube à la nuit

All That Chazz
Tout ce Chazz

SH 1201

International

Photo courtesy of | fournie par ISO
Hair | Coiffure: Damien Carney Photo: Hama Sanders

hair straight talk
TOUT DROIT

STRAIGHT HAIR TAKES ON A NEW LOOK THIS FALL. GONE ARE the Jennifer Aniston styles in which hair hangs flat.

"Hair is straight, but at the same time we're cutting with movement," said Robert DiTacchio, a Sebastian artistic team member. "We're not seeing boxy, straight cuts anymore. What we're doing is cutting with a V-shaped movement which is called curve cutting."

Colin Ford, technical director for L'Oréal Professionnel, sees more asymmetrical cuts happening with straight hair. Hair has an asymmetrical feel to it, but there is a defined cut that moves away from the extreme bluntness of a bob.

"A lot of the hair cuts, there's often blunt lines on the bottom, but you're seeing a new kind of shape, more extreme shapes so you can get the soft, textured areas," Ford said. "You're getting shapes cut around over the shoulders, but the edges are still blunt."

One of fall's most surprising trends with straight hair, is the update of the mullet.

"I think the most shocking part of straight hair and straight hair clients, is they're coming in looking for shorter layers to be cut through the top of the head so that you're giving it a much more glamourous mullet feel to the hair," said Douglas Little, creative director for [redacted] hair has extreme volume through the crown and is very long through the perimeter of the hair except around the face where it's very contoured and shaped."

To achieve this look that evokes the feeling of Joan Jett in her Heartbreaker years, Sexy Hair Concepts uses a form of cutting called structure and motion. This technique calls for scissors to be used on the outside of the hand, almost like using a razor.

Melissa Jaqua, international master associate for John Paul Mitchell Systems, also works with this retro look.

CET AUTOMNE, LES CHEVEUX RAIDES SONT TRANSFORMÉS. La mode coiffure s'éloignera dorénavant de la tignasse aplatie, comme celle de Jennifer Aniston.

«Les cheveux sont raides, mais nous faisons des coupes avec plus de mouvement», dit Robert DiTacchio, membre de l'équipe artistique de Sebastian. «Nous ne voyons plus ces coupes carrées et raides. Nous coupons plutôt en mouvement, en forme de V, ce dont on appelle, couper en courbe.»

Colin Ford, le directeur technique pour L'Oréal Professionnel, prévoit des coupes plus asymétriques. Les cheveux auront l'allure asymétrique, mais la ligne de la coupe sera bien définie, en tout, une coiffure qui s'éloigne de la coupe carrée bien raide.»

«Plusieurs coupes ont de fortes lignes horizontales, mais nous voyons une nouvelle forme, de nouvelles formes extrêmes qui vous permettent d'obtenir des cheveux doux et texturés en certains endroits, dit Ford. «Les cheveux sont coupés pour qu'ils tombent autour des épaules, mais les pointes sont encore carrées.

En ce qui concerne les cheveux raides cet automne, une tendance pas mal surprenante c'est la nouvelle version de la mulle (coupe Longueuil).

«C'est surprenant. Les clients qui ont les cheveux droits viennent au salon et demandent une coupe un peu dégradée sur la partie supérieure de la tête pour obtenir un genre de mulle élégante», dit Douglas Little, le directeur créatif chez Sexy Hair Concepts. Les cheveux sont portés très long. Autour du sommet de la tête, ils sont volumineux et plus courts autour du visage pour l'encadrer.»

Pour réaliser ce look qui fait penser à Joan Jett dans son époque Heartbreaker, Sexy Hair Concepts utilise une technique de coupe qui s'appelle structure et mouvement. Le coiffeur tient les ciseaux comme il tiendrait un rasoir.

Melissa Jaqua, maître associé international pour John Paul Mitchell Systems, crée aussi ce genre de look rétro.

«Nous faisons des expériences avec les coupes. Nous ne coupons que certaines sections et nous laissons le reste des cheveux droit, dit-elle. Parfois, une petite couronne hérissée, comme un David Bowie rétro, ou bien nous coupons beaucoup de cheveux autour du visage pour créer de la douceur autour du menton. Le résultat c'est une frange arrondie autour de l'oreille avec un bord très fort ou bien «rongé» par le rasoir.»

Cette coupe évoque aussi la mulle. Quand vous lissez les cheveux avec le fer, évitez de les aplatir, et créez plus de mouvement sur les pointes.

Pimentez les cheveux raides avec d'épaisses mèches colorées en place des reflets.

«La tendance, c'est une couleur solide dans les cheveux en arrière. Mais en avant, la couleur est plus personnalisée, des mèches de couleur créent du mouvement. Les couleurs contrastées créent une coupe sautée.»

"We are experimenting with cutting only certain sections of the hair, leaving the rest straight," she said. "Maybe a spunky little sprouted crown like a retro David Bowie, or cutting the entire facial area way in a soft rounded feel to reveal a beautiful jawline. The result is a rounded fringe that travels to almost the back of the ear and is either left strong or bitten up by the razor on the edge only."

Again, this cut invokes the look of the mullet. When flat ironing hair, avoid making hair flat and flip ends out or under for a kick.

Accent these straight styles with panels of colour instead of the standard highlights.

"What we're seeing is more solid colour from the crown back, but in the front area there's personalization, so you're getting panels of colour that create movement. It's a contrasting colour that adds another character to the hair cut," Ford said.

Jaqua said she uses a technique called straps. This incorporates the use of a small, thin strap of hair that sits in the middle of the part and the bolder colour is placed in panels underneath the strap. This diffuses any harshness of the colour.

For those not born with straight hair, faking it has never been easier. There is a large variety of relaxing treatments and products that can straighten hair out. L'Oréal Professionnel's X-TENSO is a long-lasting smoothing service that will take the kinks out of hair.

"X-TENSO is a great option because it allows a client to blowdry her hair smooth more easily herself. Once she has blow dried it, it will stay sleek and until she shampoos it," Ford said.

This treatment is soft enough to allow the hair to wave as well. It will eliminate frizz to give greater variety to clients.

Little recommends the Yuko System, a relaxation treatment that will take all curl, wave and frizz right out of hair. It incorporates using a flat iron to smooth hair out and will leave hair looking straight and sleek even right after a shower.

For less permanent options, there are products that can achieve the same effect. Sexy Hair Concepts offers Soy You Want Flat Hair, a soy based aerosol flattening spray that helps smooth hair before using a flat iron. Sebastian has its Laminates line that includes Laminates Drops and Laminates Gloss. L'Oréal Professionnel's Liss Extrême line of shampoos and conditioners will create sleek hair with the first shampoo. Paul Mitchell's Heat Seal will not only protect hair from thermal damage, but also acts as an anti-humidity resistant spray.

Photo courtesy of:
Photo fournie par:
L'Oréal Professionnel

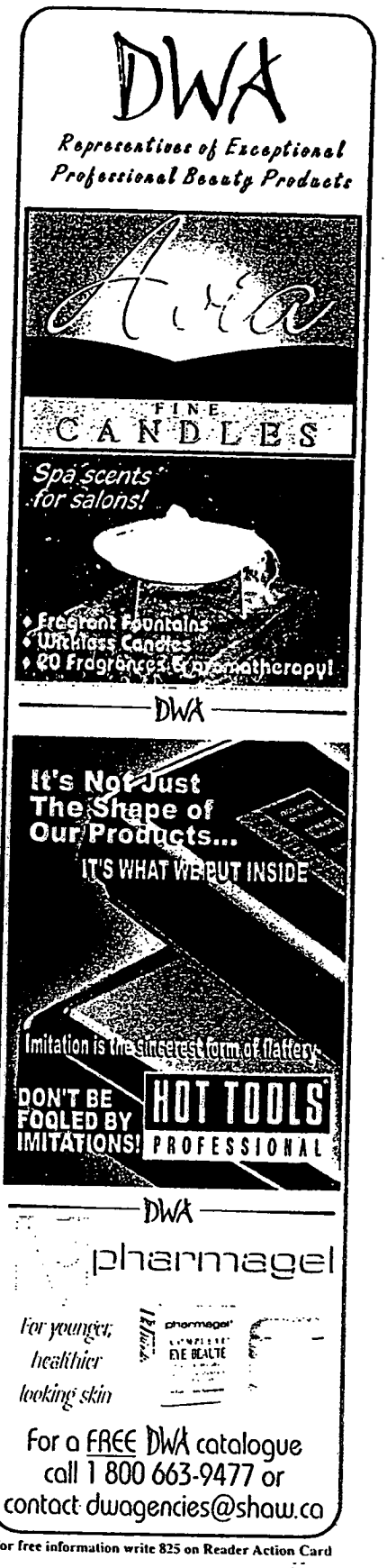
Pour ceux qui n'ont pas les cheveux naturellement raides, c'est très facile de faire semblant. Il y a plusieurs traitements et produits défrisant qui lissent les cheveux à merveille. X-TENSO de L'Oréal Professionnel est un service de lissage qui lisse les cheveux et dure très longtemps.

«X-TENSO est formidable parce qu'il permet que la cliente puisse se sécher et lisser les cheveux plus facilement avec un sèche-cheveux. Une fois que les cheveux sèchent, ils resteront lisses jusqu'à la prochaine douche», dit Ford.

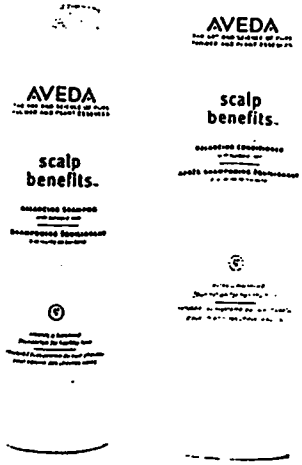
Ce traitement est assez doux pour permettre que les cheveux soient ondulés aussi. Il élimine les cheveux crépus et ainsi les clientes peuvent se faire de diverses coiffures lissées.

Little recommande le Yuko System, un traitement de lissage qui défrise complètement les cheveux. Le système incorpore l'usage d'un fer à lissage, et il laissera les cheveux très raides et très doux, même après la douche.

Si vous préférez quelque chose de moins permanent, il y a plusieurs produits qui réalisent le même effet. Sexy Hair Concepts offre Soy You Want Flat Hair, un vaporisateur aérosol de lissage à base de soja qui lisse les cheveux avant l'usage du fer. Chez Sebastian, c'est la ligne Laminates qui comprend Laminates Drops et Laminates Gloss. Liss Extrême de L'Oréal Professionnel est une ligne de shampoings et revitalisants qui lissent les cheveux dès la première douche.



For free information write 825 on Reader Action Card



Maximum Benefit

Aveda Scalp Beneifts Shampoo and Conditioner is a new daily hair care system that delivers nourishing plant ingredients to the scalp - fostering a healthier environment for hair. Reader Action #873.

Le maximum de bienfaits

Aveda Scalp Benefits Shampoo and Conditioner est un nouveau système de soin capillaire quotidien qui fournit des ingrédients botaniques nourrissants au cuir chevelu, et crée ainsi un environnement sain qui favorise les cheveux en bonne santé. Carte Interactivité #873.

Deep Brilliance

Farouk's new Deep Brilliance line includes a complete line of relaxers, a lightening system, hair colour, shampoos, conditioners, styling and finishing products devoted to highly textured hair. Reader Action #874.

Deep Brilliance

La nouvelle ligne Deep Brilliance de Farouk comprend une gamme complète de produits défrisants, un système d'éclaircissement, des couleurs à cheveux, des shampoings, des revitalisants, et des produits de coiffage, tous conçus pour les cheveux bien texturés. Carte Interactivité #874.

Silky and Sexy

Silky Sexy Hair from Sexy Hair Concepts is a new line of products designed to transform hair, leaving it soft, silken and irrisistible to touch by combining the restoration and moisturizing powers of silk protein, silicones and other nutrients. Reader Action #878.

Soyeux et sexy

Silky Sexy Hair de Sexy Hair Concepts est une nouvelle ligne de produits conçus pour transformer les cheveux, les laisser doux, soyeux et irrésistible au toucher, en combinant la puissance restructurant et hydratante de la protéine de soie, de silicones et d'autres substances nutritives. Carte Interactivité #878.

BigTrix

BigTrix boost-it mousse from Matrix sets the foundation for a voluminous mane. The product offers an updated version of mousse to achieve pumped-up, pushed-out styles. Reader Action #875.

BigTrix

La mousse BigTrix bost-it de Matrix transforme vos cheveux en crinière volumineuse. Le produit est une mousse actualisée qui vous aide à réaliser des coiffures gonflées et cotonneuses. Carte Interactivité #875.

Freeze!

FreezeTrix from Matrix is a fast fix spray that sets hair in an instant while providing humidity resistance and silicones that ensure a satiny shine. Reader Action #876.

Gelé

FreezeTrix par Matrix est un spray coiffant fixation forte et immédiate qui résiste à l'humidité et fournit des silicones qui garantissent un coup d'éclat soyeux. Carte Interactivité #876.

Brit Style

Brit Style Sculptor from Graham Webb attains the perfect fusion of style and creativity in its ability to mold, support and detail without weight. Reader Action #879.

Brit Style

Brit Style Sculptor de Graham Webb atteint la fusion parfaite de style et de créativité par sa capacité de mouler, tenir et texturer la coiffure sans l'alourdir. Carte Interactivité #879.

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OCTOBER 2003

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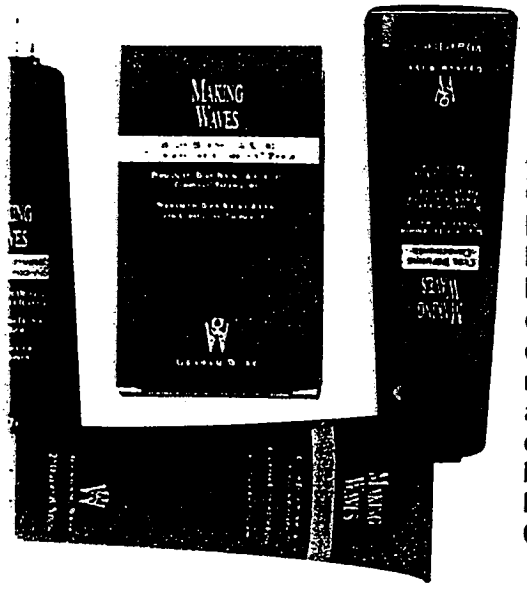

Curl Defining

Graham Webb International has a new line of products for curly hair. The Making Waves collection revitalizes curly or permed hair, infusing moisture, eliminating frizz and creating soft, flexible curls. The line consists of Making Waves Curl Defining Shampoo, Conditioner and Gel.

Staying Power

KMS introduces a new addition to the Hair Stay range with Max3 Gel Spray. A dual resin system provides long-lasting hold while leaving the hair smooth and touchable. Use a little for soft hold or more for intense hold and aggressive styling.

Short, Sexy, Sassy

[redacted] introduces three new additions to the Short Sexy Hair collection. Play Dirty Wax Master is a spray dry wax for aggressive styling. Rough & Ready Styling Gunk gives short hair erratic texture and What A Body is a blow dry gel to build volume and add shine.

Intensive Care

Sebastian's Laminates line announces the introduction of Laminates Masque, a reconstructive treatment that nourishes dry, damaged and chemically treated hair, restoring softness and smoothness. Especially effective on thick, coarse hair.

Dual-purpose

The skin science experts at Murad have developed another revolutionary skin treatment. The dual- purpose Anti-Aging Acne Treatment targets women ages 25-45, working to minimize lines and wrinkles while reducing acne breakouts.

WWD.com

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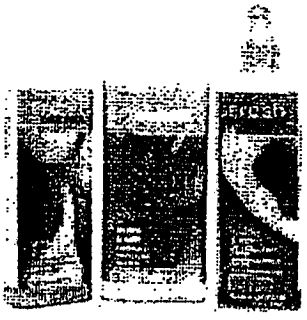
Story appeared on page 5
October 14, 2003

Fresh New Concept From Michael O'Rourke



Products from the Michael O'Rourke's Fresh Concepts line

By Andrea Zarczynski

NEW YORK — Four-year-old Sexy Hair Concepts is squeezing out a fresh, juicy 10-product hair care line in November, called Michael O'Rourke's Fresh Concepts.

Named for the brand's founder and chief executive officer, the line is intended to offer nutritious food ingredients in hair care products.

"Michael feels he took the company to the next level when he developed this health-conscious line of hair care," said Donna Federici, senior vice president of marketing at Sexy Hair Concepts. "This line is meant to engage the wide age demographic of our style-conscious customers."

Products range in price from $7.95 to $18.95. Watermelon-infused Vitamelon Daily Shampoo and orange-mango-pomelo-scented Rejuicinate Moisture Shampoo both come in 13.5-fl.-oz. bottles for $13.95. Bananarama Daily Conditioner flourishes with banana flavor and Vitalitea Moisture Conditioner bursts with cantaloupe-honeydew hints, both retailing at $14.95 for 10.1-fl.-oz bottles.

Styling products include pear-flavored RePear Reconstructor and Plum Strait-Straightening Balm, both $16.95 for 6.8 fl. oz.; apple-orange infused Core Strength Hard Holding Gel, $11.95 for 6.8 fl. oz.; coconut-vanilla Whey Better Leave-In Conditioner, $13.95 for 10.1 fl. oz.; citrus Massive A-peel Volumizing Mousse, $13.95 for 8.8 fl. oz., and PearSpray Hairspray, $13.95 for 10.6 oz.

Each bright-colored container has a scratch-and-sniff label, inspirational quote and "nutrition facts" to make product selection fun and informative, said Federici.

Sexy Hair Concepts is currently available in 60,000 doors, including professional salon and spa chains, J.C. Penney and beauty supply stores, such as Beauty First and Trade Secret. Promotion occurs through sampling and hair stylist education sessions and is expected to reach about $61 million in 2003 and $70 million in 2004, according to industry sources.

Sexy Hair Concepts is also focusing on international expansion and is targeting 65,000 doors in 2003 and 70,000 doors in 2004, while remaining in its spa and salon market, said Federici.

SH 1207

10/15/2003 16:23 3108899410 M CRAIG COOPER PROP PAGE 02

Eckerd Sale Still in Question

A J.C. Penney spokesman denied published reports circulating late Monday that it had launched a formal auction seeking bidders for its Eckerd drugstore chain. As reported, J.C. Penney has been considering shedding the Florida-based operation, which accounts for 45 percent of the company's business. "We are going to make a decision on Eckerd by the end of the fiscal year ending Jan. 31," said the spokesman. "That's been our position all along."

Penney's September comp store sales came in lower than expected, sending its share price down 2.6 percent to $21.38 when reported Sept. 29. While sales at its catalog and Internet divisions performed above plan, comps at Eckerd came in lower than expected, which had been for comps to remain flat. Its stock rebounded Monday, up 1.93 percent, closing at $23.25.

In separate news, J.C. Penney, as reported, said it would open a store in Korea, at a site in downtown Seoul that would be operational by 2005. The lease contract is for five years. The retail operation would expand on Penney's existing catalog business in the region.

10/15/2003 16:23 3108999410 M CRAIG COOPER PROP PAGE 03

PRODUCT ALERT

NAPLES, NY
SEMI-MONTHLY 500
OCT 13 2003

[redacted]

Burrelle's
INFORMATION SERVICES

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306. WILD SEXY HAIR METAL HEAD METALLIC HOLDING GEL

Chatsworth, CA-based [redacted] has introduced a new line of highly reflective hairstyling products. Marketed under the Wild Sexy Hair brand, Metal Head Metallic Holding Gel is promoted as offering potent holding power. Available in shocking Chrome, Crimson, Copper, Emerald, Indigo and Purple shades, the gels are said to have a tangy grapefruit and melon fragrance. Each color is presented in a black plastic bottle with a nozzle tip applicator cap.

ESTETICA USA WITH
STUDIO HIGHLIGHTS

TURIN, IT
5-TIMES/YEAR 33,000
OCTOBER 2003

[redacted]

Burrelles
INFORMATION SERVICES
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A New Concept

BW 3510 SH

650 JCPenney salons are now carrying three of the [redacted] - Big, Short and Healthy Sexy Hair products. JCPenneys, who prides itself on innovative teaching techniques for its stylists, and Sexy Hair have similar philosophies on hairdresser education and training, and as JCPenneys is targeting a new, hipper clientele, Sexy Hair Concepts was the perfect fit.

MODERN SALON
LINCOLNSHIRE, IL
MONTHLY 127,757
OCTOBER 2003

[redacted]

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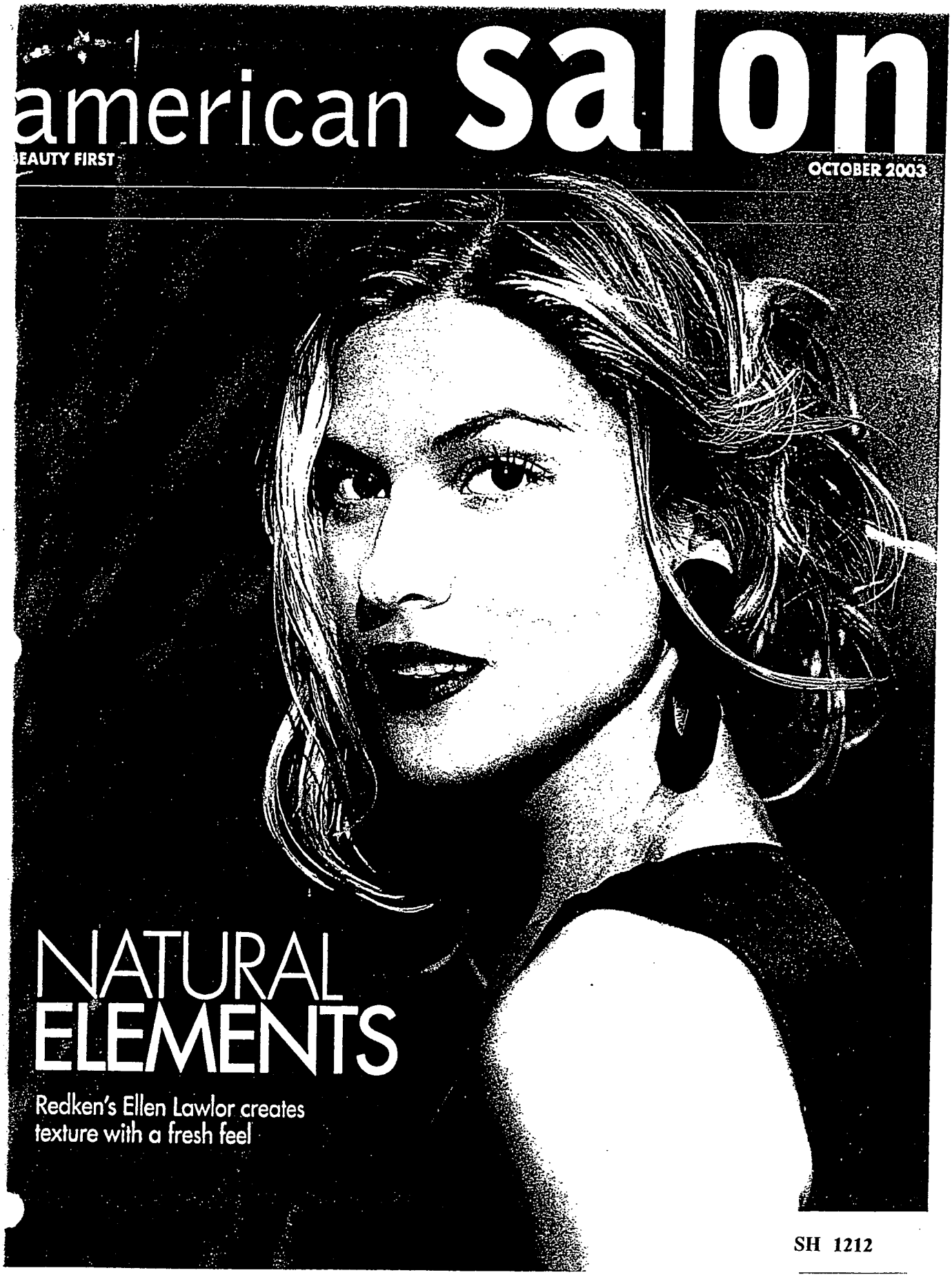
GET THIS PARTY GOING

Clients at holiday time are all about the next party. They'll get no discouragement from Sexy Hair Concepts, which is offering a free, purse-size mini-can of [redacted] Spray & Play with every purchase of the regular retail size of the selected styling aids. They'll never have to leave the party because their hair fizzled out before they did!

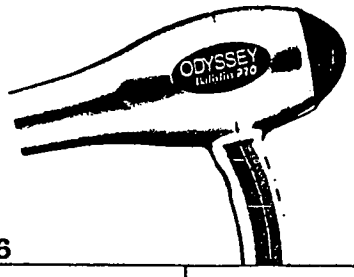
american salon
BEAUTY FIRST
OCTOBER 2003



NATURAL ELEMENTS

Redken's Ellen Lawlor creates texture with a fresh feel

SH 1212



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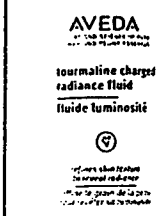

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10

6 CONAIR

The 1,875-watt Odyssey dryer from Conair's BaBylissPro line is equipped with Ceramic Pulse Heat technology and emits ion reflectives that enhance and renew the vitality of the hair. It also features a durable AC motor, a removable filter, two speeds and three heat settings, and a narrow barrel for concentrated air pressure. (800) 7-CONAIR.

7 SEXY HAIR CONCEPTS

For the holiday 2003 season [redacted] is giving away a complimentary mini (2.25-oz.) can of Big Sexy Hair Spray & Play Volumizing Hair Spray with the purchase of a 10.6-oz. Spray & Play or any of nine other Sexy Hair Concepts's products. (800) 848-3383.

8 AVEDA

Aveda has introduced a new product to its Tourmaline Charged Skincare line: Tourmaline Charged Radiance Fluid—a lightweight refining serum that jumpstarts a healthy, glowing complexion, delivering radiance instantly and naturally. It is suitable for all skin types and is compatible with all Aveda facial skincare products. (800) 328-0849.

9 HAIRUWEAR

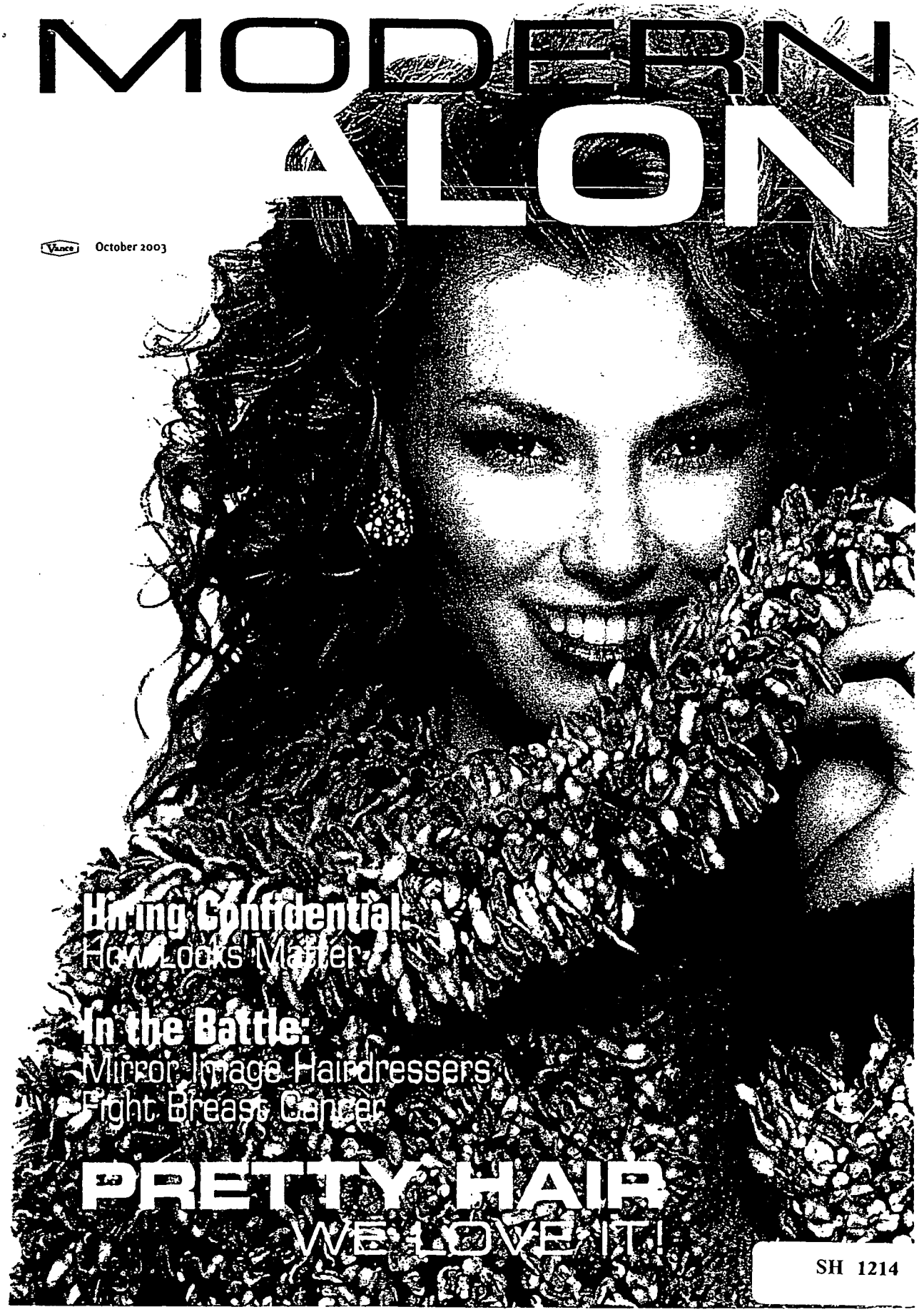
HairUWear has added six new styles to its Put on Pieces line. The pieces are made from high-quality, synthetic hair and are carefully dyed and highlighted to match many shades of blonde, red, brown, and gray. Some pieces are also available in funky colors like Bubblegum Pink, Acid Green, and Ultra Violet. (800) 663-3758.

10 ANDIS

Andis's SpeedMaster Clipper features a quiet pivot motor, designed to last several years, that produces four times more power than a magnetic motor. Stylists can cut wet or dry hair more easily because the power is applied in both directions of the cutting stroke. (800) 558-9441. >>

MODERN SALON

Vance October 2003



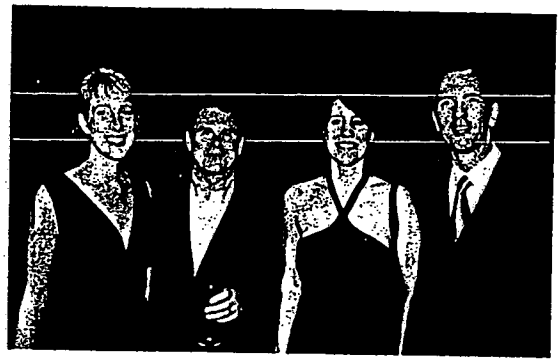
Hiring Confidential:
How Looks Matter

In the Battle:
Mirror Image Hairdressers
Fight Breast Cancer

PRETTY HAIR
WE LOVE IT!

SH 1214

From left: John Moroney, David Scott, Robert Ditacchio and Burke Daniel.



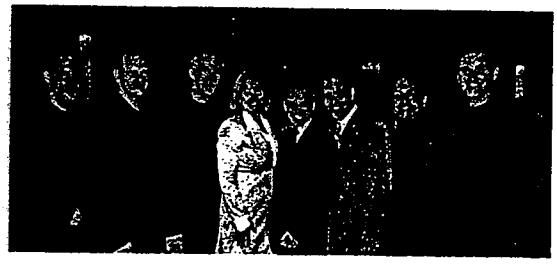
From left: Alex Bickers, Terry Bellamy, Laura Setz-Ford and Simon Cooper of TIGI.

Rick Goldberg of Progressive Beauty Enterpeises with

Bob Valdez Jr. and Kim Valdez of Rizzi Hair Co.

Tigi's George Eliades and Redken's Ann Mincey.

From left: Bob Bellew of MODRN SALON MEDIA, Jim Brooks and EC Mode's Phil Hester.



From left: Roan Van Antwerpen, Brian Hill, Greg Supensky, Donna Federici and Michael O'Rourke of Sexy Hair Concepts, Joe Mastalia of DePasquale Salon Systems and Michael Coccaro and Mark Stiller of Sexy Hair Concepts.

Tony Rizzo (foreground) and the Sanrizz Team

From left: Mike Powell and Carlos Colomer of Colomer with John Heffner of Creative Nail Design.

SH 1215

MODERN
SALON
September 2003 Vance
$4.00
Talking Up
TRENDS
First View
SHOW SEASON
THE EDGE
GET IT, KEEP IT
SH 1216

LATINO STYLE

The Second Annual America's Latino Beauty Congress (ALBC)—hosted by Cosmetólogos Latinos (CL), a bilingual extension of Cosmetologists Chicago (CC)—returns to Chicago September 28-29 for a two-day event at the Holiday Inn Mart Plaza.

The line-up of Latino guest artists includes Paul Vega, international artist for Clairol Professional; Martin Salinas, Matrix International Design Team member; Raul Martéz and Cynthia Garza from the Latino Paul Mitchell team; and Ivan Castillo and Christina Carsillo of Wella American Classics.

The Cosmetólogos Latinos Artistic Team, led by Alberto Oyola and Arlett Caballero, will present leading trends in education and artistry.

CL will be on tour in 2004, hitting Miami in May, Los Angeles in June and Chicago in September. For more information, call 800-648-2505.

Clairol Professional created and designed these looks especially for Latino hair stylists at the America's Latin Beauty Congress in Long Beach, California.

AUTUMN GLAM

Sebastian's Modrophenia Hair cut Collection for fall/winter 2003 features light-reflecting, ultra glamorous movie-star styles. This shining blonde bob has extra volume and fullness for extra impact on a blunt cut.

Hair: Sebastian Artistic Team members Michael Polsinelli, Robert Ditacchio, Marci Landgraf
Photography: Robert Lobetta, creative director
Make-up: Trucco Artistic Team members Nichole Servin, Burke Daniel

SILK IS SEXY

[redacted]'s latest line of products Silky Sexy Hair, leaves hair satiny soft with moisturizing silk protein, silicones and essential nutrients.

The line consists of Silky Shampoo; Silky Conditioner; Drench for Dry Hair, a leave-in treatment; Remedy for Chemically Treated Hair, a leave-in conditioning treatment; and Frizz Eliminator, a styling product that protects against humidity.

For more information, call 800-848-3383.

The Silky Sexy Hair line from Sexy Hair Concepts.

CIRCLE

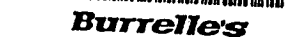
SH 1217

Salon Magazine

September 2003

SH 1218

SALON MAGAZINE
TORONTO,ON, CN
8-TIMES/YEAR 35,000
SEPTEMBER 2003



Burrelle's

FOR A PRODUCT NEAR YOU

→ Superior Beauty Supply in Kelowna, B.C. is now distributin[redacted] products.

→ Salon MUSE is honoured to be the first salon in British Columbia to introduce Kérastase to the West Coast.

→ On June 30, a meeting was held to complete and finalize the KMS distribution transition for Ontario from Venus Beauty Supplies Ltd. to KPSS Canada Ltd. For the past 20 years, Venus Beauty Supplies has developed and serviced the KMS brand of products to stylists and salons throughout Ontario. KPSS Canada would like to personally thank Vince Riverso and his team for developing such loyal KMS clients.

→ Venus Beauty Supplies has added the following lines to their roster of products: Fudge, Intercosmo/Voila, Rene Furterer, Orly and AG.

→ SOMA has added three new distributors: Art Capelli and Novy-Co. in Quebec, and Obsco 2000 in Manitoba.

→ CAQTI Salon and Spa Systems has announced that ICON Salon Systems of British Columbia will be representing their complete line of products.

SALON MAGAZINE
SEPTEMBER 2003

SH 1220

CPS 3510SH.p65

PRODUCT PERFECT

ONE MODEL, TWO LOOKS. ALL CREATED BY USING THE RIGHT PRODUCTS

TEXT Adriana Ermter • PHOTOGRAPHY Jonathan Savoie

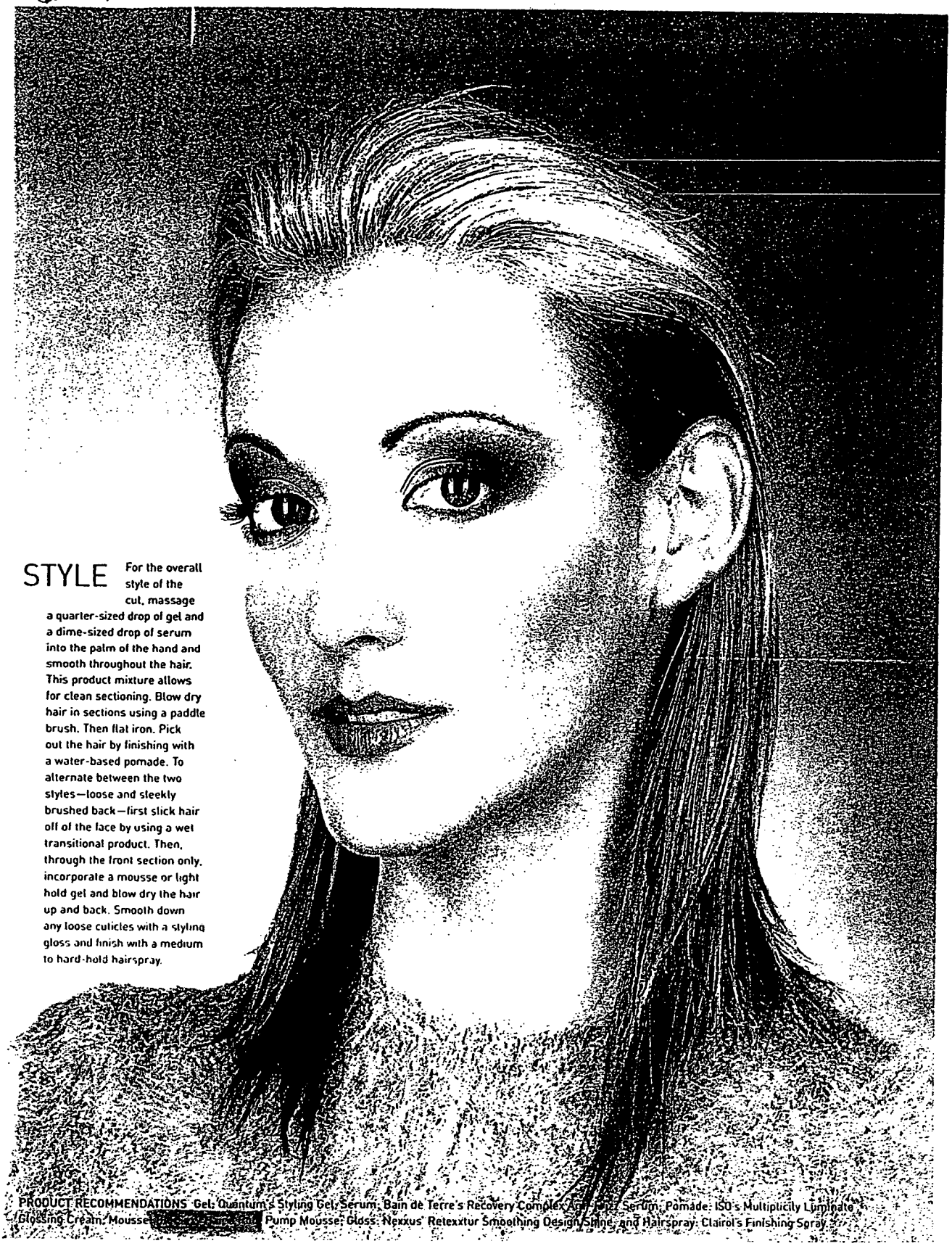
Striking, brilliant and versatile describe this fall's hair of choice. Texture continues to reign, leading the season with picked-out lengths and long, eye-skimming fringes that move flirtatiously across the face. Crisp, cool colours are paired with deep, warmer pieces found hidden in underneath portions or in plain view for all to see.

Fall's chameleon effect is the ideal opportunity to show your clients their image diversity. Demonstrate proper styling, incorporate colour into their cut, and retail product as you promote styling expertise. With contradiction at the forefront of trend, style is yours for interpretation. So grab hold and embrace the season, because only you can determine how hair looks best.

RETAILING IS KEY TO PICTURE PERFECT STYLE

- For day to night transition: Suggest Aveda's Light Elements Reviving Mist and KMS's Turnstyle Do Over Cleansing Spray and Back to Life Revival Crème.
- Hold onto that style: Finish each look with Revlon Professional's Control Strong Hairdays Hair Spray and Fudge Skyscraper Firm Hold Hair Spray.
- End of day treatments: Retail clients deep conditioning treatments like Joico's K-Pak and Phyto's PhytoCitrus Mask.

SH 1221



STYLE

For the overall style of the cut, massage a quarter-sized drop of gel and a dime-sized drop of serum into the palm of the hand and smooth throughout the hair. This product mixture allows for clean sectioning. Blow dry hair in sections using a paddle brush. Then flat iron. Pick out the hair by finishing with a water-based pomade. To alternate between the two styles—loose and sleekly brushed back—first slick hair off of the face by using a wet transitional product. Then, through the front section only, incorporate a mousse or light hold gel and blow dry the hair up and back. Smooth down any loose cuticles with a styling gloss and finish with a medium to hard-hold hairspray.

...K Jie Malar, Salon Jie MAKEUP Adrian Carey MODEL Lisa Kubisia

PRODUCT RECOMMENDATIONS Gel: Quantum's Styling Gel. Serum: Bain de Terre's Recovery Complex Anti-Frizz Serum. Pomade: ISO's Multiplicity Luminate Glossing Cream. Mousse: [redacted] Pump Mousse. Gloss: Nexxus' Retexxtur Smoothing Design Shine, and Hairspray: Clairol's Finishing Spray.

SH 1222

SALON MAGAZINE
TORONTO,ON, CN
8-TIMES/YEAR 35,000
SEPTEMBER 2003

[redacted]
Burrelle's

FOR A PRODUCT NEAR YOU

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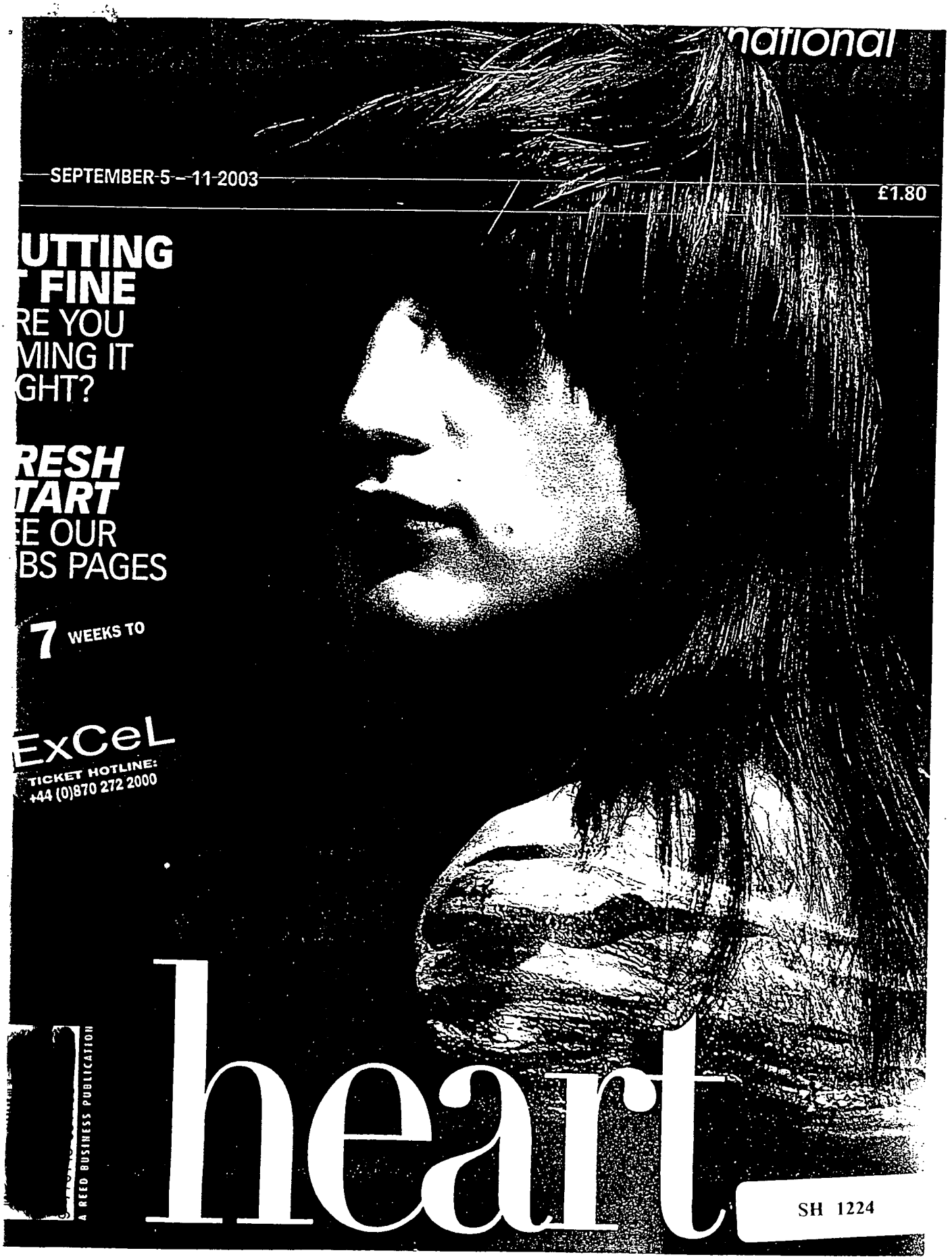
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A REED BUSINESS PUBLICATION
SH 1224

things that will make someone buy a product for the first time on impulse. Perhaps if the price is very low and it is seen as a bargain then it will sell.

Most people are guilty of having bought something in a sale because it was reduced, despite the fact that it doesn't fit or they don't actually want it. The other thing that most of us will admit to is buying something because it looks good. "Sales are greatly affected in that if a consumer is attracted to the packaging, they will pick it up just out of curiosity," says Michael.

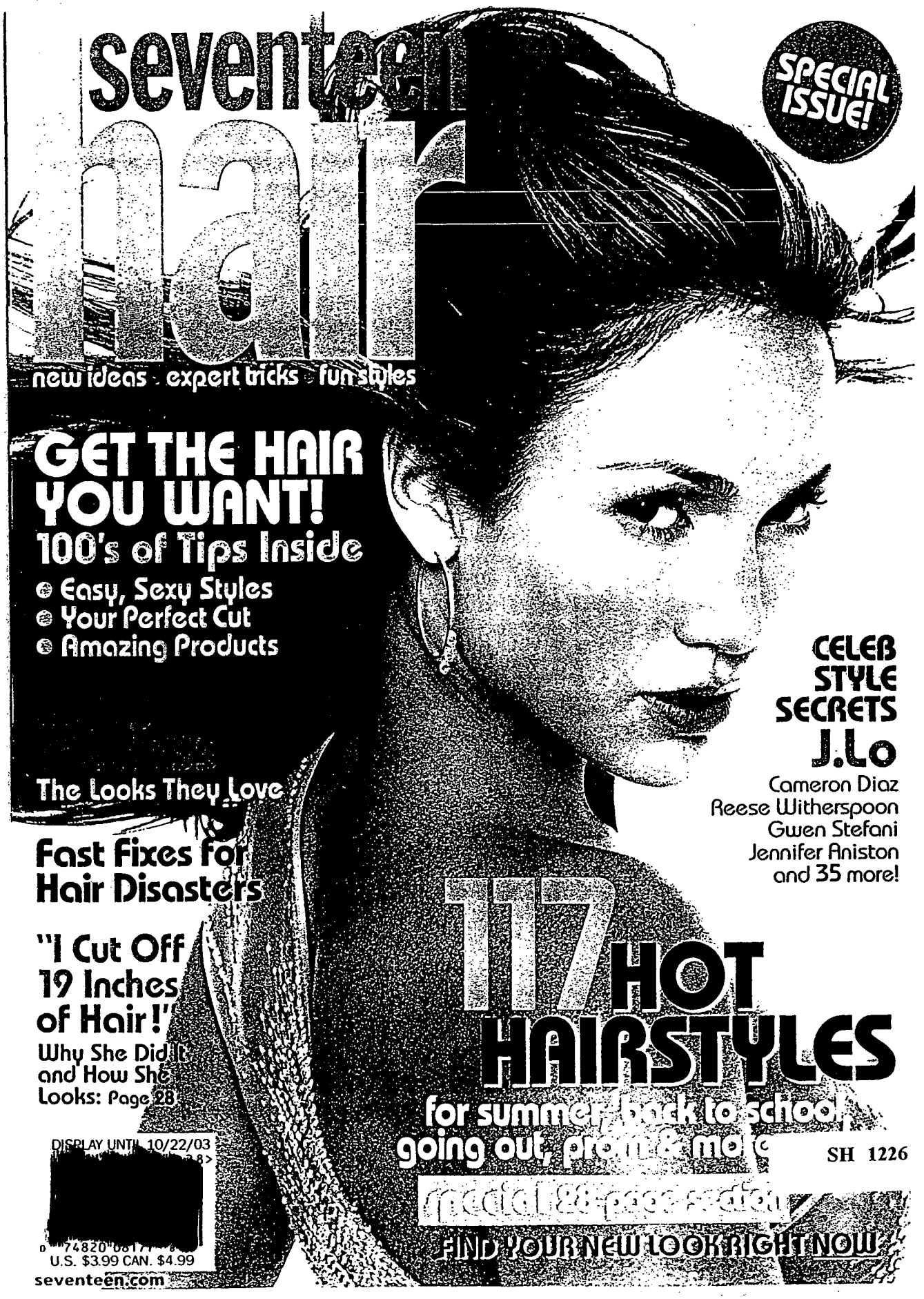
Schwarzkopf Professional has been researching the importance of packaging with its new premium product range, Seah Hairspa. Products are packaged in some of the most eye-catching and appealing packaging around. Seah's international brand manager, Cristina Krohn, says that 21st century lifestyles, where things such as space, quiet, clean air and pure water have become luxuries, have influenced Seah's packaging. "Purity itself has become the new luxury and one way in which packaging can reflect this is by using transparent materials. With Seah you can look through the outer pack to the inner," she says.

But it's not only texture that will attract a potential consumer – shape is equally important. "This has been thought out in great detail. Its design mirrors the concave and convex curves of a woman's body, as well as the yin and yang symbol, which reflects the brands holistic nature," explains Cristina.

Whether first impressions matter or not, it's certainly a way of catching consumers' attention and getting that first crucial sale. However, if the product doesn't meet expectations, it's unlikely the packaging will be able to sell it again.

It's clearly clever stuff. The final bottles that reach the salon shelves haven't just been designed because the colour is pretty or the shape is different – brand managers spend thousands of pounds on producing packaging that reflects exactly what the brand is about, and hopefully great packaging combined with a good product will keep your clients coming back for more.

Products courtesy of Alterna, Clynol, Redken, Multiplicity, Schwarzkopf Professional, TIGI, [redacted]e, Fudge


seventeen
hair
new ideas · expert tricks · fun styles
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Amazing Products
The Looks They Love
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Jennifer Aniston
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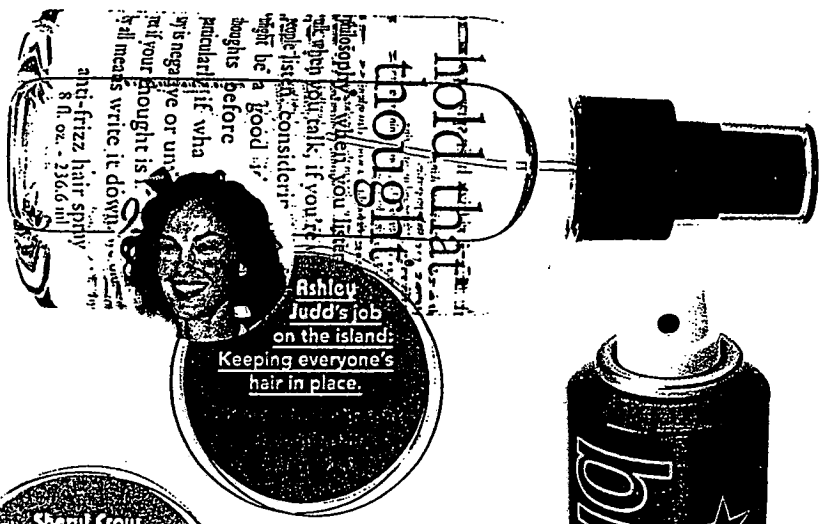
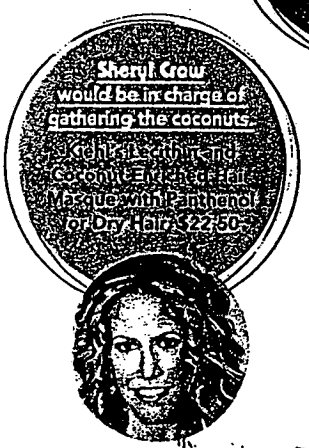
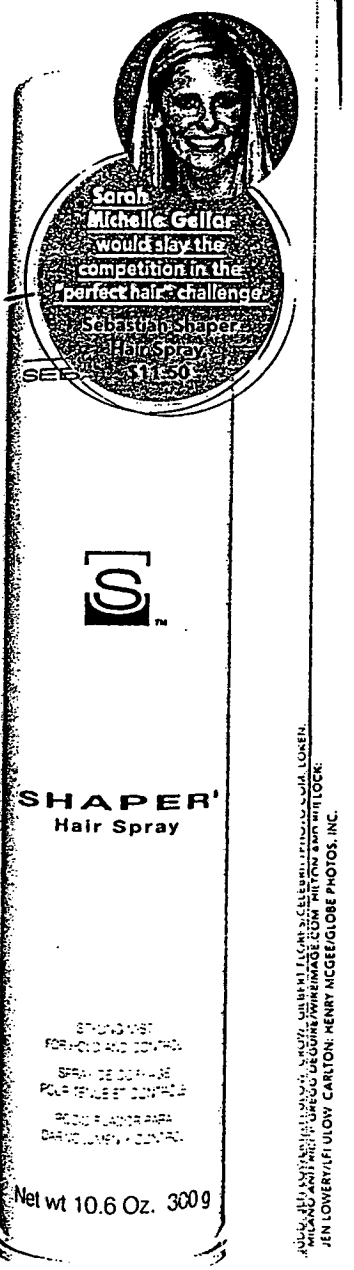
these are the real stars . . .

If celebrities were stranded on a desert island (which could happen, knowing reality TV shows), here are the products they'd take with them. Well, maybe a cell phone too . . . Photographs Jeff Harris and Todd Huffman







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Your online source for beauty information

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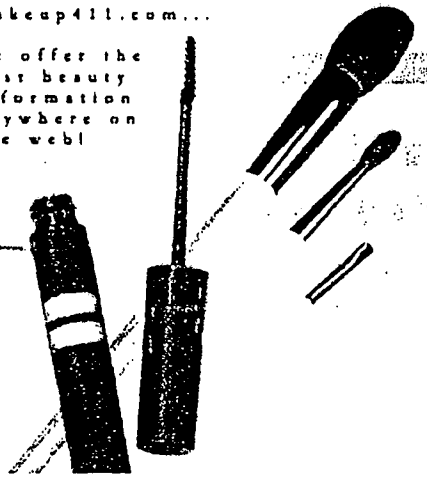

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- Metal Head Holding Gel

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SH 1228

Makeup 411 Your online source for beauty information

Give-away: Metal Head Metallic Holding Gel by Sexy Hair Concepts September 7 - October 7

Spark some serious attitude in your back to school 'do by entering our contest to win Metal Head's potent Holding Gel. The gel comes in reckless metallic colors to create wicked cool hair. It's easy-to-use, shampoos out and offers changes on a whim. Available in six colors: Chrome, Crimson, Copper, Emerald, Indigo and Purple. Can be used on eyebrows too! *Sexy Hair Concepts* is giving away 20 sets of their Metal Head Holding Gel. (Yeah, that's 20 winners!) For more information on *Metal Head Metallic Holding Gel* products and all Sexy Hair Concepts products, visit www.sexyhairconcepts.com.

Sign our guest book to win!

* In order to be eligible to win all information must be filled out.

First Name:	
Last Name:	
Street	
City/Town:	
State/Province:	
Country:	
Zip/Postal Code	
Age:	
E-Mail Address:	
How did you hear about our website?	
Add to E-Mailing List?	(•) Yes ( ) No
Enter me to win!	(•) Yes ( ) No

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World Wide Web Edition

Makeup 411 (Sunland,CA)

Date of Publication: 09/09/2003

Account Number: 3510SH

Headline: Give-away:

Source Web Page: http://www.makeup411.com/guestbook.htm

Metal Head Metallic Holding Gel [redacted]

September 7 - October 7

Spark some serious attitude in your back to school 'do by entering our contest to win Metal Head's potent Holding Gel. The gel comes in reckless metallic colors to create wicked cool hair. It's easy-to-use, shampoos out and offers changes on a whim. Available in six colors: Chrome, Crimson, Copper, Emerald, Indigo and Purple. Can be used on eyebrows too! Sexy Hair Concepts is giving away 20 sets of their Metal Head Holding Gel. (Yeah, that's 20 winners!) For more information on Metal Head Metallic Holding Gel products and all Sexy Hair Concepts products, visit www.sexyhairconcepts.com.

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HAPPI (Ramsey, NJ)

Date of Publication: 09/10/2003

Account Number: 3510SH

Headline: **Adhesives Research Names Olson President**

Source Web Page: http://www.happi.com/current/person.htm

Adhesives Research Names Olson President

Adhesives Research: Karen M. Olson was named president and chief executive officer. Ms. Olson joined the company in 1992 and most recently served as vice president and general manager of both the pharmaceutical and medical business units. She succeeds Edward L. Daisey, who is retiring and will remain on the board of directors.

J. Tech Sales: Jill Smith has joined the company as product manager, specialty chemicals.

PQ Corporation: Barry Schwartz has been named business group manager, metasilicates, potassium lithium and hydrous silicates under the industrial chemicals division. He previously served with Orafti Active Food Ingredients as marketing manager.

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World Wide Web Edition

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Lanc¶me: Thayer Lavielle was named assistant vice president, promotional marketing. She most recently served as assistant vice president, European designer fragrance, L'Oreal USA.

Revlon: Thomas McGuire was named chief financial officer and executive vice president to replace Douglas Greeff, who will become executive vice president, strategic finance. Mr. McGuire is founder and chief executive officer of Human Capital Formation LLC and a former Coca-Cola executive.

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LVMH: Jean-Jacques Guiony will be appointed deputy chief financial officer to its executive committee, effective Sept. 15. Mr. Guiony is a general partner of Lazard Freres, Paris. In the summer of 2004, he will succeed Patrick Houel as chief executive officer. At that time, Mr. Houel will be appointed advisor to the chairman.

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Clorox: Daniel J. Heinrich was appointed chief financial officer, succeeding Karen M. Rose, who retired after a 25-year tenure. Mr. Heinrich served most recently as vice president-controller. Thomas D. Johnson, in turn, will be promoted from vice president and group controller for Clorox's specialty products segment to corporate controller.

The Gillette Company: A one-year contract extension has been given to chief executive James Kilts, whose current three-year contract expires in January. His base salary will be determined by the board in the first quarter of 2004.

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World Wide Web Edition

Charleston (SC) Post & Courier

Date of Publication: 09/12/2003

Account Number: 3510SH

Headline: **JOB SEEKERS**

Source Web Page: http://www.charleston.net/stories/091203/fas_12cloenc.shtml

CLOTHES ENCOUNTERS

Mindy Spar/Fashion Editor

SAKS APPEAL : September is a busy month at Saks Fifth Avenue. 211 King St. For starters. view the Special Occasion Collection today and Saturday from 10 a.m. to 6 p.m. in the 5th Avenue Club. Designers previewed include Tom & Linda Platt. Reem Acra. Sunny Choi. Vera Wang and Christian A. Appointments are recommended and can be made by calling 805-1111.

Sept. 15-17 there will be an Adrienne Landau trunk show also in the 5th Avenue Club.

KEY TO THE CURE : Saks is also gearing up for its annual Key to the Cure. The shopping event. to benefit women's cancer research. will be held Sept. 17-20. To help raise awareness for all women's cancers. Saks Fifth Avenue Charleston and the Entertainment Industry Foundation have teamed with Susan G. Komen Breast Cancer Foundation in Charleston to host the national shopping weekend with a variety of activities at the store.

This year's Key to the Cure T-shirt was designed by Stella McCartney. and 100 percent of its $29 retail price will go to charity.

The festivities continue all weekend. and Sept. 20 will prove to be a lot of fun with the Club SFA fashion experience in contemporary sportswear with a DJ. a preview of fall fashion trends and the M.A.C. cosmetic artists.

BOUQUET OF HOPE : Charleston's own Mary Norton of Moo Roo Handbags has designed a limited-edition bag to benefit breast cancer research. Norton will make a personal appearance at Saks Fifth Avenue in Manhattan during the store's Fashion Targets Breast Cancer Week to showcase her fall collection. as well as the Bouquet of Hope bag.

This special evening bag is embellished with a bouquet of enameled and jeweled flowers held together with the breast cancer pink ribbon. There will only be 100 of these limited-edition bags available with half of the profits going to breast cancer research.

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TRUNK SHOW: Copper Penny will hold a Lafayette 148 trunk show from 10 a.m. to 6 p.m. Monday at the shop in Northcutt Plaza. 280 W. Coleman Blvd.. Mount Pleasant. The fall 2003 line features beautiful fabrics in day to evening styles. For more information. call 881-3497.

[redacted]en Sexy Hair Concepts challenged hair stylists across the country to come up with a short. sexy hairstyle. Frances Dubose and Stephanie McCrary. of London Hair in Mount Pleasant.

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answered the call and they won. The pair were two of 10 winners in the "Short on Cash -- Show Us Your Short Sexy Hair Contest." In fact. Dubose won for two of her designs.

The winners were chosen on the basis of originality. style and creativity. Hairstylists entered the Short on Cash contest by submitting a photo of their client showcasing a hairstyle they created using two or more Short Sexy Hair products.

London Hair is in the Queensboro Shopping Center in Mount Pleasant.

MENSWEAR IN TOWNE CENTRE : Jos. A. Bank Clothiers is scheduled to open its 184th store and first in the area at Mount Pleasant Towne Centre today. The store is known for its selection of traditional menswear from suits to casual weekend wear. One of the company's innovations is the Jos. A. Bank Trio Suit that comes with an extra pair of pants. giving the wearer two options. a suit or a casual outfit. in one.

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World Wide Web Edition

TheCosmeticSite.com (Carol Stream,IL)

Date of Publication: 09/24/2003

Account Number: 3510SH

Headline: **Internal Stabilization**

Source Web Page:
http://www.thecosmeticsite.com/ME2/Audiences/dirmod.asp?sid=6E8FD3AE36FA41E39C1ED90FCFA3289B&nm=News&type=news&mod=News&mid=2D2167335549430D68058279A119275F5&tier=3&nid=1A191A66173B4B829A63CCCE85F06F31

HEADLINE NEWS

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DMI has released two new types of cosmetic pencils, a five-inch slim barrel style designed for eye and lip liners and a five-inch jumbo barrel style...

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In order to provide full-time, interactive service to customers, Zip-Pak has launched a new corporate website...

Double Duty

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First Fragrance

First, the classic fragrance by Van Cleef & Arpels, reveals a new look in October with a redesigned bath line...

New Alliance

Alloy Polymers Inc. and Kunststoffwerk Voerde have announced the formation of the Global Compounders Alliance...

The Winner Is ...

Arkay Packaging has recently received three major awards and CCL Container earned two of the metal container industry's highest honors ...

PERSONAL PRODUCTS
INDUSTRY
RAMSEY, NJ
MONTHLY 17,000
SEPTEMBER 2003

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Marketing News
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VIRTUAL IMAGE HAIRSTYLES NEW FROM ELIZABETH ARDEN

● **Elizabeth Arden Salons and Spas launched** Virtual Image, its 2003 hair collection. For this collection, the Elizabeth Arden artistic team developed a series of ready-to-wear cuts that utilize hair strengthening, steep layering and free-hand cutting for maximum movement, versatility and contour. The cuts were highlighted with a spectrum of hair colors, combining warm and cool blondes and reds, with complimentary tones of copper and gold for added dimension and energy.

● **Issimo International recently repackaged** its Guy Gear Restore Vital Oils serum. Other products in the collection include Tri-Cleanse wash, Face Art, Gush Face humectant, It's An Eye Thing, Face Shield, Body exfoliator, and Facial Mud masque. Guy Gear products are formulated with botanicals, vitamins, natural extracts and proteins to give skin a smooth and healthy looking appearance.

● **Babor has released Skinbiotic cream,** a 24-hour facial cream that contains a balanced combination of active ingredients, such as milk, fruit and cereals to strengthen the skin's natural defenses and protect the skin against harmful environmental influences. Skinbiotic cream is lightweight, delicately scented and suitable for all skin types, executives said.

SKINBIOTIC®
CREAM
CREME

● **Wilma Schumann Skin Care will donate** a portion of sales proceeds from Lipo C Plus to breast cancer research charities during the month of October. Lipo C Plus is a gel emulsion with two components containing pure vitamin C to firm and revitalize skin and protect against free radicals and other environmental aggressors.

● **Orange Glo International, Denver, CO,** has made improvements to its OxiClean powder formula. New OxiClean with blue crystals uses a unique, patent-pending technology that seeks out the surfaces where stains exist, and penetrates deep into the fibers to break down the stains. The product works well on all types of water-washable surfaces and fabrics, including clothing, rugs, carpet, outdoor furniture and unfinished wood, according to executives.

● **Hispanic marketing agency La Agencia** de Orci & Asociados will launch a $5 million ad campaign for a new Hispanic shade of Just For Men Haircolor this fall. The 30-second TV spot for the product will air during the fourth quarter of 2003, according to company executives. The new shade will retail in mass retail, drug and grocery stores.

● **The Gillette Company will launch** two shaving systems next year. In April, Gillette will release the Venus Divine for women. The product will feature improved blade coating, microfins and lubrastrips. In March, the company will introduce the Sensor3 system, which will offer a new three-bladed cartridge and a more contemporary handle and grip design. This month, Gillette will market the Mach3 Turbo Champion, a red razor that features high-performance racecar imagery.

● **This holiday season** [redacted]ing away a complimentary mini (2.25-oz.) can of Big Sexy Hair Spray & Play with any purchase of a 10.6-oz. Spray & Play. Spray & Play is fast-drying and leaves tresses with ultra shine and hold in humidity.

● **Johnson & Johnson has released** Reach Clean Burst floss, a flavored floss that cleans in between teeth and fights bad breath. The product is available in three flavors: icy peppermint, icy spearmint and berry mint. A recent study showed that only 24% of all households use floss, however the Academy of General Dentistry recommends brushing and flossing as the best method for controlling the bacteria that grow between teeth and gums and cause bad breath.

● **Unilever brand Degree and Ironman Properties** teamed up to create a line of co-branded antiperspirants. Degree Ironman Protection marries two well-known performance brands and repositions the Degree brand to gain a larger male consumer base, Unilever executives said. The Degree Ironman line, which hit shelves last month, consists of five SKUs and three new scents—Extreme Blast, Sport and Cool Rush.

● **Goldwell USA has introduced Kerasilk,** a line of hair care products that restore chemically-treated and mechanically-damaged hair. Kerasilk contains wheat bran lipid, silk protein formulas and vitamin E to regulate moisture absorption and evaporation, and protect hair from harmful environmental influences. Additionally, Kerasilk's low pH ensures optimum uptake of these revitalizing ingredients into the hair. The

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MONTHLY 17,000
SEPTEMBER 2003

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● Personnel Roundup

3510SH P 156

ADHESIVES RESEARCH NAMES OLSON PRESIDENT

Olson of Adhesives Research

Schwartz of PQ Corporation

Hone of Wessel Fragrances

● **Adhesives Research:** Karen M. Olson was named president and chief executive officer. Ms. Olson joined the company in 1992 and most recently served as vice president and general manager of both the pharmaceutical and medical business units. She succeeds Edward L. Daisey, who is retiring and will remain on the board of directors.

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Personnel Roundup

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TheCosmeticSite.com (Carol Stream,IL)

Date of Publication: 09/25/2003

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Headline: **Computer Technology**

Source Web Page:
http://www.thecosmeticsite.com/ME2/Audiences/dirmod.asp?sid=6E8FD3AE36FA41E39C1ED90FCFA3289B&nm=News&type=news&mod=News&mid=2D216733554943D68058279A119275F5&tier=3&nid=1EB08B8FC26946B2813FF714E1D976F3

EduNeering, Inc. and ISPE, the Society for Life Science Professionals, released the second of their jointly produced online training courses for computer system validation...

Expo Pack Mexico 2003

In its 18th year, Expo Pack Mexico was held from June 3-6 at the Expo Santa Fe in Mexico City...

Quality Management Survey

A research study conducted by Harris International Europe revealed that online purchasing and total quality management are the most significant business innovations for companies...

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Collaborative Group Introduces Anti-Aging Active

In its efforts to help fight the signs of aging, the Collaborative Group has introduced Equistat, an active ingredient with the abilities to boost collagen...

P&G and Clarins Deal

Clarins Fragrance Group will distribute fragrances under the Valentino label in the U.S...

Wella AG Announces New Advisory Board

Wella AG announced the new members appointed to its supervisory board...

Professional Strength Lip Care

Now available from Blistex is Pro Care lip balm, which has been formulated with input from more than 100 dermatologists and beauty professionals...

Media Subsidiary

KFCI Media has launched as a subsidiary of Katherine Frank Creative Inc., Lombard, Illinois...

P-O-P Innovations

Azar Int'l Inc. now offers injection molded plastic shelving as an alternative to traditional fabricated components..

People On the Move

Andrew Jergens, Diam Internatioal and Hearst Magazines International announce promotions and appointments...

AVVAA World Health Care Products to Acquire Body and Spa Company

AVVAA World Health Care Products, Inc., a biotech company, announced it has signed a letter of intent to acquire Mystic Mountain Body and Spa Products...

Clarins First Half

Clarins reported sales of its cosmetics unit grew 6.7% on a like-for-like basis, contributing to overall net sales of $472.4 million...

Allured Publishing Corporation publisher of...

The Cosmetic Site-Cosmetics & Toiletries Magazine-Global Cosmetic Industry-Skin Inc. magazine

Perfumer & Flavorist-International Cosmetic Expo-Face and Body Expo

Allured Corporate Site Allured Online Bookstore Allured Customer Service

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SEP 12 2003

Burrelles

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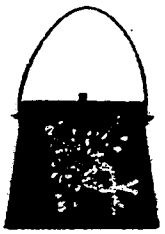

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See CLOTHES, Page 6D

Local hairstylists win contest

CLOTHES from Page 1D

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Mindy Spar/Fashion Editor

ST. CLAIR
MISSOURIAN
WASHINGTON, MO
2-TIMES/WEEK 16,066
SEP 10 2003

[redacted]

Burrelle's
INFORMATION SERVICES

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Wins Short Hair Cut Style Contest

35103H

Suzanne Mills, stylist at Hair Quarters salon in Sullivan, recently was chosen as a winner of the "Short on Cash—Show Us Your Short Sexy Hair" contest.

Mills was one of nine winners across the nation.

She received a $250 American Express Cash gift check.

The contest was sponsored by [redacted] challenged stylists to submit a hair cut developed by using two or more Short Sexy Hair products.

The judging was based on originality, style and creativity.

UNION MISSOURIAN
WASHINGTON, MO
2-TIMES/WEEK 13,512
SEP 10 2003

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Burrelle's
INFORMATION SERVICES

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MISSOURIAN
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2-TIMES/WEEK 17,125
SEP 10 2003

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The judging was based on originality, style and creativity.

ROSE SHEET
CHEVY CHASE, MD
WEEKLY
SEP 8 2003

Burrelle's
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Weekly Trademark Review

Issued Sept. 2, 2003

[Class 3 (Cosmetics & Cleaning Preps) compiled by "The Rose Sheet" from Official Gazette of the U.S. Patent and Trademark Office]

Product Name	Trademark No./ (Serial No.)	Company	Filed Date (Published)	Class Nos.	First Use Date
Marks Registered					
E.V.E. Element Vital Essentiel	2,757,805 [75-744,972]	Sa Laboratoires Esthederm	7-7-99 [6-10-03]	50, 51 & 52	---
A4aroma & Design	2,757,817 [75-824,801]	Bernard Pathe Sarl	10-18-99 [6-18-02]	Int. 3, 5 & 11; U.S. 50, 51 & 52	---
Sexy Hair Concepts & Design	2,757,856 [76-017,117]	[redacted] assignment Ecoly Internatl.	4-4-00 [6-10-03]	50, 51 & 52	---
Twiggy	2,757,883 [76-082,827]	Twiggy Limited	7-5-00 [5-7-02]	50, 51 & 52	---
Sophiepetit & Design	2,757,888 [76-087,906]	Autrefois S.R.L.	7-13-00 [5-21-02]	Int. 20, 25 & 27; U.S. 50, 51 & 52	---
Sweety	2,757,919 [76-145,825]	Beaute Createurs (Societe Anonyme)	10-13-00 [6-10-03]	50, 51 & 52	---
Onde De Vie	2,757,949 [76-187,686]	Laboratoires De Biologie Vegetale Yves Rocher	12-29-00 [1-28-03]	50, 51 & 52	---
Clean 'N Shine	2,757,964 [76-213,744]	Florikan-E.S.A.	2-21-01 [6-10-03]	50, 51 & 52	---
Cottage Comforts	2,758,017 [76-274,001]	Kiss Me In The Garden	6-21-01 [6-10-03]	50, 51 & 52	---
Interflon & Design	2,758,065 [76-320,092]	Interflon B.V.	10-1-01 [6-10-03]	Int. 3 & 42; U.S. 50, 51 & 52	---
Men-U & Design	2,758,154 [76-369,681]	U Internatl.	2-11-02 [6-10-03]	50, 51 & 52	---
Perfect Glass	2,758,180 [76-383,214]	The Hope Co.	3-12-02 [6-10-03]	50, 51 & 52	---
Esthe Twin	2,758,182 [76-383,705]	Kabushiki Kaisha Bloom Forum	3-19-02 [6-10-03]	50, 51 & 52	---
Aprilfresh	2,758,348 [76-412,193]	Chester Labs	5-22-02 [6-10-03]	Int. 3 & 5; U.S. 50, 51 & 52	---
Curl Illimite	2,758,365 [76-415,766]	L'Oréal	6-4-02 [6-10-03]	50, 51 & 52	---

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Product Name	Trademark No./ (Serial No.)	Company	Filed Date (Published)	Class Nos.	First Use Date
Miscellaneous Design	2,758,383 [76-419,904]	Oncor, dba Danne Montague-King	6-13-02 [6-10-03]	50, 51 & 52	---
Phytofix	2,758,419 [76-428,391]	Caster	7-9-02 [6-10-03]	50, 51 & 52	---
Epil-Bronze	2,758,425 [76-428,512]	Tactica Internatl.	7-8-02 [6-10-03]	50, 51 & 52	---
Votivo	2,758,447 [76-433,721]	Votivo	7-24-02 [6-10-03]	50, 51 & 52	---
Lipidoctor	2,758,564 [76-452,769]	Eroscience Pharma	9-24-02 [6-10-03]	50, 51 & 52	---
It! Fits	2,758,565 [76-452,770]	Eroscience Pharma	9-24-02 [6-10-03]	50, 51 & 52	---
African Peach	2,758,582 [76-454,175]	House Of Mohan	10-1-02 [6-10-03]	50, 51 & 52	---
Pond's Institute & Design	2,758,647 [76-460,255]	Chesebrough-Pond's	10-16-02 [6-10-03]	50, 51 & 52	---
Ombre Perfecteur	2,758,655 [76-462,625]	Lancôme Parfums Et Beaute	10-30-02 [6-10-03]	50, 51 & 52	---
Double Contraste	2,758,660 [76-463,221]	Chanel	10-25-02 [6-10-03]	50, 51 & 52	---
Mystic Tan	2,758,671 [76-464,915]	Palm Beach Tan	11-6-02 [6-10-03]	50, 51 & 52	---
Mystic Temple	2,758,699 [76-466,541]	Gensler, John B.	11-13-02 [6-10-03]	50, 51 & 52	---
Percara	2,758,713 [76-467,625]	Percara Enterprises	11-18-02 [6-10-03]	50, 51 & 52	---
Sexsea	2,758,798 [78-060,684]	Jaramillo, Lynn Marie	4-26-01 [6-10-03]	Int. 3, 9, 18 & 25; U.S. 50, 51 & 52	---
Bardsley You Clever Fox! & Design	2,758,846 [78-114,422]	Gibbs, Arianne, Drew	3-13-02 [6-10-03]	Int. 3 & 5; U.S. 50, 51 & 52	---
Breast Therapy	2,758,947 [78-156,676]	Novartis AG	8-22-02 [6-10-03]	50, 51 & 52	---
Energy Move	2,759,029 [78-176,851]	Parfums Christian Dior	10-22-02 [6-10-03]	50, 51 & 52	---
Oliv (Stylized)	2,759,075 [78-181,800]	Anisa Internatl.	11-5-02 [6-10-03]	50, 51 & 52	---

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CALABASAS, CA
MONTHLY
SEPTEMBER 2003

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Cosmoprof: review and receptions

Ok, stop whining. Cosmoprof North America (CNA) was a first-year show, and in spite of the long heritage of both joint venture partners, SoGeCos spa, the producers of Cosmoprof, and the Beauty and Barber Supply Institute (BBSI), there were the usual and unusual glitches that are expected with a new event.

Before telling you about CNA, I will tell what it wasn't. It definitely was not the BBSI Buyer's Convention of the past — an obsolete show with declining attendance and no energy. It also wasn't Cosmoprof Bologna, a spectacular, high energy international show with a couple of dozen pavilions that showcase everything in the world of beauty from fragrance to equipment to packaging to professional salon products and more.

With time, patience and support, CNA has the potential to become the biggest Cosmoprof of them all. BIR predicts that in five years, this show will be a blockbuster international beauty event. That will, however, not happen overnight. It will take everyone's support and a little faith. Overall, the breakdowns and challenges were far overshadowed by all the good stuff that happened from the opening on Sunday, July 27, to the close on Wednesday, July 30.

So what worked? More exhibitors than not were pleasantly surprised — they did excellent business. Kevin Barrett, Fromm International sales honcho, told BIR, "We planned for 100 distributor appointments and we exceeded that." Michael Gilbert, president of International Styling Tools, said it was his best BBSI show ever. He wrote more business the first day than he did in 18 years of past BBSI shows.

There were a ton of new exhibitors, and according to BBSI's Terri Taricco, about 35% were brand new. More exhibit space was sold than projected. The show had a more international feel to it, with a number of foreign companies exhibiting. The new European structured booths or stands gave the show floor a clean and neat look. The Looks area brought the energy of salon professionals who came to see the great shows of internationally acclaimed hair artists that Tony Rizzo assembled. They also came to shop the exhibitor area. The Looks event was outstanding, the artistry was unbelievable and the exhibitors in this area were ecstatic about the business they did.

The Master Classes sponsored by Wella featuring Patrick Cameron, The Doves and Sebastian were a steal at the $40 admission price. The full program of education gave attendees a wide selection.

Heading a shopping list of what did not work was the show layout and booth numbering system. Now let's see if I got this right: 1 = Pavilion D, 2 = Pavilion A. Huh? I must be stupid, but why not start with 1 = Pavilion A, etc.? When you add the aisle and the booth block number, forget it. Next year, there needs to be a numbering system that's easy to figure out. Also, you don't need everyone trying to convert feet to meters. Having two different start and stop dates is unnecessary. It was caused by a bigger problem of attempting to segregate buyers from visiting all pavilions. Who cares if salon professionals or retail buyers walk through Pavilion D? The bottom line is people want to do business and manufacturers will determine who they will or will not sell to.

The location did not work for a couple of reasons. That should change when next year's event moves to the Mandalay Bay Convention facility, which will bring a completely new experience and all inclusive layout.

The registration area was a disaster. It got so bad on Sunday that according to Nu Art's Kate Craddick and Joe Westbrook, who were in line for three hours, a bunch of hair stylists lost it and their shoving and pushing escalated into a knock down fight..

The manufacturers who not only did not exhibit but added insult to injury by holding events and meetings in off site hotels during show times and special events showed poor taste. If you can't step up to the plate and pay the money to exhibit, then don't try to steal attendees away from companies that paid dearly to exhibit.

Cost of exhibit space was a major complaint. The bottom line is if you write business at a show and make sure you quickly follow up every lead, then the cost of this show or any show becomes a more affordable number.

BIR suggests show management have some "booth scholarship" programs to entice more exhibitors. Why not offer first-time exhibitors in the area for salon professionals a discounted rate so they can "put their toe in the water," and find out first hand what a great show CNA is? They will come back at the regular price. Traditionally, the pro beauty biz is made up by small companies and the cost of participating in this show is prohibitive to many. Why not have a section in Pavilion D of half sized booths? In Bologna, there are boutique areas for smaller companies and the U.S. Dept of Foreign Trade sponsors a large area that is divided into small exhibits for U.S. companies that want affordable exposure.

Finally, the lack of support by the major hair care companies was clearly evident, and hopefully they will return for CNA 2004. The only major hair care firms exhibiting were Colomer USA, [redacted] and TiGI. Keune, AG Hair Cosmetics, Tosca Style, Jingles, Alpha Parf and Malibu Wellness were also present. In Pavilion E, Beautopia/Brocato had a significant display, as did Davines with a unique display featuring a wire mesh and multi colored diaphanous drapes. Scruples and Paul Brown Hawaii also had good size exhibits.

So many parties and events

The City of Hope event honoring Bruce Butler — a classy event that was wonderfully emceed by Bill Peplow — featured Bruce's long time friend Mike Ditka as the keynote speaker. What could be better for a sales rep than to have the head man of the industry's largest account introduce him? Mike Renzulli, Mr. Sally Beauty Company, introduced Bruce. Bruce said it all by acknowledging the audience with, "God Bless you and I love you all."

The official kickoff for the Las Vegas week was the second annual SunFun 2004 Rumble Party hosted by Dwight Miller, who led a group of beauty biz bikers on a road trip that ended in LV in time for CNA.

Mr. & Mrs. BIR attended the annual BBSI welcome Cocktail Party, an event that was worse than a cheap Bar Mitzvah. This year, the price was up 10 bucks, and the $75 admission included two drink tickets, but with 1,000 attendees each with two drink tickets and only four bartenders, there was a problem. No matter what, it was fun to cruise the room and network with fellow jungle dwellers. We chatted with Goldwell's Andy Biazis, Douglas Cox from WCBS, Myriam and Tom Clifford and Innovations Salon Ser-

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partner John Tobias. In addition, we saw Zotos International's Jim Henrietta, Bio Ionics Jay Jacobs, Peninsula Beauty's Lori Silverstein in heavy conversation with Jim Markham of PureOlogy, who along with his wife Cheryl and resident consultant Joni Rae Russell were enjoying festivities of the evening. We also got to say hello to the Sexy Hair Concepts group, including Michael O'Rourke, Donna Federici and Mark Stiller. It was nice to chat with long time friends John Hammer and Neil Wallach. We caught up with Jayne Morehouse and Christine Kinney, PR mavens from Morehouse Communications, who were chatting with Bosley's Ron Willoughby, ICSA President Ron Provenzano and Sebastian's Marketing and Education Guru John Moroney. Jesse Coffee and his bride Judy Cole-Coffee were there, as well as consultant Claire Bruno. The list was endless. (Sorry if we missed you.)

Next on the schedule was a surprise birthday party for Mrs. BIR. Joining Susan and me were her mother Ruth Silo and dear friends KFC's Frankie and Kathy Cacciato and GBS Beauty's Ken and Marla Bern. We had a lovely meal at Michaels in the Barbary Coast.

The next morning at the BBSI Business Breakfast, Columbia Beauty Supply's chief Don Anderson, a former president of BBSI, led the group in a prayer that asked for God's help with fighting diversion. Not a bad idea, the industry can use all the help it can get and maybe it will take Divine Intervention to get it stopped. The speeches by BBSI executive director Steve Sleeper and President Bill Ranney were straight forward. Bill told the audience it was, "Time to get over it" in regard to the many changes. The American Beauty Association's president Tom Clifford gave an update on the new ABA/BBSI Association, stating, "It's a brand new day." The final speaker was The Salon Association's president Melissa Yamaguchi, who pointed out that its 2,000 members represent 30,000 salon professionals who are the only professional link from the beauty industry to consumers and who should get a little respect. Bravo!

The annual Sally Beauty Supply vendor of the year awards were handled by John Lenz, VP of merchandising and capably assisted by Renee Reynolds, Gary Wald and Ernie McCraw. Betty Dain Creations, Namaste Labs and Wahl Corporation were the winners. Accepting for Betty Dain were three generations of Leebows — Richard, Don and Jerry, who have done business with Sally for 30 years. Accepting for Wahl, another long time partner with Sally, was Jim Wahl. Gary Gardner, the president of Namaste Labs, acknowledged Sally Beauty Supply for making African American women feel at home and understood when they shop in a Sally store. His line, Organic Root Stimulator, has been an outstanding sales success. Attending the event were Michael Renzulli, Gary Winterhalter, Bennie Lowery, Susan Walker, Barbara Key, Margaret Burnett and Jan Roberts, the new director of PR, who reports to Cathy Pringle, Sally's new VP marketing and communications, and last but not least, Judy Cole-Coffee, VP industry relations, who retires Sept. 30. Also in attendance were representatives of Sally's UK and Japan operations.

Orly International has been on a roll since introducing the Gripper cap and re-inventing the total line. With founder and President Jeff Pink's renewed interest and vitality and an aggressive sales team managed by Vice President of Sales, Alec Khidekel, the line is hot. BIR was invited to the Rep Sales Meeting to find out about the goodies being introduced for the rest of the year. All the representatives were excited about the Caribbean Cruise Reward Trip that they won for placing the line's new displays. Overall, there was 100% achievement of goals in selling in the new Orly Floor Spin Displays, Displays, Nailcare Galleries and 72-piece displays. The new Starlet's Color Collection should be a winner.

Mr. & Mrs. BIR were treated to the coming out party for Tressa, who has a new 'do. Wow, a new logo, new packaging, new products, new everything. We were treated to Martinis in orange, blue or red in keeping with the new color scheme of the line. Founder and CEO Connie Barrett talked about the state of the art chemistry that is incorporated in the line's 12 products, that is "everything they need and nothing they don't." Jack Elliot, COO and the driving force behind the new Tressa, acknowledged Connie, who started the company 34 years ago and has the energy and vision of a brand new entrepreneur. He gave a fast review of the new packaging material, the new formulations, the liters with their new measured dispenser tops, the color coded bottles and more. The presentation ended with VP of sales Eddie Gwin telling the audience "You can count on us — it is about being professional and being committed to the independent, full-service salon."

The next stop was Morton's, where Zotos International holds its annual rep sales awards, emceed by Bruce Selan, who as VP sales for the Zotos open line and Bain de Terre line, acknowledged a number of company players, including Mary Albanese, the new director of communications and creative; Rich Stella, VP marketing for core brands; Anita Hlister, Northeast regional manager; and finally, Bob Seidl, the president of Zotos International, who treated the audience to one of his short speeches. He stated, "This is a tough business built on family relationships and with people who take business seriously." He pointed out that P&G's purchase of Wella is the biggest event in the industry and it will change the professional beauty industry. He closed by saying, "We are not going to stand on the sidelines but will be responsive to the market place and move quickly, we will win! I thank our valued business partners, and it is a privilege to run a company with good people." The awards were presented to reps for outstanding sales achievement. Charlie Coleman from Van Nest Coleman was one of the winners and Peter Mazzilliano of GM & Associates took home two trophies.

At the annual OPI breakfast, George Schaeffer said that the company had hit $100 million in sales, a number that translates to a billion dollars in manicuring services and a "jillion" bottles of OPI nail polish. George pointed out that the 25% increase in price was handled without a hiccup, as sales roared to new heights. With more than 400 employees and a manufacturing complex that continues to grow, the success could not have happened to two nicer people than George and his partner Suzi Weiss-Fischmann. Twenty-five distributors from Ace Nail Supply to West Coast Beauty Supply were recognized as million dollar distributors and four organizations — Merced Beauty Supply, ESP, Emiliani, Star Bedard and Eugene Beauty Supply — were acknowledged for having the greatest increase in total purchases by percentage in 2002. Also, recognized for having the greatest increases in professional purchases were RDA, Charm Lady, Hawaiian Beauty products, Emiliani, and WCBS-Canada.

So what was new and what was hot at Cosmoprof North America? You will have to catch that in the next issue of BIR. A week in LV takes its toll. My parting recommendation is to plan to attend and exhibit at next year's CNA. According to past BBSI president Bill Gray, "Next year, it will be twice the size."

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BEAUTY INDUSTRY REPORT
CALABASAS, CA
MONTHLY
SEPTEMBER 2003

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[redacted] moves across town from **Maly's** to **Innovation Salon Services**. With the Chatsworth, CA-based distributor having a network of 80-plus **Cosmoprof** stores, it will be a major jump in the number of professional-only outlets in the West.

Evan Feingold, Paramount Companies' VP, sends BIR this update: "The company has completed our expansion in western NY with full sales coverage from Buffalo to Albany and all points south through metro NY. Our outside sales force now numbers in the 50 range. In addition to distributing **Nexxus** throughout the state, **Schwarzkopf** has expanded our distribution throughout all of New York, as have **OPI** and **Creative Nail Design**. Our **Royal Beauty Supply** professional store division has been expanded to 15 locations with the grand openings of locations in Syracuse, Buffalo and Rochester. Current plans call for an additional six stores between the western NY markets and metro NY. Our bi-monthly promotional guide distributed by hand through our entire sales force has been a tremendous boost to sales for all participating manufacturers. With management in all areas coming from both **Jeffrey** and me, under the watchful eye of **Alan Hagler**, of course, Paramount continues on its growth and expansion plan proving that opportunity exists for entrepreneurial companies dedicated to hard work and making things happen."

American Salon

September 2003

SH 1250

american salon

BEAUTY FIRST

SEPTEMBER 2003

RED MEANS GO!

The Doves rev up vibrant color for Wella's latest collection

THE NEW CLASSICS

From Beverly Cobella

FASHION WEEK HITS L.A.

Antoinette Beenders at Ghost

SH 1251

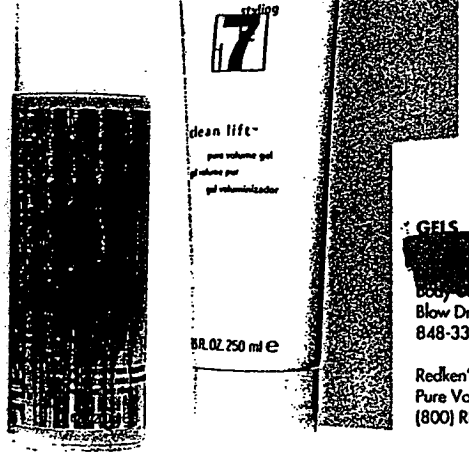
SHAMPOOS/CONDITIONERS
Alterna's Restore Shampoo for Thinning Hair; (888) 4-ALTERNA.

Graham Webb's Thick Infusion Thickening Conditioner; (800) 829-7322.

MOUSSES/FOAMS
Paul Mitchell's Extra-Body Sculpting Foam, Ask your John Paul Mitchell Systems distributor or salon consultant.

Matrix's Amplify Foam Volumizer; (800) 6-MATRIX.

Sebastian's Shaper Full-On Body Mousse; (800) 829-7322.



CREAMS/SPRAYS
Rusk's Thick; (800) USE-RUSK.

KMS's Amp Volume 2-in-1 Thickening Creme; (800) 342-5567.

TIGI's Catwalk Thickening Cream; (800) 256-9391.

GELS
Blow Dry Gel; (800) 848-3383.

Redken's Clean Lift Pure Volume Gel; (800) REDKEN-8.

TONICS/TREATMENTS
L'Oréal's Nature's Therapy Liquid Energy Fortifying Treatment; (800) 345-5014.

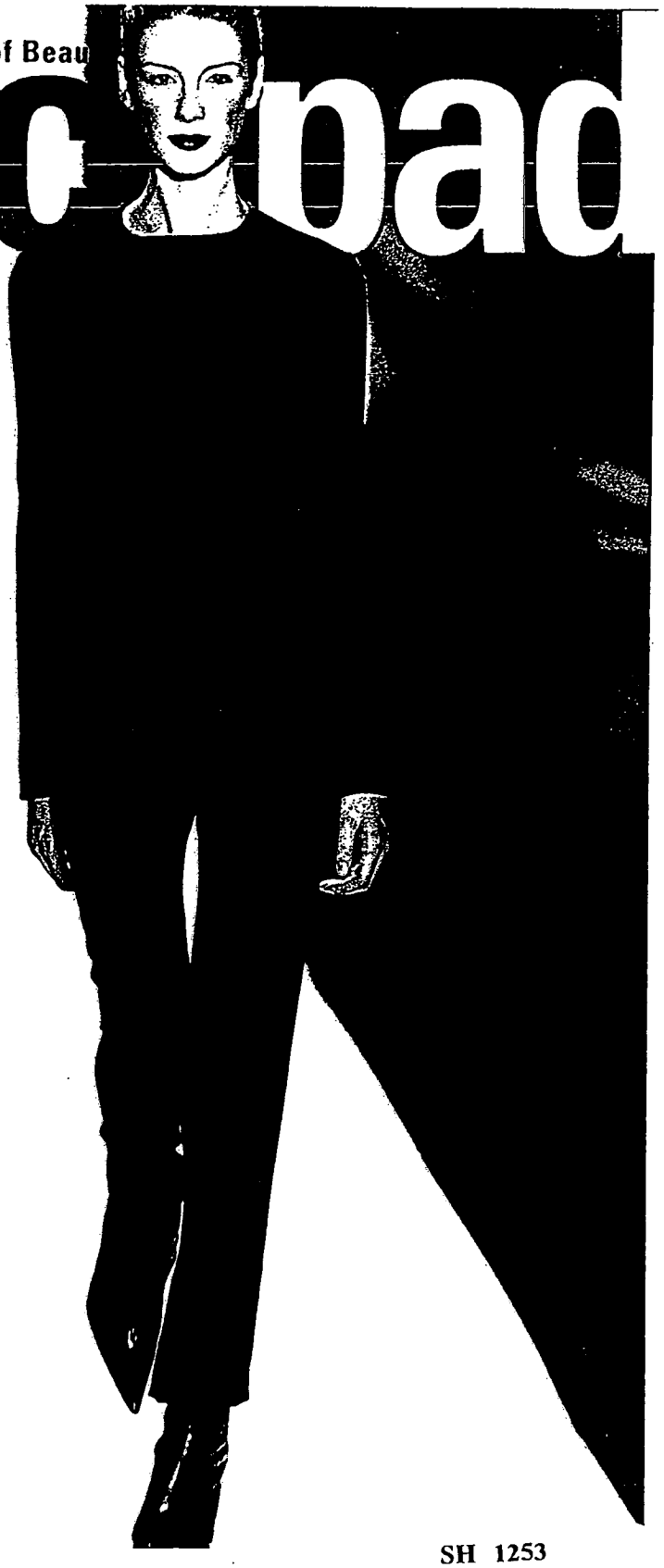
Aveda Volumizing Tonic; (800) 328-0849.

Kick It Up

Styles come and styles go, but you're always going to have clients needing a little boost. Luckily, manufacturers now provide volumizers in whatever form you need them. —M.D.

SH 1252

BEAUTY launchpad
What's Taking Off in the World of Beau
September/October 2003



BEAUTY WATCH
What's In for Fall

curlyheads rule
Our Exclusive Report From Fashion Week in Los Angeles

wigging out
Hot salons, cool stuff, cosmetics for cowgirls

SH 1253

HEADLINES

Praw
Boos

SH 1254

Graham Webb Making Waves Curl Defining Gel creates flexible texture in permed or naturally curly hair.

Bumble and bumble styled the hair at Tafik Mounayer.

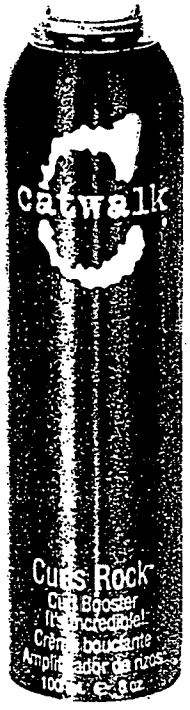
Redken Fresh Curls Curl Boost is a scrunching spray gel for curly hair.

Curl Enhancer is designed for scrunching and diffusing.

turning heads

Tidy little buns that give updos a run for their money plus everything you need to make the most of curly hair, now that it's in fashion.

Catwalk Curls Rock Curl Booster creates perfect spirals with no frizz.



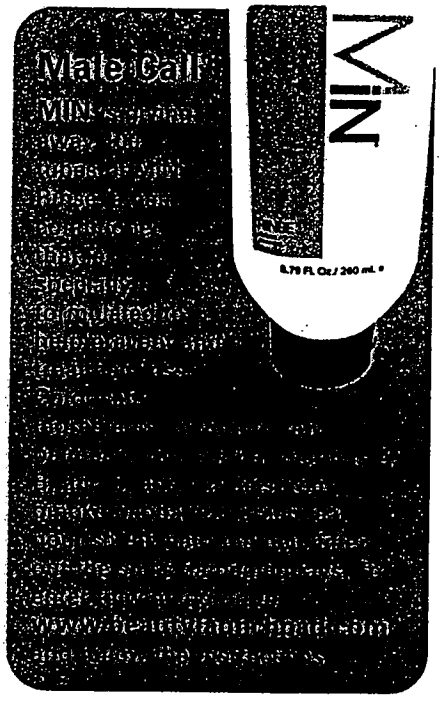
At Frete, hair was smoothed back into sleek and sophisticated little buns that look smart for evening.

First Look

*Offers are good September 1, 2003, through October 14, 2003.

FREE LAUNCH!

WIN! Free Products from our Advertisers.



Go to Extremes

REDKEN is giving away 100 sets of its new Extreme line, including Shampoo, Conditioner, Anti-Snap, CAT Treatment and Deep Fuel durable strengthening treatment. Reformulated with the exclusive Interbond Conditioning System, Extreme delivers a unique, patented 3D Repair Complex to fortify the hair. To register, log on to **www.beautylaunchpad.com** and follow the instructions.

Smooth Operators

[illegible] ving away 25 sets of its brand new line, Silky Sexy Hair, formulated to transform hair, leaving it soft, silken and impossible not to touch. Silky Sexy Hair combines the restorative and moisturizing powers of silk protein, silicones and other essential nutrients to moisturize and strengthen hair while giving it exquisite shine and smoothness. To enter, log on to **www.beautylaunchpad.com** and follow the instructions.

SH 1256

No purchase necessary to win. Void where prohibited or limited by law. Restrictions apply. See complete contest rules at www.beautylaunchpad.com or on page 72.

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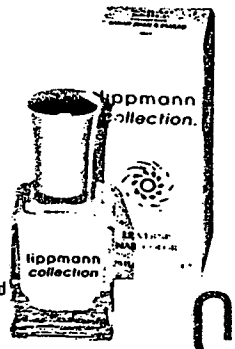
Badger Bash

Kick off football season in style!

$2.95
September 2003
volume 2 number

SH 1257

Beauty Shoppe

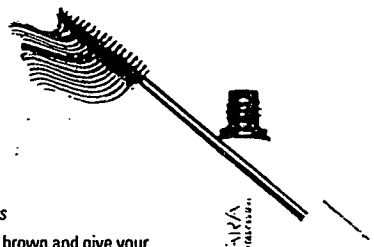


Nail Polish à la Sarah Jessica Parker

$15 by Lippmann Collection

Who knew that "Sex and the City's" Carrie Bradshaw had time to design nail polish? Actually, she didn't. It's Sarah Jessica Parker who collaborated on this shade, appropriately coined "Sarah Smiles." Bless her heart, it's a fine shade, one that's reminiscent of a French manicure without the white tip.

Available at www.lippmanncollection.com

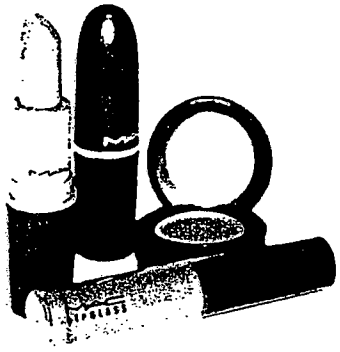


Colored Mascara

$18 by BeneFit Cosmetics

Say goodbye to boring brown and give your autumn make-up a fresh look with colored mascara. This shade, a pretty rich color called "Eggplant," goes on subtle but adds extra pizzazz.

Available at Marshall Field's and www.benefitcosmetics.com.

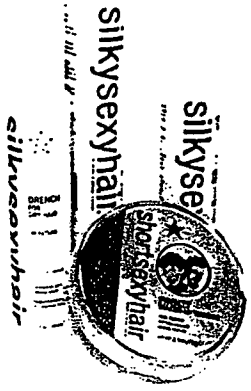


MAC Cosmetics

Glaze lipstick in "M-Mile" $14
Lipglass in "Supreme" $13.50
Eye shadow in "Snappy" $12.50

MAC Cosmetics has just come out with a line of great new shades for fall including these autumn auburns. Perfectly coordinated, you can wear your lipstick alone or go for extra shine with a layer of Lipglass, one of our favorite new inventions.

Available at www.maccosmetics.com (and we hear MAC is also coming to Boston Store!)



Silky Sexy Hair Products

From $13.95 - $17.95

We love hair products that leave a delicate fragrance behind. This line of products works well, and the shortsexyhair product worked great for a spiky-haired staffer. Will your hair truly be sexy? We're not making that promise. But we do guarantee that it will smell great.

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SH 1258

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PLACES

continued on page 80

SH 1259

continued from page 94

DePasquale Salon Systems hosted "A Day at the Races" at the Meadowlands Racetrack in East Rutherford, NJ. The day was designed to inspire the hardworking team of employees at DePasquale Salon Systems (DDS), as well as sister companies Euro New York and Avance. The distributorship also teamed up with manufacturers, including Wella, Framesi, and [redacted] sponsor the day's events. The agenda included the annual employee awards celebration, in which select staff members were honored. Attendees enjoyed a day filled with food, beverages, prizes, and contests. According to DDS vice president Joseph Mastalia, "With everything that is going on in the world today, we decided that a day of fun is what our staff of dedicated employees needed."

Carmen DePasquale (third from right) presents a trophy at DePasquale Salon Systems's "Day at the Races."

continued on page 98

INSIDE STORY
Bringing a New Product to Market

Smooth as Silk

Sexy Hair Concepts has just launched Silky Sexy Hair, and they predict that it will fly off the shelves just like all of their other products.

The marketing philosophy at [redacted]e: Use emotional triggers to get a customer's attention. "The computer generation has changed the way we respond to our environment," explains Donna Federici, senior vice-president of marketing. "We gravitate toward things that are either bright and colorful or fast and loud."

The company's packaging reflects this philosophy. Take the word sexy, for example, which appears in big, bold, red type that stands out and grabs the consumer's attention. The words silky and hair, on the other hand, are blue so the eye rests on them.

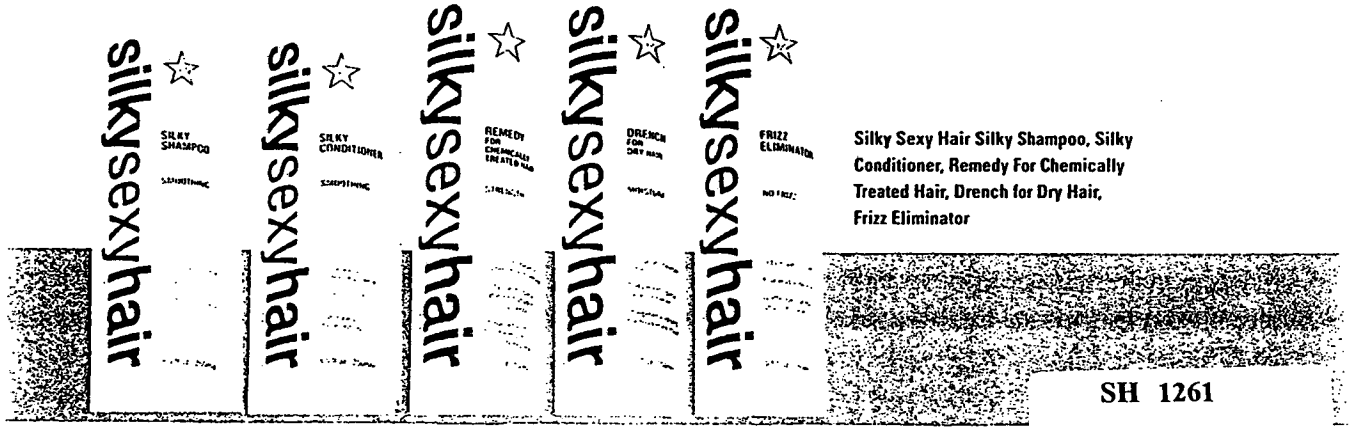
"Sexy is one of those words that creates an emotion," says Federici. "I mean, who wouldn't want sexy hair?" That observation forms the basis for a marketing campaign that has tapped into the Zeitgeist.

"There's an active market out there of people who are damaging their hair with color, highlights, perms and straighteners," says Federici. "And when they look into the mirror, they wonder why their hair doesn't look as shiny and vibrant as it used to."

Federici also points out that there is a huge population of boomers who refuse to go gently into that good night. "As we grow older, Mother Nature pulls a lot of nasty tricks on us. Our hair gets coarser, it starts to kink up and curl where it didn't before, and it doesn't have as much moisture and shine as it once did." Add to these statistics the growing multicultural population and the amount of money—$19 billion a year she estimates—that people spend on chemical services, and you begin to understand why the company believed there was a market for a product like Silky Sexy Hair.

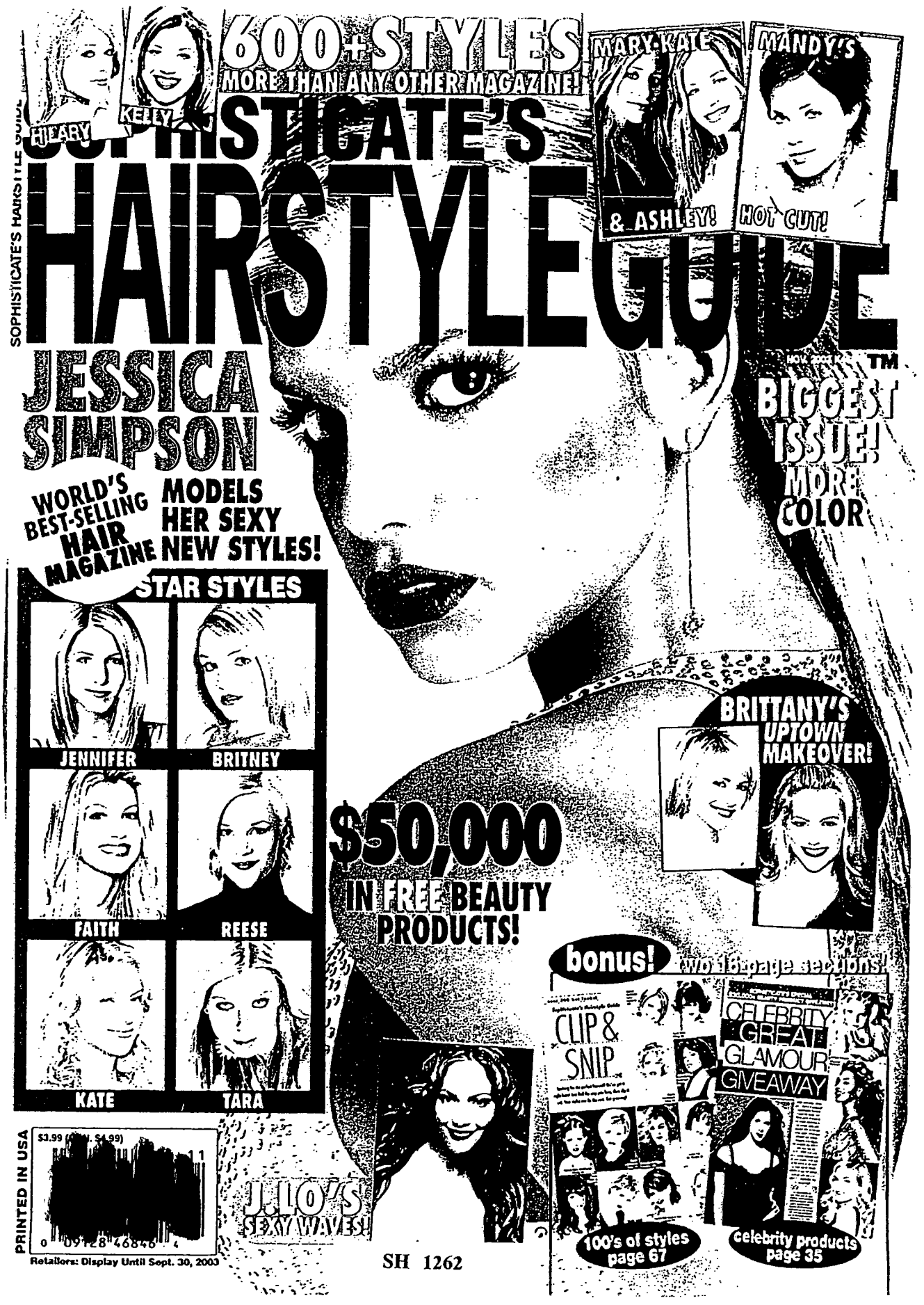
"Sexy is one of those words that creates an emotion."

"Everything we do here is a collaboration among a group of people who are very sharp at analyzing trends," says Federici. Still, the company's secret weapon is probably its founder, Michael O'Rourke, who's still a working hairdresser who does a lot of education. "He knows what hairdressers want," says Federici. More important perhaps, he seems to know what consumers want, which at the moment is silky, sexy hair.—*Marianne Dougherty*



Silky Sexy Hair Silky Shampoo, Silky Conditioner, Remedy For Chemically Treated Hair, Drench for Dry Hair, Frizz Eliminator

SH 1261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sophisticate's sneak preview

UPTOWN GIRL

Brittany Murphy Takes Manhattan By Storm

Life is fabulous for free-spirited socialite Molly Gunn—until someone crashes her party and she's forced to (gulp) find a job! In MGM/UA's *Uptown Girls*, sexy starlet Brittany Murphy flaunts magnificent Manhattan mane styles. *Sophisticate's* caught up with Robert Ramos, the actress's personal hairstylist for the film and co-owner of Los Angeles' posh Estilo Salon, for the skinny on Brittany's beautiful tresses...

<Brittany and Ashton Kutcher co-starred in 20th Century Fox's *Just Married*.

creating molly gunn

How did you become involved in hairstyling Brittany Murphy for *Uptown Girls*?
I've known Brittany since she was 14; I'm the stylist who made her blonde. When she was younger I'd design her looks for the films she was in, and she'd say, "You have to promise me that when I become big you're going to work on my movies and stay with me." You have to be careful about what you promise, because it just might happen!

What does your styling for the film entail?
I can't even guess how many wardrobe changes there are in the film, but we did a million hairstyle changes. It was a lot of fun because we had to figure out who Molly Gunn is and what she looks like, and Brittany, the director and I all had different ideas. We named all the styles she wears: There's the "Runaround Molly Gunn," which is tousled and pinned loosely on top of Brittany's head and the "Gucci," which is really tight on the sides, wild in back and a pompadour on top—perfect for the nightclub scenes. The styles are very contemporary and modern, but the director didn't want Molly to look trendy. Instead, she's cutting edge but classic.

behind the scenes

How did a typical day on set go?
We'd arrive in the morning and set up, burn candles and listen to music. Generally Brittany would come in with wet hair, and I'd let it dry naturally and curl it loosely with a big iron in different directions, so it looked wavy. When she was done with makeup, I'd pull and twist her hair up in different places. I'd touch up Brittany's hair here and there throughout shooting.

Did Brittany's character ever wear her hair straight?
No, Molly has wild, curly hair that's tamed a little bit so it's lush and beautiful. I used three or four different sizes of curling irons to give Brittany's hair a variety of textures. It wasn't too tough, though, because Brittany's hair is naturally curly. It's also very dark—almost black!

What products did you use when styling?
I use products more often to prep the hair, like L'Oréal Kérastase Nutri-Liss, a leave-in lotion that helps condition and make curls really lush and pretty. Brittany used L'Oréal Kérastase shampoo and conditioner, and I applied L'Oréal Kérastase Expanseur, a volumizer, lightly to her roots.

What did you put in Brittany's beauty bag when she left the set?
L'Oréal Kérastase Masquintense, a leave-in conditioner, and John Barrett shea butter conditioner.

UPTOWN GIRL APPEAL

For the fun and funky lock looks of Manhattan party girl Molly Gunn, take these cues from Brittany Murphy's personal hairstylist Robert Ramos...

"Applying a leave-in conditioner (like TIGI Bed Head Ego Boost) will help with natural curls," Ramos explains.

"If you have straight hair and you want the Molly Gunn tousled look, apply a little volumizer (like any one of the products in th[illegible] line) and blow-dry while scrunching," advises the mane master. "Follow up with a curling iron."

"Curly hair naturally has frizz," the tress expert details. "I like to use aerosol hairspray (like Bumble and bumble Locs It All Styling Spray) to tame some of the fly-aways." **SHG**

A chin-length choppy bob with long, side-swept bangs offers Brittany a sweet profile.

Shoulder-length locks in a mod bob silhouette take on tantalizingly piecey texture.

Brittany's golden tresses are swept back with high-volume flair from around the star's pretty face.

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Fashion Forward

FALL LOOKS

SH 1264

JOICO AND ISO NAME POLSINELLI

Angelia Polsinelli has been appointed director of education for the Joico and ISO brands. Terry Webb, vice president of sales and education, made the announcement.

Polsinelli will oversee both the education and training for the two brands, and the activities of independent consultants and regional education managers. She will report to Webb and will be based in Joico's California office.

Polsinelli

Polsinelli has extensive experience in professional salon education.

"I look forward to communicating our innovative brands and philosophies to our salon partners and their clients," says Polsinelli.

ALBANESE JOINS ZOTOS

Richard Stella, vice president, marketing and communications for Zotos, has announced the appointment of Mary Albanese as director of creative and communications.

Albanese will be responsible for directing all creative services for Zotos and ISO marketing, sales and education, as well as providing global public relations support for Zotos, ISO and Joico. She will report directly to Stella.

Albanese

Albanese has 16 years of industry experience with several manufacturers and a video production company.

"Mary's thorough understanding of our industry combined with her broad background in hair, cosmetics and skin care will provide a solid perspective to our image and the manner in which it is communicated," says Stella.

SEXY HAIR CONCEPTS DECLARES WAR ON DIVERSION

Michael O'Rourke, hair stylist and CEO of Sexy Hair Concepts, has declared war on diverters and those associated with diversion.

"We are so entirely focused on the growth of education and hand-to-hand business involvement that I will do everything in my power to not let diverters take another dollar from stylists," O'Rourke said in a recent executive strategy meeting.

Sexy Hair Concepts has engaged a legal team and has dropped two international distributors suspected of diverting products. The company is also hiring a private investigative firm, employing new coding and enforcing new product order approvals.

"There will be consequences for diverters of Sexy Hair Concepts products," says Mark Stiller, CFO.

O'Rourke is encouraging stylists to provide any information on retailers that are carrying professional hair care products and on those who may be diverting products.

GAFRIC NAMED AT L'ORÉAL CLASSIC

Holly Rush, assistant vice president of sales for L'Oréal Classic Salon Products, announced the appointment of Phyllis Gafric as manager, education and events.

Gafric

Gafric has eight years of experience in the salon industry and an extensive background in special events planning. She will work with both the sales and marketing departments to achieve educational objectives for technical sales managers and contract artists.

MATRIX SPONSORS POST-TONY EVENT

The entire cast and crew of the Broadway musical "Hairspray" celebrated the play's eight Tony awards at a post-awards celebration sponsored by Matrix.

The gala, held at New York's Bryant Park Grill, attracted a host of celebrities, along with acclaimed photographer James Devaney.

SH 1265

FOUNTAIN OF YOUTH

"Forget about botox, tonics and creams," says Stuart Gavert, owner of Gavert Atelier in Beverly Hills. "It's not their skin that is making clients look older–it could be their hair."

Gavert offers these tips for clients who have hair that's aging their appearance.

1. She may be too blonde. Solid blonde shades without different tones are aging.
2. Her hair is too long. There's always a client unwilling to cut her locks, regardless of her age. Encourage regular trims to get rid of damage and cut flattering layers.
3. Her cut is too harsh. Give a style that moves rather than a blunt cut with straight lines.
4. Her hair is damaged. Youthful hair is silky and shiny. Give your mature clients shine with a thermal reconditioning treatment.
5. She's using the wrong products. Boost your retail sales by steering the client toward flexible, shine products rather than heavy stylers that weigh hair down.

A flattering cut with the right products is fresh and youthful for the mature client.

MIN FOR MEN

Are your male clients going gray? Min Men's Color Match processes in fewer than five minutes–perfect for the color-shy guy.

Min's unique, ammonia-free formula allows colorists to easily match the original hair shade with its palette of 11 cool tones. The color is applied, then shampooed after a wait of three to five minutes, eliminating the need to sit under a dryer or wait in the color room.

"I love using it for the speed, the accuracy of the color achieved and how easily it blends into the hair for a natural look," says William Howe, senior colorist at the John Barrett salon in New York City.

Call 866-227-2566 or visit www.min.com for more information.

Min's Color Match for men processes in fewer than five minutes.

THE BIG BANG

At fall runway shows, fashion trends were all over the map. Hair trends, however, had a consistent theme–bangs. For David Cardona, Laurent Dufourg, founder of the Privé Formule Aux Herbes product line, created sleek, shiny bangs from all angles.

According to Dufourg, stay-in-place bangs take work. A few of his tips:

- For wavy or curly hair, work Privé's Relaxing Gel through damp hair and blow dry straight.
- For fine, straight hair, use Privé's Foaming Styler on damp hair, then blow or air dry.
- Set looks with finishing spray.

For information on Privé, call 866-351-1193.

A hot fringed style from the runway.

SEXY STYLE

Michael O'Rourke, CEO and founder of [redacted] recently shared his hair cutting expertise and latest cut, Disruptive Texture, with Hollywood's top hair stylists.

At the "Spray & Play" workshop, O'Rourke also introduced "Tribes of Style," a program based on O'Rourke's South African culture. "It was especially designed to help hair stylists learn more about their own personalities and complementary traits of their celebrity and salon customers," says O'Rourke.

For information on upcoming Sexy Hair seminars, call 800-848-3383 or visit www.sexyhairconcepts.com.

SH 1266

Photography by Bonnie Holland/jchstudio.com
Styling by Jason Griffin
Styling Assistant Joe Exclusive
Make-up by Jamallie (Paint Artist Management)
for Toni & Tina NYC
Hair by Chad Cardoos @ [redacted]
Models: Kerry Dyer & Nicole Lenz/LA Models

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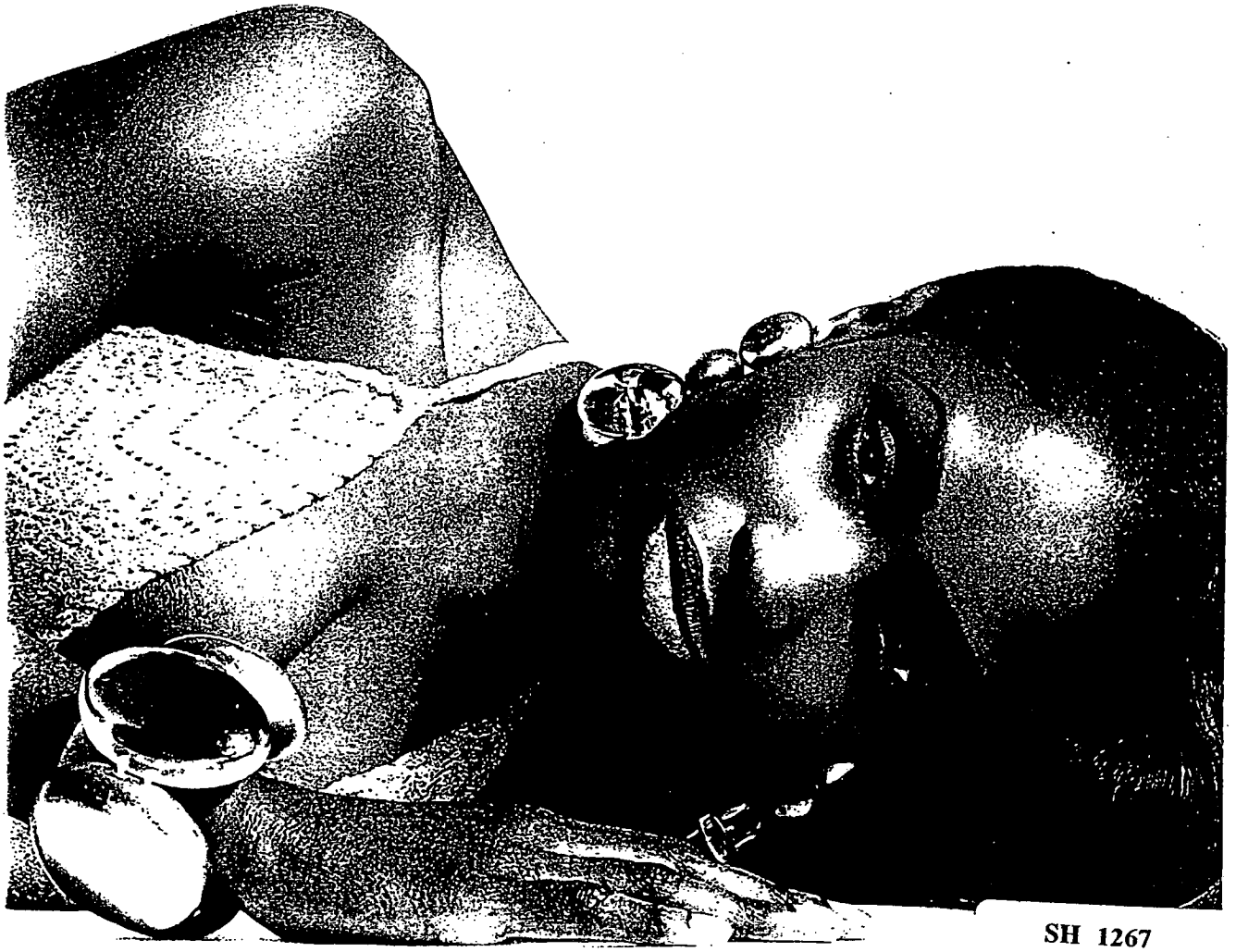

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RIME, Beverly Hills CA, August 2003

SH 1268

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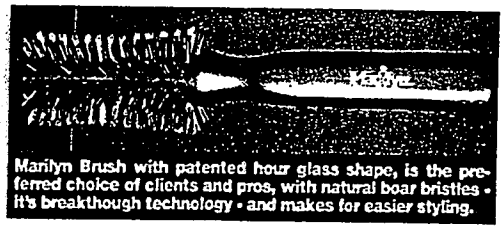
Hot brands

SALON PRODUCT

People go to salons to find out what's hot in hair and beauty. Here are our *Star* tips:

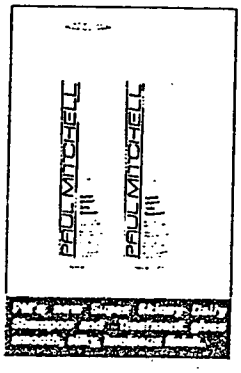
Bruno Mascolo, TIGI's master of beautymaking, tells clients that the best artists rely on professional products to create and maintain their styles. "To create, we need all the 'ammunition' we can get - including hot products."

s attracted new clients into salons.



Marilyn Brush with patented hour glass shape, is the preferred choice of clients and pros, with natural boar bristles - it's breakthough technology - and makes for easier styling.

Sebastian's 5 Styling products like like Wet, Potion 9, Molding Mud, and others are the icons of styling.

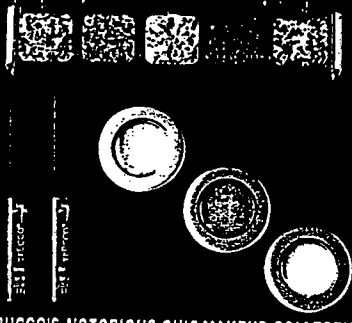


TOP 10 BEAUTY FINDS

STAR'S PROFESSIONAL READERS SPEAK OUT

RANK	MANUFACTURER	PRODUCT
1	Matrix Essentials	BigTrix and FreezeTrix
	Beauty pros report Matrix's Trix brand has introduced two cool new choices for clients to enjoy styling their hair with. Matrix is is strong on hold. Love it!	
2	ISO	Bouncy Spray
	ISO scores a big hit with one of their popular items. Bouncy Creme. Now they have Bouncy Spray to add to the mix. A great curl activator.	
3	Joico	Spiker Styling Glue
	Joico's Spiker products are like glue, and they fly off the shelf. Marketing minds saw there's demand for bigger sizes, so guess what: They offer a 16 oz. size.	
4	OPI	The British Collection
	Not even out yet, but these Lip Colours and Lip Liners are in demand from salons wanting to be first to have them in stock. Gorgeous lips start here.	
5	Creative Nail	Mosaic Nail Powders
	Creative's Fun Mosaic Nail powders are not clear, but actually colored pigments with Cobalt Glass, Quartz Crystal and Spanish Tiles. Creative does it again.	
6	BaByliss Pro	Odyssy Dryer
	Conair's 43 year success with 'pistol grip' dryers keeps being improved upon, and this dryer styles, conditions, ionizes, shines - and runs - revitalizes hair! Super.	
7	KareCo	Blazing Hot Apron
	KareCo intended these hot aprons for pros doing chemical services. But their ruby red flames, stain resistant features have caught the fashion eye of pros, too.	
8	Davines	Mask Color
	Still new to USA pros and clients, . The spray gel idea is not new, but when KMS creates a product, they always add a unique twist to the mix.	
9	TIGI	Curls Rock Booster
	TIGI just can't stop. Coming out is their bouncer that keeps hair curly. And Fashionista, TIGI's new shampoo and conditioner - is incredible for daily use.	
10	Roux	Fanci-Full Color Rinse
	Color for a Day is achievable with Roux's temporary haircolor rinse. This product continues to have the loyalties of the best color pros in the biz. It works!	

STAR'S SUMMER CHOICE



TRUCCO'S NOTORIOUS CHIC MAKEUP COLLECTION

So sexy! Trucco does it again with *Paparazzi* - All Over Sparkle Collection - with five-color palette of creme-to-powder textured hues in green, orange, gold, pink and silver with superimposed glitter. For a wash of sheer, sparkling color, use your fingers to apply Paparazzi over bare skin or layer over an existing base. Try it and have some fun - you'll love it! 800-829-7322

L'Oreal Maji.Lift

ProChoice TIPS

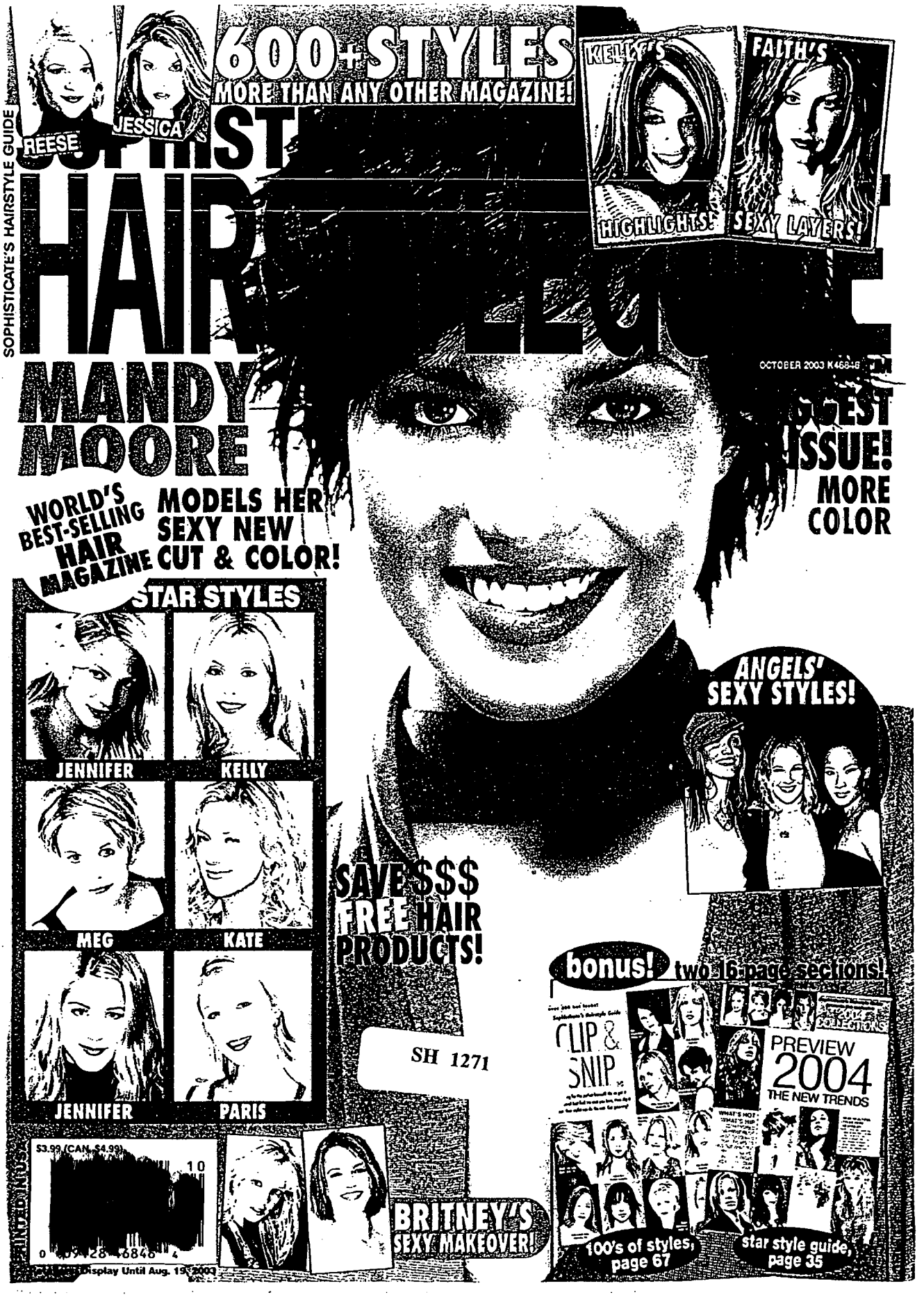
NEW YORK CITY - L'Oreal Professionnel, the masters of color and style have done it again for what clients desire most...natural-looking highlights. Maji.Lift offers that and more; maximum lighting without brassiness; superior conditioning and brilliant shine. Kathleen Mattie LaSalle, Technical Director for L'Oreal, says "Never before has a haircolor delivered such neutralizing and lightening power on dark hair. It's breakthrough hair color!" Medlinda Pasut, Director of Marketing for L'Oreal Professionnel haircolor states, "Over 70% of women in the US have dark, natural haircolor and desire cool brown results.

"Never before has a professional haircolor been able to achieve such results - it will help meet the needs of a growing segment of American men and women."

Looks like L'Oreal has done it again with a first of a kind haircolor - all with you in mind! ★

Maji.Lift - A Colorist's Secret

salon city.com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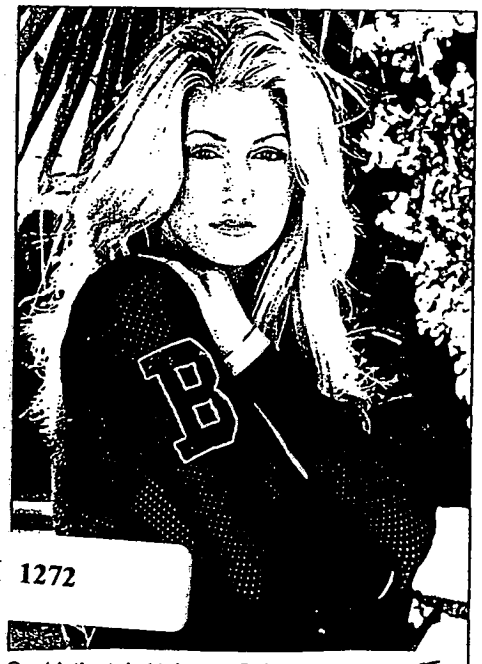
BRANDE RODERICK'S ON-AND-OFF-THE-BEACH BEAUTY

After starring on The WB's reality show *The Surreal Life*, former *Baywatch* star Brande Roderick's acting/producing/modeling career has been a whirlwind of excitement. And, she's barely skipped a beat. "I have a really optimistic, fun personality," reveals the Northern California native. "I very rarely see the negative side of anything." *Sophisticate's* got a chance to talk to the blonde bombshell about how her positive attitude perfectly complements her killer, gorgeous glow...

TRESS TREATMENT

Sophisticate's Hairstyle Guide: How are you wearing your hair?
Brande Roderick: I recently got it cut to a medium length, which falls about two to three inches past my shoulders. There are a lot of layers throughout because I have really thick, coarse hair and layers help keep it light and bouncy. I can do a lot more with it at this length. I like to feather it back.
SHG: How often do you get your hair cut?
Brande: I get my hair trimmed every two months when it starts feeling limp and the layers are getting too long. Getting it touched up helps it feel fresh and bouncy, which is especially helpful because unhealthy hair tends to get frizzy when it's blow-dried.
SHG: What are your favorite products?
Brande: Bain de Terre Maritchym Moisture Rich Conditioner is great for people with really thick, coarse hair that gets really tangly, like mine. I've also been using L'Oréal Kérastase shampoo and conditioner, which both work really well on my hair.
SHG: Do you do any special hair care when you're on location, like in Hawaii for the *Baywatch* reunion movie?
Brande: When I'm somewhere, like Hawaii, swimming in the ocean and being out in the sun I use Frédéric Fekkai Shea Butter Mask.



STYLE SAVVY

SHG: How do wear your hair at home?
Brande: I let my hair air dry, which brings out my natural wave. If I am trying to look nice, though, my favorite way to wear it is kind of feathered back. I scrunch it a little before I blow-dry it smooth and straight, and then add a little bend on the ends. If I want to look sexy and sultry, I will make my hair really sleek with a flat iron.
SHG: What products do you use for these looks?
Brande: I like to mix TIGI Bed Head curl-enhancing spray with Rusk Str8 smoothing agent before I scrunch my hair. I also like to use [redacted] glossing volumizer. No matter what style I'm wearing, an old-time favorite is Sebastian Shaper Plus aerosol hairspray; it gives just enough hold, while your hair stays really bouncy.
SHG: Do you use any color enhancement?
Brande: I have about three different colors in my hair, which gives it a nice contrast. My natural color is dirty blonde, and I have highlights and lowlights streaked through it. I go to my stylist once a month to get it glossed, and every other month he'll redo the highlights and lowlights. I've been going to Enrico Pizzo at Frédéric Fekkai in Los Angeles for the last four years. He does the best job because he makes it look really natural.

BEAUTY BAG

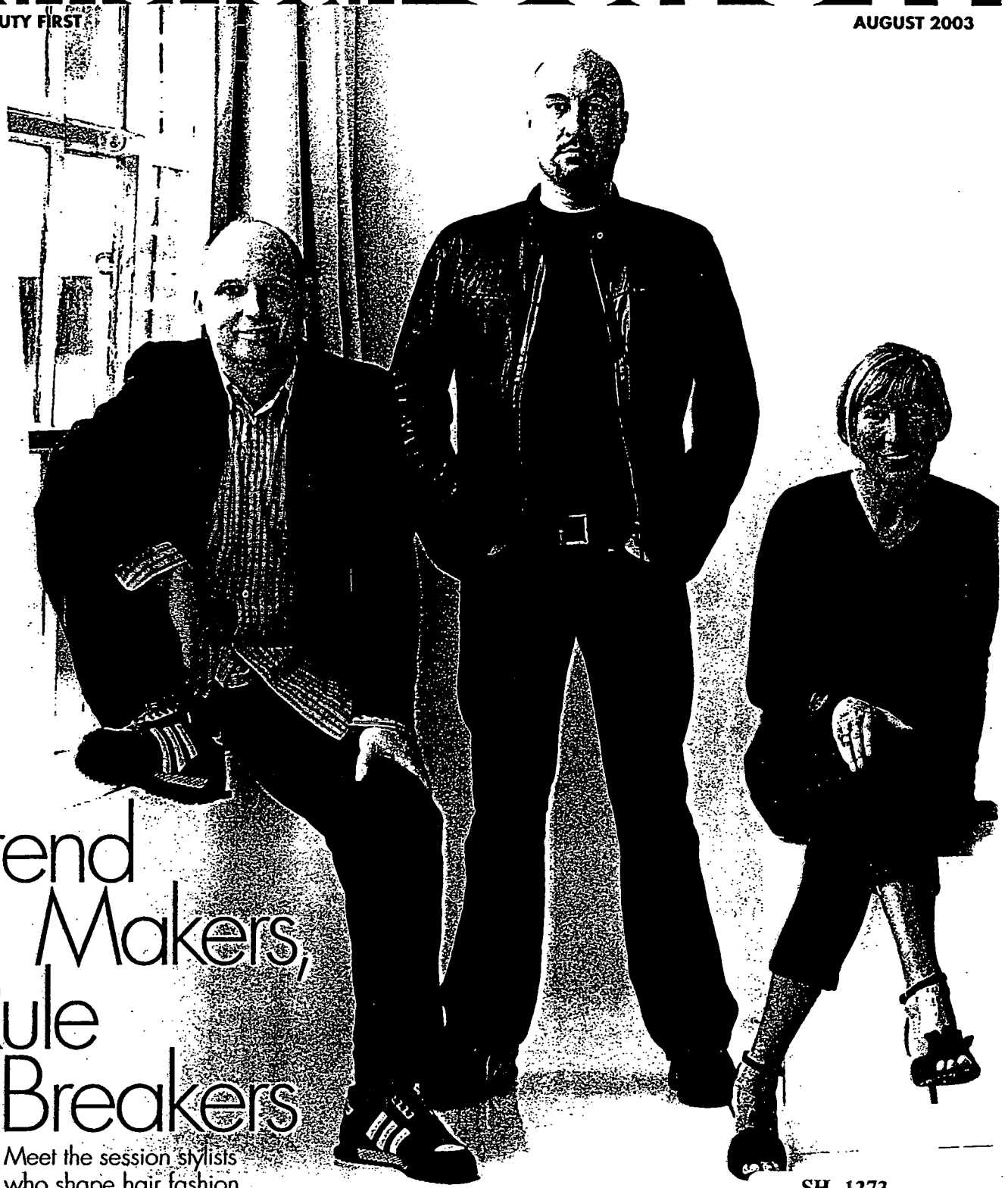
Former *Baywatch* beauty Brande Roderick proves she's as savvy on style as she is on screen. Here, she dishes on what it takes to emit serious sexiness...
***"For me, lashes make the face," reveals Brande. "As soon as I put on some black mascara it's like I am a totally different person. Maybelline Great Lash is the best mascara around!"**
***The best way to tame her thick, tangling tresses? "I comb my hair with a wide-tooth comb in the shower and then I won't comb through it again," she explains.**
***To achieve perfectly tousled, lush locks, Brande combines TIGI Bed Head curl-enhancing spray with Rusk Str8 smoothing agent and then scrunches. SHG**

TRUE BEAUTY

SHG: What features do you like to accent?
Brande: For me, lashes make the face. I'm a huge mascara girl! As soon as I put on some black mascara it's like I am a totally different person. Maybelline Great Lash Mascara is the best mascara around!
SHG: Any regular makeup favorites?
Brande: On a daily basis I wear tinted moisturizer with SPF 15, concealer, mascara and lip gloss. To dress it up, I'll use some M.A.C. eyeshadow and either a creme liquid blush or a M.A.C. powder blush.

PHOTO TOP LEFT: BRUCE MALONE/THE WB; ON THESE PAGES, UNLESS OTHERWISE NOTED: HAIR: KRISTEN BERGE, MAKEUP: STEVEN LEWIS, FASHION STYLIST: BREE CLARKE. PHOTOGRAPHER: AARON STIPKOVICH/COURTESY WTD COMMUNICATIONS.

american salon
BEAUTY FIRST
AUGUST 2003



Trend Makers, Rule Breakers

Meet the session stylists who shape hair fashion

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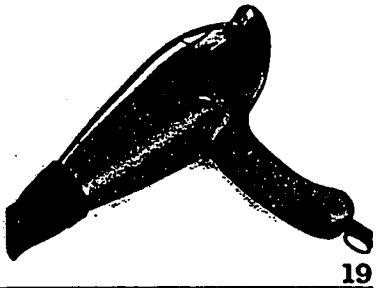

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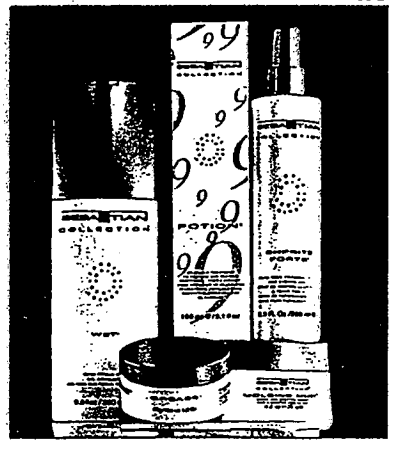


hands and feet are a must. Farouk's new BioSilk Silkcure is a 60-second spa treatment that contains Dead Sea Salts, pure silk, essential oils, and vitamins. These ingredients ensure proper exfoliation and hydration in 60 seconds. (800) 237-9175.

18 MATRIX

Matrix's Trix line is designed especially to allow the easy, edgy styling of today's hottest looks. The collection's Dirty Trix is a matte clay for producing messy, separated, chunky, texturized, after-hours styles. (800) 6-MATRIX.

19 TURBO POWER

The new Turbo Power Megaturbo is a very lightweight and powerful blowdryer that comes with a nozzle and pick and a 2000-hour AC motor that lasts longer than regular DC motors. It's the original turbo motor hairdryer. (888) 715-6100 or (718) 961-0767.

20 SEXY HAIR CONCEPTS

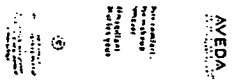
[redacted]ers three new products in its Short Sexy Hair line: Play Dirty Wax Master Dry Wax, a spray wax that gives "second day" hair in two minutes; Rough & Ready Styling Gunk, a funky styling custard that gives short hair jagged, erratic texture; and What a Body Ultra Bodifying Blow Dry Gel, a gel that adds volume and shine without feeling tacky. (800) 848-3383.

21 SEBASTIAN

For Sebastian's 30-year anniversary, the company is celebrating five of its iconic styling products: Wet Form Fitting Gel, the first product to give hair that wet, shiny look; Molding Mud Street Chic Sculpting Bonder, the perfect tool to create a lived-in, beachy, textured look; Shpritz Forte Glam Rock Finishing Spray, a long-lasting, immovable hold spray for "big hair;" Grease Patent Leather Pomade, a non-waxy pomade for sleek, glistening looks; and Potion 9 Wearable Treatment, the first wearable treatment that replenished, revitalized, conditioned, and styled hair throughout the day. (800) 829-7322.

22 AVEDA

Aveda's new Pure Comfort Eye Makeup Remover is a lightweight, liquid formula that quickly dissolves eye makeup and mascara, leaving skin clean and refreshed. The product is water-based, oil-free, and made with soothing botanical essences. (800) 328-0849. ●



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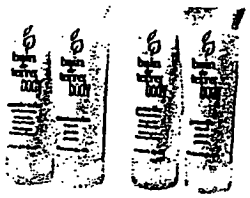

captures the brand's cutting-edge style and attitude. The newest Nicole by OPI nail lacquer shades for fall include deep, rich berries, browns, and plums. Purchases of Nicole's Colors with a Conscience continue to support several organizations in their quest to improve the world and give something back. Also new: OPI's British Collection, a 12-shade assortment for nails that range from royal reds to rich warm browns to heathery pinks and plums.

PIBBS INDUSTRIES Flushing, NY

Drying hair is a breeze, thanks to Pibbs Industries, which debuted the Twin Turbo 3000 Ionic Dryer. Made in Italy, the cool tool dries strands in a snap by producing more negative ions than other dryers on the market.

RUSK Stamford, CT

Rusk rolled out two new product innovations. Sensories Calm Detangler is loaded with guarana and ginger extracts, which boost sheen and maintain hair's natural moisture balance. The lightweight conditioner is designed to remove tangles as it improves the feel and manageability of the hair. Rusk Being Shocked contains a unique complex of ingredients that enhance the hair's condition and appearance. The hair lacquer delivers incredible hold as it strengthens the hair and conditions the cuticle.

SEXY HAIR CONCEPTS Chatsworth, CA

This season, [redacted] defined beauty and luxury with its launch of Silky Sexy Hair, a product category that addresses hair woes by combining the restoration and moisturizing powers of silk protein, silicones, and other essential nutrients. Silky Shampoo gently cleanses hair with hydrating agents; Silky Conditioner delivers ultra moisture, shine, and smoothness to hair; Drench for Dry Hair revives parched tresses by infusing them with moisture; Remedy for Chemically Treated Hair transforms damaged locks into soft, silky hair; and Frizz Eliminator keeps the frizzies at bay.

TAKARA BELMONT New York City

Form and function fused beautifully in Takara Belmont's Aqua Vibro Shampoo Robot, which just received its UL and IAMPO certifications, confirming its safety for salons' electrical and plumbing systems. The high-tech equipment, which is designed to provide a relaxing and effective shampoo experience, increases blood circulation while massaging the scalp with three massage nozzles. It also features a moving spray arm that applies and rinses off shampoo and conditioner.

TONY&GUY Carrollton, TX

TIGI debuted a number of product innovations. Hard To Get Texturizing Paste supplies a light matte finish as it molds, texturizes, and defines short to medium hair; Shine Junkie (in a can) controls static flyaways, camouflages split ends, and enhances sheen; Hard Head Mohawk Gel for Spiking and Ultimate Hold delivers a firm hold to short, spiky styles; and Treat Me Right Peppermint Hair Mask's creamy, mint-scented formula stimulates and conditions hair strands.

TRESSALLURE Miami Lakes, FL

Salons now have the option of adding a new service to their lineup of styling solutions thanks to TressAllure's Revolution, a line of circular, human-hair extensions. Available in 16 naturally highlighted tones, Revolution enables clients' fine hair to become full, short hair to become long, or medium hair to have more volume in just five simple steps.

ZOTOS INTERNATIONAL Darien, CT

Pampering is what's behind Zotos International's just-released Bain de Terre Spa Therapy for Your Body line. The four-product assortment features Cucumber Melon Body Wash and Jasmine Lilac Body Wash, which gently cleanse and soothe dry skin, and Cucumber Melon Hand and Body Lotion and Jasmine Lilac Hand and Body Lotion nourish and soften dehydrated skin. •

cancún camaraderie

Hair Cuttery knows how to give thanks. The company, with 800 salons nationwide, paid tribute in February to 200 of its top performers with an all-expenses-paid trip to Cancún, Mexico, for its National WOW Event. Amidst fun and relaxation, the group enjoyed inspiring workshops from Michael Cole, Peter Mahoney, and Sam Villa. Hosted by Dennis Ratner, Hair Cuttery founder, the celebration acknowledged employees who received top customer service ratings from clientele and co-workers and welcomed them into the WOW Club. The clients of the Tuckahoe Hair Cuttery group from Richmond, VA, helped the salon achieve the highest customer service award. Other honors went to Loretta Layhue-Pettit for Top Assistant Salon Leader. Anne Cloonan, Teresa Dixon, Mikki Harrell, April Petrus, Mohamed Abu-Sheikh, Theresa Tapley, Angela Walker, and Carmen Zamora all won Top Salon Leader honors based on ratings from co-workers on their ability to uphold the core company values—self-confidence, building relationships, teamwork, quality of life, and integrity. "These leaders and salon teams work hard to build relationships among their salon teams and with their clients," says Ratner. "Our company philosophy puts people first, and we're proud to recognize those within it who put that philosophy into practice."

CLOCKWISE FROM LEFT: *American Sal* **Holly Carter with H Cuttery's Mary Wil and Kristen Crook; Dennis Ratner, bott left, with the winni Tuckahoe team; b- beauties by the f Sam Villa perform on stage.**

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Perfect for color treatments

Sheer contour fit with "bare hand" sensitivity:
- Feel the water temperature
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GRAHAM PROFESSIONAL
Beauty Products

sexy winners

On May 15, [illegible] announced the two winners of its Win with Big Sexy Hair Atlantis Bahamas Getaway Sweepstakes. The two lucky grand prize trip winners were stylist Carmen Heltemes from Cut Loose Salon (Milwaukee, WI) and, coincidentally, her client, Sara Stelloh. They each will receive round trip airfare for themselves and a guest to the Bahamas; four days and three nights deluxe hotel accommodations at the Royal Towers at the Atlantis Paradise Island; breakfast daily; a swim with the dolphins; choice of water sports, such as swimming, parasailing, jet-skiing, or banana boat; and private transportation between the airport and the hotel.

SH 1276

ON THE ROAD AGAIN

This year, John Paul Mitchell Systems CEO John Paul DeJoria celebrated his birthday in characteristic style: by giving back. In early April, DeJoria joined fellow motorcycle enthusiasts Peter Fonda, Robbie Kneivel, and others for the Peace, Love, and Happiness Ride, a picturesque fundraising journey through Texas "hill country" that was organized by Ultimate Salon Systems to benefit the Austin Children's Shelter. After the ride, participants enjoyed a private concert and an evening of fun at Antone's Home of the Blues in Austin. When all was said and done, the event raised more than $60,000 for the shelter.

In other news, John Paul Mitchell Systems recently announced that it will again sponsor the 2003 CORE Tour, which features skateboarding, BMX dirt jumping, inline skating, mountain boarding, and a Go-Ped motorized scooter competition. Newly added to the tour is the Anthony Amodio Spirit Award, a $500 prize that will be given to the most-spirited snowboarder and skateboarder on each tour. The Award was created in memory of the late Anthony Amodio, whose mother and sister are both employees of John Paul Mitchell Systems. •

Looking good in leather, left to right: Gary Spellman, Bill Peplow, Giancarlo Esposito, Peter Fonda, Eloise and John Paul DeJoria, Connie Warren, Mike Lang, and Robbie Kneival.

Super Sexy

[redacted]cently announced that its top 10 products rolled out in February in 100 percent of its corporate stores—728 corporate Supercuts salons.

The Chatsworth, CA–based company began offering 8,000 Supercuts stylists an opportunity to experience Sexy Hair Concepts through a special promotion. By filling out a questionnaire provided by Sexy Hair, stylists receive three full-size products and an educational video. Participating stylists will also be entered in a contest to win a MP3/DVD player.

"The Supercuts deal is a major coup for Sexy Hair Concepts," says hairstylist guru Michael O'Rourke, the business visionary and CEO of the company. "We're a hot company with a lot to say about hair and style trends, and Supercuts is the perfect forum to reach our target consumers." •

SH 1277

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PASCO BUSINESS

Railroad spurs Wal-Mart to withdraw for now LOL Supercenter at apex

By Robert Napper
Staff Writer

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Wal-Mart's plans to break ground on a supercenter this summer have failed to gain approval from CSX Corporation railroad and have been postponed indefinitely.

The retail giant was to go before the county's Development Review Committee, made up of the county's top administrators, on Aug. 14 but withdrew its request to build a store at the apex of North Dale Mabry Highway and US 41.

Wal-Mart is planning a 203,622-square-foot supercenter on just over 25-acres, but plans are now very much up in the air.

The matter had already been continued from a May 22 DRC meeting and Wal-Mart withdrew altogether in August because of failed negotiations with CSX Corporation. CSX so far has not allowed Wal-Mart the entrance it would need over the railroad that abuts the eastern portion of property.

The Laker first reported Wal-Mart's difficult negotiations with CSX last year. At the time a CSX representative was prophetic in being skeptical an agreement could be reached on such a big project.

Longtime opponent to a Wal-Mart at the apex has been Eyeglass Factory and Showroom owner Charles Chaney. He has collected over 150 signatures in opposition to the supercenter and is delighted by the withdrawal.

"I think that it is fantastic. If it holds up. They can still come back with this, so we have to be ready for that," said Chaney. "It is just the wrong location for such a major store."

"In a general sense, we try to discourage additional crossings of our railroads. It is a significant safety issue. Car/train collisions are our biggest safety problem," said Gary Sease, spokesman for CSX in Florida.

Sease said arrangements for projects can be made, but CSX tries to keep crossings closed when they can.

Wal-Mart representatives were contacted for this story but did not return phone calls.

From left: Kris Pettipas, Dawn Green, owner/manager Tracy Cayer and Dana Colon.

Beyond Hair and Company has new owners

Story, photo by Shirley Adema
Special to The Laker

Tracy Cayer moved from Boston to Wesley Chapel two years ago. She worked at Beyond Hair and Company for two years when the owner decided to move and sold the salon to Cayer's parents, Jim and Debbie Dube. Cayer, a senior designer, now manages the salon.

Beyond Hair has four senior designers and six beauticians. They are all product trained color specialists.

Dawn Green, is a certified esthetian who provides a variety of facials and permanent makeup. The salon uses the Repechage Skin Care line for all facial services. Cayer said they also cany the Repechage skin care and makeup products to ensure clients' optimum results at home.

Facials offered include Repechage four-layer, aromatherapy purifying, basic European and men's grooming.

Green's permanent makeup choices are eyebrows, eyeliner, lip and beauty mark among others.

Beyond Hair hair services menu include cuts and style for men as well as women. They also cut children's hair.

Waxing services vary from bikini and legs to back and chest.

Cayer said Beyond Hair is a Redken Ambassador Salon. She said they also carry [redacted]oxin products.

Beyond Hair and Company is located in the Grand Oaks Square, 26250 State Rd #54 about 3 miles west of I-75. The salon is open Monday, Tuesday and Thursday from 10 a.m. to 8 p.m. Wednesday and Friday hours are 10 a.m. to 6 p.m. Saturdays it is open from 9 a.m. to 4 p.m.

Call 994-3553 for more information or to make an appointment.

HERALD DEMOCRAT
SHERMAN, TX
MONDAY 27,000
AUG 11 2003

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JCPenney Salon In Midway Mall Love To Introduce Their Five New Stylists!

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OUR PAUL MITCHELL 2-FOR-22 COMBOS, ALONG WITH BIOLAGE & LOG STILL AVAILABLE • FEATURING OUR NEWEST LINE, BIG SEXY HAIR

The JCPENNEY SALON in Midway Mall (across from the catalogue department) loves to introduce their five new stylists ready to serve your hair and beauty needs:

- Ric Gash -- specializing in color. Ric has 25 years' experience and has worked in some of the top Dallas salons. Ric is originally from this area and we welcome him back.
- Beverly Danield -- she does a fantastic job with relaxers, French rolls and short haircuts. She joins the JCPenny Salon team after many years in the Texomaland area.
- Sheila Dunnaway -- she does great highlights and color services.
- Crystal Airington -- she offers great cures and pedicures, and can help yo the newest and hottest trends.
- Sarah Head -- she can also show yo hottest trends, great for back-to-sch

The salon is ready to serve your entire this summer with shampoo and sets or dry, haircuts, scissors, razor and clippe and more. You can choose from a varie perms/relaxers and hair color services, well as hair weaving, nail care and ped and specialty waxing. The JCPenney S carries a full line of retail hair care pro with names like Matrix, Farouk (Biosil Nexxus, Arte[redacted] Care products.

"We want to serve all your beauty nee all of our designers are highly trained in continual education for the latest tr and techniques that will leave you lov your hair," said new SALON MANAG TONYA ROBINSON.

Pictured here from left to right are members of the JCPenr Styling Salon team: (top row) Beth Hinds, Joann Talley, S Manager Tonya Ann Robinson and Sandy Darling; (botto new stylist Beverly Daniels and Keisa Jerideau. Not pictu stylists Felisa Chu, Beth Ann Closs, Julia McCraw, Sheila Dunnaway and Crystal Airington.

Salon hours are 8 a.m. to 8 p.m., Monday through Saturd 12:30-6 p.m. on Sunday. Walk-ins are welcome and appoi always appreciated! For your appointment, call 903-893-8

SH 1279

EL NUEVO DIA
SAN JUAN, PR
TUESDAY 250,000
AUG 5 2003
Burrelles

10 estilos de vida

BW 35,105.4 p10

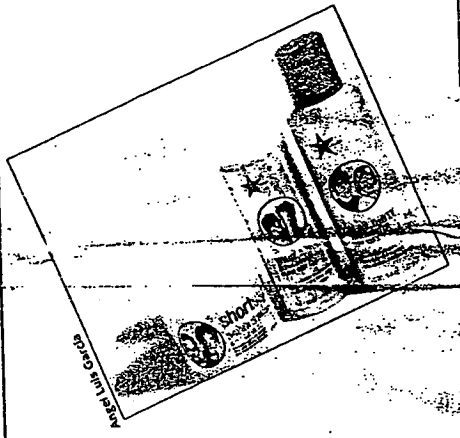
EN BOGA

Hidratación profunda

Para seguir con su campaña de orientación de cómo mantener una piel joven y saludable, Ebel de París aconseja proteger la piel del paso del tiempo hidratándola con su nueva crema Hydraforce Multi-Active. Además de hidratar la piel, ésta brinda múltiples beneficios rejuvenecedores gracias a sus componentes naturales y a la tecnología hidro sensorial, un descubrimiento nuevo que hidrata la piel profunda y continuamente por 24 horas mientras atenúa y previene las arrugas y líneas de expresión.

Línea para cabellos cortos

[redacted]ata en su línea Sexy Hair [redacted] productos diferentes para lograr estilos modernos en cabellos cortos. Entre los nuevos productos que presenta la línea, se encuentran el Rough & Ready, una pomada que da al cabello corto una textura más definida; el What a Body Gel, una gelatina que se utiliza antes de utilizar el secador de mano y aumenta el volumen; y el Play Dirty, una cera seca en forma de rociador que ayuda a crear un aspecto natural, a la vez que le da volumen y brillo.



Gel ton

Nombre: [redacted] L'Oreal.

Qué hace: [redacted] apariencia [redacted]

Cómo [redacted] veces al día [redacted] al área para [redacted] sólo ocho [redacted] nas se reduz[redacted]

Qué [redacted] cafeína y pa[redacted] de la piel en[redacted]

Dónde co[redacted] otros estable[redacted]

Navaja rediseñada

La reconocida línea de navajas de Gillette Good News regresa rediseñada y con nuevos atributos. La nueva Good News UltraGrip tiene un mango ergonómico más largo para mejor manejo y control y hecho de goma suave para un mejor agarre.

Las nuevas bandas lubricantes que contienen un aditivo patentado que aumenta la cantidad de lubricante que libera la banda al entrar en contacto con la humedad es otro de los atributos nuevos. Los lubricantes incluidos son aloe, vitamina E y aceites botánicos, disponibles por primera vez en una rasuradora, según los fabricantes. Además, todas incluyen dos "Comfort Blades": unas finas navajas desechables que buscan remover el vello de manera

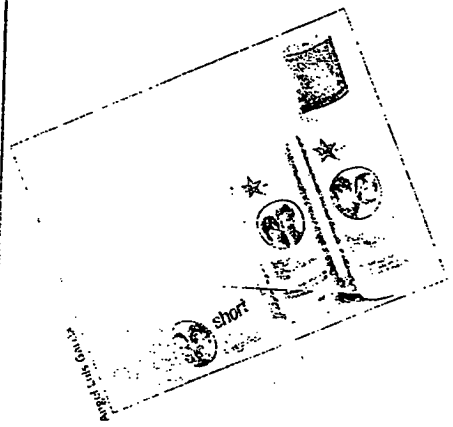
Nueva [redacted]

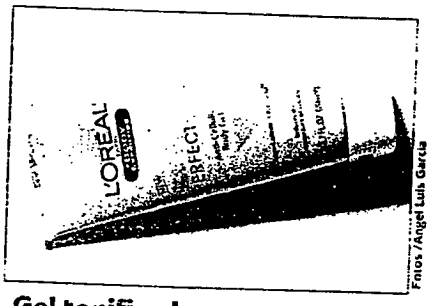
Por d[redacted] guido por [redacted] lo. Este [redacted] ya conoci[redacted] toque d[redacted]

EN BOGA

Línea para cabellos cortos

[redacted]nta en su línea Sexy Hair Concepts una variedad de productos diferentes para lograr estilos modernos en cabellos cortos. Entre los nuevos productos que presenta la línea, se encuentran el Rough & Ready, una pomada que da al cabello corto una textura más definida; el What a Body Gel, una gelatina que se utiliza antes de utilizar el secador de mano y aumenta el volumen; y el Play Dirty, una cera seca en forma de rociador que ayuda a crear un aspecto natural, a la vez que le da volumen y brillo.





Fotos /Angel Luis García

Gel tonificadora

Nombre: PerfectSlim Anti Cellulite Body Gel, de L'Oreal

Qué hace: Define y tonifica la piel mientras reduce la apariencia de la celulitis.

Cómo funciona: El producto debe aplicarse dos veces al día. También se debe dar masaje regularmente al área para mejorar la circulación. Se supone que en sólo ocho días la piel luzca más firme y en cuatro semanas se reduzca la apariencia de celulitis.

Qué contiene: PerfectSlim contiene ginkgo biloba, cafeína y par-elastrina para mejorar la textura y el tono de la piel en las áreas problemáticas.

Dónde conseguirlo: Farmacias, supermercados y otros establecimientos alrededor de la Isla.

Navaja rediseñada

La reconocida línea de navajas de Gillette Good News regresa rediseñada y con nuevos atributos. La nueva Good News UltraGrip tiene un mango ergonómico más largo para mejor manejo y control y hecho de goma suave para un mejor agarre.

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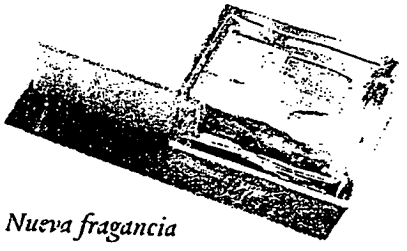

Nueva fragancia

Por décadas las fragancias de la casa Chanel se han distinguido por su sofisticado aroma que denotan elegancia y estilo. Este verano, la casa de belleza lanzó una nueva versión del ya conocido Coco Mademoiselle, al que le añadieron un toque cítrico que le imparte mayor frescura. La fragancia está disponible en frascos de 1.7 y 3.4 onzas.

ROSE SHEET
CHEVY CHASE, MD
WEEKLY
AUG 4 2003

Burrelle's
INFORMATION SERVICES
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[redacted] Chatsworth, Calif. company's Silky Sexy Hair product line is available now in salons nationwide. Silky Shampoo ($8.95) and Silky Conditioner ($9.95) contain silk proteins and silicones to prevent frizz and flyways, according to the firm. Other products in the line include leave-in treatments Drench for dry hair and Remedy for chemically treated hair, which retail for $13.95 each, and Frizz Eliminator ($17.95). Sexy Hair Concepts is sold in salons such as Trade Secret and SuperCuts and was launched in more than 650 J.C. Penney salons in July.

BEAUTY INDUSTRY REPORT
CALABASAS, CA
MONTHLY
AUGUST 2003

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LV Hair & Nail Show heats up

Since its inception five years ago, the Las Vegas Hair & Nail Show (LVHNS)) has grown each year in number of exhibitors and attendees. This year was no different. Glenda King, show manager, told BIR the number of exhibitors totaled 180 in 357 booths, up from last year's 140 in 296 booths. Glenda said, "On average our show has grown 20% each year."

One of the key events of LVHNS is the Nail Olympics competition, which draws entrants from a number of countries, including 100 from Japan and 15 from Korea. There are seven competitions. This international competition is the creation of EZ Flow president David Daniels and Too Much Fun's president Jim Johnson.

Sharing the main stage were Martin Parsons, Tom Porter from EC Mode, Eugene Perma's Judy Leehman and David Dusick, LV's own Steven Brooks from Diva Studios, Gary Gerard and the incomparable Torain demonstrating his Fusion hair extension magic.

Several distributors take large blocks of booths to exhibit their exclusive brands. Artistic Salon Services GM Gary Anderson told BIR that next year he was bringing more merchandise, as he was sold out of a number of items after the first day. His firm was exhibiting TIGI, Bain de Terre, EC Mode/Malibu 2000, Eugene Perma, MOP and Kareco, its own line of sundry items. Innovations' other division, Utopia, presented Fudge USA, Framesi, Paul Brown of Hawaii, ABBA and Keune. Desert Salon Services featured Goldwell, KMS and Ales Group's Secret Professionnel line. In Maka Beauty Systems' area, Lanza, Schwarzkopf [redacted] were all displaying their wares. OPI was featured big time by Meehan Salon Specialists. Sally Beauty Supply had a stylist platform and were getting their share of business. Finally, conducting classes on corrective techniques was David Austin. A Goldwell educator for eight years, he is also president of the Nevada State Board and works at Euphoria Salon & Spa.

The nail part of the show was solidly supported by Nailco Group's FPO line, Creative Nail Designs, Estelina's Pedicure Products, INM, Le Chat Nail Care, It's So Easy, Misa Cosmetic Products, Jessica Cosmetics, Seche Intl, Too Much Fun, Nail Tek, Poshé, Young Nails, Princess Nails, Backscratchers, EZ Flow and OPI. In addition, specialty nail care exhibitors included Ben Jarvis' Proline and Ian Ramsey's Varisi Products.

People on the floor

GM & Associates' head honcho, Peter Mazziliano, was covering Get A Grip Gloves, Bain de Terre and Conair Pro. Peter Carroll, the western regional manager for Andis was assisted by his rep, TKG's John Lucy. Peter had just come from working the Andis booth at a horse show. Don't laugh, Andis probably does more business selling clippers to people that are involved with horses, dogs and cats than those using clippers on people. At the Brilliant products booth, the better half of the Williams duo, Frank's wife Karen, was pitching Naturopatches — essential oil patches. Feeling stressed, just slap on a Bergamot oil infused patch and lighten up. If you have a few aches and pains, go for an Arnica patch. Of course, Karen was selling the firm's American made silent hair dryers. Call 800-522-4512 or email brillprod@aol.com. Another husband and wife owned company, Phillips International, was covered by Sue Phillips, who showed BIR the Ashley Brooks line of fresh fruit scented candles perfumes and oils. Reach her at 800-367-7093 or ramasue@aol.com. Valerie Celia, the VP of marketing, showcased Jessica Cosmetics' new Zen Spa Pedicure line. Reach her at 818-759-1050 or jci@jessicacosmetics.com.

Bruce Selan, the hardest working VP sales, was covering Bain de Terre for his distributor, Artistic Salon Services. Reach him at 847-390-6299 or bselan@zotosintl.com. Also working in the Artistic area was Charles Spivey for Paul Brown of Hawaii. The line has been on an up swing and its distributors are doing very well. To learn more, reach Charles at 800-683-7000.

Eleanor Keare, president of Circle of Friends, the upscale hair and body care line for kids, told BIR her line is making moms happy by providing top quality products for kids. This is a great line for salon stores. Reach Eleanor at 800-267-4781 or ekeare@circleoffriends.com.

BIR picked up the 40-page product catal from International Nail Manufacturers. T firm has an extensive line of nail care iten Contact Jim George, president, at 800-624-57 and visit www.inmnails.com. The EZ Flow a Too Much Fun booths were conveniently l cated near the Nail Olympics, and nail tec were loading up on show specials.

International Health and Beauty, own by Richard Devine, continues to grow with t Clip Pro line of hair clippers. Reach Richard 713-461-8000 or richard@biogenrix.com.

It wasn't all hair and nails at the LVHN John Pohlen's Salon Equipment Internatior was featuring one of his top lines from Pibl Turbo Power Inc.'s line of hair dryers, curli irons and hair brushes. Reach John at 877-46 2972 or jpohlen@salonequipmentintl.com.

Valtronics, Inc., featured the Prism Spectrum Chemical Process Accelerato (ChemPAs). These machines deliver a brillia healthy shine to clients in less than 10 minut This translates to delighted customers, financ rewards and the greatest gift of all — time. Cc tact Shirley Tanardi at 800-256-0991, ext. 2(or sctanardi@valtronics.com.

SkinSkin is a nail strengthening system tl was formulated by a dermatologist. It is p sented in an upscale package that contains H drating Polish Remover, Nail Strengtheni Serum, Fortifying Nail Protector and Not ishing Moisture Seal. There is also a 4-st hand rejuvenation system that contains Cle Exfoliate, Brighten and Sun & Environmen Block. Contact Michael Frauenheim, preside at 310-770-6442 or Michael@skinskininc.co

Norma Galvan and Sylvia Ewing we pitching Norsyl, a multi cultural hair care l that consists of 12 SKUs in hair care and styli products. A couple of introductory deals of up to a 26% savings in free goods. Reach Nor at 888-414-1841 or norsyl@sbcglobal.net.

Running concurrently, the International I thetics, Cosmetics and Spa Conference w buzzing with news, as well, and BIR prow the floor to report on it for you. Look for c coverage next month.

SH 1283

If you are reading someone else's BIR, or a photocopy, you are tampering with the BIR karma. BEWARE

VIBRA SALON

July | August 2003

Latin Hairstyles

Estilos del pelo latino

fall runway trends

PREMIERE ISSUE
PRIMERA EDICIÓN

SH 1284

Kérastase Paris

Kérastase has launched Voile Fixateur de Lissage Oléo-Relax as part of the existing Nutritive line. The smoothing, holding mist protects against humidity, controlling frizziness and maintaining smoothness.

Kerastase te presenta Voile Fixateur de Lissage Oleo-Relax, como parte de la línea llamada Nutritive Line. Este spray suaviza, protege contra la humedad, controla el pelo para que te peines como desees, y también te protege contra puntas quebradas.

Sheer Texturizer

Nolita has introduced Sheer Texturizer, a weightless paste that adds texture to all hair types. The paste can be applied to damp or dry hair and can be mixed with other Nolita products to create the perfect style.

Nolita introduce el Sheer Texturizer, una pasta sin peso para agregar a tu cabello la textura que necesita. La pasta se aplica sobre cabello mojado o seco y puede ser mezclado con otros productos Nolita para crear ese lindo estilo.

Shine Blonde

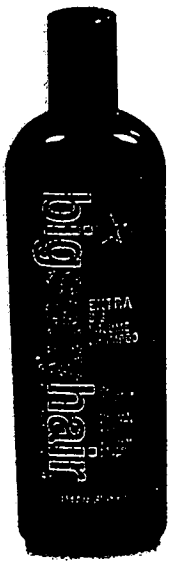
To help blondes shine again, L'Oréal Professionnel is launching three new professional targeted products formulated to light up blond hair day after day in a single step.

Ayudando a las rubias para que brillen otra vez. L'Oréal Professionnel te trae este producto especificamente para aclarar y filtrar el cabello de la opaco y acumulación día por día.

Be Realistic

Revlon Realistic has added four new formulas designed for ethnic hair that release natural curls gently and safely while maintaining bounce, body and shine.

Revlon Realistic agrega cuatro nuevas formulas diseñadas para el cabello étnico que controlan el rizo natural suavemente y delicadamente, manteniendo volumen y brillo.



Big Sexy Hair

Sexy Hair Concepts bulks up its signature Big Sexy Hair collection with a new version of its original Big Volume Shampoo - Extra Big Volume Shampoo, a hair cleanser that adds extra thickness to dull, flat hair.

Sexy Hair nos trae otra adición a su colección Big Sexy Hair. La nueva versión es grande y se llama Extra Big Volume Shampoo, una crema limpiadora que te fortalece el cabello opaco y aplastado.

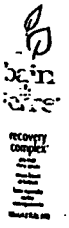
Matrix sleek.look

Aquage Beyond Shine

Joico Spray Glaze

I.C.O.N. Bright Shine Gel

ISO Multiplicity Glosser Shine Serum & Luminate Glossing Glaze



Bain de Terre Recovery Complex & Herbal Sea Mist Leave-In Shine Detangler

L'Oréal Nature's Therapy Shine Power Polishing Mist, Unfrizz Smoothing Treatment, Unfrizz Taming Crème and Mega Moisture Nuturing Crème

Paul Mitchell The Shine

SH 1286

Let The Sun Shine

Deja Que Brille El Sol

FUN IN THE SUN DOESN'T HAVE TO LEAD TO flyaways and frizzies. Get sleek, sexy looks with some of the latest products designed to protect and smooth your hair.

GOZAR DEL SOL NO DEBE HACER DE TU cabello un desastre. Pesca sexy looks con nuestros nuevos productos diseñados para conservar y alisar tu cabello.

SLEEK STYLE

Sleek.look is a four-step smoothing system from Matrix, made up of patented formulas that help transform frizzy, coarse hair into smooth, glossy hair. The sleek.look line includes shampoo, conditioner, styling crèmes and water free lock-down spray.

BEYOND SHINE

Aquage's Beyond Shine glossing and smoothing spray features ultra-light silicones in combination with the latest emollient technology. Algaeplex sea botanicals improve the hair's condition and prevents moisture loss.

SHINE ENHANCER

Joico's Spray Glace shine enhancer controls frizziness, static electricity and split ends. The weightless, nongreasy formula conditions with jojoba oil and helps protect the cuticle and adds shine with silicones.

SILKY SMOOTH

Available from Zotos, ISO Multiplicity Glosser Shine Serum leaves hair silky and frizz-free. It add silkiness and shimmer without weighing hair down. ISO Multiplicity Luminate Glossing Glaze is designed for slick, sexy looks.

BIG, SEXY SHINE

Big Shine Spray fro[redacted]on't downsize a big style and gives a gleaming finish to free-flowing natural locks. The combination of ingredients with Lemon Extract produces ultimate shine.

STRESS RELIEF

Bain de Terre Recovery Complex contains microscopic spheres that release rose hip and evening primose oils to restore life and add shine to stressed hair. Bain de Terre Herbal Sea Mist Leave-In Shine Detangler is a dual-action product for unruly hair. Both are available from Zotos.

DAMAGE CONTROL

Nature's Therapy treatments from L'Oréal nurture protect, fortify, smooth and shine damaged hair. The line includes Shine Power Polishing Mist, Unfrizz Smoothing Treatment, Unfrizz Taming Crème and Mega Moisture Nuturing Crème.

BRIGHT IDEA

I.C.O.N. offers BRIGHT, a conditioning gel that brings silicone control to tame frizzies and rule unruly textures. With full-saturation manageability, hair moves easily and shines brightly.

SHINE ON

Paul Mitchell The Shine adds gloss to any hairstyle. The fine, lightweight mist contains a high-performance balance of jojoba oil, vitamin E and silicones to infuse a reflective sparkle to any hair type.

ESTILO LUSTROSO

Sleek.look es un medio de endulzar tu pelo diseñado por Matrix. Desarrollado con cuatro pasos, es una formula patentada para transformar tu cabello de áspero y terco a suave, vivo y lustroso. La línea Sleek.look incluye el champú, acondicionador, cremas para estilar tu cabello y un spray sin agua.

MÁS ALLÁ DEL BRILLO

Aguage's Beyond Glossing and Smoothing Spray contiene silicona súper leve en combinación con la tecnología de emolientes. Algaeplex Sea Botanicals refrescan y previenen la perdida de humedad.

INTENSIFICADOR DE BRILLO

El intensificador de brillo Spray Glace de Joico controla el cabello crespo, seco y maltratado. Esta formula ligera y no grasienta acondiciona con el aceite de Jojoba , ayuda a proteger la cutícula y aumenta el brillo con silicones.

SUAVE COMO SEDA

Disponible de Zotos, Iso Multiplicity Glosser Shine Serum deja tu cabello esplendido y libre de puntas torcidas. Agrega lustre y brillo. Iso Multiplicity Luminate Glossing Glaze es diseñado para un look apasionado, sexy y brillante.

GRANDE, BRILLOSO, SEXUAL

Este spray convocado Big Shine Spray de Sexy Hair Concepts te da un look libre y a la misma vez controla tus trenzas naturales. La combinación de ingredientes como extractos de limón produce un brillo incomparable.

SUELTA LA PRESIÓN

Bain de Terre Recovery Complex contiene esferas microscópicas que desatan escaramujo y aceites de primavera para rectorar vida y brillo a tu frustrado pelo. Bain de Terre Sea Mist Leave In Shine Detangler es un producto de doble acción para el pelo incontrolable y delicado. Los dos son disponibles de Zotos.

CONTROL DE DAÑOS

Nature's Therapy Treatment fortalece, suaviza y le da resplandor al pelo maltratado. La línea incluye Power Polishing Mist, Unfrizz Soothing Treatment, Unfrizz Training Creme y Mega Moisture Creme.

IDEAS ILUMINADAS

I.C.O.N nos ofrece BRIGHT, una gelatina acondicionadora que contiene el control de la silicona para domar el cabello quebrado y controlar las texturas inadecuadas. Ofrece control completo y saturación, el cabello se mueve fácilmente y brilla.

SIGUE BRILLANDO

Paul Mitchell, el brillo agrega vida a cualquier estilo. Este spray liviano contiene extractos altos de Jojoba, vitamina E y silicona para dar un reflejo impactante a cualquier pelo.

MODERN SALON

Vance July 2003 $4.00

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Rule-Breaking HAIRCUTS

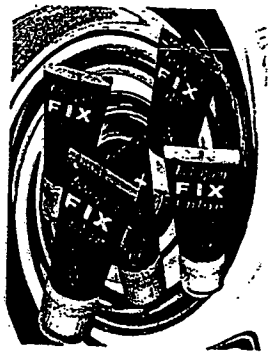
Summer BEAUTY NEWS

GREAT AMERICAN HAIR

SH 1288

PRODUCTS

9



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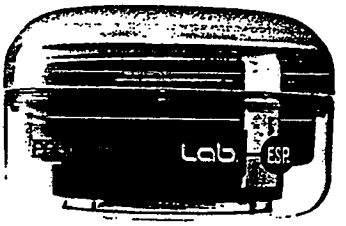

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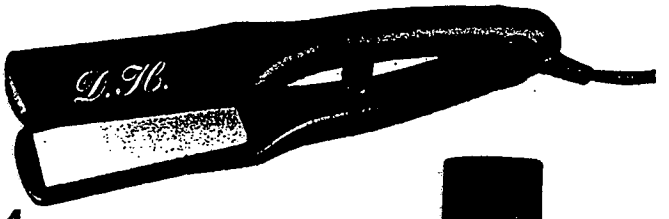

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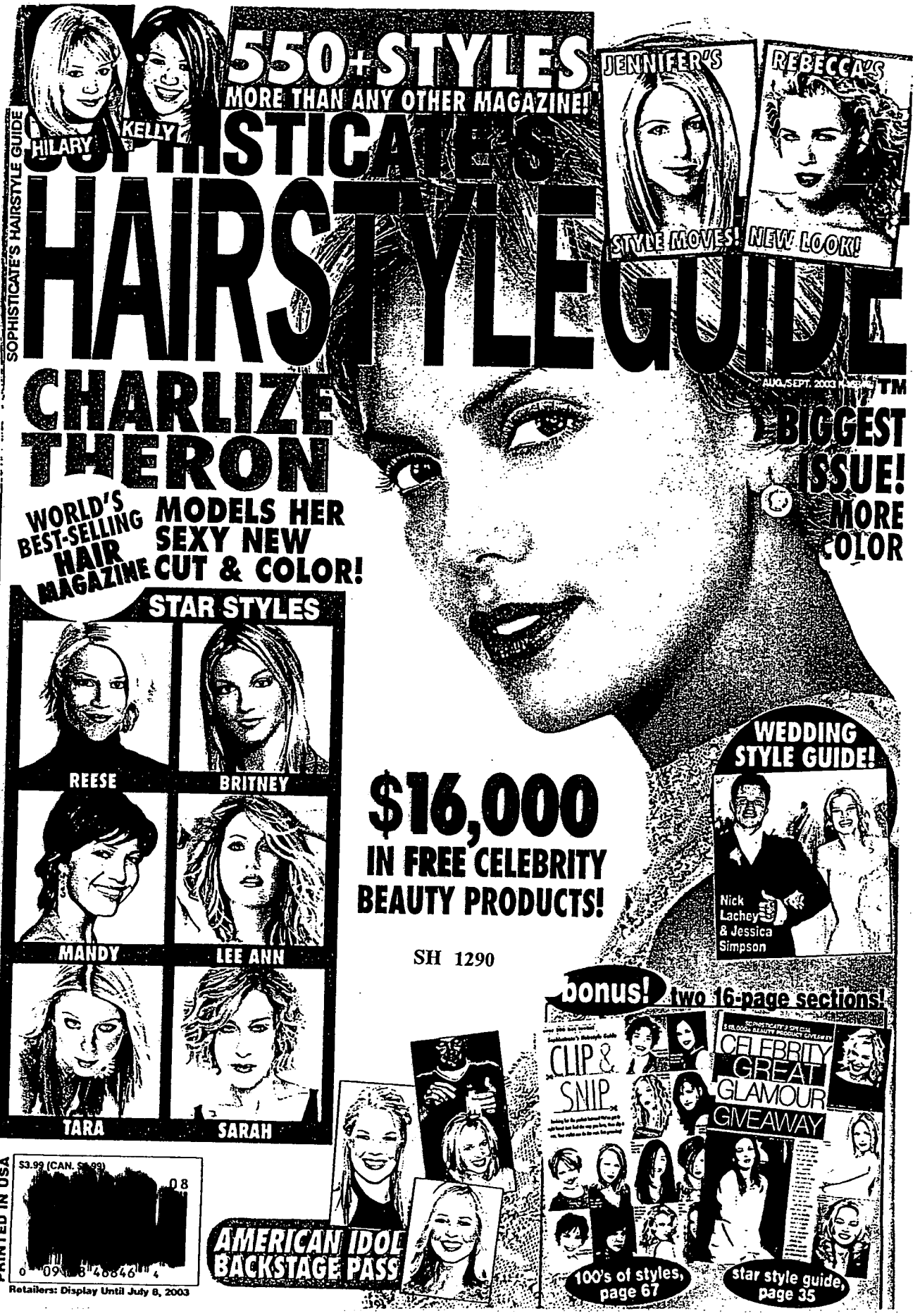
16

9. Personna Pirouette **Spilo** With three design guards and a freehand option, this cutting razor helps achieve a multitude of styles. **10.** Fix Color Gels **Hairgum** Each gel in this vibrant collection of temporary color has an attached sponge for easy application. **CIRCLE 208** **11.** Elastic Shaping Paste **JPMS** Formulated with beeswax, this flexible styling paste's mesh-like fibers support spikes, bends and twists. **12.** Ceramic and Ion Thermal Brush Line **Olivia Garden** Backed by a lifetime warranty, these ceramic-coated barrel brushes feature ion-charged bristles and are available in five diameters. 800-922-2301. **CIRCLE 209** **13.** Conditioning Color Mask **It&ly Hairfashion** These renewal masks—Passion Red, Sand Blonde, Honey Blonde, Copper, Brown, Dark Brown, Mahogany, Plum, Silver and Black—contain vitamins A, B and C to condition and maintain vibrant salon color. **CIRCLE 210** **14.** Thermal Ion Ceramic Iron **Diana the Hunter** Suited for dry or chemical straightening, this iron features 100 percent-ceramic plates, tapered for complete closure. **CIRCLE 211** **15.** Air-Fix **Keune** This long-lasting hair spray has received new packaging: The manual pump makes the spray environmentally friendly. **CIRCLE 212** **16.** Play Dirty Wax Master Dry Wax [redacted] a tousled, just-rolled-out-of-bed look without greasy strands, spray on this dry wax from the Short Sexy Hair collection. **CIRCLE 213**

SH 1289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SLEEK MANES

MELISSA STARK

ABC sports gal Melissa works a razored snip to perfection! A basic bob silhouette is given edge appeal with a layered perimeter. A zigzag part and work with a flat iron seal the silhouette. Add more design power with a blast of shine spray.

ALI LANDRY

One of our favorite television hosts (no matter which show she's on!), Ali keeps her tresses long and beautiful. Slight layering around the perimeter helps add texture and dimension.

PHOTOS: CATHERINE PHOTOMOVIE/ANGELA LO PRIORE/RETNA, ALI: ROD HOWE/CELEBRITY PICTURES

ROSE MCGOWAN

Fiery redheaded Rose heats up The WB's *Charmed* with her cool bob. Slight layering around the perimeter helps encourage natural texture. Prime locks with styling gel then blow-dry with a diffuser while scrunching waves into place.

SH 1291

SOPHISTICATE'S GLAMOUR GIVEAWAY!

Big Sexy Hair Big Shine Shine Spray 200 FREE!

Brighten up your mane this summer by bringing out its full shine potential! Sexy Hair Concepts Big Sexy Hair Big Shine Shine Spra is a unique styling spritz that delivers a greas less, weightless finish to your locks as it treats tresses to an all-over, intense shimmer. Powerful, shine-enhancing ingredients like lemon extract help pump up the shine factor t the max.

What You'll Get: 200 readers will each receiv one Sexy Hair Concepts Big Sexy Hair Big Shine Shine Spray, valued at $10.95 each.

Want more information on Sexy Hair Concept products? Call 1-800-848-3383.

CELEBRITY GLAMOUR GIVEAWA

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Signed: _____

Date: _____

Product choice (check one):
☐ Claw Clips ☐ Barrettes

Please send this coupon to: *Sophisticate's Hairstyle Guide*. 8/03 Celebrity Glamour Giveaway Big Shine, 875 N. Michigan Ave., Suite 3434, Chicago, IL 60611-1901.
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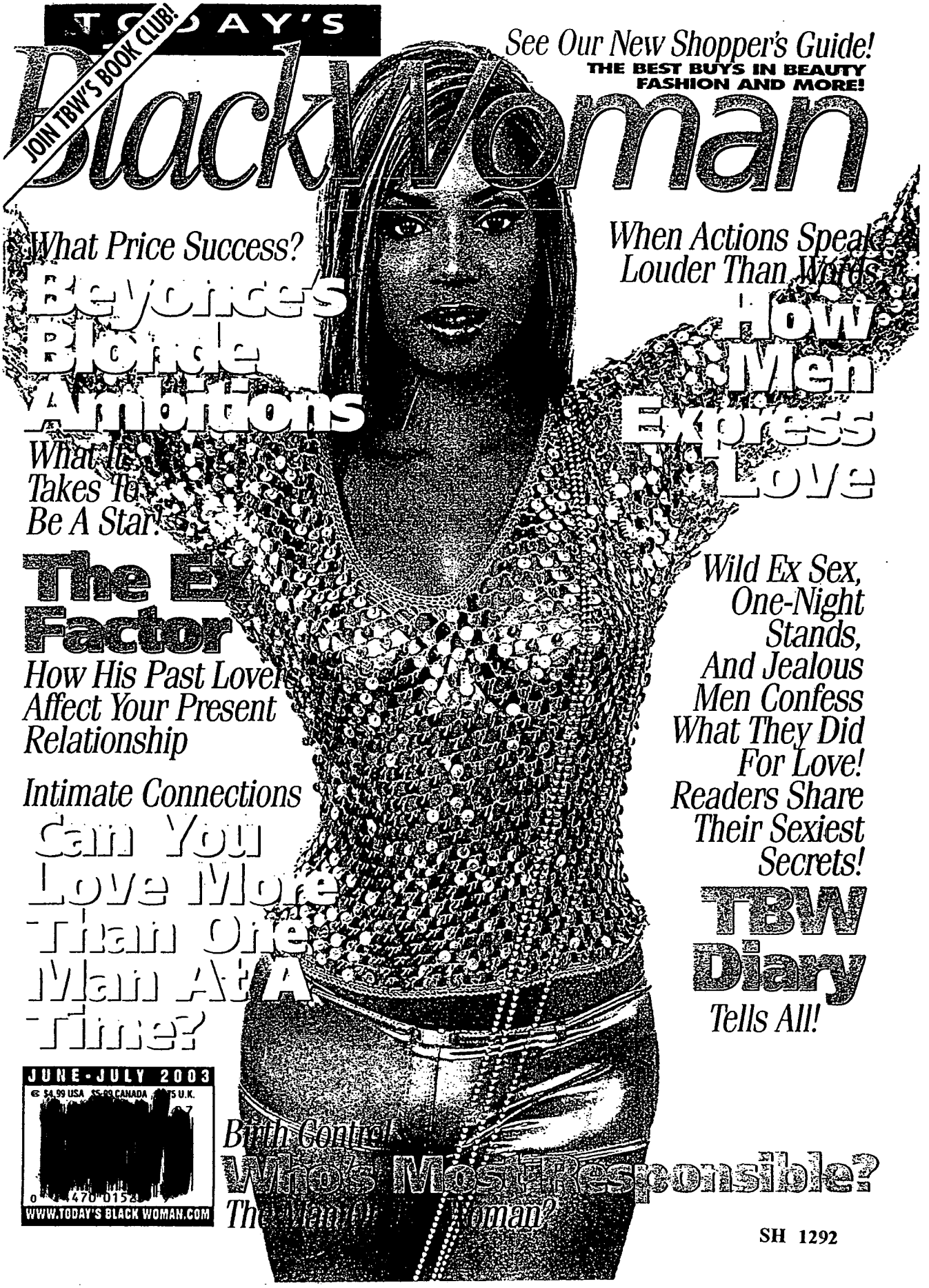
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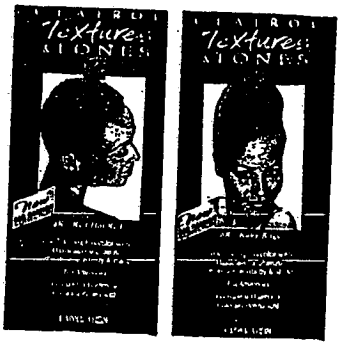

BY ADRIENNE MOORE

We asked the experts at Cosmetics & Moore Salon (315 Orange Rd., Montclair NJ, 973-783-9000) some hair-raising questions. Here's the 411!

Q I really want to go with a red hair color shade. I think that it will blend well with my honey-toned complexion. How can I be sure?

A Well, try on wigs in the hair color you are interested in having. If you are happy with how the hair color looks while wearing the wig, chances are you'll like your natural hair in that shade. If you want to use a quality product brand, we recommend Textures & Tones by Clairol. This hair color line offers a wonderful array of red shades along with conditioning agents added to the formulation.

Q My hair is a washed-out shade of brown (dusty brown). I want to try a shade of black. How can I start this process?

A Well, black comes in a variety of shades (blue-black, jet black, off- black). Consider achieving the selected shade of black color through a rinse or a semi-permanent color. Temporary color will cover your original color, and last for approximately six to eight shampoos before it starts to fade. Trying a temporary color is an excellent way to see if you actually like it, without the commitment involved with a permanent coloring process. Even though you're working with temporary color, make sure you perform a patch and strand test first. If you have any concerns about the hair coloring process, consult with a colorist to assist you in determining a color that's right for you.

Q I normally press my hair with a straightening comb, but sometimes it's hard to judge the heat since I use a thermal stove. Is there any alternative?

A Yes! The Stik by HAI is a wonderful pressing tool. This tool is a like a slim-line electric flat iron that gets warm enough for a very straight press. For more information call 877-212-8700.

Q I am very upset with the feel of my hair. It feels extremely dry and brittle. What can I possibly do to give it a softer and healthier feel?

A We all know that dry brittle hair is no fun. None of us are trying to go there. Your hair can break off without the proper moisture required to keep it healthy. Check your eating habits as sometimes what you eat can affect your body (skin, hair, and complexion). Plenty of nutritious foods only enhance your body, which in turn affects your hair. Remember, your hair "craves" the proper moisturizing shampoos, daily moisturizers, deep conditioners and conditioners containing vitamins as well as enriching minerals. L'Oreal Nature's Therapy and Soft Sheen's Breakthru lines include shampoos and conditioners for damaged hair.

Q I have relaxed hair and I am considering braiding my hair soon. Should I get a touch-up before I get the braids?

A If you have an enormous amount of new growth, you might consider it, but generally, a touch-up is not necessary. We night also add that, you don't need to get a touch-up while the braids are in either. Why not use the time your hair is in braids to give your hair a rest from chemicals?

Q I want to make my hair look thicker. What do you recommend?

A Try a bodifiying shampoo, such [redacted] Shampoo. This product is formulated to make your hair look and feel thicker. For more information, log onto www.sexyhairconcepts.com. Another alternative is to add one or two weaving tracks of hair just for thickness. Don't allow the hair to extend beyond an inch longer than your natural hair.

PHOTO SHOOT COORDINATOR: ADRIENNE MOORE. PHOTOS: KEIF SAVAGE. HAIR: ROSALYN. MAKEUP: MICHELLE COUSSY. FASHION STYLING: RENEE ALSTON

QUESTIONS & ANSWERS

hair & there

JULIO 2003 US$ 4.95
Volumen 2 Número 7

SALÓN PLUS

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Fomentando la Creatividad

Personalidades: Lisa Marie y Joe Anthony Peña de Farouk Systems

Sexy Hair Concepts: "Sex and the City" al estilo latino

Álbum de estilos: colección "Primavera 2003" de Javier Ruiz

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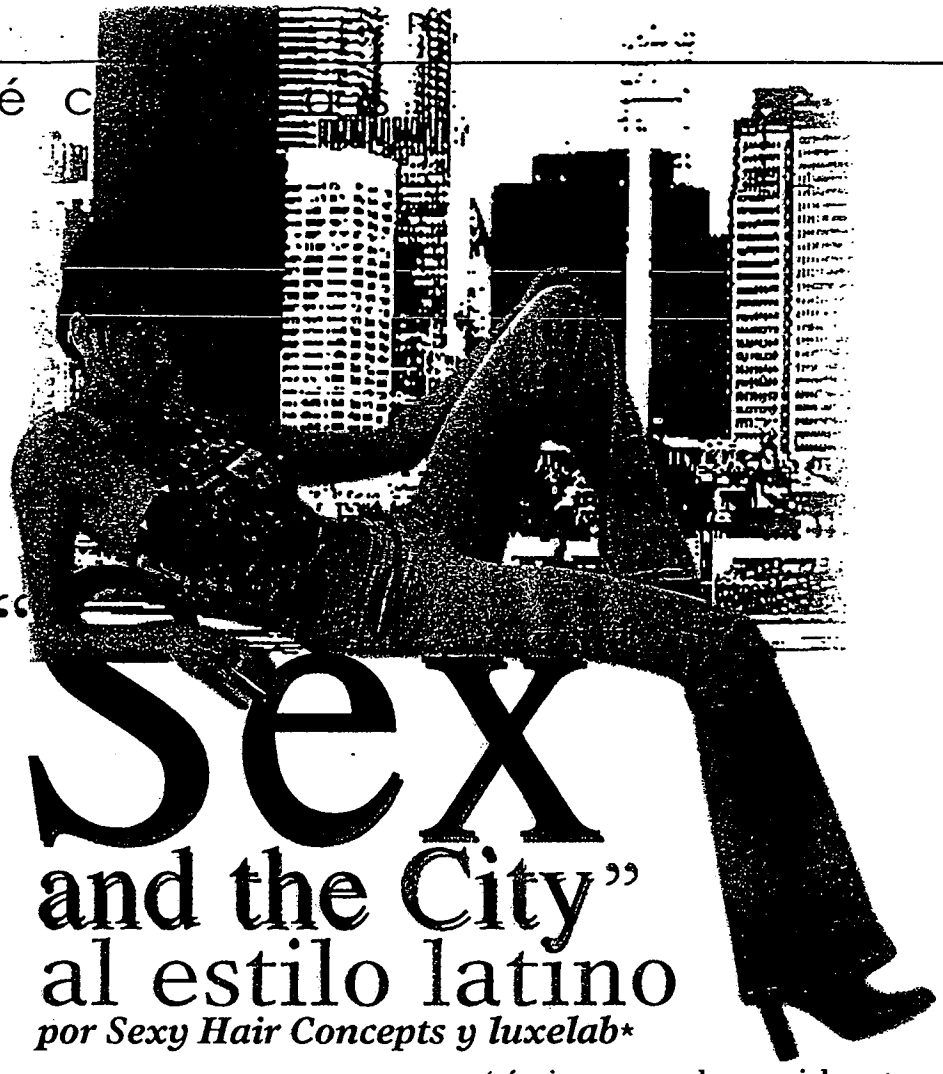


"Sex and the City" al estilo latino

por Sexy Hair Concepts y luxelab*

(técnica preparada especialmente para *Salón Plus*)

El 1.º de mayo de 2003, Michael O'Rourke, Presidente de [redacted] pasó por luxelab*, un salón súper-moderno de Santa Mónica, para realizar una sesión de fotografía al estilo "Sex and the City".
Los estilistas Jason Lara (dueño de luxelab*), Adrián Espinosa y Alexis Ramos, junto con el colorista Douglas Little, trabajaron de la mano de O'Rourke para presentar esta transformación *sexy*. La modelo, contrariamente a lo que se cree de las latinas, tenía un cabello muy fino, por eso se le agregaron capas y se le dio un flequillo abundante para obtener volumen.

El color

El cabello de la modelo se tiñó con tres mezclas para luces:

- Decolorante Schwartzkopf Vario Blonde y # 20 volumen.
- 1/2 tubo de #687 y 1/2 tubo de # 5.0 (color castaño cobrizo).
- 1/2 tubo de # 91, 1/2 tubo de # 92 y # 40 volumen (color caramelo).
- 5C chili, Shades Eq con dos cucharadas de Orange Kicker para lograr un color cobre intenso.

SH 1295

1 La técnica de color se comenzó en el lado izquierdo de la cabeza y trabajando en una sección vertical desde la partidura del cabello. Comenzamos usando el decolorante como nuestro primer rayito, y trabajando hacia atrás el próximo papel de aluminio con el castaño cobrizo y finalmente con el caramelo. Se duplicó la técnica en el lado derecho de la cabeza Estos tres rayitos verticales fueron aplicados sobre la partidura del cabello para lograr suavidad alrededor del rostro y para dar un flechazo de color cuando la modelo se ata el cabello. Luego, comenzamos nuestra próxima sección en el área del flequillo.

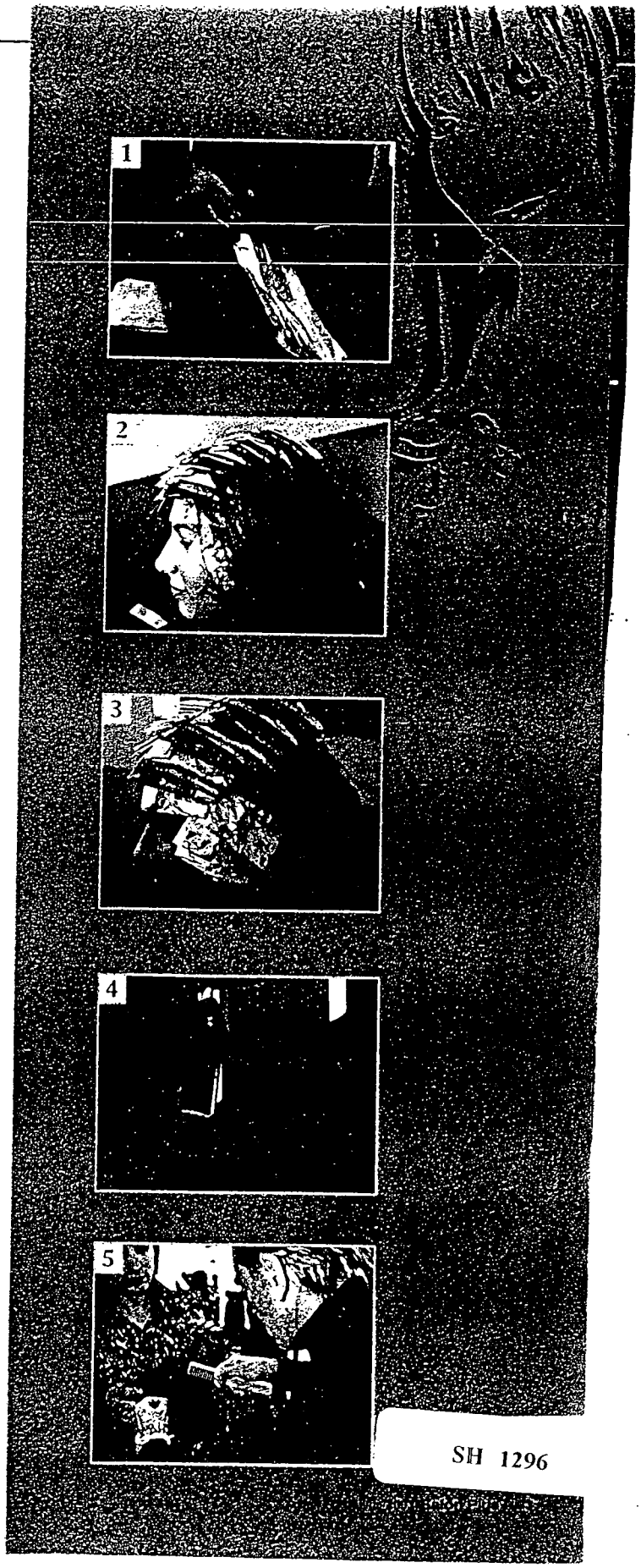
2 Primero, separamos el área de la corona en dos mitades. Esta técnica brinda un mejor control para la posición del color, ya que podrás poner estratégicamente las luces claras y las oscuras a donde quieras que aparezcan (ej. remolinos, etc.). Se usaron papeles de aluminio de diferentes colores para distinguir los distintos esquemas de colores.

3 Comenzamos usando el decolorante como el primer rayito, el castaño cobrizo como el segundo y el caramelo como el tercero. Este patrón se repite sobre toda la parte superior de la cabeza y a los costados de la sección, alternando una sección para obtener *flashes* de color más intenso y un cocido para obtener un efecto más natural. Después de haber terminado con todos los papeles de aluminio, aplicamos el Shades Eq 5c y la mezcla de Orange Kicker al resto del cabello y se procesa por 20 minutos sin calor.

El resultado final es un *look* vivo y en mechones gruesos de color cobre/caramelo, que acentúan la piel con tonos dorados de nuestra modelo y resaltan el color avellana de sus ojos.

4 El champú: primero se debe enjuagar el 5c Shades Eq para evitar que se manchen las luces. Comienza a enjuagar alrededor de los papeles de aluminio hasta que salga clara el agua. Luego, saca los otros aluminios y lava con el champú de Sexy Hair Concepts Healthy Sexy Hair Soymilk Moisture Shampoo. Para darle un tono a las luces decoloradas elegimos Shades Eq #8 WG en "damasco dorado". Secar con toalla la máxima humedad posible y agregar el 8WG al cabello (no te preocupes si teñiste las otras luces, ya que aumentará la calidez y el brillo).

5 Sigue con el acondicionador Healthy Sexy Hair Soymilk Conditioning Rinse. Luego peina suavemente el cabello con el acondicionador permanente Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner.



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¡Bienvenidos a la nueva sección de mercado de *Salón Plus*!
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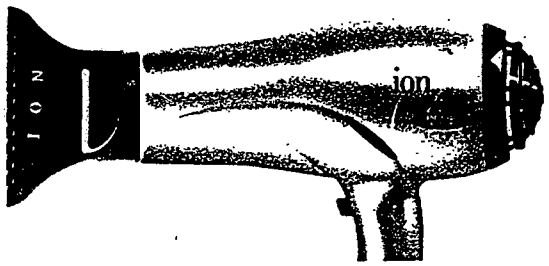
Tri-Wheat Leave-In Conditioner

Esta fórmula única tiene una combinación de soja y tres proteínas de trigo que protegen el cabello contra el sol y el medio ambiente. También funciona para penetrar y adherir proteínas en cada cabello para fortalecerlo y suavizarlo mientras lo deja libre de enredos.

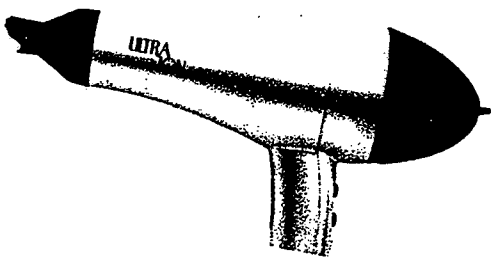
Para mayor información, visita:
www.sexyhairconcepts.com
o llámanos al: 800.848.3383



Secador Ion Anti-Frizz Ionic Straightening Dryer

Seca el cabello hasta un 30% más rápido a la vez que lo humecta profundamente. Sella la cutícula del cabello para hacerlo más brillante y sedoso mientras que su continua producción iónica deja el cabello acondicionado, hidratado y elástico. Es silencioso, poderoso y ligero.

Contacta a Sally Beauty Supply al
1-800-ASK-SALLY o visita www.sallybeauty.com



El secador IÓNICO barre a la competencia

¡Imagínate! ¡Un secador de cabello que acondiciona el cabello! El maravilloso ULTRA-ION usa tecnología iónica para añadir humedad al cabello en vez de sacársela.

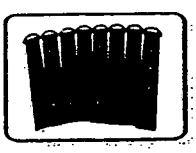
Este poderoso secador de 1800 vatios sella la cutícula para restaurar al cabello un brillo sano. No tengas más un cabello con estática, quebradizo y seco. ¡El cabello nunca se había sentido tan bien como ahora!

Precios disponibles por cantidad.

Contacta a METROPOLIS BEAUTY al
1-800-871-6824 o visita www.metropolisbeauty.com

Nuevos Productos

Cabellos de 8" y 12" disponibles en todos los colores de textura mediana.



Las extensiones de diamantes con fijador en la punta, en colores: cristal, azul, rojo, violeta, blanco, celeste y rosa

Las trenzas de profibre vienen en los siguientes colores:

- Ink
- Fudge
- Almond
- Scarlet
- Royal Blue
- Red
- Purple

SH 1297

CinderellaHair
www.cinderellahair.com

Para más informacion,
llama al 1-800-332-9246

BEAUTY

What's Taking Off in the World of Beauty

launchpad

July/August 2003

LEGALLY BLONDE

Hollywood's Golden Girls

barbie gets a makeover

FALL FASHION PREVIEW

summer's best

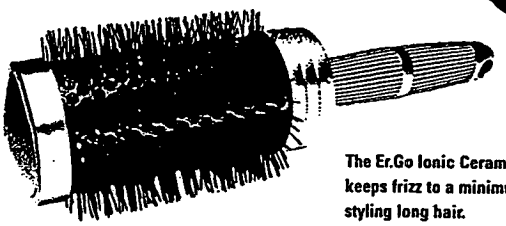
nail color, makeup, tanning trends

SH 1298

L'anza Be Long Spray Cleanse eliminates the need to shampoo hair every day, a boon for longhaired clients.

Redken So Long Shampoo and Conditioner are specifically formulated for long hair.

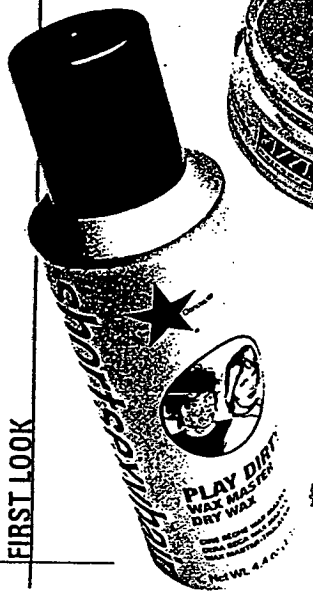
Philip Pelusi Long-gev-ity Shampoo and Conditioner strengthen and lengthen long hair.



The Er.Go Ionic Ceramic brush keeps frizz to a minimum when styling long hair.

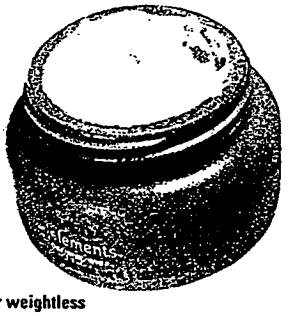
the long & short of it

Check out these products created specifically to address the needs of long and short hair.



Rizzi Paradox Reworkable Pomade adds texture and controls frizz.

Play Dirty Master Dry Wax from [redacted] texture to dry hair.



For weightless medium hold and separation, try Aveda Elements Defining Whip.

Short Sexy Hair Rough & Ready Styling Gunk provides extra dimension with medium hold.

FIRST LOOK

SH 1299

HAIR COLOR & DESIGN

STAMFORD, CT
BI-MONTHLY
JUL-AUG 2003

[redacted]

Burrelle's

-I271 HI
txz2.. br....

Short Sexy Hair CPS3510SH

Chatsworth, Calif. [redacted] has added three new products to its **Short Sexy Hair** collection. **Play Dirty Wax Master** is a dry spray wax that creates the just-rolled-out-of-bed look without greasy residue. **Rough & Ready Styling Gunk** is a styling custard that gives short hair jagged texture and extra dimension with medium hold. **What A Body** is a light blow-dry gel that revives short, lifeless hair with volume and sculpts short, sleek styles with shine.

SALON TODAY

LINCOLNSHIRE, IL
MONTHLY 30,000
JULY 2003

[redacted]

Burrelle's

-5972 GP
txz2.. br....

CPS3510SH

SHORT SEXY HAIR

[redacted]

duces three new products to their Short Sexy Hair Collection: Play Dirty Wax Master, a dry spray wax that creates "second day" hair, and adds dimension and shine; Rough and Ready Styling Gunk gives short hair jagged, erratic texture; What a Body Ultra Body-ifying Blow Dry Gel builds volume and adds shine to droopy tresses. Call 800-848-3383 or visit www.sexyhairconcepts.com.

BEAUTY INDUSTRY REPORT
CALABASAS, CA
MONTHLY
JULY 2003

Burrelle's
INFORMATION SERVICES
-L871 GP
cxz1.. hb....

hair biz

LFS 35,054

[redacted] recently rolled out its top 10 SKU mix into 728 corporately-owned Supercuts Salons. Michael O'Rourke's company continues to be hot. A recent ad, featuring the headline, "A 'closet'case of multiple personalities," shows four of its top sellers on one side with a model acting out the other headline, "For all the voices you hear in your head." Very cool, very hot.

Nioxin has formally established a Board of Directors. "This practice, common amongst many privately-held companies, is a sound example of our commitment to ensure long-term growth for Nioxin, our partners and our employees," said Eva Graham, who retains her position as Chairman of the Board and founder, while Brian Graham becomes Chief Executive Officer. Mark Graham becomes Vice Chairman of the Board and will be charged with managing all board-related activities, as well as championing the ongoing development of Nioxin's strategic planning. "I am so thrilled to be passing the 'family business' on to my sons," said Eva. "This is not only a businesswoman's dream, but a proud mother's, as well."

BEAUTY INDUSTRY REPORT
CALABASAS, CA
MONTHLY
JULY 2003

Burrelle's
INFORMATION SERVICES
-L871 GP
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diversion

CPS 35510 SH#1

If you need salon-only products, just log on to eBay where you will find John Paul Mitchell Systems, Sebastian International, Nexxus, Aveda, Bumble and bumble and more. BIR comment: Who is kidding whom?

Michael O'Rourke, the high-energy hair stylist and CEO o[redacted] recently declared war on diverters and those associated with diversion. "I will do everything in my power to not let diverters take away another dollar from stylists I know and love," says the chief. CFO Mark Stiller adds, "We have and will continue to take whatever action is necessary to protect the integrity of our products." The company has put a legal team in action and cut-off two international distributors suspected of diverting.

Longs Drug Stores, a 400-unit chain that has stores throughout the West and in Hawaii, just opened a new unit in BIR's neighborhood. At the grand opening, BIR was appalled to see a large selection of salon-only (right) products. In a well-merchandised, 8-foot 6 shelves high section were the following companies and number of skus: 54 TiGi, 34 Sebastian, 23 Abba, 20 Sexy Hair Concepts, 17 Mastey, 15 each of Rusk, JPMS and Nexxus, 14 Lanza, 13 American Crew, 6 Sorbie, 4 Bio Silk and 2 Bain de Terre.

Canadian
HARDRESSER
Summer Trends
Tendances Été
School Daze
Ces longues journées d'école
International

SH 1302

Student Winners Adriana Catenaccio & Matilda Dervishi with Medusa.
Étudiants lauréats Adriana Catenaccio & Matilda Dervishi avec Medusa

Stylist Winners from Unique Touch in Toronto and their creation, Nefertiti.
Stylistes lauréats de Unique Touch à Toronto et leur crâtion, Nefertiti

Over The Top

Joico recently presented the 14th Annual Hair Fantasy Competition at the Opera House in Toronto. Hosted by a flamboyant Dame Edna impersonator the contest was open to all hairstylists licensed and working in Ontario, as well as students currently enrolled in registered Ontario hairdressing schools and apprentices currently employed in a salon. According to the guidelines, fantasy is not wearable or sellable and the judging was based on a combination of the hair, costume, makeup and originality/total look. Prizes were awarded in both a student and a stylist category, with the top winner in the former awarded $500 and the latter, $700.

Au-delà

Récemment, Joico a présenté l'événement 14th Annual Hair Fantasy Competition au Opera House à Toronto. Une extravagante imitatrice de Dame Edna a animé la soirée, et tout coiffeur licencié qui exerce en Ontario pouvait participer, aussi bien qu'étudiants actuellement inscrits en écoles de coiffure reconnues par l'Ontario, et apprentis qui travaillent actuellement dans un salon. Selon les directives, la mode fantaisie ne se porte pas et ne se vend pas, ainsi, le jugement était basé sur une combinaison de cheveux, costume, maquillage et originalité-allure entière. Il y a eu des prix dans la catégorie styliste aussi bien qu'étudiant ; le lauréat étudiant a reçu 500 $ et le styliste a reçu 700 $.

Aloha from Rusk!

Rusk teamed up with Hawaiian Tropic for the 20th Annual Miss Hawaiian Tropic International Pageant. Rusk created beautiful hairstyles for the 70 contestants and also presented them with a gift package filled with Rusk products. The pageant winner and four runners-up received a special package from the hair company that included a Babyliss Pro Ceramic Straightening Iron.

Aloha de Rusk!

Rusk s'est allié à Hawaiian Tropic pour le 20th Annual Hawaiian Tropic international Pageant. Rusk a créé de très belles coiffures pour les 70 participantes et leur a présenté un panier de cadeaux rempli de produits Rusk. La lauréate et les quatre autres gagnantes ont reçu de Rusk un joli paquet qui comprend un Babyliss Pro Ceramic Straightening Iron.

Operation Attack Diversion

Michael O'Rourke, CEO [redacted]king a hard line against diverters and those associated with diversion, going as far as saying his company is 'declaring' war on those associated with distributing professional products to retail outlets.

"As we are so entirely focussed on the growth of education and hand to hand business involvement, I will do everything in my power to not let diverters take another dollar from stylists I know and love," said O'Rourke at a recent company executive strategy meeting.

At the meeting, the Sexy Hair Concepts team put a legal team into action and cut off two international distributors suspected of diverting. In an effort to protect the integrity of the Sexy Hair Concepts products and brand, the company is enabling a private investigative firm, enacting new product coding and enforcing new product order approvals.

"There will be consequences for diverters of Sexy Hair Concepts products," said Mark Stiller, CFO of Sexy Hair Concepts. "We have and will continue to take whatever action necessary to protect the integrity of our products."

O'Rourke is encouraging stylists to provide any information on retailers that are carrying professional hair care products and on others that may be diverting.

Stylists or others with information can contact Sexy Hair Concepts through its website: www.sexyhairconcepts.com

L'opération attaque au détournement

Michel O'Rourke, le P.D.G. de Sexy Hair Concepts, se montre ferme contre les détourneurs et ceux qui sont associés au détournement. Il a même annoncé que sa compagnie « déclare » la guerre à tous ceux qui sont associés à la distribution de produits professionnels aux points de vente au détail.

« Comme nous nous concentrons entièrement sur la croissance de l'éducation et l'engagement de main en main, je ferai tout ce qui est en mon pouvoir pour empêcher les détourneurs de voler un autre dollar des stylistes que je connais et que j'aime », a dit O'Rourke, lors d'une réunion de stratégie des cadres de la compagnie.

Lors de la réunion, l'équipe Sexy Hair Concepts a pris des démarches juridiques et a rompu leurs liens avec deux distributeurs internationaux soupçonnés de détournement. Pour essayer de protéger l'intégrité des produits et de la marque Sexy Hair Concepts, la compagnie a embauché une société d'investigation privée, a mis en œuvre un nouveau système de codes de produits, et a mis en vigueur de nouvelles approbations de commandes de produits.

« Il y aura des conséquences pour les détourneurs de produits Sexy Hair Concepts", a dit Mark Stiller, CFO de Sexy Hair Concepts. « Nous avons déjà pris des mesures pour protéger l'intégrité de nos produits et nous continuerons à faire tout ce que nous pouvons pour ce but. »

O'Rourke encourage les stylistes à fournir toute information sur les détaillants qui portent des produits de soins des cheveux professionnels et sur d'autres soupçonnés de détournement.

Les stylistes ou tout autre personne qui a de l'information peuvent entrer en contact avec Sexy Hair Concepts à leur site Web : www.sexyhairconcepts.com

SH 1303

New Shades From Wella

Koleston Perfect has two new Eccentric Romantic shades, 10/6 Lightest Violet Blonde and 10/16 Lightest Ash Violet Blonde while the company's Color Touch Enhancing Color line has added 10/6 Lightest Violet Blonde and 7/75 Warm Heather. *Reader Action #650.*

Koleston Perfect a deux nouvelles nuances Eccentric Romantic: 10/6Lightest Violet Blonde et 10/16 Lightest Ash Violet Blonde. La compagnie a aussi ajouté 10/6 Lightest Violet Blonde et 7/75 Warm Heather à sa ligne Color Touch Enhancing Color. *Carte Interactivité #650.*

Short Sexy Hair

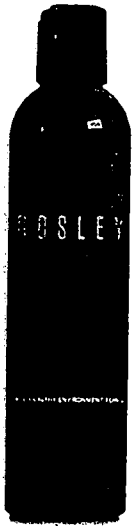
Introduces three new products to its Short Sexy Hair line. Play Dirty Wax Master Dry Wax, Rough And Ready Styling Gunk and What A Body Ultra Bodifying Blow Dry Gel give all types of short hair the chance to be short and sassy. *Reader Action #653.*

Sexy Hair Concepts a introduit trois nouveaux produits à sa ligne Short Sexy Hair. Play Dirty Wax, Master Dry Wax, Rough and Ready Styling Gunk et What a Body Ultra Bodifying Blow Dry Gel pour des cheveux courts archichics, quel que soit votre style. *Carte Interactivité #653.*

Healthy Hair

This nourishing, daily-use conditioner adds a light layer of moisture and nourishment to the hair and scalp, which also helps to reduce dryness. *Reader Action #651.*

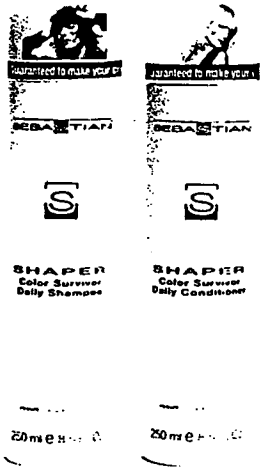
Ce nourrissant revitalisant quotidien ajoute une couche légère d'hydratation et de nourrissement aux cheveux et au cuir chevelu, ce qui aide à réduire la sécheresse. *Carte Interactivité #651.*



Making Waves

Each product in Graham Webb's Making Waves Curl Defining line is specially formulated to revitalize naturally curly or permed hair. The line includes three products: Curl Defining Shampoo, Curl Defining Conditioner and Curl Defining Gel. *Reader Action #654.*

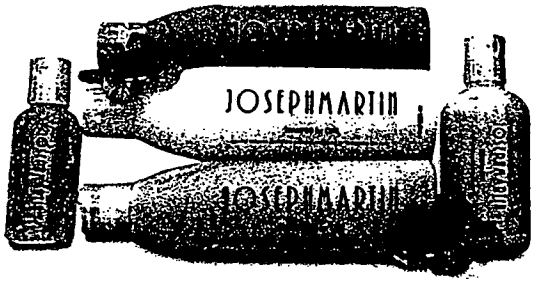
Chaque produit de la ligne Making Waves Curl Defining par Graham Web est formulé spécifiquement pour revitaliser naturellement les cheveux bouclés ou permanentés. La ligne comprend trois produits: Curl Defining Shampoo, Curl Defining Conditioner et Curl Defining Gel. *Carte Interactivité #654.*



Dream In Colour

Sebastian International's new Shaper Color Survivor Daily Shampoo and Shaper Colour Survivor Daily Conditioner are designed to keep coloured hair vibrant and healthy, avoiding the dryness and fading associated with coloured hair. *Reader Action #652.*

Les nouveaux Shaper Color Survivor Daily Shampoo et Shaper Color Survivor Daily Conditioner par Sebastian International sont conçus pour préserver l'éclat et la santé des cheveux colorés tout en évitant que les cheveux deviennent secs ou décolorés. *Carte Interactivité #652.*



Coddling Curls

Josephmartin Curl products, including shampoo, conditioner, elixir, separator and cream are designed to coddle curly hair and restore the hair's vitality. *Reader Action #655.*

Les produits Josephmartin Curl, y compris shampooing, revitalisant, élixir, séparateur et crème, sont conçus pour dorloter les cheveux bouclés et rétablir leur vitalité. *Carte Interactivité #655.*

SH 1304

Cet été, épargnez !

WELLA Wella's one litre shampoos and conditioners are also on promotion. Purchase any one litre Lifetex Wellness product for only $8.97.

[redacted]urchase a 13.5 fl oz. Healthy Sexy Hair Tri-Wheat Leave in Conditioner for the price of the 8.5 fl. oz, the 6.8 fl. oz. of the Short Sexy Hair Slept-In Texture Crème for the price of the 4.2 fl. oz and the 5.1 fl. oz. of the Straight Sexy Hair Power Straightening Balm is retailing at the price of the 3.4 fl. oz. Select shampoo and conditioner litre duos from the Big Sexy Hair, Curly Sexy Hair, Healthy Sexy Hair and Straight Sexy Hair are two for $22. The Big Sexy Hair Extra Big Volume Shampoo and conditioner and the Healthy Sexy Hair SoyMilk Moisture Shampoo and conditioner litre bottles are on promotion for two for $24. The Formulas by Ecoly litre are being promoted at $12. These include the Primrose Daily Shampoo, Papaya Dry Hair Shampoo, Cucumber Oily Hair Shampoo and the Sage Weightless Conditioner and Detangler.

SCHWARZKOPF For the months of July and August, buy a full-sized OSiS Tex It bodyfier gel, X-tra Flat flattening balm or Sherbet spray wax and get a mini OSiS Freeze super hold hairspray free. Receive a mini OSiS Shape Up soft wax free with the purchase of a full-sized OSiS Session extreme spray, Elastic flexi-hold spray or Upload control cream.

BIOLAGE In August, Biolage is offering incredible savings. Choose from the Hydrating Shampoo and Conditioning Balm, Normalizing Shampoo and Detangling Solution, Hydrating Shampoo and Detangling Solution or Colour Care Shampoo and Colour Care Conditioner and receive 20 per cent off the set.

JOICO Purchase the special 453g size of Spiker Styling Glue and get a free backpack.

Back-to-school has never been easier. These promotions are guaranteed to transform the hair of younger clientele at a fraction of the cost. These prices will have them hooked and coming back for more.

WELLA Wella offre aussi une promotion sur leurs shampooings et revitalisants d'un litre. Achetez un produit Lifetex d'un litre pour seulement 8.97 $.

SEXY HAIR CONCEPTS Achetez le revitalisant 13.5 oz Healthy Sexy Hair Tri-Wheat Leave in Conditioner pour le prix de la bouteille de 8.5 oz. Procurez-vous le Short Sexy Hair Slept-In Texture Crème de 6.8 oz pour le prix de la bouteille de 4.2 oz, ou le Straight Sexy Hair Power Straightening Balm de 5.1 oz pour le prix de la bouteille de 3.4 oz. Les shampooings et revitalisants d'un litre des lignes Big Sexy Hair, Curly Sexy Hair, Healthy Sexy Hair et Straight Sexy Hair sont deux pour 22 $. Le shampooing et revitalisant un litre des lignes Big Sexy Hair Extra Big Volume et Healthy Sexy Hair SoyMilk Moisture se vendent au prix réduit de deux bouteilles pour 24 $. Les bouteilles un litre Formulas par Ecoly se vendent à 12 $. Ceux-ci comprennent Primrose Daily Shampoo, Papaya Dry Hair Shampoo, Cucumber Oily Hair Shampoo et Sage Weightless Conditioner and Detangler.

SCHWARZKOPF Pendant les mois de juillet et août, achetez un grand gel OSiS Tex It Bodyfier, un baume lissant X-tra Flat ou Sherbet Spray Wax et recevez une mini bouteille de fixatif OSiS Freeze Super Hold gratuitement. Recevez gratuitement un mini OsiS Shape Up Soft Wax quand vous achetez une grande bouteille de fixatif OSiS Session Extreme, Elastic Flexi-hold ou Upload Control Cream.

BIOLAGE En Août, Biolage offre d'incroyables rabais. Choisissez parmi les jeux suivants et recevez 20 pour cent de rabais: Hydrating Shampoo et Conditioning Balm, Normalizing Shampoo et Detangling Solution, Hydrating Shampoo et Detangling Solution ou Colour Care Shampoo et Colour Care Conditioner.

JOICO Achetez Spiker Gel dans le format spécial de 453g et recevez un sac à dos gratuit.

La rentrée des classes n'a jamais été plus facile. C'est garanti que les produits en promotion transformeront les cheveux de la clientèle plus jeune à un prix réduit. Ces prix les séduiront et ils reviendront vous visiter pour s'en procurer plus.

SH 1305

BARTLESVILLE
EXAMINER-ENTERPRISE
BARTLESVILLE, OK
SUNDAY 15,498
JUL 20 2003

Burrelles
1400 .xx3d. 60 XX....

Accurate Cuts keeps up with em

Special to the E-E 35/0 S H

Nothing can lift your looks and your spirit, like a new hair color. A sassy new hair color lets you look at yourself in a whole new way and can enhance your natural beauty. There are many ways to add a bit of color to your hair. Heather Holtsclaw, Melanie Walker and Wendy Crocker, stylists at Accurate Cuts, specialize in Redken color and dimensional foil weaving.

"Hair color, as well as fashion, changes every season. We stay on top of it so that we can deliver great color services to our clients. Going a bit darker or lighter and adding dimension to different areas to enhance a new fashion or hairstyle is just one of the special services that we offer," said Wendy, certified Redken specialist.

Professional services could not be performed without professional products. At Accurate Cuts, top-quality products are used for their services. They use high-quality products such as Redken, Biolage, Rusk, Nioxi[redacted]OPI to best serve their clientele.

Wendy said, "We provide the best high quality product to achieve the latest in hairstyling as well as haircolor to fit every individual style sense and lifestyle. We pride ourselves in giving the best services that one can offer. Compliments are what we strive for. When a client comes back in and tells us how much they loved their last cut or color because of all the compliments they have received. That makes all our education and hard work worth while."

Additionally, Accurate Cuts provides professional services and strives to maintain affordable prices.

"We are looking to provide the highest quality services while keeping our prices reasonable," said Melanie.

Education is the key to Accurate Cuts' success. To guarantee the highest quality service, all stylists at Accurate Cuts must be skill-certi-

"We provide the best high quality product to achieve the latest in hairstyling as well as haircolor to fit every individual style sense and lifestyle. We pride ourselves in giving the best services that one can offer. Compliments are what we strive for. When a client comes back in and tells us how much they loved their last cut or color because of all the compliments they have received. That makes all our education and hard work worth while."

— Wendy Crocker
Stylist

pionship and third at 2003 Skills USA National Championships in Cosmetology. Melanie is proud of her accomplishments this year and looks forward to attending an educational show with Heather and Wendy. In October 2003 in Kansas City for three days.

"We believe in continuing education, which includes attending classes at different locations

color and design specialist.

Accurate Cuts plans in the future to focus on maintaining the latest techniques to better serve their customers and they are looking forward to their in-salon Redken educator's visit to instruct the new trend color class.

Keeping up with emerging trends is something that Accurate Cuts stays on top of.

"Bartlesville is an up and coming city. But we're not quite New York or L.A. yet. We do believe that our education and knowledge is worth paying for. But keeping our prices more reasonable also keeps us level-headed and on the same page as our clients and that builds lasting relationships," said Wendy.

One trend that may never go out of style is super-straight hair. If you love glamorous, straight styles, then think about thermal straightening.

Accurate Cuts uses Rusk Thermal Str8, which is effective but gentle thermal straightening system. The gentle Thermal Str8 formula contains natural proteins to protect the hair.

"Our clients are really happy with the results," says Heather. "More importantly, several months after having the

SH 1306

keeps up with emerging trends

high quality product to airstyling as well as haircolor style sense and lifestyle. We ng the best services that one s are what we strive for. back in and tells us how last cut or color because of ey have received. That makes hard work worth while."

— Wendy Crocker
Stylist

)03 color and design specialist.
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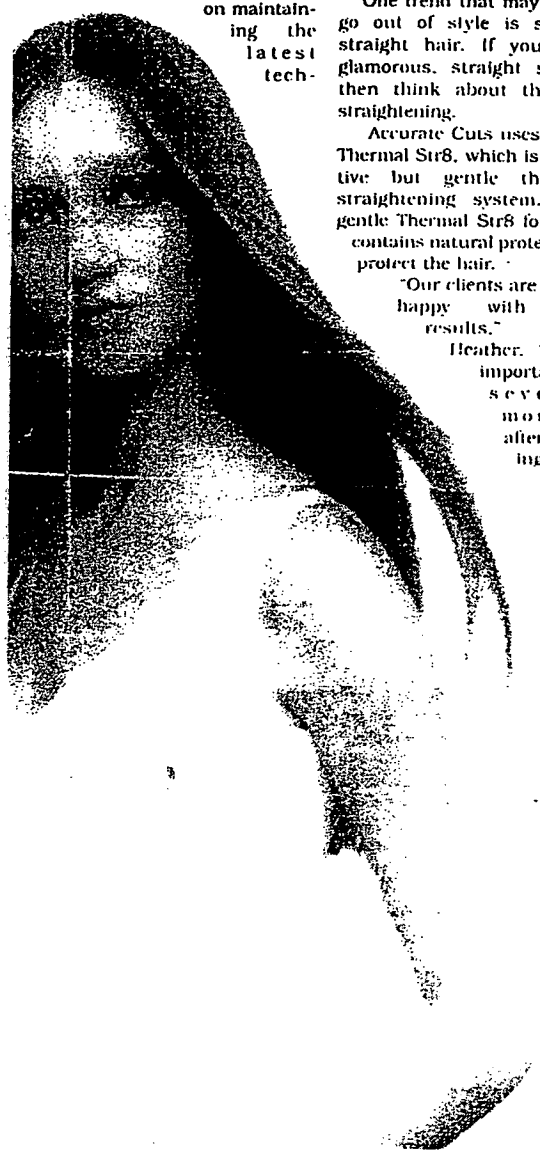

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One trend that may never go out of style is super-straight hair. If you love glamorous, straight styles, then think about thermal straightening.

Accurate Cuts uses Rusk Thermal Str8, which is effective but gentle thermal straightening system. The gentle Thermal Str8 formula contains natural proteins to protect the hair.

"Our clients are really happy with the results," says Heather. "More importantly, several months after having the process done they're still happy with the texture and look of their hair. Other types are of thermal straightening are harsh and in a few months later it starts to look dry, brittle and damaged."

Jerry Quinn/Examiner-Enterprise

Heather Holtsclaw, front, Wendy Crocker and Melanie Walker back L to R, stylists at Accurate Cuts, specialize in Redken color and dimensional foil weaving.

Your hair will have brilliant shine and restructured hair cuticles will make your hair lie smooth and frizz-free. Rusk Thermal Str8 results will last six to eight months, after which you'll require root touch-ups. For more information on Rusk Thermal Str8 call Accurate Cuts and speak to Heather or Wendy, certified Rusk Thermal Str8 professionals.

Accurate Cuts also prides itself in being a family orientated salon and they work hard to adjust their schedules for people who cannot take off work for normal business hours.

"We are a very family friendly salon and we work hard to accommodate evening appointments for those who work," said Melanie.

Wendy added, "We want our clients to feel comfortable and trust us when they are having a service done. We have a great relationship with all of our clients."

In the future, Accurate Cuts looks forward to offering salon services to the expanding Bartlesville population.

"Bartlesville is growing rapidly and we look forward to providing great color and hairdesigning services to new and our recent clients as well," said Heather.

Accurate Cuts, located at 5200 Nowata Rd., Suite C, is open Monday through Saturday from 8:00 a.m. to 5:00 p.m. For salon services after 5:00 p.m., appointments must be made. To make an appointment with Wendy, Heather or Melanie, call 331-9191.

PRODUCT ALERT

NAPLES, NY
SEMI-MONTHLY 500
JUL 28 2003

Burrelle's
INFORMATION SERVICES

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318. SHORT SEXY HAIR STYLING PRODUCTS

Chatsworth, CA-based [redacted] introduces new products to its Short Sexy Hair line. Play Dirty Wax Master Dry Wax is available in a 4.4 oz. metal container. It is said to offer weightless texture and medium hold without a sticky mess. "Aloe vera juice, lavender oil and glycerin condition hair as the product styles." The suggested retail price is $15.35. Rough and Ready Styling Gunk is claimed to use sorbitol for thickening and keratin amino acids for strengthening. The "alcohol-free" What a Body Ultra Bodifying Blow Dry Gel is said to be a light gel that won't flake and leaves hair soft and shiny without feeling tacky.

The company is launching several of its new products into JC Penney salons.

SMYRNA/CLAYTON
SUN-TIMES
SMYRNA, DE
WEEKLY 3,200
JUL 9 2003

Burrelle's

New hairstyling salon, Linda's Too, opens in Smyrna

by Ben Mace
editor

Linda's Too, Hair for You is now open in Freedom Plaza on Glenwood Avenue in Smyrna, near the original Linda's Tips & Toes, across from Betsy Ross Pizza and NAPA.

Along with haircuts and styling, the salon specializes in Redken colors and foils, marbleizing with contrasting colors, updos for weddings and proms, and waxing. The shop also carries the [redacted] line for healthy, sexy hair."

The staff includes manager and stylist Terri George with 14 years experience, and stylists Linda Stoltzfus with five years experience, and Tracey Cox with five years experience.

"I enjoy being creative," said Terri. "There are always changes in this business, and I like keeping up to date with the new styles, and making people feel good about the way they look."

"I want the customers to feel happy when they get out of my chair," said Linda. "I also enjoy this business because you get to meet new people and experience new trends and styles all the time."

Tracey said, "I like meeting new people and making customers feel better about themselves. I also like the atmosphere here. It's laid-back and homey."

"Yes," agreed Terri. "We offer professional services in a relaxed, comfortable atmosphere."

Owner Linda George opened the salon three months ago, to complement her Linda's Tips & Toes nail and tanning salon in the same shopping center.

"I wanted to offer customers something new, with a staff that knows the latest styles and fashions," she said. "The staff is well trained. They've been to hair and styling shows in New York and Las Vegas. They're very up to date."

Linda's Too, Hair for You features all new equipment and plenty of parking.

Business hours are Tuesday through Thursday from 10 a.m. to 7:30 p.m., Friday from 10 a.m. to 6 p.m., and Saturday from 8 a.m. to 1 p.m. The phone number is 653-0031. Appointments are suggested, but walk-in customers are welcome.

The staff at Linda's Too, Hair for You includes, from left: Linda Stoltzfus, stylist; Tracey Cox, stylist; and Terri George, stylist and manager. (Photo by Ben Mace)

HAPPI HOUSEHOLD &
PERSONAL PRODUCTS
INDUSTRY

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CIS 351054

Sexy Hair Concepts Execs Will Not Tolerate Diversion

[redacted] tsworth, CA, is taking steps to prevent distributors from diverting the company's products, according to Michael O'Rourke, hairstylist and chief executive officer. Mr. O'Rourke is encouraging stylists to provide any information on retailers of professional hair care products that may be diverting.

"As we are so entirely focused on the growth of education and hand-to-hand business involvement, I will do everything in my power to not let diverters take another dollar from stylists I know and love," said Mr. O'Rourke in an executive strategy meeting.

"There will be consequences for diverters of Sexy Hair Concepts," added Mark Stiller, chief financial officer.

As part of a program that the company has dubbed "Operation Attack Diversion," Sexy Hair Concepts has hired a private investigative firm, created new coding and enforced new product order approvals. Individuals who suspect diversion of products can contact the company at www.sexyhairconcepts.com. ●

DISPATCH
MOLINE, IL
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Penney deal should mean dollars

Los Angeles Daily News 35:05Y

LOS ANGELES — Michael O'Rourke thinks this deal is bigger than a beehive hairdo.

Next month, his company, [redacted] ship its shiny cans of hair spray and plump bottles of shampoo to more than 600 JCPenney salons nationwide. The partnership, which O'Rourke, the company's chief executive, terms "huge," puts the rapidly growing hair-care products developer in front of thousands of new consumers.

"Take the salon base, then multiply that by five or six hairdressers in each salon," he said, eyes gleaming. "Then multiply that by the 20 to 30 consumers they do a week. That's tremendous marketing power."

A former salon owner and hairdresser, O'Rourke formed Sexy Hair in 1999, looking to develop professional-quality products for stylists with a trendy edge. Housed in striking, metallic red, blue and chrome containers, the sprays and shampoos have become strong sellers for his privately held firm. He estimates annual retail sales have hit $120 million, with a 73 percent annual growth rate in the past two years.

"We think they're one of the most exciting companies to emerge in the professional market," said Steven Casciola, publisher and editor of Salon City Star, a bimonthly beauty industry magazine. "They've started with the end-user in mind and worked backward to create an appealing image, but also managed to ignite the passion and loyalties of the professional market, which isn't an easy task."

Much of that passion stems from O'Rourke himself. An animated, dapper South African, he straddles the line between businessman and showman, splitting time between his industrial offices in Chatsworth and international product demonstrations. His fashion sense reflects this duality, as he pairs a traditional dark suit with a tribal bracelet. The beaded string around his wrist bears the word !ital!thembeka!off!, Swahili for loyalty, which he says illustrates the close-knit nature of his firm. Hair explodes off his scalp, sculpted with ample amounts of his own products.

"If I'm meeting with lawyers, I do my hair back and wear a suit," he said. "If I'm meeting with hairdressers, I wear boots, wild sunglasses and funk my hair up."

The trendy edge led JCPenney to stock his wares, adding the Big, Short and Healthy Sexy Hair lines. Targeting women from ages 18 to 54, with annual incomes of $25,000 to $75,000, the in-store salons are aiming for a hipper image than in past years, according to Paula Malloy, marketing manager for the department store's salon division.

"They're very fun products," Malloy said. "I believe stylist recommendation is very important, but in a large salon like JCPenney, the products need to speak to the consumer as well."

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Los Angeles Daily News 351051

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Hair Works celebrates 1st anniversary; save on hair care products all month!

351054

To celebrate our anniversary you can save up to 30% off on Hair Care Products thru the Month of July! See the Hair Works valuable coupons every week in the upper left hand corner of page 8. Free samples are available at the Salon and at Fleet Bank in the Hannaford Plaza thru July.

It's all comes down to people. When you decide where to have your hair cut and styled, you probably consider a lot of things — price, the products and the atmosphere of the salon.

But then it really all comes down to people.

And that's the biggest reason why you should visit Hair Works in the Hannaford Plaza on Route One in Saco behind McDonald's.

Owners Karen Spiller and Roger St. Pierre have put together a salon with the customer in mind — it's friendly, well-lit and there's plenty of parking.

There's diversity and excellence in the products. If you have a product line you're looking for, they probably have it and they probably have products you haven't tried yet.

THE STAFF AT HAIR WORKS Includes, from left, Terri, Natalie, Roger, Karen, Pam, Melissa and Lucas. They all have at least 10 years of experience.

The All Nutrient line of products is almost unique in Maine — Hair Works is one of the select group of salons to carry it.

"The cleansing system ingredients are all plant-derived, using renewable (rain forest) resources for superior performance and healthy hair," Roger says. "We've have shampoos and conditioners from All Nutrient for three months and once a customer tries it, they keep using it. There's a color safe shampoo that will keep your hair's color and also perm safe products as well."

The perm system also contains a conditioner which results in healthier hair without the usual perm odor.

Fragrances for All Nutrient are pineapple, kiwi and raspberry. They smell as delicious as they sound.

But there's also the Sukésha line of products along with Paul Mitchell, Matrix, Crew, Bed Head, [redacted]ad Games, Back to Basics, Biolage, Image and more. "We try to be diversified," Roger says. That's an understatement. You'll find what you want at the price you want.

So everything's in place. All Hair Works needs is the right people. The outstanding line-up includes:

• Karen Spiller — 24 years of experience with extensive training in cutting and coloring including classes at Head Hunters II School of Hair Design and using two or three colors to add dimension and natural highlights.

• Lucas Starr — Lucas has been a stylist for 24 years, even teaching classes for four years. He specializes in texturizing cuts and is an expert in perms. He's also owned two salons himself, so he knows the importance of paying attention to customers.

• Natalie Tardif — Natalie attended the International Beauty Academy in Colorado Springs and used to own a salon in Kentucky. She's had advanced classes in cutting and coloring and more than a decade of experience.

• Pam Gagne — A Maine State Academy of Hair Design graduate, Pam has worked in three different salons and owned her own mobile shop. She specializes in different hair coloring techniques and is especially strong in product knowledge.

• Terri Pepin — Highlighting is one of the specialties of the 1993 graduate of Pierre's Beauty School in Bangor. She has been a stylist for 10 years.

• Melissa Blackington — Mel is a graduate of Coastal Cosmetology Academy and has enjoyed doing hair for more than 10 years. Advanced coloring and highlighting techniques are some of her skills as she enjoys cutting men's, women's and children's hair.

Naturally the entire team of Hair Works stylist are skilled in all aspects of hair coloring, cutting & latest techniques.

"We work as a team," Roger says. "This is a pleasant, upbeat environment. We're here for the customers. We want them to leave happy and want to come back."

Hair Works is open Monday through Friday from 9 a.m. to 8 p.m., Saturday from 9 a.m. to 6 p.m. and Sunday from noon to 5 p.m. Walk-ins are welcome or call 282-3900 for an appointment.

Walk ins always welcome.

Due to our rapidly growing Salon we are looking for a few team players to compliment our talented staff (FT/PT) 3

JULY 2003 $10

salon today

FOR FINER SALONS & SPAS

20TH ANNIVERSARY

SH 1314

A MODERN SALON PUBLICATION | Vance

20 years AND COUNTING

A timeline look at the evolution of the industry since SALON TODAY's launch in 1983-2003

In human terms, 20 years isn't such a long time. It's barely over the teens and just on the eve of becoming legal. But for a magazine, 20 years—especially the first 20—mark a critical time of growth, evolution and survival.

Launched by Raylon's Howard Hafetz and Vicki Christopher with the dream of extending their successful on-stage business education, SALON TODAY has crossed many milestones during its 20 years of helping salon owners grow their businesses. And as salon owners grew, so did the salon industry, through an exciting period when the day spa emerged, salons computerized, product offerings diversified, and many important industry events and associations were conceived.

In addition to our own coverage, SALON TODAY invited sponsors of our special issue to celebrate their company's key contributions to the salon industry. **Unfold this timeline**, take a walk down memory lane, and help us celebrate the milestones that have made SALON TODAY and our industry 20 years stronger.

Growing Up in the Industry

Two decades ago, **Howard Hafetz**, head of the distributor **Raylon Corporation**, had the kind of groundbreaking yet level-headed idea that's become a hallmark of SALON TODAY.

"Back in '83, we were traveling all over the country doing salon business education; it was the one thing we thought there was such a hunger for," he recalls. "We thought, 'What if we could put into print what we're doing on stage?' From that, we got the idea of a business-only magazine, because we saw what the industry was lacking. Other trade publications mainly focused on the technical and artistic, and we thought it was time to do just business."

And so SALON TODAY was born.

"Our first cover was done by **John Dellaria**, one of the real hair gurus in our industry," Hafetz says. "We wanted the first cover to separate us from other books. John decided that since we were talking about the money side of beauty, he would wrap an entire head in $100 bills. We went to New York, got a professional model and $3,000 in $100 bills.

"It was a great shot for the cover, but when we took the model's hair down, I was very concerned about getting all the money back!"

Like any start-up, SALON TODAY encountered its fair share of hurdles, both financial and otherwise, but through Hafetz'—and later, his wife, **Vicki's**, leadership—the magazine flourished.

"We pointed right at the heart of the industry," Hafetz says. "If we could supply salon owners with good information, then we could help them grow. It felt great that everyone was rooting for us, that everyone wanted us to succeed."

Today, Hafetz says he's proud of the mature magazine SALON TODAY has become. "SALON TODAY never lost its way. It's still 100-percent targeted in the principles we founded it on. We feel like SALON TODAY's our teenager, and look how well she grew up."

The bottom line, both then and now, Hafetz says, "In the very biggest sense, it's in everybody's best interest that salons learn to be healthy, viable businesses."

SH 1315

1983:

Raylon's Howard Hafetz and Vicki Christopher launch SALON TODAY, a magazine written exclusively for salon owners and dedicated to business growth.

1984:

The biennial World Championships of Hairdressing, now a part of HairWorld, is held for the first time in the United States, in Las Vegas. U.S. competitors sweep the awards, with wins in the Ladies, Gents and Students categories.

Clairol Professional introduces Second Nature, a long-lasting semipermanent hair color, to the United States.

Extended Technologies, launched by Neill Corporation, creates software "for salons by salons." The company produced SalonBiz and SpaBiz software by testing it in their own salons and spas.

1985:

TIGI/Toni&Guy CEO Bruno Mascolo comes to the United States and opens the first Toni&Guy salon in Dallas.

The National Beauty & Barber Manufacturers Association and the United Beauty Association merge to form the American Beauty Association (ABA), with the goal of providing a unified voice for the professional salon industry. ABA members include manufacturers, manufacturer representatives and associated firms.

1986:

Quest Resources begins educating banks about salons' viable business potential and developing finance programs that branch banks with the salon industry. Salons were previously viewed as risky, and banks had little interest in financing them.

1987:

Aveda opens its first Aveda Institute in Minneapolis, and offers classes in cosmetology and esthiology.

The National Cosmetology Association (NCA) forms the Political Action Committee (NCAPAC) to fund national, state and local legislative activity.

Nioxin creates their first collection of safe, botanically-based products for fine, fragile and noticeably thin-looking hair.

1988:

Nioxin Research Laboratories identifies five early warning signs for thinning hair: adult acne, excessive oily scalp, diffused alopecia, loss of more than 50 hairs per day and excessive body hair.

Lab tests prove Finipil—originally developed by Equibal as an electrolysis burn cream—to be 99.9 percent effective as an anti-microbial/ anti-bacterial; Equibal incorporates it into additional products.

1989:

Redken and MODERN SALON Magazine create the North American Hairstyling Awards (NAHA) to recognize the creativity and enormous talent of professional stylists.

Look Good ... Feel Better—a charitable organization established by The Cosmetic, Toiletry and Fragrance Association (CTFA), the American Cancer Society (ACS) and NCA—debuts, delivering makeovers and helping female cancer patients nationwide maintain their self-esteem and face their treatments with renewed confidence.

IT&LY Hairfashion introduces Colorly, a low-ammonia tube color, which blends translucent and opaque pigments for a more natural coverage and chromatic balance. The formula includes wheat, soy, essential fatty acids, anti-oxidants and UV inhibitors.

OPI launches OPI Nail Lacquer. Heavy consumer advertising makes this professional nail lacquer a houshold name.

1990:

Scruples introduces the Blazing Highlighting & Color System, a new system that highlights hair up to seven levels and simultaneously deposits permanent hair color.

Toni&Guy USA opens their first academy in Dallas.

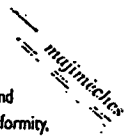
1991:

Trade show and expo producer Show Management launches the International Esthetics, Cosmetics and Spa Conference.

NAHA presents the first Lifetime Achievement Award to Paul Mitchell.

Aveda launches the first Concept Salon program, and sets a new industry standard for building a loyal salon network.

L'Oréal Professionnel launches Majimèches, an ammonia-free highlighting crème that lightens up to five levels in 15 minutes (under heat), and provides precise application and uniformity, particularly for freehand techniques.



1992:

Distributor Neill Corporation offers business education to the industry with the launch of Neill Quality College, a program focusing purely on business education for salon owners.

1994:

MODERN SALON's Mirror Image Breast Cancer Awareness Initiative provides salon professionals the tools they need to help educate their clients on the importance of early detection and mammograms in the fight against breast cancer.

BBSI celebrates 90 years in business.

1995:

SALON TODAY produces its first annual Spa Issue.

NAHA presents the Hall of Leaders, recognizing salon business leaders. Paula Kent Meehan of Redken is the award's first recipient.

1996:

BBSI supports the development of a new association for independent salon owners. The Salon Association (TSA) is founded, based on five core competencies: government affairs and advocacy, PR and image building, industry and general business education, benchmarking and statistical research, and business-to-business commerce and networking.

ABA introduces the ABBIES awards, honoring America's Best Beauty Industry Efforts for Salons.

1993:

Vance Publishing Corp., publisher of MODERN SALON, acquires SALON TODAY magazine from Howard Hafetz and Vicki Christopher of People Media/Raylon Corp.

The Beauty and Barber Supply Institute (BBSI) takes the helm of NAHA and begins holding the event concurrently with other industry events, most recently with TSA's Annual Symposium.

Takara Belmont introduces the Aqua Vibro Shampoo Robot to the world market. A modern multi-tasker, the Aqua Vibro's automated shampoo and conditioning processes give clients an invigorating experience while freeing up salon technicians' time for other tasks.

1997:

SALON TODAY launches an annual issue in July dedicated to salon technology.

TSA holds its first annual Symposium in San Diego. Owners come from across the country to share experiences and gain knowledge at this multi-day business education seminar.

Alterna introduces cosmetic hemp seed oil, a rich source of essential amino and fatty acids, in professional hair care products. The performance of the products quickly convinces stylists of the powerful benefits this often misunderstood resource provides.

1998:

TIGI launches Bed Head Wax Stick, the first product in the Bed Head line of products.

SALON TODAY launches the first annual SALON TODAY 200, recognizing 200 of North America's fastest growing salons. Owners love the opportunity to benchmark and measure their success against fellow salons.

The Alternative Hair Show— helmed by Sanrizz's Tony Rizzo, sponsored by Wella, Cosmetologists Chicago (CC) and MODERN SALON, and dedicated to leukemia research fundraising—debuts in the United States during Chicago's annual Midwest Beauty Show, which celebrates its 75th anniversary.

The Wella Corporation introduces Koleston Perfect Permanent Crème Haircolor.

Creative Nail Design introduces Retention+, a monomer liquid that eliminates the need to use primer when applying nail enhancements.

1999:

Due to the sucess of the magazine, SALONTODAY evolves from a bimonthly to a monthly publication.

[redacted]"in your face" marketing style, launches Big Sexy, Short Sexy and Straight Sexy product collections.

Several organizations join efforts to establish the Professional Beauty Federation, including founders the International Chain Salon Association (ICSA), TSA, BBSI, the American Association of Cosmetology Schools (AACS), the National Accrediting Commission of Cosmetology Arts & Sciences (NACCAS) and OPI Products.

TSA and ICSA introduce the Cosmetology Tax Fairness Act.

Neill Corporation launches etopa, a design and consulting company focused on retail strategies, diverse product selection and eco-efficient sources.

The Premiere Beauty Show launches the Business Forum for Premiere Show Group, creating a learning track for the unlicensed salon professional working in a salon environment.

2002:

The popular SALONS OFTHEYEAR decor competition moves from MODERN SALON to SALON TODAY.

Nexxus launches Y Serum Younger Looking Hair Treatment, an anti-aging hair care product.

Matrix launches www.matrix.com, which gives complete technical guides in 3D, colors swatches, detailed product information and personalized advice.

Salon Business Strategies opens a new 36-seat Strategies Training Center in Connecticut.

The Ales Group introduces Phytomousse Volume Shampoo, a unique shampoo in the form of a mousse.

Belvedere USA unveils the Belvedere Design Academy, in Belvidere, IL. This state-of-the-art design and training facility houses a wide array of technology, education and design resources.

Nioxin introduces the Bionutrient Protectives line of products for the care of permed, colored or straightened, fine or thin-looking hair.

CC extends its educational reach with the formation of a Spanish language organization, Cosmetólogos Latinos. The group launches with the two-day America's Latino Beauty Congress.

Equibal Labs expands its professional line to include The Body Perfect, a new retail skin care line of botanically based products.

2000:

MODERN SALON Media, publisher of MODERN SALON and SALON TODAY, launches PROCESS, a magazine for career hair colorists.

The Philip Pelusi S.P.A.C.E. training center opens, allowing Phyto-Life and visiting stylists to create fresh looks, techniques and collections while learning Volumetric cutting, hair color, texture and photography.

Harms Software releases Millennium—Advanced Salon/Spa Management software with its ".Net" interface. Salons can store data on their own servers and access it remotely.

Pevonia Botanica launches a complete Rosacea home care line and treatment.

Set-n-Me-Free celebrates the 20-year anniversary of their body wrap, a top-selling service that allows clients to lose inches from fatty areas.

2001:

PureOlogy Serious Colour Care formulates shampoo technology for color-treated hair with their zero-sulfate, anti-fade formulas, which provide longer lasting hair color.

Sexy Hair Concepts introduces a soy-based hair care product in their Healthy Sexy Hair collection, a protein not common in hair care products.

TAT International introduces the professional TAT System ,temporary airbrush tatoos.

CC founds the International Nail Technicians Association (INTA).

2003:

Tribes of Style, a program built to support and assist stylists with building a salon business, is launched by Sexy Hair Concepts.

René Furterer introduces Pfaffia, which increases microcirculation and stimulates the growth of blood vessels, into their anti hair-loss products.

Helen of Troy uses new technologies to help revolutionize the salon industry with more gentle hair care by combining the advanced benefits of both Ion and Ceramic technologies in hair dryers.

Cosmopro provides a solution to unsanitary and hazardous spa pedicure environments by introducing "pipeless" technology within the spa and salon industry, with the Cosmopro's Biarritz Whisper-Soft "pipeless" Sanijet Hydrotherapy Foot Spa System.

Cosmoprof—the international trade show with stops in Bologna, Italy; Sao Paolo, Brazil; and Hong Kong—makes its first North American appearance in Las Vegas.

Salon Marketing Systems is launched, giving salons a resource for instant in-salon marketing programs.

ABA and BBSI merge to form one organization.

NEWS-CAPITAL & DEMOCRAT
MC ALESTER, OK
SUNDAY 11,500
JUN 29 2003

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StyleWatch

By MARIA BLACKBURN
(c) 2003, The Baltimore Sun

Make way for crochet: After six months or so, the peasant look starts to get more than a little tired.

A girl can only take so many flowing tunics, ruffled skirts and trumpet sleeves, after all.

Don't give up entirely, however. Crochet is on the way. So far, we've seen crochet dresses, skirts, sweaters, halters and bikinis. We love the look for its lacy femininity and substantial feel.

Two crocheted looks we like:

•A white halter dress from Banana Republic ($168) is fresh and demure. It's a classic that can be worn again and again.

•Give that crochet a grown-up nighttime look by wearing it in a black, sleeveless V-neck silk blouse. It's great with jeans or a skirt. Orly blouse by Elie Tahari ($198). Available at www.elietahari.com.

Zebra in the shower: Back in our grandmother's day, shower caps were a thing of beauty. Embellished with flowers, patterned with stripes and polka dots, they gave a woman who wanted to maintain her coiffeur in the shower a little pizazz in the process.

EK Shower Caps is bringing the look back with its retro shower caps that are pretty and practical, not to mention fun. The terry-lined caps are available in such prints as lavender gingham, floral plaid, leopard and zebra, and cost about $23. They are available at www.eklbc.com or by calling (866) 439-9343.

Big, bigger, biggest: We can't help but notice that hair styling products are getting bigger, bolder packaging.

First, there was [redacted] with its foot-high cans of mousse and spray.

Now there's Giga.Hold with its neon yellow and black bottles.

Giga.Hold comes accompanied by big claims of how their styling products can lock tresses to stand six inches high, regardless of the weather. Try it if you dare.

Giga.Hold sprays, gels and hair putty by Salon Grafix are available at drug and department stores nationwide ($5.99 each).

RECORD-JOURNAL
MERIDEN, CT
SUNDAY 29,000
JUN 29 2003

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Sexy hair nets Penney's

Los Angeles Daily News 3510SH

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Sophisticate's Exclusive
REBA REIGN
PRIMETIME STYLING SECRETS FROM THE WB'S *REBA*
You get the best of both worlds when you tune into The WB's *Reba*—you not only get great stars, you get great hair. From Reba McEntire's spunky, red snip to JoAnna Garcia's feathery blonde mane, the hit styling just keeps coming. To get the inside scoop, *Sophisticate's* checked in with Reba stylist Mary Guerrero...

As mom Reba Hart on the show, country superstar Reba McEntire sticks with her trademark short snip, complete with kicky layers and an easy-breezy tousled finish. "We try to keep it natural because people don't change their hair every day. They try to maintain a look they feel comfortable with and they do variations with that cut," notes Mary Guerrero, show stylist and the star's personal stylist of two years. Ms. McEntire has very thick, curly hair according to the mane maven. "It's actually challenging because her hair has great thickness, but it can also have a mind of its own," shares the superstar's stylist. Reba's "retro-modified shag" is enriched with lots of layers, which graduate in length from the sides to the nape. "Reba gets impatient when her hair gets too long, so we have to chop it off," the mane pro says. "She's got so much hair that it's hard for her to maintain her look when it's heavy."

Mary Guerrero (above, right), Reba McEntire's stylist, gets the star's glamourous look going. With a touch-up here and there, the entertainer is looking lovely as ever.

Red & Beam: Surprise! That dark-red hue that looks so fab on Reba is only partially natural. "Reba is more of a blondish redhead in real life," divulges Guerrero. "We just intensify the color." Since the actress's tresses are so vibrant, the mane expert concentrates on preserving the hue. "Red hair fades a bit, so to keep the pigment consistent, I mix a conditioning rinse for Reba to use after she uses a color shampoo. It helps maintain that vivid color."

Saucy & Stylish One of the challenges Reba's stylist has had to face is the naturally curly texture of the star's mane. "It will start to tousle on its own after we style it in the morning. We shoot all day and by the time evening comes, the curls start to kick up and we have to touch up the ends and flat-iron her hair to straighten it out again," shares Guerrero. Straightening products are the mane maven's saviors when working with the country star's curly coif. "Thank goodness for products! Her hair responds very well to them," says the stylist. After blow-drying the hair straight, spraying styling gel, using a flat iron and applying more products to the ends to boost texture, Reba's ready to show off the red-hot redhead she is.

JoANNA

Flips & Feathers JoAnna Garcia plays Reba's daughter Cheyenne—and does it with long layers and lots of feathery texture. "We don't want anything short and cutesy because after all, her character is a young mom now and is trying to be more grown up and sophisticated, but yet she has a funky style sense," notes Guerrero. The stylist observes JoAnna's mane mode is "a very earthy, natural, retro-hippie kind of look." To keep her tresses looking healthy, the star gets a trim about every four to five weeks.

Buttery & Bright: JoAnna's hair is highlighted very naturally about every three to six weeks. Though Guerrero is not the hair-coloring artist behind Ms. Garcia's marvelous mane, she thinks it goes well with her down-to-earth style. Highlights in this star's hair are a very subtle honey-golden shade.

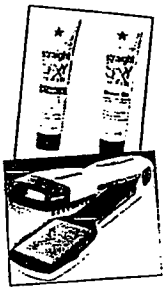
Flirty & Fluffy: The WB show stylist uses Cinema Collection Spray Gel as a styling tool on JoAnna's hair to get more crispness in her coif. "JoAnna's been putting in a lot more bounce for fun, so we never use a brush. I just finger-comb through her hair to keep the curls defined after using a very large curling iron to give it big, loose curls throughout," shares Guerrero. Though JoAnna's hair has a natural wave, the stylist blow-dries her locks straight and then puts the curls into the fresh mane canvas so the waves can be strategically placed. "We get to have fun with her hair, and put it up, piece it out or just use fun hair ornaments," Guerrero adds. **SHG**

Stars Reba McEntire and JoAnna Garcia pose with panache as the dynamic mother-daughter duo on The WB's *Reba*.

JoAnna Garcia shares the stage with her on-screen hubby Van (right, played by Steve Howey) with bouncy curls created by stylist Mary Guerrero (above).

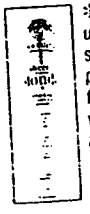
GET PRIMETIME PRETTY

Whether Reba McEntire is on the set of her series* Reba *on The WB, or on the stage of a concert hall singing her heart out, she's got major mane style, thanks to Mary Guerrero, her stylist for two years. As a busy TV mom, Reba goes tousled, but as a country music superstar, she gets a little more glamourous. No matter how you look at it, the entertainment powerhouse is on fire, and her personal mane maven has some secret weapons to share with* Sophisticate's *on how to get that red-hot Reba style...



❊ The *oomph* behind the star's glowing coif comes courtesy of Redken Shades EQ—Guerrero uses it to intensify the star's mane color. The equalizing conditioning color gloss is almost like a rinse that adds shine, body and—most importantly—deposits that extra stay-put color.

❊ After blow-drying Reba's coif and straightening it with a flat iron, Cinema Collection spray gel is used to get her locks in place. "Sometimes I use [redacted] on it," notes the coif expert. The styling product is a temporary straightening balm applied in a small amount from roots to ends.



❊ Applications of Sheer Blonde products by John Frieda, like the Spun Gold Balm, give Reba's coif its sparkling, sun-kissed shimmer. "It adds separation and definition to piecey ends," states Guerrero. Sebastian Crude Clay is another favorite product the tress expert uses on the star's hair to build a strong shape to work with. Two other styling products the mane maestro uses to get Reba's coif into shape are the Cinema Collection's Spray Gel and Straightening Balm. "They really tame the hair," relates Reba's stylist. And last, but not least, "I always have my flat iron with me," states Guerrero.

SH 1322

BIDDEFORD-SACO-OOB
COURIER
BIDDEFORD, ME
WEEKLY 23,000
JUN 19 2003

[redacted]

Burrelles

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Hair Works celebrates 1st anniversary; save on hair care products all month!

The Saco hair salon offers customers 10% off on all hair care products through the end of June. Also, free samples are available at Fleet Bank in Hannaford's Plaza in Saco in June.

See our ad every week. Top left corner of page 8.

3510 S-

It's all comes down to people. When you decide where to have your hair cut and styled, you probably consider a lot of things — price, the products and the atmosphere of the salon.

But then it really all comes down to people.

And that's the biggest reason why you should visit Hair Works in the Hannaford Plaza on Route One in Saco behind McDonald's. Owners Karen Spiller and Roger St. Pierre have put together a salon with the customer in mind — it's friendly, well-lit and there's plenty of parking.

There's diversity and excellence in the products. If you have a product line you're looking for, they probably have it and they probably have products you haven't tried yet.

The All Nutrient line of products is almost unique in Maine — Hair Works is one of the select group of salons to carry it.

"The cleansing system ingredients are all plant-derived, using renewable (rain forest) resources for superior performance and healthy hair," Roger says. "We've have shampoos and conditioners from All Nutrient for three months and once a customer tries it, they keep using it. There's a color safe shampoo that will keep your hair's color and also perm safe products."

THE STAFF AT HAIR WORKS includes, from left, Terri, Natalie, Roger, Karen, Pam, Melissa and Lucas. They all have at least 10 years of experience.

The perm system also contains a conditioner which results in healthier hair without the perm odor.

Fragrances for All Nutrient are pineapple, kiwi and raspberry. They smell as delicious as they sound.

But there's also the Sukesha line of products along with Paul Mitchell, Matrix, Crew, Bed Head, Big Sexy Hair, Head Games, Back to Basics, Biolage and more. "We try to be diversified," Roger says. That's an understatement. You'll find what you want at the price you want.

So everything's in place. All Hair Works needs is the right people. The outstanding line-up includes:

• Karen Spiller — 23 years of experience with extensive training in cutting and coloring including classes at Head Hunters II School of Hair Design and using two or three colors to add dimension and natural highlights.

• Lucas Starr — Lucas has been a stylist for 20 years, even teaching classes for four years. He specializes in texturizing cuts and is an expert in perms. He's also owned two salons himself, so he knows the importance of paying attention to customers.

• Natalie Tardif — Natalie attended the International Beauty Academy in Colorado Springs and used to own a salon in Kentucky. She's had advanced classes in cutting and coloring and more than a decade of experience.

• Pam Gagne — A Maine State Academy of Hair Design graduate, Pam has worked in three different salons and owned her own mobile shop. She specializes in different hair coloring techniques and is especially strong in product knowledge.

• Terri Tepin — Highlighting is one of the specialties of the 1993 graduate of Pierre's Beauty School in Bangor. She has been a stylist for 10 years.

• Melissa Blackington — Mel is a graduate of Coastal Cosmetology Academy and has enjoyed doing hair for more than 10 years. Advanced coloring and highlighting techniques are some of her skills as she enjoys cutting men's, women's and children's hair.

All of the Hair Works stylists are skilled in tri-color coloring.

"We work as a team," Roger says. "This is a pleasant, upbeat environment. We're here for the customers. We want them to leave happy and want to come back."

Hair Works is open Monday through Friday from 9 a.m. to 8 p., Sunday from noon to 5 p.m. and Saturday from 9 a.m. to 6 p.m. Walk-ins are welcome or call 282-3900 for an appointment.

See the Hair Works ad every week in the upper left corner of page 8.

FDC REPORTS (THE ROSE SHEET)
CHEVY CHASE, MD
WEEKLY
JUN 16 2003

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Charmed	[76-008,312]	Charmed.Com	3-23-00	50, 51 & 52	---

For aromatherapy oils, antibacterial lotions, astringents for acne and cosmetic purposes, nonmedicated balms for face, skin and lips, body creams and emulsions, cologne, hair and skin conditioners, deodorants and antiperspirants, essential oils for personal use, mouthwash, scented body spray, sunblock, suntanning preparations.

Sexy Hair Concepts (Stylized) & Design	[76-017,117]	[redacted] assignment Ecoly Internatl.	4-4-00	50, 51 & 52	July 2000

No claim is made to the exclusive right to use "hair," apart from the mark as shown. For hair care products for men, women and children, namely hair shampoos, hair conditioners, hair lotions, hair crèmes, hair gels, hair sprays, hair color, hair dyes, hair rinses, hair mousse.

BEAUTY INDUSTRY REPORT

CALABASAS, CA
MONTHLY
JUNE 2003

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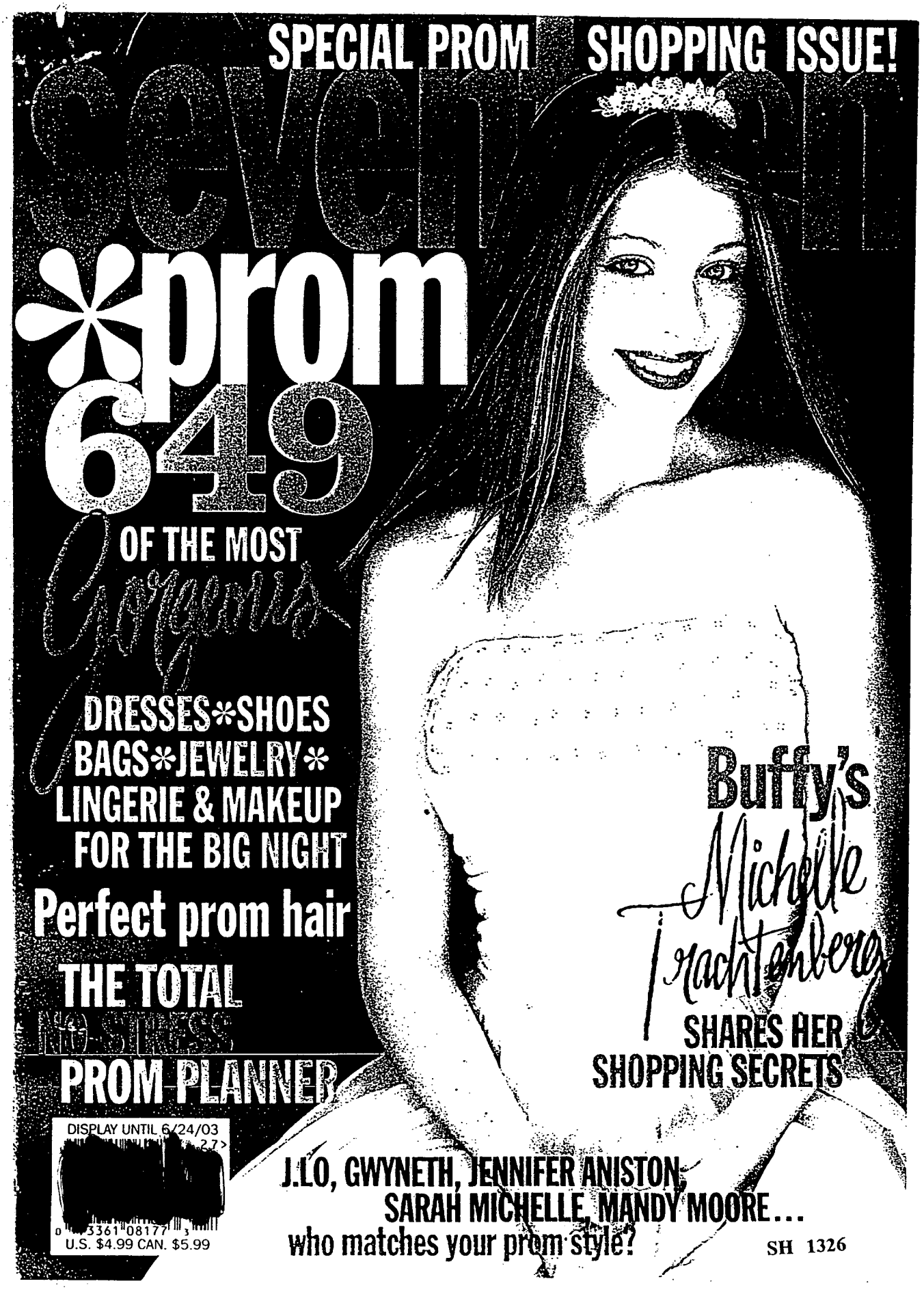
The big "D-word" is alive and well in Beverly Hills 90210, at the Sav-On Drug Store, a division of Albertson's, located at the corner of Wilshire and Doheny. (Located approximately 12 blocks east of the JPMS corporate offices at 9721 Wilshire Blvd.) When BIR walked in the front door, he was "assaulted" by a 12-ft, 7- shelves high section of "Salon-only," (this goes way beyond the standard tsk, tsk, tsk, comment) products from a number of major salon hair care manufacturers. To add insult to injury, the pro beauty products section was end capped with another 21 linear feet of products on display. The combined total space devoted to these "salon-only" goods was 95 linear feet. What a colossal unfunny joke. Check out this line up of merchandise that was packed into this large space: 63 SKUs of John Paul Mitchell Systems using three 4-ft shelves, 56 SKUs of Redken also using three 4 ft shelves, 55-SKUs Sebastian International taking up three 4-ft shelves, 27 Joico, 26 Nexxus, 16 [redacted]merican Crew, 10 Lanza plus a few other odds and ends. Prominently displayed on the 7 shelves of the end cap were more JPMS, Sebastian and Nexxus.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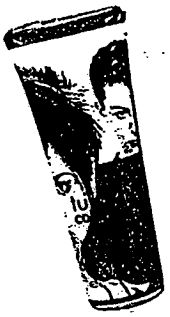
SH 1326

alternative



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L'Oréal Studio Line Total Control Clean Gel Extra Strong Hold, $3.59; Loreal.com

FOR TOTAL VIXEN LOCKS
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SMOOTH OPERATOR
Artec Textureline Smoothing Shampoo, $8.95; 800-398-2598

FOR THAT SLEPT-IN LOOK
Head Games Messed-Up Madness Molding Crème, $14; Headgames.com

SH 1327

FDC REPORTS (THE ROSE SHEET)
CHEVY CHASE, MD
WEEKLY
JUN 30 2003

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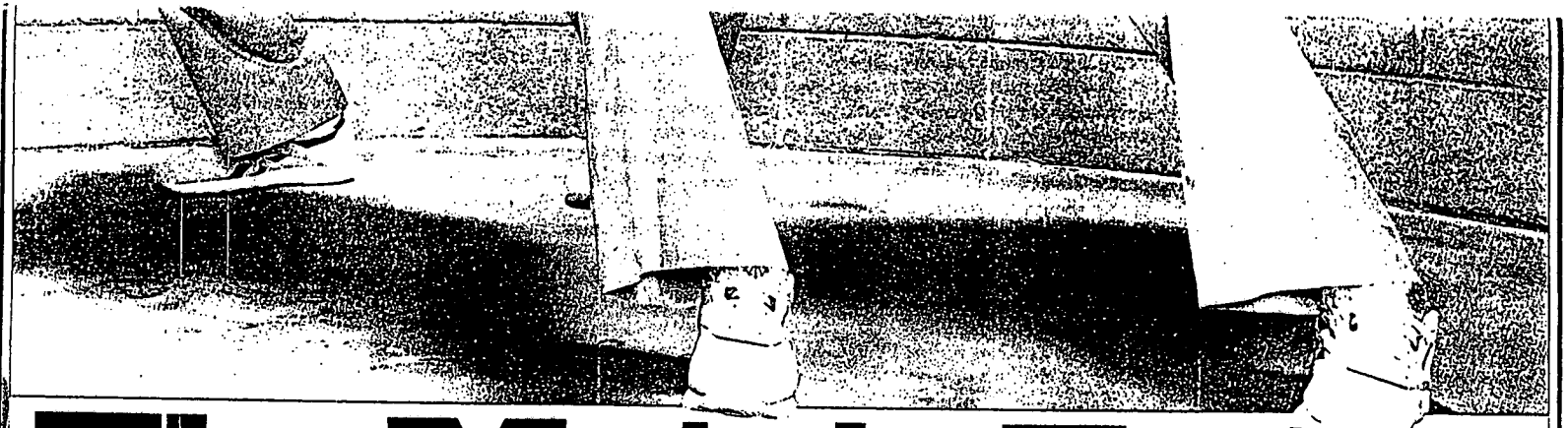
Sarathi 351057	[76-403,778]	Sarathi Internatl.	4-29-02	50, 51 & 52	---
For dhoop and perfume.					
Tulasi	[76-403,779]	Sarathi Internatl.	4-29-02	50, 51 & 52	---
For dhoop and perfume.					
W.m.n. (Stylized) & Design	[76-403,959]	[redacted]	5-3-02	50, 51 & 52	Oct. 2000
For personal care products for women, namely skin cleansing gels and lotions.					



STYLING BY VINCENT BOUCHER, GROOMING BY JEFFREY PA[illegible]G BY CLUB MONACO

The Matrix Twins

Adrian and Neil Rayment are naturals as the twin terrors of *The Matrix Reloaded*

By GAVIN EDWARDS *Photograph by* JILL GREENBERG

EQUIPPED WITH SUNGLASSES AND AN evil grin, Neil Rayment gets behind the wheel. "Ready, mate?" he asks. "Trust me, I'm not insane – at *all*."

With these comforting words, he jams his foot on the gas, aiming for a parking space on the other side of the lot. He deftly performs the "juicy lift" maneuver so the car will come skidding into the space sideways, in the finest tradition of *Starsky and Hutch* – regular brake, emergency brake, quarter-turn of the steering wheel, counter-steer. The car comes to a sputtering stop ten yards shy of his target.

"You're fired!" shouts someone who looks just like Rayment. This is Adrian Rayment, Neil's younger brother (by ten minutes) and identical twin. He's been recording the action (or lack thereof) on a camcorder. The Brit brothers play the most striking new characters in *The Matrix Reloaded*, the vicious, razor-wielding, albino Twins, roles for which they are uniquely qualified. "We have twenty years' martial-arts experience, plus we're twins," Adrian says. "How much more foresight do you need?"

In a movie filled with jaw-dropping action sequences, the best part of *The Matrix Reloaded* is the fourteen-minute car chase, in which Trinity (Carrie-Anne Moss) and Morpheus (Laurence Fishburne) are pursued by the Twins. That scene was filmed over seven weeks on a specially built freeway at the Alameda naval base, outside San Francisco. But the Rayments learned their stunt-driving skills at Rick Seaman's Motion Picture Driving School, and today they're taking a refresher course in the parking lot of the Los Angeles County Raceway.

The fierce wind swirls dust all around us. "My hair's in my face all day," complains instructor Lori Seaman.

"That's OK," Adrian says. "Neil's in my face all day."

A

X - PHOTO CREDIT

SH 1329

INCOMING: THE MATRIX

Men at work: As Twin One and Twin Two; Adrian (left) and Neil on their home-improvement show.

"What did you do on *The Matrix Reloaded*?" Seaman asks. "Any 180s?"

Adrian confesses that stuntman Tim Rigby got to do most of the flashy 180-degree turns – "he's just a total petrolhead" – but guarantees that he can spin the car better than Neil. (The brothers will compete in any area possible, and in some that seem impossible.) Today, Adrian backs up his bragging: He barrels into the parking space with tires squealing, in a perfect quarter-turn.

Adrian says that the best student at *Matrix* driving school was Moss: "She was pulling 90 slides, 180s, reverse parks. She left me in the dust. Not only is she a great actress and a really sweet bird, she can also bust me up in a car. I realized I was way out of my league."

THE CAST OF THE "MATRIX" MOVIES can wear clothes in any color they want, as long as it's black. Which makes the Twins stand out, since they're clad entirely in white, with pale skin and bleached dreadlocks. Neil says, "We're the new goths. All the goths are going to be depressed when they see us – "

"And they realize they need a new wardrobe," Adrian says.

Those dreadlocks were only on the back half of the Twins' skulls, which meant that during the sequels' thirteen-month shoot, they had to keep their heads shaved and wear beanies whenever they went out. When the shoot moved to Australia, they visited surfing mecca Bondi Beach but wrapped themselves in towels at all times, so as not to lose any of their pallor.

Ask these macho guys what their weakness is and you get this answer from Adrian: "Worrying too much about what other people think of me." And his brother's? "Neil's weakness is also worrying too much about what people think of me."

Neil and Adrian Rayment were born on May 14th, 1970, in Minster, a village on the southeastern tip of England. Their father (whose twin brother died at birth) is a plumber, their mother a homemaker. Adrian and Neil had a secret twin language as children; although they no longer remember any of the vocabulary, they can still communicate faster with each other than with anybody else. That is, when they're not arguing. "It's hard work," Neil says. "You worry about that person as much as you worry about yourself."

Their canniest childhood exploitation of twinhood came with a substitute art teacher; they successfully pretended to be one student, which gave each of them an afternoon off every two weeks. The scam ended when she spotted both of them in the village and fell off her bike in shock.

Being twins also made the Rayments targets for bullies. When they were scrawny eight-year-olds, their father suggested they take judo; after a few years, they switched to karate. They always served as each other's sparring partner. "Adrian hates for me to kick better than him or do a new jump spin," Neil says. "He'd go through pain and injury just to get that new kick."

Neil is the more bookish of the two – only after years of academic struggle did Adrian discover he was dyslexic. Adrian went into business first, doing Victorian-style wirework; Neil is a silversmith. They live on opposite sides of London. "People ask me, 'How can you run a business and act and windsurf and climb mountains and skateboard and all these things?' " says Neil. "I think it's because we've got two heads on the job, so we learn to do everything twice as fast."

The twins stumbled into show business because their uncle is the spitting image of Alfred Hitchcock. He was employed as a celebrity impersonator by a London modeling agency called Uglies, which signed up the twins at nineteen. Modeling led to jobs as handymen sidekicks on the British home-improvement show *Carol Vorderman's Better Homes*. After three seasons of lugging paint cans around, they heard there was a casting call for the *Matrix* sequels.

Both brothers were huge fans of the original movie, having seen it eight times or more since its 1999 release. "I was looking at shots and dialogue and stuff like that," Adrian insists, "not just Carrie-Anne Moss in PVC." At the London offices of the film's casting agent, they finished the audition by fighting for two minutes. In a room not much bigger than an elevator, they showed what they had spent most of the last twenty years doing: sparring and beating the snot out of each other.

I WANT TO SEE IF THE RAYMENTS ARE AS competitive as they say, so I ask them to thumb-wrestle. They clasp hands and jockey for position – jokingly at first, but more seriously once they realize somebody will win and somebody will lose. Then Adrian slaps Neil on the cheek with his left hand, and in that moment of surprise, pins his thumb.

"See that?" Neil cries. "He cheats!"

At the first reading for "the big M," they gathered around a large table in Santa Monica, quietly awestruck by the likes of Keanu Reeves and Hugo Weaving, who plays the malevolent Agent Smith. They discovered that their characters did not have cool mythological names: They were simply Twin One and Twin Two. While Adrian read along with the script, Neil flipped ahead, searching for their lines (they don't have that many) and then suggested that he should play Twin One and Adrian should play Twin Two. Adrian assented, only to discover that Twin One got to do more cool stuff, such as firing a submachine gun from a moving car. He accused Neil of exploiting his dyslexia: "He's saying, 'Turn the page, Twin Two has a good line.' I'm saying, 'Twin Two has fuck-all!' But in the end, we had good, equal parts.

"For a martial artist, the shoot was a dream come true," says Adrian. "They had two training areas and a huge bucket of weapons. Sometimes I couldn't wait to wake up, just so I could get back to training." Neil reports that Andy and Larry Wachowski, the brothers (not twins, though) who wrote and directed the *Matrix* trilogy, have different styles, much like Adrian and Neil: Andy will quietly explicate what's needed for a scene at length, while Larry tends to give directions by making a variety of sound effects. The twins put in hard practice time with Moss and Fishburne. "When it was time to shoot, Laurence would be going at 150 percent," Adrian says. "He'd be like, 'Come on, baby, you gonna give it to me or what?' "

The Rayments can't confirm much about November's *Matrix Revolutions*, the final chapter in the Wachowski trilogy. They joke about being shot down by a Warner Bros. sniper if they reveal anything. They've been meeting with Hollywood casting directors, seeing if there are more parts in their niche market of twins with senses of humor and black belts. After the *Matrix* shoot ended in August 2002, the twins had a hard time readjusting to their everyday British lives. "I needed therapy," Adrian says with a laugh. "What's left in life for me now?"

SH 1330

HARRODSBURG HERALD
HARRODSBURG, KY
WEEKLY 5,889
JUN 26 2003

Burrelles

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Hair Is Main Thing At 'The Mane Thing'

THE HARRODSBURG HERALD/Kelli Elam

April McQuerry gets some help from her four-year-old daughter Savannah as she works on Susie Bruner's hair. Her shop, The Mane Thing, is located at 416 Talmage Mayo Rd.

By Kelli Elam
Herald Staff Writer

April McQuerry opened The Mane Thing salon in her home at 416 Talmage-Mayo Road a couple of months ago. After working for other people in Lexington the last few years, McQuerry decided she wanted to give owning her own shop a try.

"I always thought I didn't want to do it," she said, "but now, I love it. I wanted to be here more for my daughter, Savannah. She starts preschool soon, so I wanted to be here. It was actually my husband's (Keith) idea that I do it."

While working in Lexington, McQuerry built up quite a customer base, a lot which now come to her shop.

"I've got customers from Lexington, Richmond, Garrard County, and Frankfort," she said. "It really makes you feel good that people will drive such a long way."

The Mane Thing is a full-service hair salon, offering color, perms, cuts and highlights. Redken, [redacted] Logics, and Back to Basics are some of the product lines featured at the shop.

"I keep up with continuing education," McQuerry said. "I keep up with the latest trends as far as cuts and color."

The shop's name came from the family's tradition in horse training. McQuerry's grandfather, Walt Bruner, owns and operates Bruner Stables in Boyle County, and her husband is a trainer as well.

"It's a family thing," McQuerry added.

The Mane Thing is primarily by appointment only. Evening appointments are available Tuesday through Friday.

For more information, call 734-5602.

BEAUTY INDUSTRY REPORT

CALABASAS, CA
MONTHLY
JUNE 2003

Burrelle's

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[redacted]s to its sales force, hiring Marla Sease as the new Southeastern regional manager and **Richard Judson**, whose primary responsibility as regional sales manager will be to oversee business with State Beauty Supply's more than 116 stores in CO, IA, KS MO, MT, NE and OK. Both the 10-year industry vets report to VP sales Scot Schrag. Call 800-848-3383.

BATAVIA, NY
MONDAY 15,000
JUN 9 2003

Burrelle's

Warsaw day spa helps customers 'face' joys of summer

By Michele Capamaggio
Daily News Correspondent

WARSAW — It is slowly becoming time for bathing suits to come out of the bottom of the drawer, summer dresses to be pulled out of the closet, and winter worries to be relaxed away.

Summer is on its way and so are graduations, pool parties, and weddings.

Heidi Gates of Silver Springs wants to help in the preparation for all three. Gates is the owner of About Face, a day spa nestled quiet- on North Main Street. Both men nd women are welcome and a vari- y of services are offered — from assage and body waxing, to hair yling and coloring, to manicures nd tanning.

The business features Gates' own in care line for sale. Products are anufactured by a Boston company nd sold under the About Face Skin are label.

Gates also sells [redacted] ir line and a variety of handmade aps offered by the slice.

Gates is a licensed essentician and smetician. She opened the day spa ay 17 after a month of intense modeling.

"Inside there was nothing but walls and dirty carpet," Gates said about the space her business now occupies.

Gates and her husband, Dwight, a manager at Gary's Home Furnishings in Warsaw, did the painting and papering and had the help of a carpenter for the floors. Gary's is owned by Gary Gates, her father-in-law.

"The remodeling was big," Gates said with a smile as she looked around the spacious spa. "There was really nothing in here."

Now About Face has cozy baby blue walls, comfy dark blue couches, and oil-stained wood floors. The bottom of the walls are covered with a wildflower-patterned wallpaper and a mixture of live and artificial plants are scattered around the interior. Gentle contemporary instrumental music plays in the background and visitors can just barely hear the water fountains located in the two big windows at the front of the store.

"I wanted to make the place pretty but not too girlie, so it's someplace comfortable," Gates said. There is even a small area in the back of the salon with a television and chairs so children have something to do while the parents enjoy a little relaxation.

Michele Capamaggio/Daily News

DOING AN ABOUT FACE: Heidi Gates, above, has opened a new day spa on North Main Street in Warsaw called About Face.

Gates said she has a small male clientele, mostly thanks to Kimberly May. May is a hairdresser at About Face, and has lived in Warsaw all her life.

According to Gates the men come mostly for haircuts, but there are some tanners and a few that are interested in facials.

Gates is a graduate of Letchworth High School who first started taking cosmetology at the Board of Cooperative Educational Services. She had moved to Massachusetts where she attended the Katherine Hynes School of Aesthetics in Boston. Her father, Tom Wetherall lives in the Boston area.

Soon after that she became a spa director for Wavelengths Salon and Day Spa located on Martha's Vineyard. She said they served celebrities and tourists on the popular island.

Gates decided to take a trip to see her mother, Gwynne Wetherall, who lives in Warsaw and is an elementary art teacher at Letchworth.

On that trip she met her husband and decided to move back to the area. Much of her family lives in the Warsaw area.

Gates became a stay-at-home mom for six years. She has two children, her son D.J, 6, and daughter Maggie, 3. But she decided she wanted to head back to work.

"There wasn't anything like this here and I hoped people would like it," Gates said. "I didn't want to make people have to go up to the city and I wanted to keep prices comparable."

Twice a week Dianne Ferris, licensed massage therapist and reil practioner comes to About Fac Reiki is one of the many forms massage that Ferris offers.

She says that massage therapy able to activate the body's "own na ural healing ability" through touc and "manipulating the body's mu cular system."

Ferris says massage therapy is good way to relax, reduce stress, an increase flexibility and range motion. Massage also tones the mus cles, eliminates toxins, and improve overall health.

There are also chair massage available which is a quick 15 minut upper body massage.

□□□

About Face is located at 19 Nort Main St. Hours are 10 a.m. to 6 p.m Mondays, Tuesdays and Wednes days; 10 a.m. to 8 p.m. Thursday and Fridays; and 9 a.m. to 4 p.m Saturdays. Walk-ins are welcome For information or to make an appointment call 786-5010.

Dianne Ferris offers massage therapy from 10 a.m. to 6 p.m. Tues days and from 11 a.m. to 8 p.m. Thursdays. She accepts walk-ins. Call 786-5010.

BARTLESVILLE
EXAMINER-ENTERPRISE
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JUN 8 2003

Burrelle's

Color me beautiful at Accurate Cuts

Megan Friend
Advertising Staff

Okay, admit it. You were one (or still are) one of those with huge 80s hair. Bleached beyond recognition with severely damaged ends. And I'm not just talking about women here. There were plenty of guys running around with over-processed hair. Soaking your hair with a popular sun-activated hair lightener and sitting in the sun for hours upon hours, people all attempted to get "gorgeous blonde highlights" but wound up with a mess of orange hair. If you didn't participate in using sun-activated lightener than you used the heat-activated peroxide stuff, blow-dried it, curled it and plastered it with cheap hairspray. Not a pretty picture. Well, it's not the 80s anymore!

Fast-forward to 2003. In the area of hair color, less is definitely more.

"People are starting to catch on and are staying away from the over bleached hair," says Wendy Crocker, Redken Color and Design Specialist at Accurate Cuts. "Bleach strips away the integrity of the hair," she says. "When you go darker with the hair you are not opening up the cortex of the hair as much. When you go lighter, you are stripping the strength out of the hair."

Last summer's "beach blonde" look has faded into this year's trend toward more depth in hair color.

"People are choosing to use a little bit of blonde to accentuate specific areas of the hair, rather than bleaching the entire head," Heather Holtsclaw, certified Redken Master Specialist, says.

Dimensional color foiling, a technique mastered by Heather and Wendy, is a great way to add a bit of oomph to your hair—not to mention hiding those ubiquitous grays that seem to pop up when you least expect them. But hair color isn't just for covering gray.

Wendy says, "Hair color is a great way to add dimension to hair. When you have a great haircut, great color should go with it."

However, gray hair tends to be very coarse and a bit difficult to work with. By coloring the gray hair, she says, the hair becomes more manageable.

If you're looking to make a color change, you have a few options. Semi-permanent colors, sometimes also called glosses, last approximately six weeks and are used to brighten and enrich hair color.

"This type of color makes your hair look and feel great, and does not damage the hair," Melanie Walker, stylist at Accurate Cuts, says.

The biggest catch: Semi-permanent color cannot cover gray hair. But on the flip side, you won't have to worry about unsightly roots showing up as your color fades. So if you have only a little gray (the semi-permanent color can help blend a few grays into the rest of your hair), this is a great option. To cover gray, Wendy, Heather and Melanie say a good permanent color is the key. However, permanent colors can dry out hair and cause damage—unless you use good, moisturizing products to circumvent this damage and reducing your blow dryer time can also help maintain the strength of your hair. After completing your shampoo and conditioner, wrap your head in a towel and let the cloth act like a natural wick to dry your hair. You'll still have to style with the dryer but you've just bought your hair some precious moments clear of the potentially damaging heat. Of course, Wendy, Heather and Melanie will happily recommend a regimen to keep your color and your hair bright and healthy.

Feel brave? Plan on venturing out and doing the color yourself? When professionally applied, salon color can have an amazing effect on your hair—and your appearance—and you don't stain your hands and bathroom in the process! Heather, Wendy and Melanie agree because they've had some people throw some [color] in their hair and the work that they have to do to get their client's hair to look natural again costs the client much more money than a professional coloring would have in the first place.

"They try to save money, but they end up coming back to us—and it costs them more money," Melanie says.

Heather says that at-home color tends to be oversimplified. "You can't go from having level one black hair to level 10 blonde hair in one process," she says. "There are a lot of factors that go into coloring hair, and they all need to be taken into consideration."

"Put your money into a good hairdresser and good products," Wendy adds. "Anyone can say that they are a 'color specialist' but, obviously, that's not always the case."

Heather adds, "All stylists need to have continued education. There is something new to learn with color every day. When choosing a stylist, it's important to see their work. If you see someone with a cut or color you like, ask her who did it and then check out the stylist for yourself."

At Accurate Cuts, education is key. Internationally trained and certified in Thermal Sté by Rusk, Wendy and Heather travel annually to continue their education. Melanie won first place in the local and regional VICA USA Skills competition and traveled with Heather in May to Discover 2003 in St. Louis, MO to update techniques and skills.

Easygoing and casual, Accurate Cuts professional services aren't limited to women. Men and children are also welcome. Their male clientele are growing considerably. Many men enjoy their designer haircuts and the more adventurous males have a color service to retain their youth.

Accurate Cuts knows how to accommodate their clients, women, men and children, by providing cable TV, beverages, loads of magazines and toys for the kids. Accurate Cu offers rejuvenating servi es such as manicure pedicures and facial wa ing. The main profession services available a designer haircuts, col services and chemica services.

Professional service could not be performe without professional proc ucts. Top-quality product are used at Accurate Cut for professional services.

"We use high-qualit products such as Redken Biolage, Nioxin and OPI But we have added [redacted] product cepts and Rusk, to better serve our clientele," says Melanie.

Located at 5200 Nowata Rd. Suite C, Accurate Cuts is open from 8 am to 5 pm Monday through Friday and 9 am to 2 pm on Saturday. Walk-ins are always welcome and services are available after 5 pm by appointment only. To make your appointment with Wendy, Heather or Melanie, call 331-9191 during business hours or leave a detailed message on the answering machine.

Canadian
June Juin 2003
$5.00

HAIRDRESSER

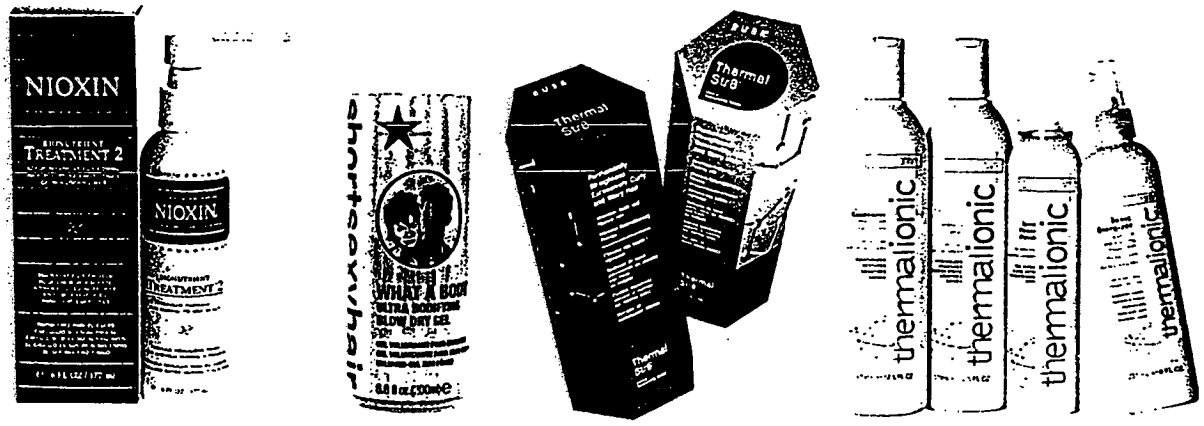
Red Lips, Short Skirts
Lèvres rouges, jupes courtes

Straight Tools
Outils pour défriser

Dad's Day La fête des pères

International

SH 1335



ment builds body, fullness and strength, while treating the scalp and creating the perfect environment for regrowth. The treatment works with the aid of ingredients such as licorice extract, wild yam extract and alfalfa extract.

Nioxin

For clients concerned about fine or thinning hair, Nioxin Research Laboratories has formulated Bionutrient Treatment which thickens tresses, starting at the scalp. The treatment is a natural formula, with ingredients like peppermint, aloe and Co-Zyme10, which contains anti-aging properties that create a more youthful scalp environment. The weightless, drug-free scalp treatment helps clients minimize daily hair loss and is available in two formulas for regular and chemically treated hair.

[redacted]

Bulk up droopy tresses with Short Sexy Hair What A Body Ultra Bodifying Blow Dry Gel. This blow dry gel builds volume and adds shine. Ideal for use with a vent brush, What A Body is a light gel that never flakes, leaves hair soft, shiny and clean without feeling tacky. Perfect for reviving short lifeless hair and sculpting short sleek styles, What A Body is alcohol-free and non-drying. With a clean, fresh apricot grapefruit fragrance, What A Body contains arctium lappa root extract for shine, chamomile extract for conditioning and glycerin for slippery moisture.

Conair

Elena Hart, public relations manager with Conair, recommended the Rusk Thermal Str8 and Baßyliss Thermal Ionic products for mature clients looking to thermal recondition their hair.

"These products are great for aging hair because they give hair a more youthful looking appearance," said Hart. "In addition, these products help maintain hair that has been colour-treated or abused after years of hair maintenance, processes and over-exposure. To cover grey, hair is often abused and over-exposed."

Systems a été formulé comme produit thermal fortifiant pour les cheveux fins ou clairsemés. Ce traitement autochauffage volumise, dynamise et fortifie les cheveux, tout en soignant le cuir chevelu afin de créer un environnement idéal pour faire repousser les cheveux. Les ingrédients comme l'extrait de réglisse, d'igname sauvage et de luzerne facilitent le traitement.

Nioxin

Pour les clients qui s'inquiètent des cheveux fins ou clairsemés, Nioxin Research Laboratories a formulé Bionutrient Treatment, un traitement qui épaissit les cheveux, commençant au cuir chevelu. Le traitement est une formule naturelle qui contient de la menthe poivrée, de l'aloès et Co-Zyme10, un ingrédient qui contient des propriétés anti-vieillissement qui rajeunissent le cuir chevelu. Ce léger traitement non chimique aide à réduire au minimum la chute quotidienne des cheveux. Il est disponible en deux formules, une pour les cheveux normaux et une pour les cheveux traités chimiquement.

Sexy Hair Concepts

Volumisez les cheveux plats avec l'aide de Short Sexy Hair What A Body Ultra Bodifying Blow Dry Gel. Ce gel, en conjonction avec le thermobrossage, volumise et donne un coup d'éclat aux cheveux. What A Body est un gel léger qui n'écaille pas et qui laisse les cheveux doux, brillants, propres et non collants. What A Body ne contient pas d'alcool et ne sèche pas les cheveux. Il est idéal pour ranimer les cheveux courts et plats et pour sculpter et lisser la chevelure. What A Body est doucement et fraîchement parfumé avec abricot et pamplemousse et il contient l'extrait d'arctium lappa pour un coup d'éclat, l'extrait de camomille pour revitaliser et de la glycérine pour hydrater.

Conair

Elena Hart, directrice de relations publiques chez Conair, recommande le Rusk Thermal Str8 et les produits BaByliss Thermal Ionic pour les clients d'âge mûr qui cherchent un traitement revitalisant thermal.

« Ces produits sont parfaits pour les cheveux qui vieillissent puisqu'ils donnent aux cheveux une allure plus jeune, dit Hart. De plus, ces produits aident à soigner les cheveux qui ont été teints ou abîmés pendant des années de traitements, de processus et de surexposition. Comme suite aux traitements pour couvrir le gris, les cheveux sont souvent abîmés et surexposés. »

SH 1336

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World Wide Web Edition

Bozeman (MT) Daily Chronicle

Date of Publication: 06/13/2003

Account Number: 3510SH

Headline: **Hip hair: Beauty school students get lessons from pro**

Source Web Page: http://bozemandailychronicle.com/articles/2003/06/13/news/hiphairbzbigs.txt

By KAYLEY MENDENHALL, Chronicle Staff Writer

Jake Thompson walked into the Academy of Cosmetology classroom Thursday morning to a chorus of screams and applause.

The Salt Lake City hairdresser had flown to Bozeman to surprise the students and spend a day educating them about the hippest trends in hair.

"Oh my gosh, Jake is right there," said Alexis Huyser, a student set to graduate in August. "I feel so special."

Most of the students saw Thompson at a hair show in Missoula in April, and they immediately recognized his pin-striped black suit, funky hair, sideburns and goatee.

"There's no one like Jake," said Liz Welch, a hair product supplier for the school. "The students have absolutely no idea. We've kept it under wraps for two months."

Thompson is a full-time stylist, working Tuesday through Saturday, 8:30 a.m. to 9 p.m., at a salon in Salt Lake.

But he also spends time educating other hairdressers about th[redacted] of hair products -- a company he believes in. Thompson spoke highly of Michael O'Rourke, a 60-something hairdresser who started the product line.

"He has such passion," Thompson said. "He takes what he's feeling in his heart and puts it on somebody's head."

Welch said the regional director for Sexy Hair was so impressed by the Bozeman students at the Missoula hair show, he offered to pick up the cost of a surprise visit by Thompson to the academy.

"It really says a lot about the academy, that they are worth it to have this," Welch said.

Thompson spent his first hour with the roomful of mostly women, giving instructions on how to use products such as Big Sexy Hair, Short Sexy Hair, Curly Sexy Hair and Wild Sexy Hair.

Pulling student Fawn Bailey to the front of the class, Thompson began running his hands through her long, blonde hair. Bailey, who is studying to be a nail technician, beamed at the attention as he applied a product called "Big Shine."

"Motivation and inspiration are always important, especially when you're in school," Thompson, who's been doing hair for eight years, said.

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World Wide Web Edition

Offering up motivation, Thompson told stories about his career, which started when he was a junior in high school.

The crowded room was silent as Thompson described how he used to have trouble getting out of bed in the morning, but now that he loves and values his career he jumps up to greet the day.

"We're phenomenal people," he said. "We're hairdressers who are going to change somebody's lives.

"The influence we have over people," Thompson said, "we can make or break somebody's day."

american salon

EAUTY FIRST

JUNE 2003

LIGHTEN UP

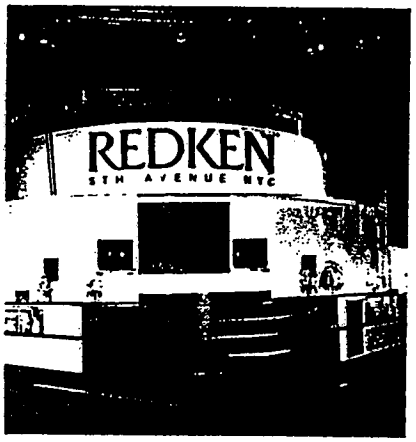
L'ORÉAL CLASSIC'S JULIA YOUSSEF AND MARK GARRISON HAVE THE SUMMER FORMULA

ON THE FRINGE

NEW LOOKS FROM LONDON

SH 1339

industry great passes away

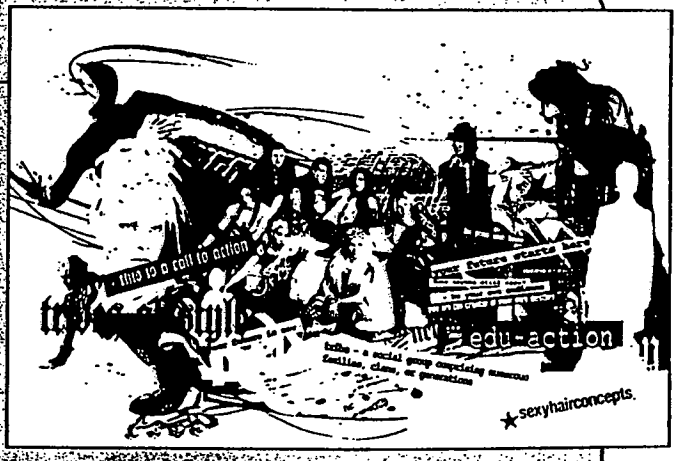


***Above*: Tom Sapanaro.**
***Right*: One of Sapanaro's brilliant designs.**

Tom Sapanaro, the creative genius who conceptualized and produced many commercials, videos, and theatrical professional beauty show presentations for such companies as Sebastian International, Redken Laboratories, Joico International, and Zotos, passed away in February from pancreatic cancer in Simi Valley, CA, at the age of 54.

Sapanaro worked with John Sebastian and Geri Cusenza at Sebastian International, where, as the company's corporate creative director, he directed all stage, video, education, and international shows, and special events like the D.A.D.A. AIDS Benefit, an industry first starring seven of the most influential forces in the beauty industry. He also worked for Redken for more than 10 years, where he produced, directed, and designed a number of projects, including Redken's participation at HairWorld in Washington, D.C.; Dusseldorf, Germany; and Las Vegas. Sapanaro is survived by his wife, Gloria; children, Giamarie and Joseph; grandchildren, Billy and Cameron; sister, Paula; and mother, Mary. Remembrances may be sent to Gloria J. Sapanaro, 2828 Cochran Street, PMB No. 149, Simi Valley, CA 93065.

TRIBAL BEAUTY



[redacted] brought community to the salon industry when it initiated its Artistic Team members into the Tribes of Style this past January. The training served as a template for educational workshops that will be offered nationwide to professional hairstylists.

In addition to giving beauty pros an opportunity to learn more about themselves and connect with other members in the tribe, the program focused on discovering personal characteristics that can then be incorporated into building a salon business. Upon arriving, each participant received a Tribal Connection questionnaire, which was designed to help hairstylists learn more about their own personalities and the complementary traits of their customers so they can effectively communicate with others, as well as a Tribes of Style African beaded bracelet with a Thembeka charm, which symbolizes loyalty in Zulu culture. Next, Michael O'Rourke, founder and visionary of Sexy Hair Concepts, Chatsworth, CA, demonstrated how the fundamentals of Structure in Motion, a cutting and styling technique developed by O'Rourke, are incorporated into designs that can be used everyday. After the presentation, the team enjoyed a one-hour business lunch that was followed by a four-hour, hands-on training session, where stylists experienced step-by-step instructions.

Says O'Rourke, "A tribe consists of several layers that are linked by one common thread—community. Sexy Hair Concepts's Tribes of Style emphasizes the definition of community by allowing our stylists to connect with their clients, their own individuality, and one another. Our education seminars inspire the ability to network through creativity."

SH 1340

CELEBRITY HAIR

Celebrity hairstylists LOVE SEXY HAIR! To name a few,

Michael Johnston, Anthony Miner,
Lisa Marie Rosenberg, Laurel Van Dyke, Donna Gilbert,
Linda Arnold, Martina Kohl and Patty Bunch

have used Sexy Hair Concepts products on celebrities such as:

Jennifer Love Hewitt ☆ Kim Delaney ☆ Dan Cortez
Britney Spears ☆ Catherine Bell ☆ Tommy Hilfiger
Vanna White ☆ Jennifer Gardner ☆ Lara Flynn Boyle
Leah Remini ☆ Daisy Fuentes ☆ Lisa Rinna
Reba McEntire ☆ Debra Messing ☆ Fran Drescher
Nikki Cox ☆ Eric McCormack ☆ Dick Clark
Erin Brockovich ☆ Amanda Bynes ("Amanda Show")
Melina Kanakaredes ☆ Cher ☆ Lonnie Anderson
Winona Ryder ☆ Jennifer Esposito
Amanda Peet ("Jack & Jill") ☆ Barry Manilow
Jennifer Aniston ☆ Ann Bancroft ☆ Tiffany (80's Pop Star)

Celebrity hair stylist, **Anthony Miner** says "Angel" cast members love the products. He uses Slept-In on Charisma Carpenter and Andy Hallet ("The Host"). Juliet Landau ("Drucilla") likes the anti-frizz benefits of Straight Sexy Hair Shampoo and Conditioner.

Celebrity Stylist, **Lisa Marie Rosenberg** says "Buffy: The Vampire Slayer" cast members love the Hot Sexy Highlights Glitter Spray in Gold, Red and Blue.

Please note that no formal product endorsements or celebrity permissions are hereby expressed or implied.

11/18/02

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SH 1341

Daily News

BUSINESS

Markets ◆ Analysis ◆ Finance

aline: dailynews.com

Saturday, June 28, 2003

Spending inches upward

Economists heartened by slight gain

y Jeannine Aversa
sociated Press

WASHINGTON — Consumers idn't exactly shop until they dropped ut they did boost spending in May, a esh sign that they are still doing their art to keep the economy going.

The Commerce Department said riday that consumer spending nudged p 0.1 percent last month. That matched pril's increase, which turned out to be n improvement from the government's rst estimate of a 0.1 percent decline.

Americans' incomes, including wages, interest and government benefits, rose by a modest 0.3 percent in May, up from a 0.2 percent advance in April. That's encouraging news because income growth is a main force behind future spending by consumers, economists say.

The income and spending figures are not adjusted for price changes.

Consumer spending accounts for two-thirds of economic activity in the United States. Because of that, the behavior of shoppers is a major force in shaping the economy's recovery.

"Given how wet the weather was in May in many parts of the country, it was surprising that anyone had any interest in visiting the malls," said Joel Naroff, president of Naroff Economic Advisors. "This report tells us that we can still count on consumers to hold up the economy."

On Wall Street, stocks moved lower. The Dow Jones industrial average lost 89.99 points to close at 8,989.05.

One factor supporting consumer spending is a refinancing boom, stoked by low mortgage rates. Extra cash from refinancing combined with solid home-value appreciation help make consumers feel better about their finances even amid the muddled economic climate.

Those positive forces are helping to offset the negative forces of a sluggish job market, where unemployment is at a nine-year high of 6.1 percent.

Still, consumers kept a close watch on their purse strings in May, resisting temptations to splurge.

Consumers trimmed spending on durable goods, such as cars and appliances, by 0.7 percent in May, a reversal from a 2.7 percent rise in April. For nondurable goods, such as clothes and food, spending dipped by 0.1 percent in May, an improvement from April's 1.3 percent decline. Consumers increased spending on services by 0.5 percent in

See ECONOMY / Page 3

Phil McCarten/Staff Photographer

Former salon owner and hairdresser Michael O'Rourke formed Sexy Hair in 1999, looking to develop professional-quality products for stylists with a trendy edge. He estimates annual retail sales have hit $120 million.

Sexy Hair nets Penney's

Chain's salons will use, sell firm's designer products

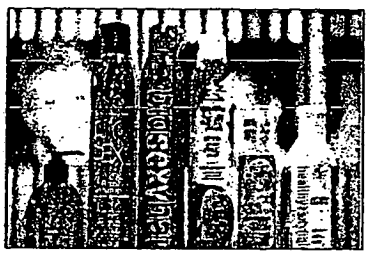
By Brent Hopkins
Staff Writer

CHATSWORTH — Michael O'Rourke thinks this deal is bigger than a beehive hairdo.

Next month his company, Sexy Hair Concepts, will ship its shiny cans of hair spray and plump bottles of shampoo to more than 600 JCPenney salons nationwide. The partnership, which O'Rourke, the company's chief executive, terms "huge," puts the rapidly growing hair-care products developer in front of thousands of new consumers.

"Take the salon base, then multiply that by five or six hairdressers in each salon," he said, eyes gleaming. "Then multiply that by the 20 to 30 consumers they do a week. That's tremendous marketing power."

A former salon owner and hairdresser, O'Rourke formed Sexy Hair in 1999, looking to develop professional-quality products for stylists with a trendy edge. Housed in striking, metallic red, blue and chrome containers, the sprays and shampoos have become strong sellers for his privately held firm. He estimates annual retail sales have hit $120 million, with a 73 percent annual growth rate in the past two years.



Sexy Hair Concepts' range of hair care products will be used and sold in JCPenney salons beginning next month.

"We think they're one of the most exciting companies to emerge in the professional market," said Steven Casciola, publisher and editor of Salon City Star. "They've started with the end-user in mind and worked backward to create an appealing image, but also managed to ignite the passion and loyalties of the professional market, which isn't an easy task."

Much of that passion stems from O'Rourke himself. An animated, dapper South African, he straddles

See HAIR / Page 3

Producers say blame misplaced

Lack of diversity criticized

Sexy Hair signs JCPenney deal

HAIR / From Page 1

the line between businessman and showman, splitting time between his industrial offices in Chatsworth and international product demonstrations. His fashion sense reflects this duality, as he pairs a traditional dark suit with a tribal bracelet. The beaded string around his wrist bears the word *thembeka*, Swahili for loyalty, which he says illustrates the close-knit nature of his firm. Hair explodes off his scalp, sculpted with ample amounts of his own products.

"If I'm meeting with lawyers, I do my hair back and wear a suit," he said. "If I'm meeting with hairdressers, I wear boots, wild sunglasses and funk my hair up."

The trendy edge led JCPenney to stock his wares, adding the Big, Short and Healthy Sexy Hair lines. Targeting women from ages 18 to 54, with annual incomes of $25,000 to $75,000, the in-store salons are aiming for a hipper image than in past years, according to Paula Malloy, marketing manager for the department store's salon division.

"They're very fun products," Malloy said. "I believe stylist recommendation is very important, but in a large salon like JCPenney, the products need to speak to the consumer as well. And they really do — if you have short hair, they have Short Sexy Hair. If you have big hair, then they've got Big Sexy Hair."

Even several years ago, JCPenney would have been an odd fit for a fashion-forward brand, but the Plano, Texas-based retailer has seen dramatic changes under the guidance of Allen Questrom, chairman and chief executive officer. On his watch, retail experts have taken notice as the century-old chain has begun stocking brands like Bisou Bisou and developed into a trendier option for young consumers.

"Penney's has always been more fashionable than Sears or Montgomery Wards was," said C. Britt Beemer, chairman of America's Research Group. "But what they've been trying to do is go back to a fashionable base to compete more aggressively."

Though his marketing team has been able to maneuver the products into the hands of Hollywood stylists — they boast hairdressers for "Pirates of the Caribbean" and "Legally Blonde" as clients — the products retain fairly low retail prices. A bottle of shampoo costs $6.50, while a can of spray goes for $11.50.

Brent Hopkins, (818) 713-3738
brent.hopkins@dailynews.com

sexyhairconcepts™

UPCOMING PRESS
2003

January		
	American Salon	Wild Sexy Hair Barbie Story; Untamed Celebrity Stylists Workshop; Michael Moore Emmy release, MOR's birthday
	Beauty Launchpad	Healthy Sexy Hair Soy Salvation, Soy Smoothie Straightening Tonic, Soya Want Flat Hair Flat Iron Spray
	Cosmopolitan	Wild Sexy Hair Unshakeable Firm Fixative
	Salon Plus	Healthy Sexy Hair Soy Salvation; Emmy celebrity stylist winner Michael Moore using Spray & Play on set & at Celebrity Spray & Play "Untamed" workshop
February		
	Celebrity Hairstyles	Celebrity Stylist Desmond Miller interview re: Natasha Henstridge – Big Sexy Hair & Healthy Sexy Hair
	Jezebel	Wild Sexy Hair Untamed Whipped Wax
	Ladies Home Journal	Healthy Sexy Hair Soy Potion Miraculous Leave-In Treatment in article about celebrity hair
February or March		
	Teen Elle	Brittany Snow of "American Dream" with Sexy Hair products in photos
March		
	Teen Modern Salon	Wild Sexy Hair Metal Head
April		
	Woman's Day	Nance O'Dell, Access Hollywood, interview Straight Sexy Hair Shine On, Healthy Sexy Hair Soy Smoothie Straightening Tonic

1-20-03

SH 1343

Date TBD

Beauty Industry Report	Expanded Distribution – State Beauty Supply
Extra	"Enterprise" Head Hair Stylist Michael more interview with Dayna Devon – Big Sexy Hair Dense & Flip It Over in shots
Modern Salon	Interview w/stylist for "American Dream" with Sexy Hair Concepts mention
Salon City Press Club	Expanded Distribution – State Beauty Supply
Soap Talk	Michael O'Rourke TV appearance – (target date January 2003)
Latina Magazine	Pending interview with actress Amy Garcia from "Greetings From Tucson" who will be mentioning: Curly Sexy Hair Hot Curl Setting Lotion and Curl Power Curl Enhancer, Wild Sexy Hair Untamed Whipped Wax and Straight Sexy Hair Smooth and Seal
Woman's Day	Sex Symbol Aero Tan

VANITY FAIR
MAY 2003

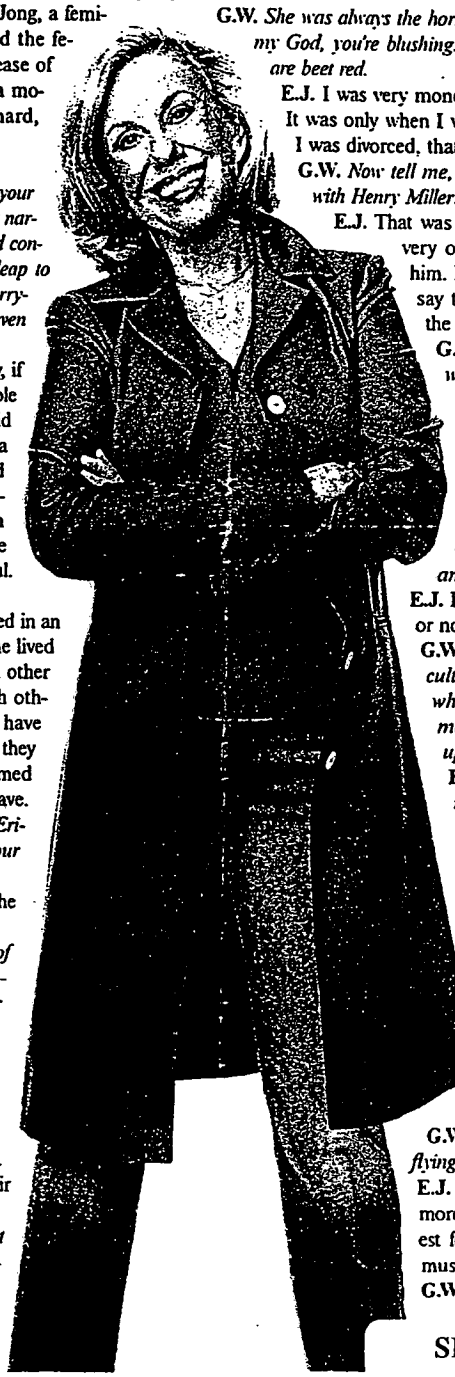
SH 1345

GEORGE WAYNE Q&A

(CPS) 35105H P.237

The Jong and the restless

With the amorous adventures of her heroine Isadora Wing, Erica Jong introduced the phrase "zipless fuck" into the pop-culture lexicon in 1973 in her novel *Fear of Flying*, which has sold more than 12 million copies. With her own well-publicized romances, and epigrams such as "Monogamy is impossible among interesting people," Jong, a feminist activist, has nonetheless been called the female Henry Miller. On the eve of the release of her new novel, *Sappho's Leap*, she takes a moment to reflect on college days at Barnard, Prozac, and George W. Bush.



George Wayne: *G.W. is quite impressed with your Sappho—with the regal bearing of your latest narrator. "So many stories about me. My legend confused with the legend of Aphrodite. Did I leap to my death for the love of the handsome ferryman? Did I love women or men? Does love even have a sex?" Very interesting.*

Erica Jong: It *is* very interesting. You know, if you are lucky enough to love, why quibble about what sex your lover is? That was said by a wonderful Irish writer called Nuala O'Faolain. She had lived with men and women, and she was asked if she was a lesbian. And she said, "If I am lucky enough to love, why should I quibble about the sex?" I always thought that to be so beautiful.

G.W. *I thought Sappho was a lesbian.*

E.J. I think Sappho wasn't really, but she lived in an age when bisexuality was unremarkable. She lived when women had tender relationships with other women, men had tender relationships with other men, and they also married in order to have children. This was in pre-Christian times, so they didn't think of it as something to be ashamed of. They didn't have the hang-ups that we have.

G.W. *How extensive was the research here, Erica? Did you sink your teeth, or, rather, your tongue, into the subject wholeheartedly?*

E.J. I did. I could spend my whole life in the library, reading.

G.W. *Your first and most successful piece of fiction was published exactly 30 years ago—*Fear of Flying. *Do you think you could ever have another novel so capture the imagination of the general public?*

E.J. *Fear of Flying* was read by people who didn't usually read novels. It captured the voice of women who wanted to seize their sexual fantasies. All that was very new in 1973. It was the book that women would give to their boyfriends and say, "You have to read this!"

G.W. *You were born on the Upper West Side of Manhattan. You're quoted as saying, "When I first saw Woody Allen's* Hannah and Her Sisters, *I thought he was writing about me."*

E.J. I went to the High School of Music and Art. I was a painter in those days. From there I went to Barnard.

G.W. *No, darling, from there she "zipless fucked" her way through Barnard.*

E.J. You said it.

G.W. *She was always the horny Barnard girl, that Erica Jong. Oh my God, you're blushing. Even with all that makeup on, you are beet red.*

E.J. I was very monogamous back then. I *am* blushing. It was only when I was in my 30s and early 40s, when I was divorced, that I started wildly experimenting.

G.W. *Now tell me, did you have a sexual relationship with Henry Miller?*

E.J. That was all fantasy on his part. Henry was very old and disabled by the time I met him. He was in a wheelchair. He used to say to me, "I lie in bed all day having the most delirious sexual fantasies."

G.W. *So why exploit your relationship with him by writing a book about it?*

E.J. The reason I wrote a book about him is I felt that he was really misunderstood, this important American writer. I wanted to change the view on him from pornographer to serious writer.

G.W. *Does Erica Jong take any antidepressants?*

E.J. I've taken Prozac. Whether it works or not, I can't tell you.

G.W. *Your most noted gift to popular culture is the Jongism "zipless fuck," which is all about carefree, anonymous sex. How did you ever come up with the phrase?*

E.J. It is very much a Platonic ideal. It's about having this fantasy encounter in which there are no buttons, no zippers; you meld together and become one person. You have a perfect fantasy orgasm, and then you part. That's the zipless fuck.

G.W. *Does Erica Jong own a vibrator?*

E.J. Not lately. I've tried it, of course, but it never seemed to be a substitute for the warmth of the human being.

G.W. *Erica Jong once had a fear of flying. What's her latest fear?*

E.J. I don't have a fear of flying anymore. I don't have any fears. My greatest fear is of George W. Bush, if you must know, blowing up the world.

G.W. *G.W. thanks you, Ms. Jong.*

PHOTOGRAPH BY MARK SCHAFER; FOR DETAILS, SEE CREDITS PAGE

SH 1346

Powder Plus Anti-Oxidants in Cinnamon; on his lips, Lip Saver; Mira for Terrie Tanaka Management/Pierre Michel Salon, N.Y.C.

Page 68: See credits for cover.

Page 72: Susanna Andrews's hair and makeup by Assumpta Clohessy for Susan Price, Inc.; David Kamp's grooming by Assumpta Clohessy for Susan Price, Inc.

Page 78: Adam Bookbinder's grooming by Nikki Wong for Sally Hershberger.

Page 89: Valeria Golino's hair styled with L'Oréal Studio Line Volumatic Root-Lift Spray Gel and Aqua Gel from drugstores nationwide. Makeup and grooming products by Chanel, from www.gloss.com. On Emanuele Criclese's face, Hydramax Balanced Hydrating Gel. On Golino's face, Hydramax Balanced Hydrating Gel; on her eyes, Quadra Eye Shadow in Dunes with Precision Eye Definer in Black; on her lips, Infrarouge Lipstick in Sun.

Page 104: Top, makeup and grooming by Mike Potter for Nars/Independent NY; bottom, grooming by Melvone Farrell for Factory Artists.

Page 106: Bottom, right, grooming by Walter Obai for Make Up for Ever.

Page 108: Top, Alexander McQueen's Kingdom fragrance from Alexander McQueen boutiques, N.Y.C. and London. Center, Tiffany & Co. Pure Tiffany Collection from Tiffany & Co. stores worldwide; Frédéric Fekkai products from Frédéric Fekkai salons, N.Y.C. and Beverly Hills, and Sephora stores nationwide, or go to www.fredericfekkai.com; La Mer products from Bergdorf Goodman, N.Y.C., and Saks Fifth Avenue and Neiman Marcus stores nationwide; Anna Sui products from Henri Bendel, N.Y.C., and Bloomingdale's, Marshall Field's, and Sephora stores nationwide.

Page 111: Helene Macaulay for Artistsbylimothypriano.com.

Page 120: Charlene March for T.H.E. Artist Agency.

Page 163: Elizabeth Banks's hair styled with Artec Kiwi Blow Serum from www.londonhairproducts.com and Kérastase Lumi Extract from selected hair salons, or go to www.kerastase.com. Chanel products from Neiman Marcus and Saks Fifth Avenue stores and Chanel boutiques nationwide: Revive products from Neiman Marcus and Saks Fifth Avenue stores nationwide and Bergdorf Goodman and Bliss Spa, N.Y.C. On her face, Revive Sensitif Cellular Repair Moisturizer with Chanel Vitalmiere Sheer Brilliance Transparent in Beige No. 2; on her eyes, Chanel Acquakumieres No. 34 Exotisme with Essentiel de Chanel Mascara in Black; on her cheeks and lips, Acquakumieres No. 34 Exotism; Darrell Redleaf for Nucest & Co./Cargo Solo Artists.

Page 166: Erica Jong's hair styled with [illegible] Dense Thickening Spray and Quick Change Shaping Balm from www.wet-n-wild-beauty.com. All makeup products by Bobbi Brown, from Saks Fifth Avenue and department stores nationwide; on her face, Oil Free Even Finish Compact Foundation in Sand No. 2 and Loose Powder in Sand; on her cheeks, Blush in Tawny No. 2; on her eyes, Shimmerwash Eyeshadow in Champagne and Gunmetal; on her lips, Lipshimmer in Ruby Shimmer No. 11. Hair and makeup by Lisa Forster for Judy Casey Inc.

Pages 170–71: For Hugh Grant's hair and grooming information, see credits for cover. Models' hair styled with Aveda Brilliant Emollient Finishing Gloss and Firmara Firm Hold Spray from Aveda stores nationwide and Zitomer, Bigelow, and Boyd's pharmacies, N.Y.C.; on their lips, MAC Lipstick in Russian Red from MAC, Sephora, and department stores nationwide, or go to www.maccosmetics.com. Lee Pycroft at Premier Hair and Makeup using MAC cosmetics. Tracie Cant at Premier Hair and Makeup using Aveda products.

Pages 180–81: Christopher Wheeldon's hair styled with Bumble and Bumble Grooming Cream from Bumble and Bumble, N.Y.C., or go to www.bumbleandbumble.com; Matthew Monzon for Bumble and Bumble/Sarah Laird. On John Lithgow's face, MAC Studio FX Moisturizer; on his lips, ChapStick Lip Balm. On Carla Körbes's and Jenifer Ringer's faces, Laura Mercier Moisturizing Foundation in Porcelain Ivory. On Körbes's eyes, Cargo Eyeshadows in Green Bay; on Ringer's eyes, MAC Eye Shadow in Black Tie; also on their eyes, Helena Rubinstein Liquid Eye Liner in Black and Mascara in Black. On Körbes's cheeks, Cargo Blush in Catalina; on Ringer's cheeks, Cargo Blush in Siena. On their lips, L'Oréal Crayon Petit Lip Liner in Burgundy and L'Oréal Endless Lipcolor in Fearless Fuchsia. Cargo products from Fred Segal Essentials, Santa Monica, Calif., and Brownes & Co. Apothecary, Miami Beach, or go to www.cargocosmetics.com; ChapStick products from drugstores nationwide; Helena Rubinstein products from HR Gallery, N.Y.C., and Neiman Marcus stores nationwide; Laura Mercier products from Henri Bendel, N.Y.C., Bergdorf Goodman, N.Y.C., and Saks Fifth Avenue and Barneys New York stores nationwide; L'Oréal products from drugstores nationwide; MAC products from MAC, Sephora, and department stores nationwide, or go to www.maccosmetics.com. Kim Carrillo for Judy Casey Inc.

Pages 198–99: Loretta Alston, Seven Chaperon, Assumpta Clohessy, and Amy Marie, all for Susan Price, Inc.

PHOTOGRAPHS AND MISCELLANY

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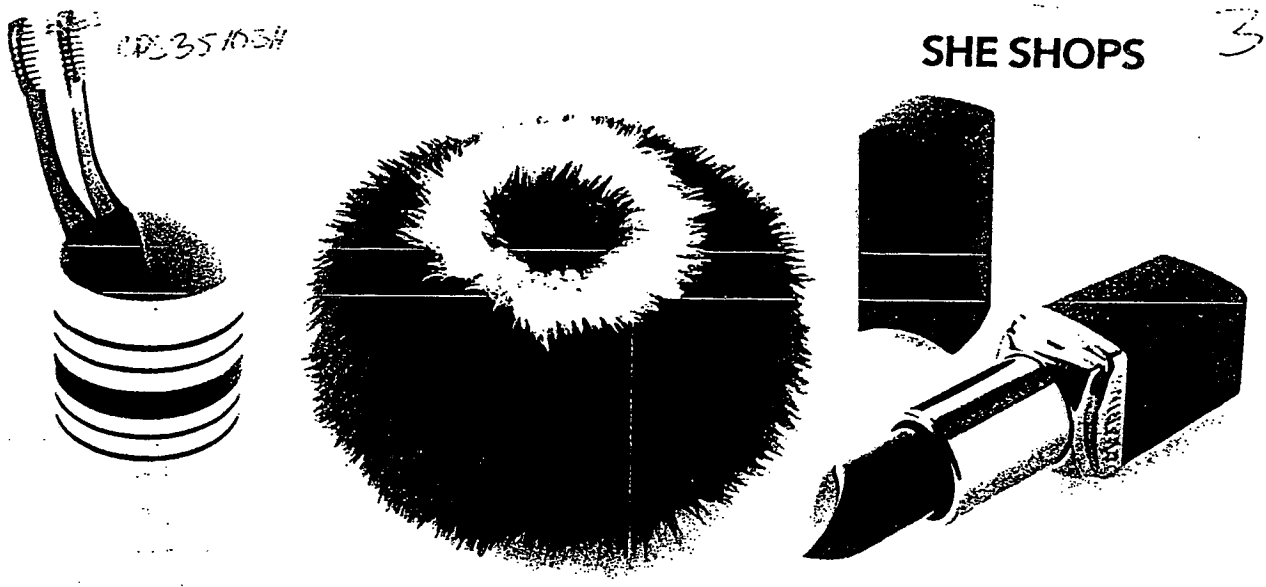
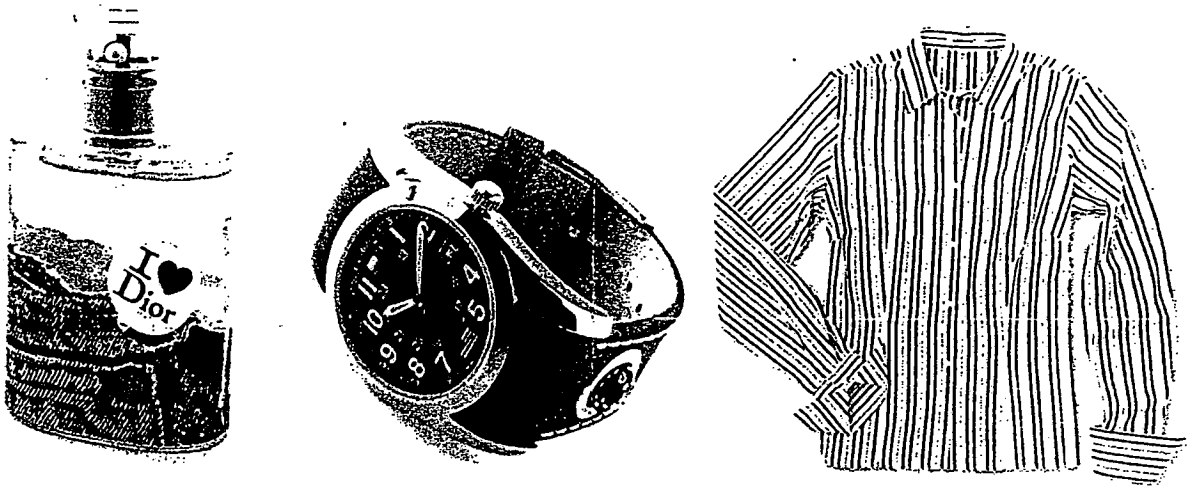
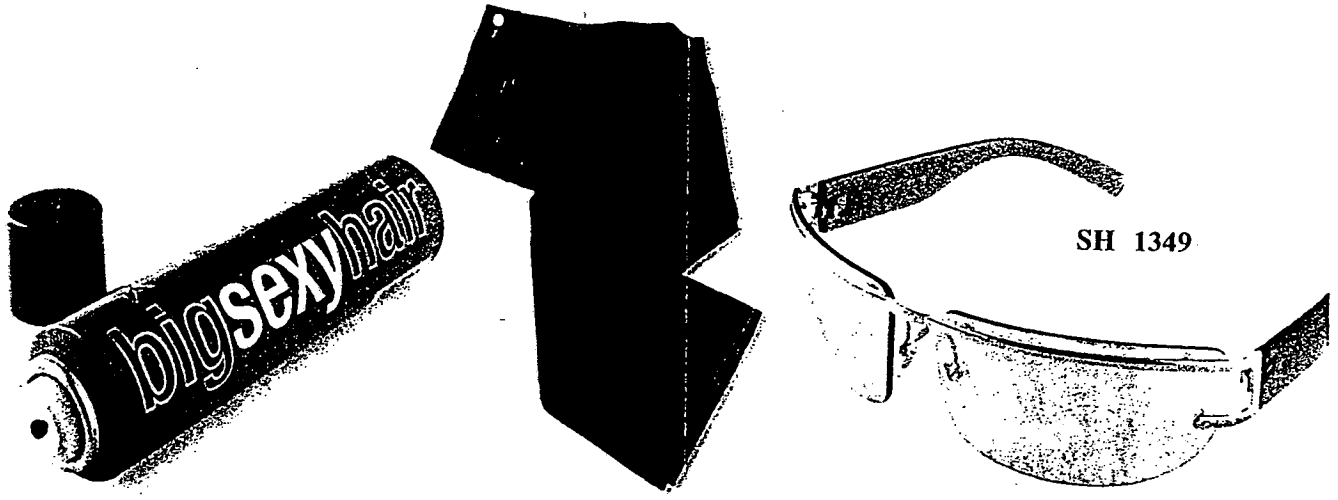
SHE
(London, England)
MAY 2003



LEFT Stripes are a bathroom classic Mug £1.99, TK Maxx. Toothbrushes £1.45 each, Boots CENTRE The safe way to introduce bold colour to a room Floor cushion £45, McCord RIGHT Our favourite true red long-lasting lipstick – slick this on for pure Parisian chic Clarins Passion No 350, £13



LEFT This fruity, floral scent contains honeysuckle, pears and magnolia, perfect for spring Christian Dior I love Dior perfume, £30 CENTRE Wear your style on your wrist Watch £85, Tommy Hilfiger RIGHT You can't go wrong with a crisp cotton shirt in stripes Shirt from £59.99, Crombie



LEFT Give your hair volume, lift and attitude [redacted] over, £10.90 CENTRE Dress them up with a little top and heels or down with T-shirt and trainers Jean £44, Gap RIGHT Sleek and simple yet sophisticated Sunglasses £130, Calvin Klein

NASSAU HERALD (...
MARKET AREA)
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Featuring far more than hair

Cornering The Market

TERI ANN LOESER

While other salons have come and gone, The Station for Hair has kept its place in Long Beach for more than 14 years. And not only did it stay, but it tripled in size. Starting out in one storefront, it expanded three times, took over three stores and eventually its owner purchased the building.

Judy McBride and her husband opened their salon in 1989. Together, they ran the business, until five years ago when Mr. McBride passed away. With the help and support of her family, dear friends and capable staff, The Station for Hair has flourished and grown. Ms. McBride not only works in Long Beach, but also resides there with her three children.

While offering other spa services and selling many unique products, The Station for Hair specializes in corrective coloring. "If your hair color needs fixing, we can make it right," said Ms. McBride. "We won't let you leave unhappy."

Her attitude extends to all other facets, keeping the salon friendly and inviting. The interior boasts a calm, relaxing atmosphere, offset by plenty of wood and greenery. Even the window display is enticing. A designer changes the showcase each season. Right now you'll see a tropical motif for summer, complete with orchids and bamboo.

Besides all types of coloring and highlighting, their hair services include cuts, styling, blowouts, up do's, and conditioning treatments. They do ear piercing, waxing, skin care and make-up. Nail services offered are manicures, pedicures, wraps, acrylics and "Forever French," enhancements made with a combination of pink and white powders that give the illusion of a French Manicure without polish, and lasts a lot longer.

Ms. McBride seeks out the newest most unique and natural products, and carries a large variety. Among brands like Aveda, Osis a[redacted]s Do'Wop Lip [redacted] gloss that enhances natural lip color by increasing circulation, resulting in shiny, "bee stung lips" that cannot be achieved by only lipstick. Lip Venom can be worn over lip color for moisturizing and shine. For the eyes, "FastLash," new lash-building fibers, can fatten up the eyelashes — instant false eyelashes. And Mineral Powder Makeup uses natural minerals rather than chemicals. Their self-tanning product, made specifically in Florida for The Station, should be tried. As far as accessories, they sell magnificent evening bags, beach totes and a collection of "Un Real" jewelry.

Open every day except Monday, The Station for Hair tries to accommodate everyone's schedules. Hours are: Tuesday, Friday and Saturday, 9 a.m.-6 p.m., Wednesday and Thursday 9 a.m.-8 p.m., and Sunday 9 a.m.-4 p.m. Consultations are complimentary.

THE STATION FOR HAIR.COM

885 West Beech Street
Long Beach
(516) 889-9120

Spring into New Hair Fashions

Some companies focus on men, others natural ingredients. Some break the mold entirely.

Veronica MacDonald
Associate Editor

FASHION, LIKE NATURE, blooms each spring. During the season of rebirth, consumers are ready if not eager for the next wave of hairstyling products. Though sales in the hair spray category fell 2% to $407.6 million for the year ended Feb. 23 according to Information Resources Inc. (IRI), Chicago, marketers are optimistic that hair sprays are far from obsolete. IRI reported the gel/mousse category jumped 5.5% to nearly $552 million, stealing some thunder from hair sprays. These figures do not include Wal-Mart sales.

Sixteen percent of consumers said styling gel was the most essential product to maintain their hairstyle, while another 16% cited hair spray, according to the Sally Beauty CelebHeads survey by Harris Interactive. Women were more dependent on hairstyling products than men, and 51% said they "must have" gel, spray or mousse. Hair spray was the most popular product, used by 38% of the respondents.

Marketers say that by offering new product forms and ingredients, consumers will experiment to get the look they want. Most new products are tied into current hairstyle trends.

Take, for instance, [redacted] Chatsworth, CA. Executives insist fashion is based on the mood and emotion of the times. And this spring, women can't wait to break out of the winter blues.

"Women have been working hard all winter, doing everything they can to do the job and be a mom," explained Michael O'Rourke, president and chief executive officer. "In the spring, they start to express themselves again."

Sexy Hair Concepts launched the Disruptive Texture collection of haircuts, illustrating consumers' desire to be free and wild and updating last year's fragmented looks. "Disruptive texture is a statement; it's planned texture like a fabric, with freer pieces," Mr. O'Rourke said.

Above right, Sexy Hair Concepts' Disruptive Texture. Below, MOP's C-system uses the healing powers of vitamin C to protect hair.

John Paul Mitchell Systems (JPMS) features sexy looks this spring such as Tousled Texture (razored, textured layers), Urban Edge (faux-hawk updo), Classic Sexy (loose, lanky locks) and Serious Bangs (straight fringe with bangs). Modern Organic Products (MOP) executives insist fringe is making a huge comeback, even hanging as low as the lash line. Asymmetry too is finding renewed interest.

Sebastian International is taking a unisex approach to hair with its Fluidity spring/summer haircut collection, emphasizing multifaceted, individual cuts. Executives said research shows that the gender gap is shrinking, and men and women often request the same cuts, styles and products.

Bumble and bumble executives said sweeps, twists and buns that need strong holding products are in vogue. In July, Bumble and bumble will launch Extra Strength Holding spray, a melange of provitamin B5, triethyl citrate and dimethicone copolyol to create moisturized and flexible updos.

Men Have Beauty Secrets Too

Men are getting a lot of attention among personal care marketers lately, leading to an influx of new products and a boost in sales. Men's hair preparations jumped 11.1% in 2002 to reach $32 million for the year ended Feb. 22, according to ACNeilsen.

The increase in men's styling products is due to two concurrent trends in the market. On the one hand, more salon services just for men are popping

SH 1351

up. On the other, male celebrities are becoming more outspoken about their grooming routines, which erases the age-old taboo that only women can discuss their beauty secrets.

"Men in general are growing more comfortable with being pampered and are less afraid that it will lessen others' perception of their masculinity," explained American Crew marketing manager Austin Baskett.

American Crew Liquid Line, a trio of water-based styling products for men with medium- to long-length hairstyles, debuted in February. The products include Groom, a versatile, defining lotion; Texture, a thickening, separating and volumizing styling spray and Structure, a firm-holding styling lotion. The products provide bend without stiffness, hold without weight and texture with movement.

"The water base allows for easy distribution through the hair, washes out easily and offers a weightless feel that's perfect for all hair types," insisted Mr. Baskett.

The products contain natural ingredients such as beeswax, sage extract and coconut oil.

JPMS reorganized and color-coded its Tea Tree collection into Body, Care and Groom sections. The products are targeted to men and "ingredient enthusiasts" who enjoy the healing properties of tea tree oil. JPMS has also extended the collection with Tea Tree Grooming pomade and the versatile Tea Tree Hair and Body moisturizer.

JPMS added a pomade to the Tea Tree line.

"We realized that as people get busier, it is important to have multi-use products that do more than one thing," explained Nina Kovner, vice president of marketing, JPMS.

JPMS' Elastic Shaping paste, a versatile cream-based product that can spike, bend, flip, twist, define or separate strands, is also new. Executives said innovative styling forms satisfy [illegible] stylists' appetites.

"Our primary target is stylists, and we want to excite their creativity and help them do their craft," Ms. Kovner explained.

White Rain repackaged its The Dry Look line for men, which consists of a grooming gel, hair balm and several hair sprays.

The Art of Shaving line launched several essential oil-based hair grooming products for men such as Hair Gel with Bergamot essential oil and Conditioner with Rosemary essential oil. Executives said the oils were selected for their soothing attributes.

The Choice is Natural

Natural ingredients are embedded in the personal care market due to an increased awareness of well-being. Last summer, Aveda introduced Sap Moss styling spray, an alcohol-free spray containing moisture-intensive sap, Icelandic moss, organic aloe, apricot kernel amino acids and oryzanol (a rice bran-derived UV filter). Executives said the moss is instantly absorbed into the cuticle, helping to prevent frizz and flyaways. In March, Sap Moss Nourishing concentrate was added to the line. This treatment deeply penetrates the hair with nourishing Iceland moss, organic honey, hydrolyzed wheat protein, plant-based emollients and apricot amino acids.

Aveda also offers several items under the new Light Elements line, inspired by lightweight Japanese hairstyles. Launched in January, they include Finishing solution, a lavender water-based light holding product, and Smoothing fluid, an organic jojoba-based, shine enhancing product. In June, Aveda will add the Defining Whip using marshmallow root and organic flaxseed for hair separation and Reviving mist to reactivate styling without washing using a blend of red clover, aloe and essential oils. All products are infused with an organic Per-Fume blend of vetiver, lavender, blonde orange, marjoram, rosemary and cinnamon leaf.

Rave is All the Rage in Hair Spray

Rave and Pantene lead the hair spray/spritz market in food, drug and mass merchandisers for the year ended Feb. 23, 2003. Figures do not include Wal-Mart results. All dollar figures are in millions.

Brand	$ Sales	% Change	$ Share	Unit Sales	% Change
Rave	32.6	-20.3	8.0	17.6	-37.8
Pantene Pro V	28.3	-5.7	7.0	7.7	0.8
Suave	23.7	13.0	5.8	15.9	26.3
Clairol Herbal Essences	19.7	3.7	4.9	5.9	0.9
Salon Selectives	17.1	-11.3	4.2	6.6	-7.3
Aquanet	17.1	-5.3	4.2	9.0	-11.8
Sebastian Shaper	16.3	29.0	4.0	1.2	28.4
White Rain	14.5	7.9	3.6	11.8	5.2
Pantene Pro V Elastesse	13.5	3.8	3.3	4.0	3.1
Alberto Consort	12.7	-5.8	3.1	4.0	-8.3
Category Total	**407.6**	**-2.0**	**100.0**	**145.4**	**-7.6**

Source: Information Resources Inc., Chicago. Wal-Mart sales are not included.

SH 1352

...els put a gleam and color into styled hair.

in the media."

The X-Treme line in particular appeals to men. Ms. Conlon noted that L.A. Looks has a high index with men, who are extremely experimental with new product forms. The Straight line, on the other hand, has been popular with women.

The company also overhauled its website, www.lalooks.com, to emphasize the six different looks.

Shocking Skater Spikes

Sexy Hair Concepts' Wild Sexy Hair line introduced Metal Head Metallic Holding gel. These colored gels offer potent holding power and shocking colors in six shades: Chrome, Crimson, Copper, Emerald, Indigo and Purple. The gels share a tangy grapefruit and melon fragrance. Executives also noted that these highly reflective products are a natural development in the worlds of hairstyling and fashion. "The consciousness of the times is reflected in the advancement of these products," insisted the company's Mr. O'Rourke.

Joico's ICE hair line introduced a limited edition collection of Spike Colorz shades in Chill Out blue, Re-Mix red and Wicked blue. Perfect for daring teens, these temporary, water-resistant gels create strong hold and intense color. The gels can be washed out with Eraser shampoo and join existing shades of Toxic Green, Voodoo Blue, Panic Purple and others.

Birmingham, MI-based Continental Consumer Products launched a series of Giga.Hold styling products for various hairstyles and lengths such as the Giga.Hold Freeze aerosol hair spray, Giga.Hold Freeze non-aerosol hair spray, Giga.Hold Freeze putty and Giga.Hold Spike & Freeze gel. These products are targeted at teens and twenty-somethings for various looks, such as the so-called Sleeping Beauty, Punk Rock Perky, Form Fitting Flare and Big Hair styles.

"There are a lot of new styles that are very bold and very cutting-edge, which require products that are cutting-edge as well," insisted John Petchul, president of Continental Consumer Products. "The Freeze hair spray is a technological breakthrough in regard to its holding power, using a dual-resin formula. It has the maximum amount of resin possible in hair sprays for superior hold."

The company is currently developing a men's hair care line, but declined to comment on specifics.

L.A. Looks got a new, modernized look.

Not Your Average Spray

Some hip styling products hedge so far away from the traditional hair spray and gel sector, that they have the ability to create new hairdos. "Updated, newer textures cannot be done with gels and hair sprays at all," insisted Sandra Yu, national technical director, Rusk. "For more modern textures, gums and clays are used."

Rusk's unisex Being line recently introduced several new styling aids, which can be used in succession. First, Rusk's new Being Rubber gum creates untamed raw hairstyles with great shine and flexibility, using ingredients such as panthenol, mineral oil and natural wax. Next, Being Primitive clay reforms and reshapes damp hair with natural emollients, emulsifiers, fixatives and conditioners. Being Shocked adhesive, a bendable yet texturizing styler, finishes the hair with superior shine.

"People are putting a lot more products into their hair to get a separated, jagged and ropey look," observed Ms. Yu. "The use of flat ironing also separates and smoothes the hair to get the shattered look."

The line also includes Being Slick pomade, Being Fierce wax, Being Wild paste, Being Strong gel, Being Smooth crème, Being Gutsy crème and Being Flexible hair spray.

Sexy Hair Concepts recently launched Short Sexy Hair Play Dirty Wax Master dry wax with a passion fruit mango scent and Rough & Ready Styling gunk with an apricot mango fragrance for strong, non-greasy hold. Executives said the packaging features both men and women since women often buy products for men.

Health Food for Hair

Some companies are not only focusing on innovative products, but those that can improve the condition of hair. Pittsburgh, PA-based hairstylist Philip Pelusi has unveiled the Phyto-Life Potion, the latest addition to his botan-

ical-based Phyto-Life line of products. In packages described as a mixture between elliptical salon designs, Frank Lloyd Wright and nature, Mr. Pelusi designed the Phyto-Life products in easy-to-handle 10-oz. bottles with an emphasis on well-being.

"We are focusing on wellness, hair health and vitality from the inside out rather than just the outer appearance," explained Philip Pelusi, owner of Philip Pelusi Phyto-Life products and salons.

The Potion protects the hair, scalp and hair color from UV rays thanks to natural extracts of blackberry, chlorophyllin-copper, guar, grapeseed, matricaria and sage. The formula is also greaseless, smoothing and weightless and does not contain polymers or resins, according to executives.

Saturating the hair with conditioner can protect the hair and scalp against the sun, but many people are too busy to reapply and may not want that slicked-back look, according to Mr. Pelusi.

"Most UV-protective products have the side effect of weighing the hair down," he said. "But Potion is a weightless product that can be put on the hair anywhere, anytime."

UV protection is important for both colored hair and Piedmont hair because heated styling utensils wreck havoc on all types of hair. Mr. Pelusi noted more men are dyeing their hair today. Younger men are less color-uninhibited, whereas older men request variations of gray.

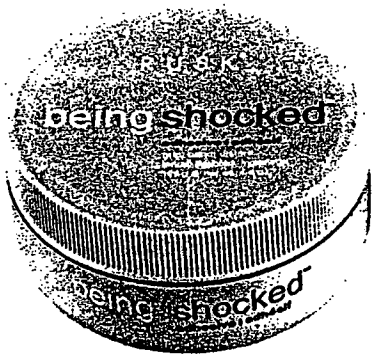
"We section the hair and make it look like when they first started to get gray," Mr. Pelusi asserted. "The contrast keeps the face from looking too washed-out."

Procter & Gamble's Pantene Pro-V styling collection has been revamped. The company no longer makes Settique sprays and now offers several hair sprays such as the Classic Hairspray Flexible Hold, Ultra Firm Hold and Unscented sprays, as well as Volumizing Hairspray Flexible Hold and Maximum Hold sprays, Curl Lock Hairspray Flexible Hold spray and Stay Smooth Hairspray Flexible Hold spray. Pantene has also added the Pantene Pro-V Total Control Shaping gel, In Control mousse and Scrunching Curls spray gel. All of the products promise healthy, shiny hair using Pantene's fortifying Pro-V formula.

Salon product company PureOlogy Serious Colour Care launched ShineMax Shining smoother, a blend of silicones and the company's AntiFade heliogenol complex to repair, smooth, strengthen and guard colored and natural hair against UV rays.

Big Hair is Back

In addition to trends for men, natural ingredients and innovative product forms, there are always niches for specific hair concerns. For instance, big hair is back, and there are several new products to prove it. Sexy Hair Concept's Big Sexy Hair line was extended with four new volumizing products: Dense Thickening spray that volumizes without stickiness; Flip It Over, Full and Wild spray with a special tactile feel for wild tresses; Spray & Play Harder Firm volumizing hair spray with hydrolyzed wheat protein to combat humidity and Big Shine-Shine spray with lemon extract.



Rusk's Being Shocked gum helps to create never-before-seen hairdos.

"Our No. 1 product is Spray and Play," said Mr. O'Rourke. "We say, 'it's not your mama's hair spray,' because most hair sprays haven't changed in 25 years. It's fast drying, lightweight, strong-hold and textured."

Under the Short Sexy line, Sexy Hair Concepts offers the What A Body Ultra Bodifying blowdry gel for non-tacky, soft and shiny hair that is also lifted and infused with an apricot and grapefruit fragrance.

"With shorter hair, women are making a statement, saying 'I know who I am,'" Mr. O'Rourke explained.

Volumax Shape Plus hair spray is new from Naturelle, a division of Zotos International. The fast-drying fine hair spray can be easily brushed through the hair for touch-ups. As it lifts the hair, it also allows flexibility.

Physique extended its volumizing series with Volume Boosting gel, an alcohol-free gel designed to give hair 20 hours of controlled hold, texture and fullness, according to P&G executives. It performs particularly well in humidity. Each product in the series, which also includes a volumizing shampoo, conditioner, scented and unscented hair spray and foam, costs $7.

Nioxin Research Laboratories' new Niospray hair spray, formulated for fine or thin-looking hair, protects the hair from dryness and enhances volume. Executives said the hair spray is humidity-resistant and is formulated with Memory Plex II, which retains style memory and increases manageability. Niospray also contains a PABA-free sunscreen. Three versions are also available: Niospray Regular Hold, Extra Hold and Power Hold.

In February, John Frieda launched the Sheer Blonde Volume Enhancing line of products to help plump up and pump up fine and delicate blonde hair. Two shampoos are available (platinum to champagne, and honey to caramel) with a white grape complex, a lightweight Instant detangler and the anti-static Full-Blown Blonde volumizing spray with ultra-light polymers and white grape complex. Executives said the spray is non-darkening and non-yellowing.

Also new is JPMS' Extra-Body finishing spray that dries and holds instantly without weighing hair down. Executives said the dispenser distributes the product evenly throughout the hair and the product completely rinses out. "The new technology allows the use of this product as a hair spray, but with more flexibility and movement," explained JPMS' Ms. Kovner.

Fizzling Out the Frizzies

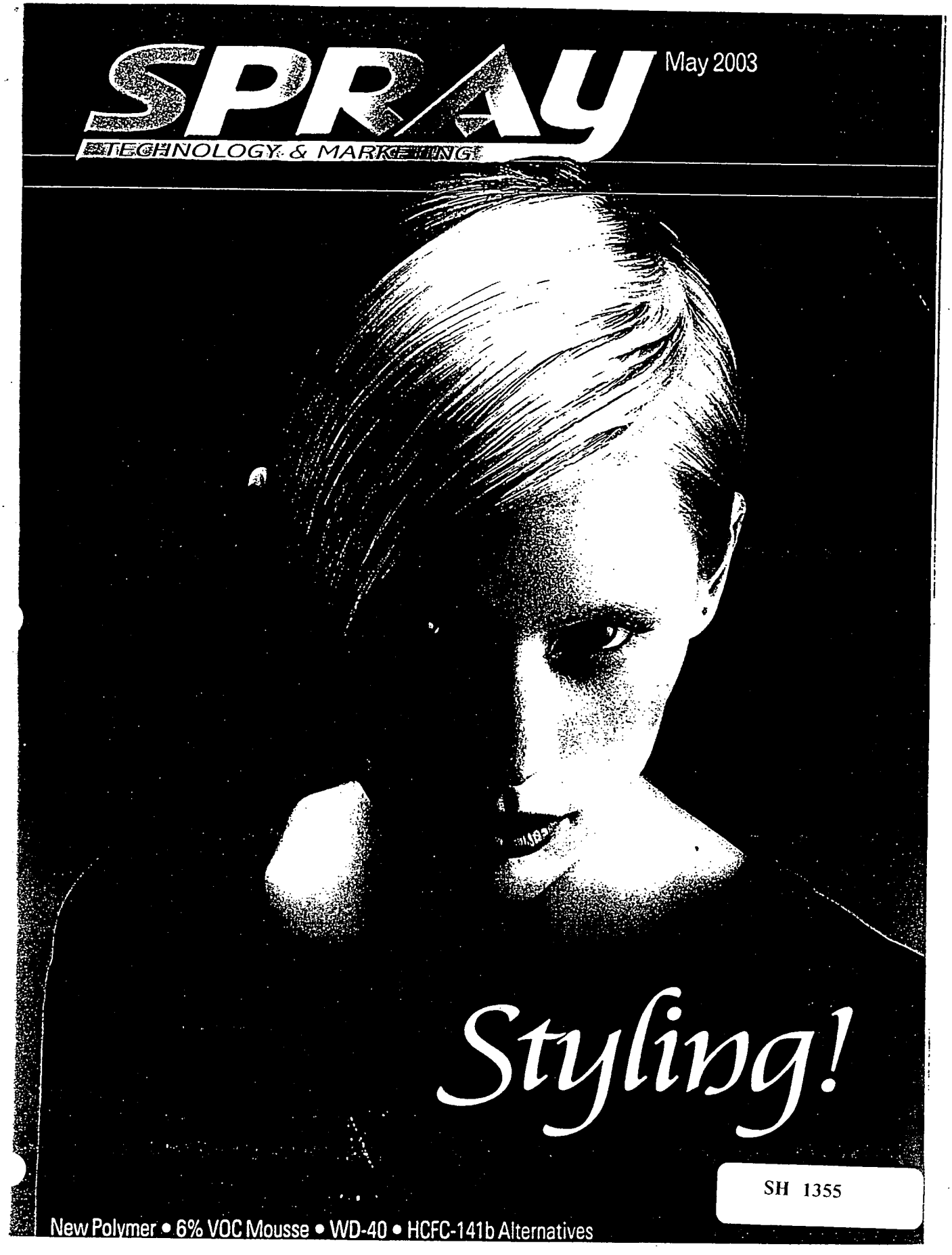
For those who prefer smooth tresses,

SH 1354

SPRAY

TECHNOLOGY & MARKETING

May 2003



Styling!

SH 1355

New Polymer • 6% VOC Mousse • WD-40 • HCFC-141b Alternatives

Today's styles are driving the demand for specialty products and for traditional styling and fixing tools, including hair spray.

Styling

Styling trends for 2003 entail a variety of different looks, and to help consumers achieve them, marketers have formulated new specialty products, including texturing wax sprays, three dimensional mousses, and volumizers. Market leaders have also developed line extensions and revamped existing product lines to remain competitive. Whether it's the new styling aids or the updated classic styling tools, sales are strong at mass merchandisers, salons and department stores, making hair care one of the bright spots in the personal care sector today.

In its publication, *Cosmetics & Toiletries USA 2002*, Kline & Co. reports that sales of hair spray products are up slightly, while styling products, such as mousses and spritzes, are showing stronger growth. The company also observes that there's been some significant new product activity in the hair styling category.

Much of this activity arises from shifts in hair styles, and this year trend forecasters and marketers are predicting a number of different looks. According to **Liz Edmonds, Director of Education, ISO (Innovative Styling Options)**, Spring/Summer 2003 hair trends will be heavily influenced by texture. "Texture has evolved. It is no longer the stereotypical curly perm. Styles will reflect what texture can do, including add movement, give direction, separation and volume to the hair. Texture can also redirect, add body, straighten, wave or add curl to the hair."

According to Edmonds, styles will be raw and edgy, giving stylists freedom to create, de-create and deconstruct hair. Among the products developed to help deliver texture are ISO's Option 1, 2, 3,

Hair styling and coloring products represent the fastest growing segments of the personal care market among one demographic group, teen and tween males, declares a recent report from MarketResearch.com. While basic grooming supplies (razors, soap and shampoo) account for the bulk of personal care items purchased for or by young men, the greatest opportunity in this market exists in sales of discretionary products, such as styling and coloring products.

Photo courtesy of Matrix

SH 1356

Hold it! Maximum Hold Whipped Mousse from Zotos International joins an existing line of four maximum hold styling aids. For the new entry, Zotos maintained the line's color scheme—an intense cobalt blue with bright yellow lettering and actuator—but decided to go with the TrimWave can from CCL Container. TrimWave features a high-fashion appearance, designed to really stand out at retail. The valve, from Precision Valve Corp., features a distinctive "whipped cream spout."

and EXO, which received a "facelift" last year; MainTamer 2002; NEO Texture; ISO Bouncy Crème; Multiplicity Multi-Texture Styling Crème; and Swax Spray Wax.

For **Wella's Trend Vision Workshop**, held in Barcelona, Spain, top stylists from six countries participated in interpreting key hair and fashion trends for 2003. According to Wella, the stylists demonstrated a wide-ranging repertoire, including "precise cuts, complicated coloring techniques, new approaches to curling and waving, and ingeniously incorporated hair extensions."

Among key designs identified by trend agency Trend Union, and interpreted by Wella stylists, were Energizing Antiquity, Graphic Elegance and Eccentric Romantic. For Energizing Antiquity, the hair has a "tousled yet styled look, blowing freely around the head, loosely held in place with ribbons or smoothed around the head like a helmet," says Wella. With Eccentric Romantic, the hair color is mainly reddish-blond, the cut less important than the styling. For Graphic Elegance (*ST&M's* cover), the look is simple, modern elegance.

More Volume: A Boost to Aerosols

"Bigger hair, retro looks and updated classics are the hot trends for 2003—from the glam of the 40s through the wild creative cuts of the 80s," declares **Ralph Blessing, Brand Development Director—Suave**. "Styles are showing more volume and texture, and stylists are teasing hair to achieve retro styles."

Blessing believes that products that promise volume enhancement are key to achieving the trendy looks. Pomades help define and show off texture, especially on shorter, choppier styles. "For sleek styles," he says, "keep it glamorous with a smooth shiny look." Styling aids are promising more than just hold—they also boast added shine claims.

Blessing feels the new looks are beginning to re-energize the aerosol hair spray segment, which has been flat for the last several years. "This category is currently up +0.6% vs. last year, probably as a result of the styles leaning toward more volume. The more fine spray of the aerosol will help hold volume-enhancing styles without weighing hair down. In contrast, the hair spray category in general has been dragged down by non-aerosol hair spray, which is driven by lack of innovation and consumers switching to miscellaneous styling aids." (Source: AC Nielsen 24 week ending 2/08/03.)

In addition, Blessing reports that packaging continues to evolve to reflect a consumer's versatile lifestyle and particular moods. "If you look at the recent mass introductions—packaging is getting brighter, sleeker and providing more ergonomic fit in consumers' hands." He notes that Suave has updated the Rave Hair Sprays to a metallic shinier/brighter look to capitalize on this trend.

Farouk Systems has released the Hair Toys product line. Included is Spray Frizz, a spray-on mousse with a flexible hold that allows consumers the option of "directional styling." Enviro 54 natural and firm aerosol hair spray is formulated with less than 55% VOC. Air Mist is a versatile, dual action non-aerosol spray. Its fast drying mist and optional styling formula present numerous styling possibilities. U.S. Can supplies the containers for Enviro 54.

Style and Color

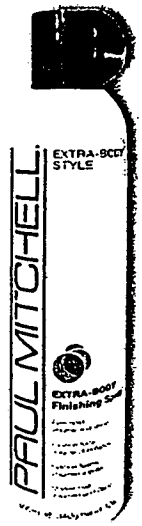
Jim Markham, Founder of PureOlogy, also believes that there is a shift to volume in current styles. "Volume is coming back; the lines are getting a little softer, a little more curvaceous, with bend, slight curl and movement. Also texture is very much in, and defrizzing or anti-frizz will stay in vogue for some time."

Markham also feels aerosols, as well as non-aerosols (the pump spray), are coming back. "It does appear that there is definitely more demand for volumizing and texturizing products, and

SH 1357

New from Alterna is the Hemp Straightening Starch Spray, a product designed to be a healthier alternative to the flat iron. According to Alterna, the product straightens hair and provides heat styling protection while never getting sticky or stiff. It also contains UV protectants. Shield Packaging of Chino, CA fills the EXAL can, while Precision supplies overcap and valve.

New 3-D Mousse from Dippity Do is a lightweight styling foam that combines creamy conditioners and wheat protein for infinite volume, hold, and protection. The techno-Style line is packaged in a bright orange can from CCL Container with a translucent orange S-25 foam spout and hood from SeaquistPerfect Dispensing. With its European styling, the spout provides strong visual appeal. The VX-81 valve and mousse spout give easy dispensing of the volumizing foam.



Paul Mitchell's Extra-Body System of hair care products relies on naturally derived ingredients and the latest technology to create today's full-bodied looks. The Extra-Body Finishing Spray™ is the latest in the six sku line of products and uses packaging to reinforce the bold product statement. The hair spray uses the Sirena actuator from SeaquistPerfect Dispensing in vibrant purple, accenting the can graphics. With the VX- 81 valve underneath, the consumer experiences a directional spray for long-lasting holding power in all climates and humid conditions.

hairspray seems to be one of the [products] making a comeback."

Vivid color is still very strong and getting stronger. Markham comments, "You can take a hair cut and by just changing the color placement and texture, you can create all kinds of different shapes and looks. Highlighting, low-lighting, utilizing all colors is a major trend—color is huge."

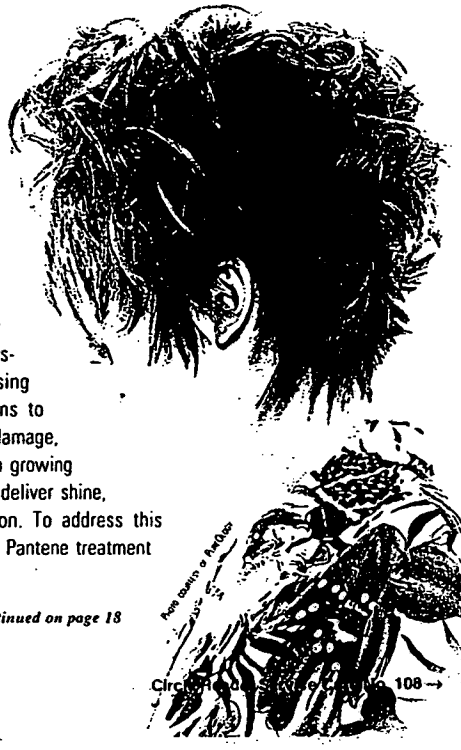
And color needs to be protected from the harsh elements. Products like the new ColourMax use an ingredient called Heliogenol, an antioxidant, UVA/UVB inhibitor. Referring to them as an anti-fade complex, PureOlogy utilizes Heliogenol with sunscreen and other potent antioxidants and ingredients.

P&G Invests In Mousse and Hair Spray

P&G's trend spotters at the Spring/Summer 2003 Catwalks in London, New York and Paris zeroed in on three key trends that will continue to impact the way the company designs its hair care products: Bedhead Styles, Sleek Smooth Styles, and Loose Natural Looking Waves.

According to **Dianna Kenneally, Senior Scientist, P&G Beauty Care,** Bedhead hair styles continue to grow in popularity. "The hair is usually straight with piece-y layering and razored ends. While some of the styles are still short and spikey, many now are longer with more swing and kicked out edges. These styles are likely to continue to fuel the demand for specialty stylers like waxes, pomades, and high holding gels. However, the longer styles have a lot of fullness—fine haired consumers need foundation stylers like mousses and spray gels to achieve the volume inherent to these styles and hair spray to hold them."

As a result, says Kenneally, P&G expects to see continued growth in volume stylers and has made a significant investment in upgrading its mousse and hair spray ranges for the long term. "When 55% VOC formulas were initially being developed, P&G was dissatisfied with the performance of the available polymers used in higher water hair sprays and chose to take the path of concentrate-reduced delivery to meet CARB regulations. However, polymer suppliers have risen to the challenge by developing better performing hair spray polymers. Combined with P&G's expertise in spray technology, we have now been able to develop high holding formulas without the characteristic wet feel associated with first generation 55% VOC hair sprays. We now have higher water 55% VOC formulas with performance that is worthy to be called Pantene, and we have recently relaunched a reformulated Pantene hair spray line."



Kenneally also affirms that sleek smooth styles are still the rage. "Consumers love smooth hair styles because they feel they are sexy and sophisticated. The newest twist has been sleek ponytails and combination smooth styles with root lift. This year we have seen more introductions of smoothing products, including the very trendy thermal straightening systems. Many consumers are using blow driers and flattening irons to achieve this look resulting in damage, dullness and dryness. There is a growing need for leave-in products that deliver shine, conditioning and heat protection. To address this need, P&G is introducing a new Pantene treatment

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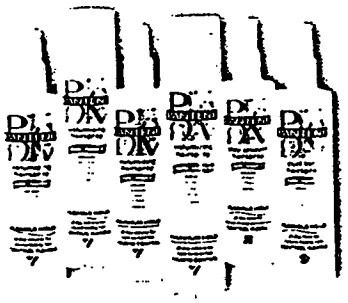

Pantene's new treatment line.

features an easy, spray-on application.

Suave has updated its Rave Hair Sprays to a metallic, shinier/brighter look.

Continued from page 16

line which includes a non-aerosol heat protector spray called Instant Defense to add shine and keep heat-styled hair healthy.

Finally, for the P&G executive, loose natural looking waves are a new alternative to the smooth styles. "These styles look more natural and windswept. Products for these styles will range from creams and lotions to smooth out thick frizzy hair to spray gels and foams for scrunching in a natural wave. For this style trend, P&G brands have been fleshing out their curly style regimens with Physique Scrunching Foam, Pantene Scrunching Curls Spray Gel and Aussie Sprunch Spray."

LA Looks, Farouk Gear Up

As a result of the variety of hair styles for the upcoming spring/summer season, **L.A. LOOKS** has completely relaunched the brand and is offering a full line of styling products to create and maintain a range of looks, says **Geri Lieberman, Marketing Director**. The new L.A. LOOKS products offer different forms, application systems and hold levels to appeal to different hair types, lengths and application preferences....all to achieve a particular look. According to Lieberman, there are five looks under the L.A. LOOKS brand—volume look, straight

Continued on page 20

Parsol MCX, Parsol 1789, Phytantriol, Panthenol

Roche Vitamins

THE HAIR PROTECTORS*

*The proper combinations provide optimal protection against UVB & UVA radiation and hot blow-drying

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Continued from page 18

look, curl look, extreme looks and expressive look. Within the Curl Look, for example, the company "has introduced an innovative aerosol spray mousse which is great for longer hair and those that prefer to apply styling products directly to the head versus in the hand." Within the Straight look, L.A. LOOKS introduced an innovative aerosol straightening spray that can be used on wet or dry hair.

Another innovative marketer, Houston, Texas-based **Farouk Systems USA**, is gearing up for numerous product launches, comments **President Shauky Gulamani**. The new products will complement Farouk's 2003 trend release, "Trance Zero, Emotions 2003; and Controlled Pandemonium." To create these looks, the company is offering salon professionals and consumers "hair sprays that have various holding power and low VOCs; flexible styling aids that can change a style from day into evening without an over build-up of product while leaving hair feeling healthy and clean, allowing it to move and glisten with the sunshine."

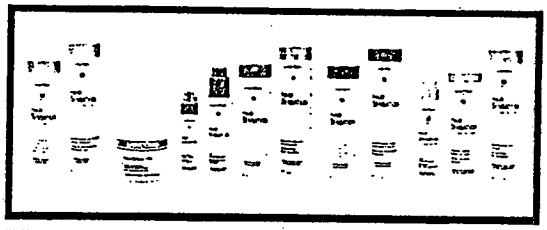
According to Gulamani, the trends "combine color, cutting and styling as the whole package. Color consists of wide panels of either bold reds or blonde shades. The cuts are a combination of curved and straight lines that are visible and invisible, going from shoulder length to short sexy hair.

Continued on page 22

Lancôme Weighs In

L'Oréal's Lancôme brand entered hair care in March 2003 with its first collection, Hair Sensation, which is competing with brands like Origins and Clinique at department stores throughout the country. The company says the new products are based on three key elements: a complete range to meet the needs of all hair types; cutting-edge formulas; and ever-present polysensoriality (original textures and scents).

The line-up is based on four categories: Volume Intense; Vitalite Brilliance, featuring a unique Vitality Complex technology; Éclat Couleur for colored hair; and Nutrition Intense, featuring a Nutrition System comprised of nutritious and repairing agents. Products include volumizing shampoos and conditioners; extra-volume mousse; extra rich conditioning mask; and shine conditioner.



SH 1360

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Continued from page 20

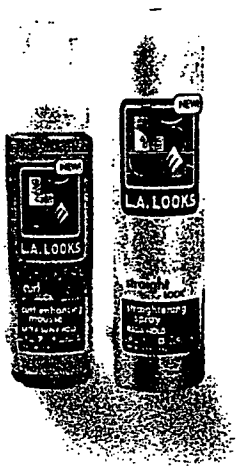
"Definitely, each collection breaks away from the norm. The right styling tools and styling aids are a must in order to create these looks."

Style as Signature

[redacted]oducts are developed based on consumer study. "As a stylist by profession," explains company **Founder Michael O'Rourke**, "my consumer is the person who walks into my salon, sits in the chair and expects me to make her look beautiful and feel confident and sexy about herself. Because society has placed more demands on women, their lives are more complex than ever. They assume many roles in everyday life and their hair simply acts as an accessory to the costume that they wear during the role of the moment.

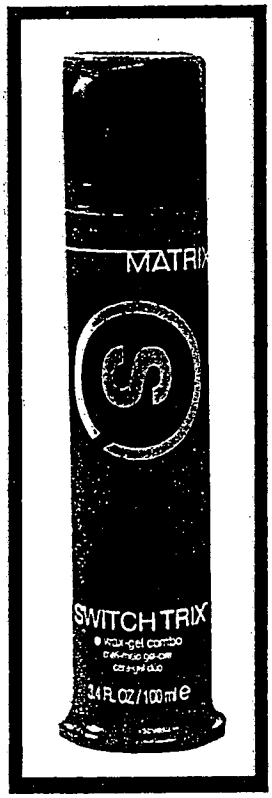
"Although trends come and go, one thing remains constant—a woman's style is her signature and just like her fingerprint. Because life is very complicated, hair styles need to be comfortable, yet never look complacent. For example, when we were creating our latest product, Play Dirty Wax Master Dry Wax, we found people looking to give their hair separation using a wax type product. Using a spray technology combined with a unique wax formulation, we were able to provide an easy spray-on application that does not leave hair with a sticky or dull, waxy feeling." SPRAY

L.A. Looks has introduced Looks, a new lineup of products inspired by salon formulations. Categories include Straight, X-Treme, Volume, Curl and Expressive. Within these categories is Straight Look Straightening Spray, previously only available in salons, and one of the first straightening sprays to be introduced to the food, drug and mass market. The product helps build an instantly sleek, smooth, straight look while providing hold. Curl Look Curl Enhancing Mousse has a unique pump which dispenses a liquid gel-to-foam mousse formula that increases curls with maximum hold and a lightweight feel. The F2 pump is from Airspray Intl.



L'Oréal's Matrix:

Strong Foundation, New Opportunity for Worldwide Growth



The **Matrix** brand was launched by the creative hair dresser, Arnie Miller, who's been described as a smart businessman, as well as a well respected name within the industry. "He connected with everyone from the stylists to the distributor and the consumer, which made for a very strong foundation," comments a Matrix spokesperson.

With the acquisition by L'Oréal several years ago, Matrix has been able to avail itself of some significant promotional support, enabling it to implement a strong, integrated marketing campaign with consumer and trade print campaigns and a first time TV campaign for Trix in 2002. "Additionally," observes the spokesperson, "L'Oréal is a global company which really affords Matrix a huge opportunity for worldwide growth in the years ahead."

The Matrix portfolio boasts a fairly diverse group of products, including its most recent addition, Trix, as well as Sleek.look; Biolage; Amplify; Vavoom; Matrix Essentials; Logics; and Professional Color. Staying current and on-trend with such an extensive lineup could pose a challenge for some marketers, but for Matrix it is seen as an opportunity. "Matrix is proud of its portfolio and its astounding R&D teams who continuously stay ahead of the curve and bring the best products to both the stylists and consumers. If you take a close look at the Matrix line-up you will see that Matrix is for everyone. The products are diverse and assist in hair needs for all hair types. The color and texture components are equally as strong and important to rounding out our portfolio and making us a solid company."

According to Matrix, there are a number of trends driving product development today, but first and foremost is versatility. "Trends are more and more multiple with a wide variety of styles that we see.....meaning it is our responsibility as a professional brand to provide a wide portfolio of styling products that provide the 'tool' for hairdressers and consumers to create these styles."

The versatility also includes multi-functional products, like SwitchTrix wax-combo. This product can be applied on wet hair as a working tool, where it performs like a gel, and can also be used on dry hair to finish, define and texturize like a wax product.

According to the company, SwitchTrix is unique due to its combination of wax and gel properties. It features gel technology, a balanced blend of flexible and fixing polymers with a Carbomer gelling agent; wax technology; and surfactants such as Glyceryl Stearat and Isoceteth –20.

The SwitchTrix package is an airless pump dispenser supplied by Guala Dispensing in Italy.

SH 1361

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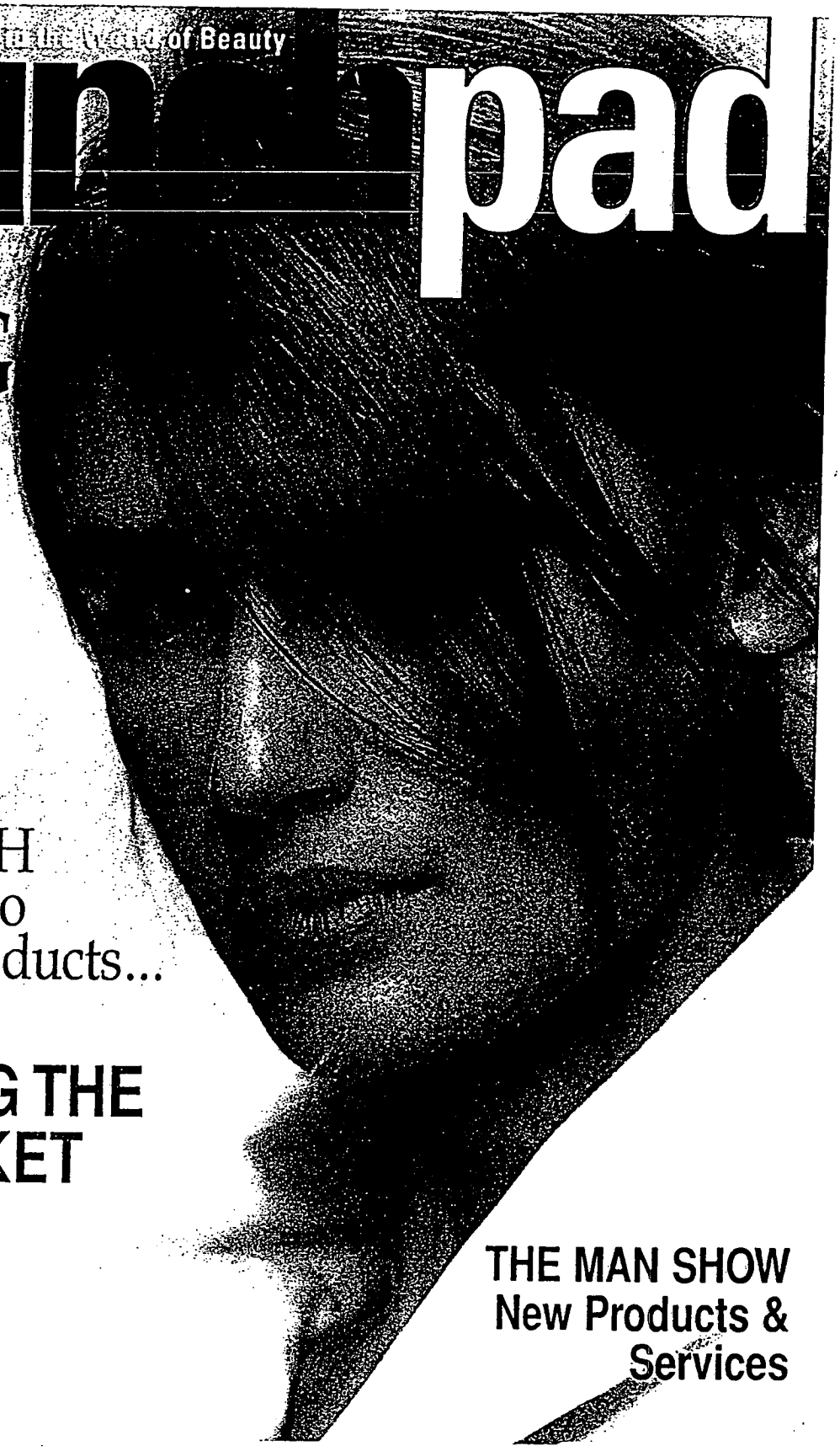
What's Taking Off in the World of Beauty

launch pad



SPRING Hair & Makeup Trends

FREE LaUNCH
Your Chance to
Win FREE Products...
See Page 57

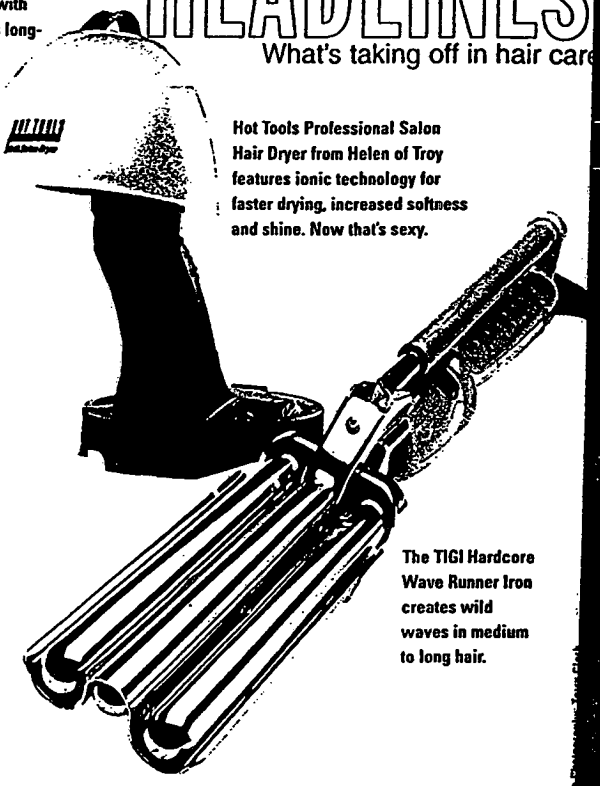
CORNERING THE TEEN MARKET

THE MAN SHOW
New Products &
Services

SH 1362

ISO Multiplicity Escalate Volume Whip is a weightless foam that creates maximum volume with ultimate root lift as well as long-lasting body and strength.

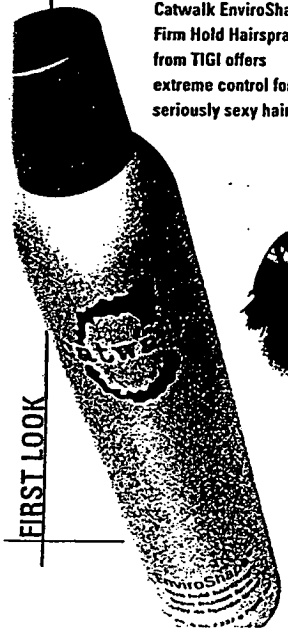
Hot Tools Professional Salon Hair Dryer from Helen of Troy features ionic technology for faster drying, increased softness and shine. Now that's sexy.



The TIGI Hardcore Wave Runner Iron creates wild waves in medium to long hair.

do ya think i'm sexy?

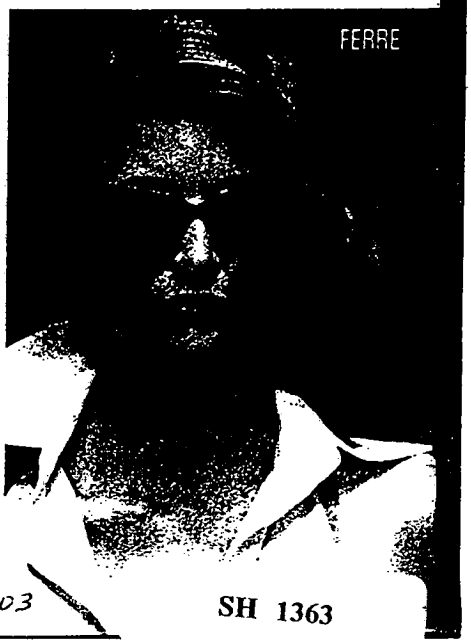
Come hither hair was all over the spring runways. Break out the volumizers, hair spray and curling irons. Yeah, baby.



Catwalk EnviroShape Firm Hold Hairspray from TIGI offers extreme control for seriously sexy hair.

gives hair that full and feral look.

Turbo Power round brushes from Pibbs Industries create extra volume when blow-drying.



FIRST LOOK

To order, see Directory.

BEAUTY LAUNCHPAD MAY/JUNE 2003

HEADLINES

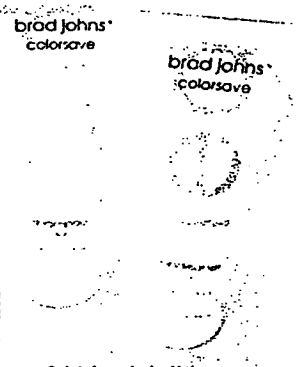
What's taking off in hair care

color lab

A new technique from Paul Mitchell, help for overprocessed hair, Sexy Hair's metallic holding gels, and NAHA winner Lucie Doughty's winning style

sparks some serious attitude with Metal Head Wild Sexy Hair Metallic Holding Gel. The cutting-edge, colored styling glue grants permission to explore life on the wild side without commitment.

Color maven Brad Johns has just launched a line of color-infused shampoos and conditioners (below). Brad Johns Colorsave Red (shown below) adds sparks of coppery auburn to natural and color-treated shades of red hair. Nourishing sea algae, rich in amino acids and minerals, provides moisture for healthy hair. Also available in Blonde and Brown.



Modern Mohawk Four heads are better than one. At least that's the theory behind Juxtapose, two new collections from Paul Mitchell artistic director Robert Cromeans, master associate Stephanie Kocielski, and artistic directors for Paul Mitchell the color Scott Cole and Linda Yodice. Inspired by David Bowie's Ziggy Stardust era, this update on the mohawk was created with a combination of strong and soft cutting, leaving very short hair on top disconnected with long hair on the sides and back. The Scales Block Color Technique, inspired by the scales of the Koi fish, carries the color throughout the hair, leaving a very dynamic blended end result.

Lucie Doughty, director of the color department for Paul Mitchell The School, dreams in color. This past January her dreams came true when she was named North American Haircolorist of the Year. "Since each artist in our industry began their creative journey in beauty school, it seems incredibly fitting to me that a beauty school instructor is now receiving our industry's highest honor," says Winn Claybaugh, Dean of Paul Mitchell The School. Like many talented artists, Doughty draws on visually inspiring elements in her environment—the spirited textiles of Gustav Klimt, animal prints, and fashion designs. Her award-winning designs were created with Block Color dimensional coloring techniques and Paul Mitchell the color.

Celebrity colorist Nelson Chan, who tends to the locks of Sarah Michelle Gellar and Heather Graham at Estetica in Beverly Hills, introduces the Ionic Resuscitating Treatment from I.S.H. Professional (Ideal Silky Hair). One in-salon treatment restores the hair's vitality and nourishes it back into a state of health.

FIRST LOOK

To order, see Directory.

SH 1364

Student Loan Consolidation - If you have $10,000 or more in student loan debt and have started student loan repayment or are in your grace period, you may qualify for the Federal Student Consolidation Loan. Consolidation can save you up to 52% a month and could possibly lower your interest rate to 2.25%. **For more information, please click here**

SEGMENT INFORMATION

Wednesday, May 7, 2003

ENTER MARK'S MINDBENDER
To participate in Marks Mindbender, send a postcard with your name and phone number to:

P.O. Box 500
Los Angeles, CA 90078

Since Mark's Mindbender is an ongoing contest, we do not offer the ability to enter online. For Mindbender questions and complete contest rules, click here.

Today's Mark's Mindbender Prize: It's Sephora Week on Mark's Mindbender.

This week's winners receive a shopping spree at their local Sephora store and the newest store in Mission Viejo.

Note:

Sephora is the leading beauty retailer in France and the largest in Europe.

Every Sephora store in the U.S. features special sections that highlight the newest and most popular makeup, skin treatments, scents, and beauty accessories and tools.

You can shop Sephora: 1.877.SEPHORA http://www.sephora.com.

SEPHORA MISSION VIEJO 498 The Shops at Mission Viejo Mission Viejo, CA 92691 949-364-3449

Store Hours Monday - Friday 10am-9pm Saturday 10am-7pm Sunday 11am-7pm

KURT THE CYBERGUY
Find featured links to the coolest websites or the hottest new technology featured by Kurt the CyberGuy.

Treat Mom Like A Star This Mother's Day
With some of the very same items that Madonna, Jennifer Lopez, Halle

Berry and Cahterine Zeta Jones are taking home this year. To check out some of these exclusive gift items or put together your own unique assortment, call Distinctive Assets at (800) 932-9913 or log onto http://www.distinctiveassets.com.

PROM MAKEOVER
The following companies provided services and products for our Prom Make-over segment:

YM Magazine
http://www.ym.com.

[redacted]
http://www.sexyhairconcepts.com. (800) 848-3383

Take One Image Consultants
Kelly Williams (562) 301-9204

Gowns, shoes and accessories provided by:
MACY's Sherman Oaks 14000 Riverside Drive Sherman Oaks (818) 788-8350 http://www.macys.com.

Tuxedos provided by:
Gingiss Formalwear
at Glendale Galleria (818) 243-4231
http://www.gingissformalwear.com.

Hair for Prom make-over provided by:
Linear Hair at Glendale Galleria (818) 240-5300

Make-up for Prom Make-over provided by:
MAC
http://www.maccosmetics.com.

Balloons for Prom Make-Over provided by:
Balloon Castle 10803 Riverside Drive North Hollywood (818)-505-0808

Flowers for Prom Make-Over provided by:
It's A Blooming Business
14006 Riverside Drive Suite #24 Sherman Oaks (818) 783-4846

Limousines provided by:
The Jackson Limousine Services
5917 West Boulevard Los Angeles (800) 522-9955
http://www.jacksonlimo.com.

Gayle
Was live from the Moto Art Airplane Furnture exhibit at the Pacific Design Center at Melrose and San Vicente.

Featured Items:

The Nap Strap $19.95
(310) 375-4531
http://www.practicalthings.com.

1st Class Sleeper $49.95 (866) 766-6946
http://www.1stclasssleeper.com.

Urban Utility Belt $238.00
(305) 865-9631
http://www.urbanutilitybelt.com.

Force Field Ballistic Shield Carrying Case $650.00
(800) 990-6785
http://www.forcefield.cc.

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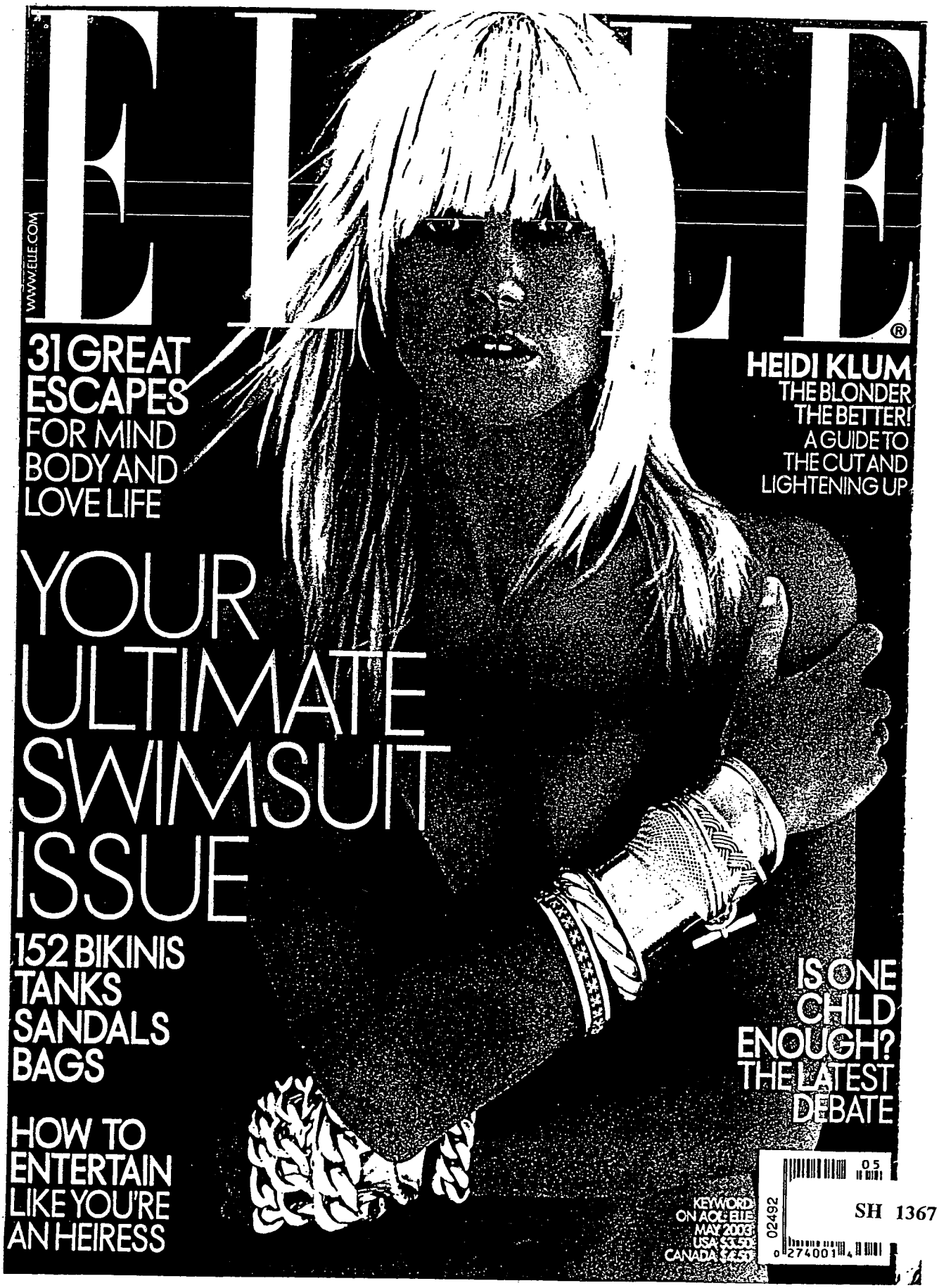
- **FeedRoom Vid**
- **Hal Fishman Jc**
- **Kurt the Cyber**
- **Mark's Mindbe**
- **Pin Point Weat**

more co\

Thursday
13, 2003

careerb



02492
SH 1367

Advertisment

Tips n' Trends

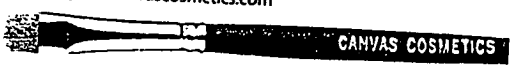
Be pretty in pink.

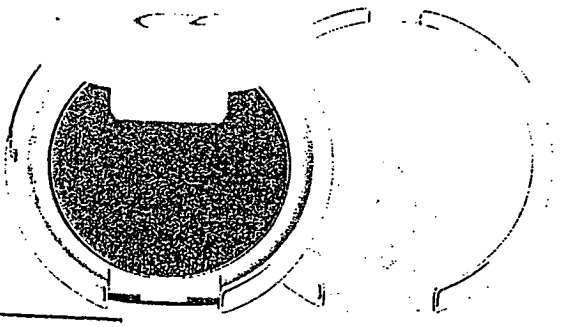
Manicurist To The Stars

The flawless pinks. This summer paint your paws like the celebs with Jessica's custom colors in juicy, sherbet, and Gelle'. jessicacosmetics.com

Strap On Spring

Hollywood "it" girls are clamoring for Canvas Cosmetics blush in Whisper and shadows in Heavenly pink & Ballerina. Achieve that perfect LA pout with Baby Doll Lip Lacquer. canvascosmetics.com





Perfection

This anti-aging formula, jam packed with nutrients, holds moisture deep with-in the skin for hours of continuous hydration. Free Trial Call: 1-877-825-1838 perfectioncream.com

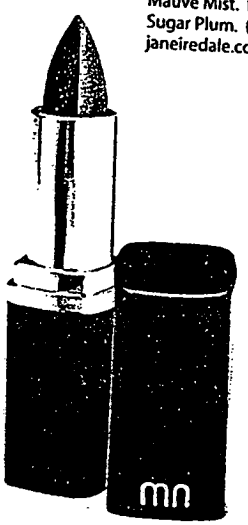
Essential Moisturizer

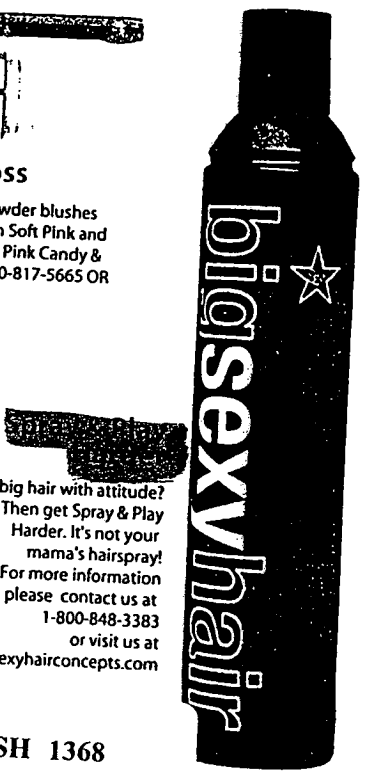
Pink Candy Gloss

Jane Iredale's cream to powder blushes for cheeks, lips, and eyes in Soft Pink and Mauve Mist. Lip glosses in Pink Candy & Sugar Plum. (Shown) 1-800-817-5665 OR janeiredale.com

French Twist

For lips and nails that are twice as nice, try Merle Norman Cosmetics' Kiss Kiss Lipcolor in Flirty Pink $13 and SALON FORMULA™ Nail Color $7 in Pink Sizzle and Fiery Fuchsia. merle norman.com





Want big hair with attitude? Then get Spray & Play Harder. It's not your mama's hairspray! For more information please contact us at 1-800-848-3383 or visit us at sexyhairconcepts.com

ELLE MAY 2003

SH 1368

Tips n' Trends by invitation only. Paul Swanson :: The AdSert Group 323.525.1700

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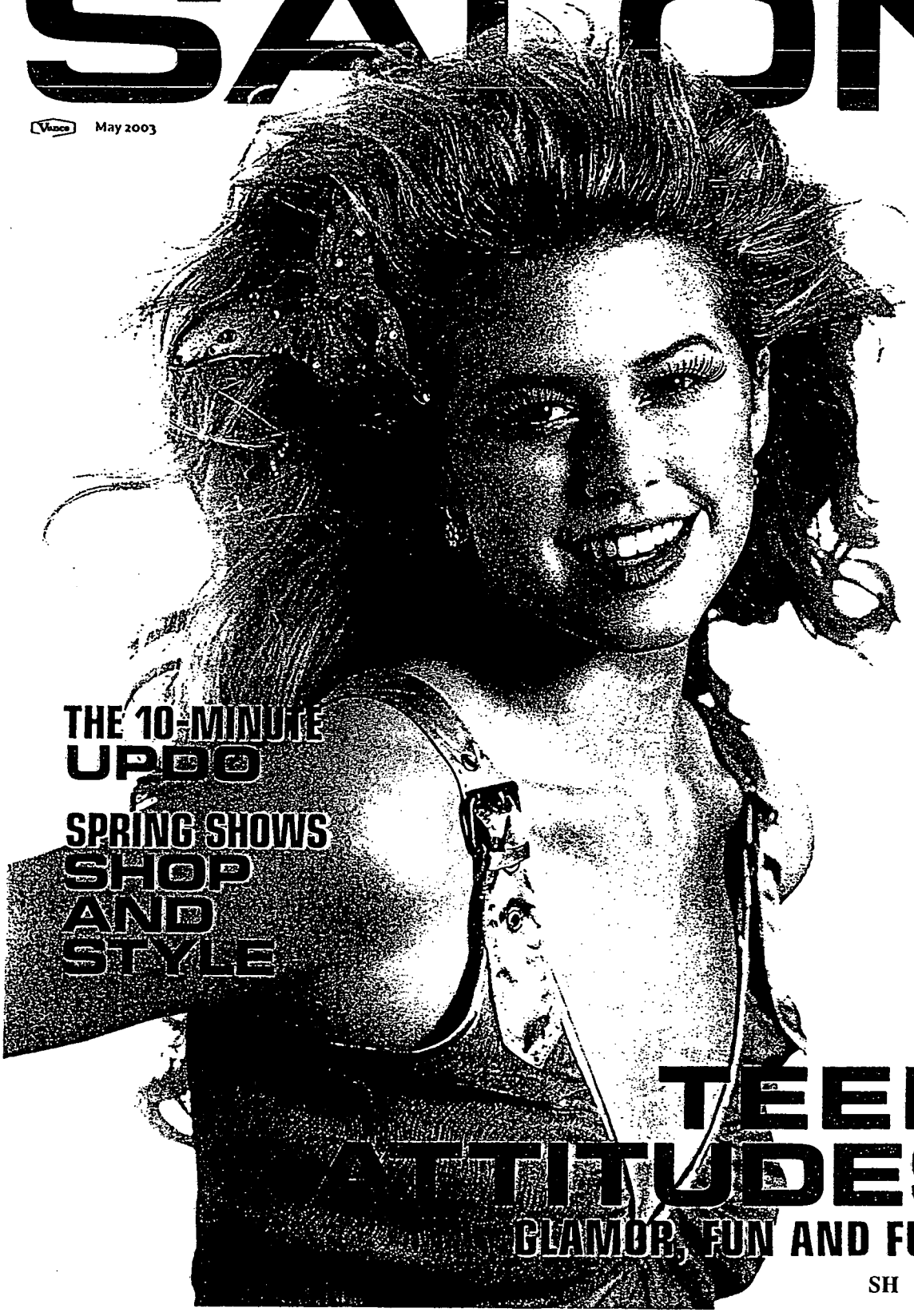


THE 10-MINUTE UPDO

SPRING SHOWS SHOP AND STYLE

TEEN ATTITUDES

GLAMOR, FUN AND FUNK

SH 1369

TWO REGIONAL MANAGERS JOIN SEXY HAIR CONCEPTS

[redacted] has announced the addition of two new regional managers: Marla Sease, Southeastern regional sales manager, and Richard Judson, regional sales manager.

Sease will oversee the company's sales in the Southeastern United States. She has more than 10 years of salon industry experience as a consultant and educator.

As regional sales manager, Judson will be responsible for the State Beauty Supply account, a distributorship with more than 115 stores.

"Marla and Richard are dynamic team players at Sexy Hair," said Michael O'Rourke, CEO. "They have a tremendous energy and have much to offer our industry."

Sease

Judson

OFFHAUS NAMED AT PUREOLOGY

Michele Offhaus has been appointed regional sales educator for Pureology in the Northeast.

Offhaus has more than 15 years of experience in education and sales, and is a licensed cosmetologist. She will be responsible for support and day-to-day communications with the company's distributors in the Northeast.

Offhaus

PRODUCT CLUB EXPANDS FACILITIES

Product Club, a leading supplier of color accessories including foil, gloves and caps, has doubled its warehouse capacity for the second time in less than a year.

"This added capacity will enable us to continue offering the highest level of service in the industry to the many different types of customers we service, including full-service distributors, OTCs, chains, schools and the overseas market," said Eric Polesuk, president of Product Club.

Product Club's addition of successful products has enabled the company to continue to grow and expand its distribution. According to Polesuk, most Product Club orders received by noon will ship to customers the same day.

ZOTOS ANNOUNCES MARKETING APPOINTMENTS

Robert Seidl, president and CEO of Zotos, has announced the appointment of Glenn Gold as vice president of marketing for ISO (Innovative Styling Options). Gold will oversee all marketing activities for the ISO brand and will report directly to Seidl.

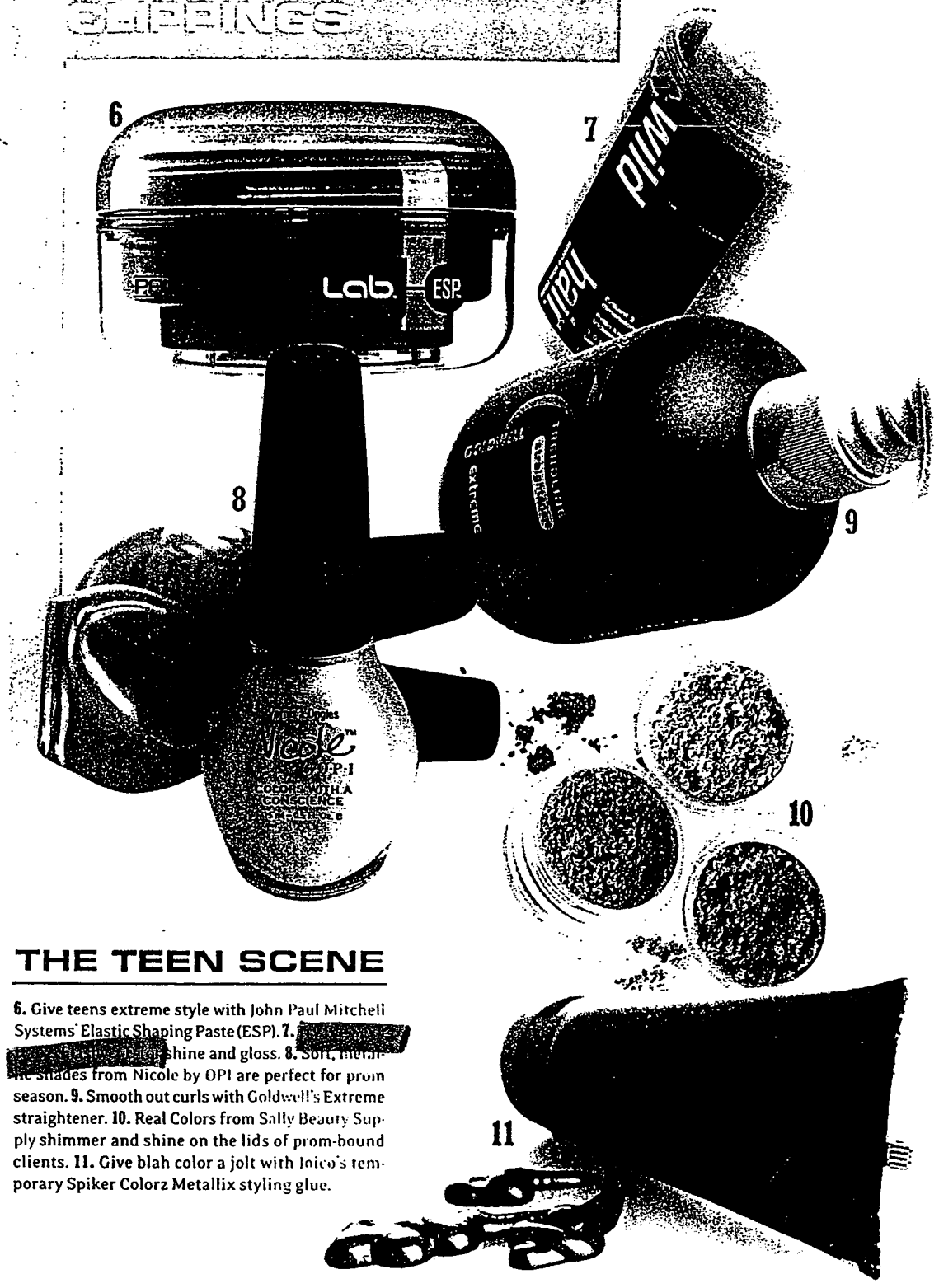
Gold has more than 20 years of experience in sales and marketing.

"Glenn joins us with a successful marketing background in the consumer goods area, and I know his fresh approach to the professional beauty industry will only grow our business and profit goals," Seidl said.

Nicole Rhind has joined Zotos as senior marketing manager, and will be responsible for marketing programs and new product initiatives within the texture category and the Senscience brand.

Rhind has 11 years of marketing experience in the consumer and professional beauty industries, and will report to Gold.

SH 1370



THE TEEN SCENE

6. Give teens extreme style with John Paul Mitchell Systems' Elastic Shaping Paste (ESP). **7.** [redacted] shine and gloss. **8.** Soft, metallic shades from Nicole by OPI are perfect for prom season. **9.** Smooth out curls with Goldwell's Extreme straightener. **10.** Real Colors from Sally Beauty Supply shimmer and shine on the lids of prom-bound clients. **11.** Give blah color a jolt with Joico's temporary Spiker Colorz Metallix styling glue.

SH 1371

LEWES, DE
WEEKLY 8,500
MAY 2 2003

Burrelle's

I'll pass on the mystery meat, thank you very much

35105H

FOCUS ON FOOD

Anne Graham

The door to my bedroom in my boarding school was so narrow that I had to walk into my room sideways. Now it is a coat closet. Carpe Diem.

Well, my prep school reunion is this weekend. Our school's motto is "noblesse oblige." Get my drift? We wore uniforms, stood up when an adult came into the room (I still do) and dated the boys in the boys'dorm on what we so normally called The Close. That song "I ain't no senator's son," did not apply. That's probably why I am not married. But I have an excellent dog.

I love my classmates. We got through Robert F. Kennedy's and Martin Luther King's assassinations. We smoked cigarettes under the bushes in Bishop's Garden. We watched the riots and Washington burn together. For - wait - I almost revealed the reunion number, but I will volunteer that for numerous years we have been friends. I still wear my class ring and Keith Parsell is the only one who's going to take it off.

Noblesse oblige. Noble obligation. That is why I write "Focus on Food." This group who survived on cracker breaks in school should have chicken with truffles, wild mushrooms and potatoes for our reunion. And green bean, watercress and walnut salad. I'll pass on the mystery meat, thank you very much. Not to mention the smoked salmon-wasabi tea sandwiches. What the hell is wasabi? I think we should celebrate with granola. And okay, some oatmeal-currant scones. Those with an extra large bag of M&Ms should fit the bill. Then later in the night, no party parties without Bob Raughley's bourbon franks and a very big bag of those crunchy Cheetos. You can get anything you want at Alice's Restaurant.

CRUNCHY NUT GRANOLA

Nonstick vegetable oil spray
4 C old fashioned oats
1 C chopped walnuts
1 C whole almonds
1/2 C chopped macadamia nuts
1 C sunflower seeds
1/2 C packed brown sugar
1/2 C honey
1/2 C wheat germ
1/4 C vegetable oil

Preheat oven to 350 F. Spray heavy large rimmed baking sheet with vegetable oil spray. Toss all remaining ingredients in larg bowl to blend. Spread on prepare baking sheet. Bake granola unt crisp and golden brown, stirrin frequently, about 45 minute: Cool completely.

Forget Bob Raughley's bourbo franks. If you pour bourbon o anything, by the third course i tastes good.

And forget the scones. I tol you about the school I went to. W don't bake scones. Hey, Quee: Noor went to my school. O course in those days her name wa Lisa and an underclassman. We g to designer stores and buy scones The M&Ms are crucial becaus when I was in school my frien Julie would be the designated dri

Continued on page 8(

Food

Continued from page 85

ver for a bag of M&Ms. That allowed the rest of us to do all sorts of illegal things.

I would be specific, but I don't want to be arrested. Actually, the statute of limitations has probably expired.

At least we are not the class of 1909 whose class correspondent wrote "No news. Everyone is dead."

There are some advantages to finding your class notes in the middle of the alumnae magazine. For a reunion, you no longer have to get your hair frosted. But I did buy a can of [redacted] result of this can, I find my hair neither big nor sexy. You no longer go on a diet for the weekend. Your makeup is from Peebles and is perfectly acceptable. I do have some gel contour des yeux - poches, cernes leftover from my Washington daze. It has probably expired.

But cucumber slices at night work just as well except when you have a dog who pulls them off your eyelids because she needs a midnight snack. You don't care if graduation has such small numbers you stay way past your bedtime, and if the police pull you over because you are driving sort of funny, they call you "ma'am."

In the last class notes there was a photo and I thought my classmate really looked great for our age. Then I managed to read the fine print under the photo. The picture was of her daughter who is coming to the beach for a week this summer. She is coming to Dewey.

She told me she threatened her daughter that she had a friend in Rehoboth who would be watching her. I said to my friend I was too old for this, but I would do what I could. Then I remembered what we did when we were in high school - Dewey Beach? I said to my friend who happens to be a shrink, "Are you crazy?" She said, "Yeah, I know."

I will be happy to see her. I hope, at my age, I can remember the date of our reunion. But probably, if I show up on the wrong day, a bunch of my friends will be there.

Be true to your school.

Burrelle's
INFORMATION SERVICES
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World Wide Web Edition

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Source Web Page: http://www.cpcpkg.com/00/05/featurehbashow.html

HBA 2000 Global Expo

Consisting of almost 100,000 contiguous net square feet, this year's HBA Global Expo features more than 450 companies will promoting raw materials and ingredients, packaging, contract packaging, POP displays, private label services, formulation services, fragrance sampling, promotional items and finished goods. More than 13,000 domestic and international attendees, buyers and decision makers are expected to attend the show which will be held June 20-22 at the Javits Center, New York, NY.

In addition to the show, the educational conference will include three tutorials, four packaging related seminars, 16 marketing seminars and 11 product development presentations.

On June 20, the inaugural edition of the HBA International Package Design Competition will celebrate the "Grand Award" winner from among the five category-winning packages during the show's opening ceremony. All finalists and winning packages will be on display at the show. For more details on this year's finalists and winners, see our feature article "HBA International Package Design Awards."

Educational Conference Highlights:

* Understanding Fragrance Note by Note: Led by a panel of perfumers from four of the leading essential oil companies, IFF, Givaudan-Roure, Firmenich and Hasarman & Reimer.

* The Category Winners of the 1st International Package Design Competition : How They Did It Led by CPC's own Jim Wagner.

* Industry Movers and Shakers: Consists of a panel of top executives from Chanel Inc., Almay, Fun Cosmetics, Demeter and English Ideas Ltd.

* Using the Internet for All It's Worth: A special program designed by AOL.

* How To Differentiate Your Product Through Packaging: Led by Perry Peterman, product manager, Promo Edge Division of Menasha Corp. and include presentations from Bill Lush, president, CDE Inc., Ed Rice, Landor Associates and Debra DesRoche, sales development manager and Ed Toschik, Inland Consumer Packaging.

* Marketing Skin and Derm Products to a Younger and Wiser Consumer: Consists of a panel led by Dr. Albert Kligman.

The Show

Booth #101 . Polypropylene is an alternative to traditional paperboard. In addition to a choice of custom and stock packaging options, customers can choose from a library of stock dies or have the

in-house packaging design team create a package specifically for their products.

Booth #105 : The development of a specially formulated masterbatch series optimizes color laser marking of plastics, especially PE and PP resins. This produces excellent color contrast between the image and base resin-even in translucent and transparent polymers.

Booth #110: The Cin-Made Packaging Group will be exhibiting custom, up-scale fiber outer packaging. Available in a wide variety of styles, sizes and shapes, with various custom closures and high end graphics, this packaging lends itself well to product differentiation for cosmetic, personal care, aromatherapy and other types of luxury packaging applications.

Booth #112 : The Opera Line of flint glass bottles and jars are just one packaging option offered. The five bottles, ranging in size from 50- to 150ml, have both crimp and Europa finishes to accommodate a variety of sprayers, lotion pumps and caps. Decorative caps are also available to complement the packaging design of both the 30- and 50ml jars. Optional frosting, custom colors and flexibility in decorating and labeling is also available.

Booth #136: Elizabeth Arden chose sample packaging for its fragrances, 5th Avenue and Splendor, that offer the same properties as the glass vials the regular size is sold in. A card contains a bubbloid on the bottom with the fragrance in it. The packaging is able to withstand and protect the oil found in the perfume. These unit dose packages provide a sufficient amount of each product for the customer to use and make up his or her mind without over sampling. These sampling methods provide product identification as well as the original, unaltered product.

Booth #201 : The Silhouette series of low-profile pumps offer short stack height and contemporary design to make them distinctive and aesthetically pleasing. The line features a variety of sizes, all with easy-press actuators.

Booth #202 : Two new innovations will be shown. The first displays the benefits of raised ink printing. The metallic ink will not flake and the white ink is very clean on dark colors. In addition, the scented ribbon technology will be displayed. This new product is popular in Europe. The ribbon is microencapsulated with essential oils. To release the fragrance, the microcapsules are broken by rubbing the fabric.

Booth #209 : Unlike the traditional window pot which only opens from the top for access to the cosmetic product, the Dual Hinge Pot(tm) opens from the bottom to reveal a compartment containing a mirror and brush or applicator. The placement of the second compartment in no way deters from the smooth, streamline structure that comfortably fits into the palm of one hand for easy application.

Booth #273 : The new glitter infused bath and beauty products by Zizi and Zynn sport colorful, waterproof labels accented with holographic lines and peel-away stickers. The stickers were formed by precise die cutting, penetrating only the first layer of label around the sticker graphics.

Booth #307: Lines include PET Reverse Taper Ovals, PET Bullet Rounds and PET Boston Rounds. These crystal clear packages offer the clarity of glass, the safety of plastic and are available in any color. Additional offerings include custom and stock glass and plastic bottles. Decorating services are also available for all types of glass and plastic containers.

Booth #315: Treatment pumps, with metal pumps and metal actuators, offer excellent dispensing function, sealing and priming. It offers the cosmetic and fragrance industries a selection of stylish metal pumps. Stock items include 18-415, 20-415, 22-415 and Europa 5 in shiny gold and shiny silver colors. Custom color matching is also available.

Booth #358 : Contract packaging services are provided with specialization in environmentally friendly

sample and trial size packaging. The Xela Pack is a consumer friendly, easy to use and functional packet with a self-closing orifice that makes it ideal for single- or multi-dose sampling promotions. The 75 percent paper constructed pack offers product protection for liquid, viscous, powder and tablet fills. New specialty packets have recently been added including a coupon pack, a stand-up pill/powder pack, a re-closable pill pack and custom shaped packs. Secondary packaging options such as hang-holes, hang-tabs, mailer cards and POP displays are also available.

Booth #373: Capabilities include: rigid set up boxes, portfolio cases, display boxes, product promotion packages, die cutting, embossing and foil stamping. Taylor Box recently won two awards at the National Paperbox Association's 50th Annual Packaging Competition. The box that won consists of a silver tray surrounded by a five-panel folder wrapped in a white escusian paper. The panels were held together by a silver satin bow, a flocked white vacuum form held the products.

Booth #401: Calvin Klein Cosmetics selected LPP pumps (low-profile) for Calvin-a limited edition reintroduction of the designer's original men's scent. The LPP pumps are equipped with The Crimpless System(r) and are used on the fragrance's 50- and 100ml sizes. The 100ml size is also offered in a pour version featuring The Crimpless System Shaker Valve. The aluminum pump components, including the actuator and collar, are anodized in a metallic blue color to match the cap and glass color.

Booth #409 : The Evolution is a cosmetic pump with soft pumping action, new aesthetics, the ability to dispense a variety of viscous products and a range of doses from 100 to 250 microliters. The Replica is a miniature pump with a snap-on and screw-on diameter of 11mm and under. The Max System is a complete package involving the airless pumps from Valois and Excel aluminum can.

Booth #519 : A large selection of glass bottle molds, excellent lead times and the ability to ship from stock provides services to meet all bottle needs. Custom bottles can be designed to fit specific needs. In addition, the glass bottles can be tinted or sprayed.

Booth #527 : Sephora's Artist range makeup includes seven items-eyeshadow, blusher, pressed powder, wet and dry, lipstick and lipstick palette. Each is sprayed with a matte UV varnish lacquer in order to complement Sephora's interior store design.

Booth #541 : A full line of sampling products includes several proprietary and patented formats such as the thermoformed blister, filled pacquettes with the Easy-Open(r) feature and Brovits(r), free-standing miniature cardboard containers die-cut to a customer's preferred shape. A full range of services are available: design, printing, manufacturing, assembly, filling and testing.

Booth #573 : Stock and custom designed tins are produced for retail and promotional use. By utilizing the strengths and specialties of both domestic and overseas partners, VinCenzo has assembled a wealth of design and manufacturing techniques.

Booth #735 : The Elmo fragrance packaging comes in 50- and 100ml sizes with a 20mm neck finish. The bottles are topped with the Elmo class polypropylene cap giving a modern look to the bottle.

Booth #741: The LiqiSeal(tm) flat sampling system for skin care and liquid makeup products offers a see-through window to allow customers to clearly view the actual product formula and shade. LiqiSeal is available in mono, duo and trio pouches and can be perforated for easy separation and opening.

Booth #772: The 200ml EvasZ bottles incorporate a snap-fit finish utilizing a custom oval dispensing closure, facilitating inverted storage. The body panel areas accommodate bold graphics which can be applied by a variety of decorating methods. Samples are available in PETG and production tooling can produce PVC or EPET.

Booth #1141 : Yves Saint Laurent uses Eastar(r) PCTA copolyester to promote its new Vice Versa(r) eau

de toilette. The material has been sued to form the red heart. MT Packaging, who provides the bottles and packaging for the line, chose Eastar PCTA copolyester because of its chemical resistance to fragrances and its scratch resistance.

Booth #1219 : SlimLine fragrance sticks provide superior airtightness to ensure the longevity of water and alcohol-based perfumes. The fragrance sticks, made of aluminum or brass, are small in size and have no leakage problems. The sticks can be decorated with silkscreening, and a logo can be debossed or embossed on the top of the cap.

Booth #1227 : The new Indiana Spray Cap is designed to fit most 15ml spray pumps. The cap enhances both classic profiles and whimsical shapes with its formed, frosted silhouette capturing custom colored inners. In addition, The new standard Alaska collection will be on display. This multifaceted line offers design, transparency and brilliance.

Booth #1241 : A wide range of bottles are available including satin finishes offering new touches, visual effects and coloration obtained by a widening choice of techniques. These techniques include sand blasting, partial acid etching, silk-screen printing and spray painting.

Booth #1319 : Club Monaco is using flexible and complementary packaging for its latest make-up products. This stock line includes a wet and dry compact, compacts for pressed powder, blush or eye shadow, lip gloss and eye shadow pots, a lipstick and two powder boxes. Complementary accessories including puffs, sponges, brushes and applicators complete the line.

Booth #1327 : The Aurora glass jars are available in sizes ranging from 1/2- to six oz. The new 1/2oz. has a 33-400 neck finish and is available from stock for immediate shipment. The one-, two- and four oz. sizes are also available from stock.

Booth #1335 : The KREE stock line for color cosmetics is suitable for creams or pressed powders. Combined with a new middle piece, the case can be piled up to two, three or four layers of the product. The cases are available in 27- and 37mm sizes..

Booth #1441 : The Clear Valentine bottle can be manufactured in PVC or PETG and is available in 400ml capacity with a 24-415 neck finish. Each neck finish can accept the M&H pebble closure as well as the ball closure. The broad shoulder width of the bottle allows for endless decorating possibilities.

Booth #1458 : The cosmetic packaging combines unique paper wrap, unusual labels and accents to draw the attention of consumers. The packaging is available in popular tones and classic colors.

Booth #1464: Metal packaging characterized by intricate pressed patterns and a shimmering brilliance or dull luster, adds elegance to the fragrance experience. Options include evenly spaced ridges, "basket-weave" textures, brushed metal and high polished gleam.

Booth #1472 : Yves Rocher chose complementary bottles for the Night and Dawn versions of its fragrance Neblina. The bottles complement each other by resembling a yin-yang symbol when fitted together.

Booth #1521 : More then 600 sets of combination tooling are available to develop stock and custom design caps and closures. Deep draw fabricatig servies include embossing, debossing and side beading. Metal finishing options include buffing, polishing, lacquering, powder coating an painting in over 1000 Patone colors. In-house hot stamping, silk screen and engraving is also available.

Booth #1547 : Creativity and functionality are combined by to create an exciting new form of package decoration in which the active ingredients become the medium for innovative inside-the-package graphics. The process creates a 3-D structure that seems to be freely suspended within the product. When the airless pump package is activated upon use, a portion of the active ingredient is mixed into

the surrounding medium and a precision pre-mixed dosage is dispensed.

Booth #1548: [redacted]ved the coverability and ease-of-use of the products by formulating them as aerosols. The Grip Neck container that it is packaged in has a deep tapered undercut at the base of the neck for a unique look and slip-free handling. The neck style also provides a second recess to accept a round, translucent plastic overcap to prevent misfires. The 8.8oz. containers are decorated with a brushed aluminum finish and crisp red and black lithography.

Booth #1601: A full range of square compact cases are available in any color and any finish.

Booth #1629 : Softtouch tubes blend distinctive matte, velvety, luxurious finish with high tactile appeal. The tubes are available in a variety of diameter and color combinations and can be decorated in a wide choice of colors. Foil stamping and silk-screening are also available.

Booth #1641: Innovative container system consists of two separate jars stacked on top of each other via a threaded system. This container can be used for a variety of products including treatment and color cosmetics. The base jar is available in sizes from 1/8- to eight-oz. and is injection molded from PS, SAN or PETG and can be hot stamped or screen printed. The two-piece Colt-ier(r) Midsection Jar, available in sizes from 1/8- to one-oz, consists of a phenolic or urea outer shell fitted with a polypropylene bowl.

Booth #1664 : Promotional boxes for Issey Miyake are a showcase of creativity. The first of three cartons is a rigid-box type of construction with a two-layered transparent window decorated with "snow." The second promotional carton consists of a semi-rigid box. The third folding carton was created to resemble a petite shopping bag with a luxury image.

Booth #1704 : Pretieds is a new line of pre-tied ribbon bow and loops. Bows are attached to loops that are sized to fit snugly around most any box, bottle or jar. Available in assorted widths, sizes and colors, Pretieds ribbons bow loops add a finishing touch to any package. Pretieds can be personalized with a company name or logo and can be customized to fit any size item.

Booth #1717 : A wide variety of custom-made packaging, POP display and collateral items includes: folding cartons, setup boxes, tester units, cosmetic bags and giant bags and boxes.

Booth #1815 : New line of candle jars is designed for the growing aromatherapy market. The candle jars can accommodate poured, tea-light, votive, scented gel or potpourri. The line includes ten designs from two-to five ounces and features two stock designs for small quantities in clear, cobalt blue and terra cota.

Booth #1829 : The Cebal Multiples is a unit that looks like a miniature tube to the consumer but is not actually made like one. The head and cap are injected in a single operation, reducing costs. Yet the unit is filled like a tube on the same high-speed machines.

Booth #1911 : The Custom Oval is designed with gently rounded shoulders. Its slim, straight design fits nicely in smaller hands. The gently indented label panel provides added protection from scuffing and scraping, in shipment and on store shelves. The bottles are produced in stock or custom colors, in either PVC or Barex(r) and are available in either a 20-410 or 20-415 neck finish.

Booth #1936 : Many labeling options are available. These include high-fidelity imaging, vignette effects, four-color process reproduction, metallic effects, "no-label" looks. Infoserts multi-page/multi-fold booklet labels, tamper-evident closures and detachable and reappliable labels.

Booth #2056 : As a flexographic manufacturer of custom pressure-sensitive paper and film labels, capabilities include a full range of materials and adhesives up to 10 colors. This includes four-color

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process. foil stamping. water based and UV inks and lamination. Complete in-house graphics and platemaking operations guarantee quality and timelessness. The service bureau offers bar code printing and customized stock-release programs.

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Headline: Fashion, like nature, blooms each spring. During the season of rebirth, consumers are ready if not eager for the next wave of hairstyling

Source Web Page: http://www.happi.com/current/May032.htm

Fashion, like nature, blooms each spring. During the season of rebirth, consumers are ready if not eager for the next wave of hairstyling products. Though sales in the hair spray category fell 2% to $407.6 million for the year ended Feb. 23 according to Information Resources Inc. (IRI), Chicago, marketers are optimistic that hair sprays are far from obsolete. IRI reported the gel/mousse category jumped 5.5% to nearly $552 million, stealing some thunder from hair sprays. These figures do not include Wal-Mart sales.

Sixteen percent of consumers said styling gel was the most essential product to maintain their hairstyle, while another 16% cited hair spray, according to the Sally Beauty CelebHeads survey by Harris Interactive. Women were more dependent on hairstyling products than men, and 51% said they "must have" gel, spray or mousse. Hair spray was the most popular product, used by 38% of the respondents.

Marketers say that by offering new product forms and ingredients, consumers will experiment to get the look they want. Most new products are tied into current hairstyle trends.

Take, for instance, Sexy Hair Concepts in Chatsworth, CA. Executives insist fashion is based on the mood and emotion of the times. And this spring, women can't wait to break out of the winter blues.

"Women have been working hard all winter, doing everything they can to do the job and be a mom," explained Michael O'Rourke, president and chief executive officer. "In the spring, they start to express themselves again."

[redacted] launched the Disruptive Texture collection of haircuts, illustrating consumers' desire to be free and wild and updating last year's fragmented looks. "Disruptive texture is a statement: it's planned texture like a fabric, with freer pieces," Mr. O'Rourke said.

Above right, Sexy Hair Concepts' Disruptive Texture. Below, MOP's C-system uses the healing powers of vitamin C to protect hair.

John Paul Mitchell Systems (JPMS) features sexy looks this spring such as Tousled Texture (razored, textured layers), Urban Edge (faux-hawk updo), Classic Sexy (loose, lanky locks) and Serious Bangs (straight fringe with bangs). Modern Organic Products (MOP) executives insist fringe is making a huge comeback, even hanging as low as the lash line. Asymmetry too is finding renewed interest.

Sebastian International is taking a unisex approach to hair with its Fluidity spring/summer haircut collection, emphasizing multifaceted, individual cuts.

Executives said research shows that the gender gap is shrinking, and men and women often request the same cuts, styles and products.

Canadian

HAIRDRESSER

International

May - Mai 2003
$5.00

daniel benoît

Hairdresser of the Year
Coiffeur de l'année

SH 1380

SPECIAL 2003 AWARDS ISSUE
NUMÉRO SPÉCIAL DES PRIX 2003

2003 Youth Initiative Scholarship Recipients
Lauréats des bourses Youth Initiative 2003

We are thrilled to announce the names of the 2003 Youth Initiative Scholarship recipients. This is a program open to talented industry professionals and apprentices who are 24 years old or younger. Applicants were encouraged to compete for one of the $1,000 scholarships, which must be used toward furthering their education.

After reading the applicants letters explaining why they felt they deserved a scholarship and what they planned on doing with it, a panel of judges selected this year's 15 Youth Initiative Scholarship recipients.

Nous sommes très heureux de vous présenter les lauréats des bourses Youth Initiative 2003. Le programme est offert aux jeunes professionnels et apprentis doués qui ont 24 ans ou moins. Les participants ont été encouragés à concourir afin d'obtenir une bourse de 1,000 $ qui servira à l'enseignement supérieur.

Après avoir lu les demandes, dans lesquelles les participants ont décrit leurs objectifs de carrière et ont expliqué comment ils bénéficieraient de cette bourse, notre jury a choisi les 15 lauréats des bourses Youth Initiative de cette année.

And the 2003 recipients are | Et les lauréats 2003 sont:

Carol Lee	Calgary, AB	AG hair cosmetics
Kelsey Dawn Nester	Hanna, AB	BSC
Amanda Pederson	Thunder Bay, ON	collega AVEDA
Amber Kennedy	Edmonton, AB	THE COLOMER GROUP
Natalie Darnell	Vancouver, BC	ISO
Sandy Singh	Keswick, ON	JOICO
Heather Cross	Calgary, AB	L'ORÉAL PROFESSIONNEL
Chantal Didych	Winnipeg, MB	MATRIX
Quiron Melyna	Montreal, QC	NIOXIN
Kit Kwan	Scarborough, ON	PAUL MITCHELL
Mylene Grenier	Beloeil, QC	REDKEN 5TH AVENUE NYC
Leela Jacobs	Calgary, AB	SEBASTIAN COUTURE
Amanda Duvan	Red Deer, AB	
Domenic Anelli	Scarborough, ON	TRESSA
Donny Chan	Calgary, AB	WELLA

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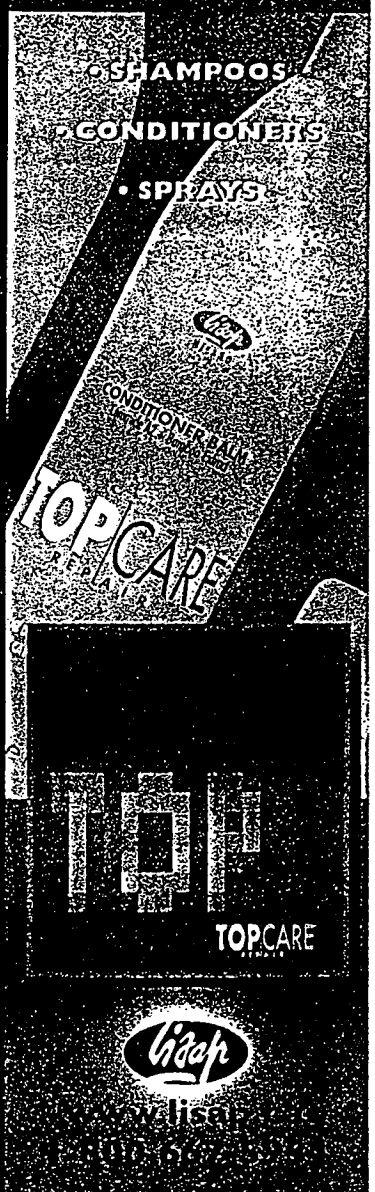
• SPRAYS



For free information, write 409 on Reader Action Card

Canadian Hairdresser & BeautyBeat Magazine Mirror Awards 2003

All That Jazz

More than 600 salon professionals and hair enthusiasts gathered on March 29 for the ninth annual Canadian Hairdresser & BeautyBeat Magazine Mirror Awards show. Held at the Westin Harbour Castle Convention Centre, the event featured an evening of performances based on the show's theme, All That Jazz.

The distinct jazz sounds of New Orleans, Chicago and New York, as well as a few eclectic selections (Gothic Jazz?) resonated throughout the hall during performances put together by various salon teams.

Following the show, the Mirror Awards were presented in 22 categories, including Hairdresser of the Year, International Stylist and awards for regional salon teams across Canada.

Canadian Hairdresser and BeautyBeat Magazine would like to thank the sponsors and participants involved in this year's awards show for helping to make the show such a success. Also, our congratulations go out to all of the winners, whose hard work and passion for hairdressing has truly earned them their award.

Plus de 600 professionnels et des enthousiastes de coiffure se sont assemblés le 29 mars pour la neuvième cérémonie annuelle de Canadian Hairdresser & BeautyBeat Magazine Mirror Awards. Plusieurs spectacles Jazz ont été présentés au cours de la soirée, qui a eu lieu au Westin Harbour Castle Convention Centre.

La salle de spectacle retentissait des sons distincts de la musique Jazz de la Nouvelle-Orléans, de Chicago et de New York, ainsi que quelques choix éclectiques (Jazz gothique ?) Les spectacles ont été conçus par de diverses équipes de salons.

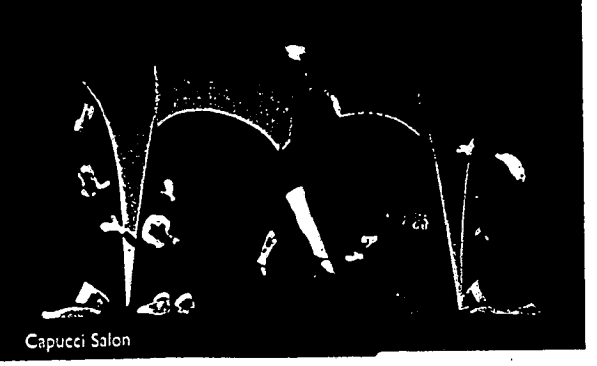
À la suite des spectacles, les prix « Mirror » ont été présentés dans 22 catégories, y compris Coiffeur de l'année et Styliste international, ainsi que des prix pour de diverses équipes de salons régionales à travers le Canada.

Canadian Hairdresser and BeautyBeat Magazine aimerait remercier les commanditaires et les participants : c'est grâce à vos efforts et votre appui que cette soirée a pu être un tel succès. Et félicitations à tous les gagnants : c'est parce que vous vous donnez à votre travail cœur et âme que vous avez mérité vos prix.

Entrenous Salon

Fanone International, Leoni Hair Workshop & Raphael's Hair Salon

Denis Bouchard Studio


Capucci Salon

CANADIAN HAIRDRESSER MAY 2003

Grant Crilly, Colorist, Canada with Dee Fortier, Avant Garde recipient

George Civello, Collega with Derek Wierzbicki, Long Hairdressing recipient

Leigh Slagle, Clairol Professional with Cheryl Gushue, Makeup Artist of the Year

Entrenous, Ontario Salon Team with [illegible] Selier from Nioxin

[illegible] Carol Smith, Permanent Wave/Texture.

Beauty Systems Group

Collega / Aveda

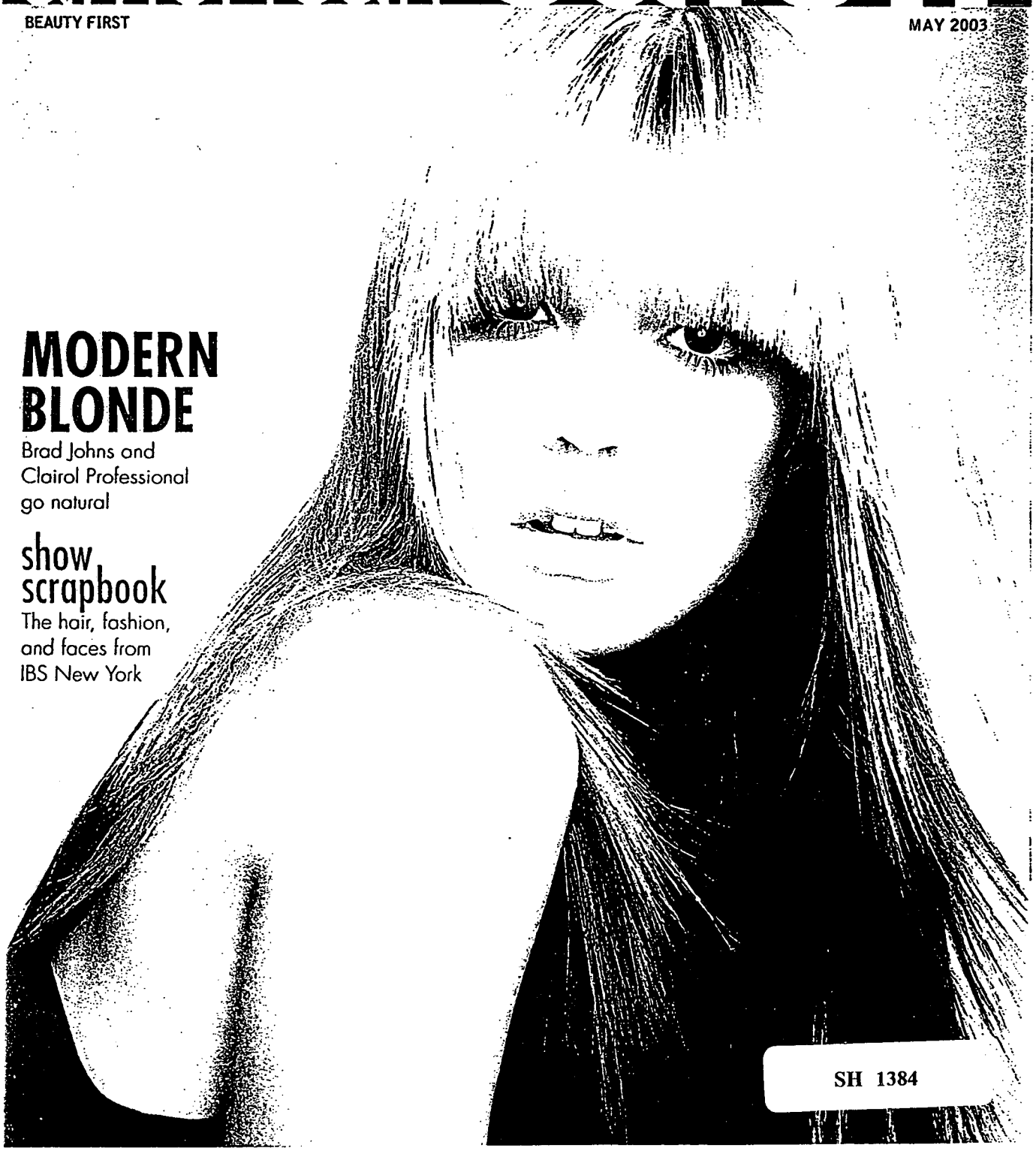
Tressa

Paul Mitchell

american salon

BEAUTY FIRST

MAY 2003



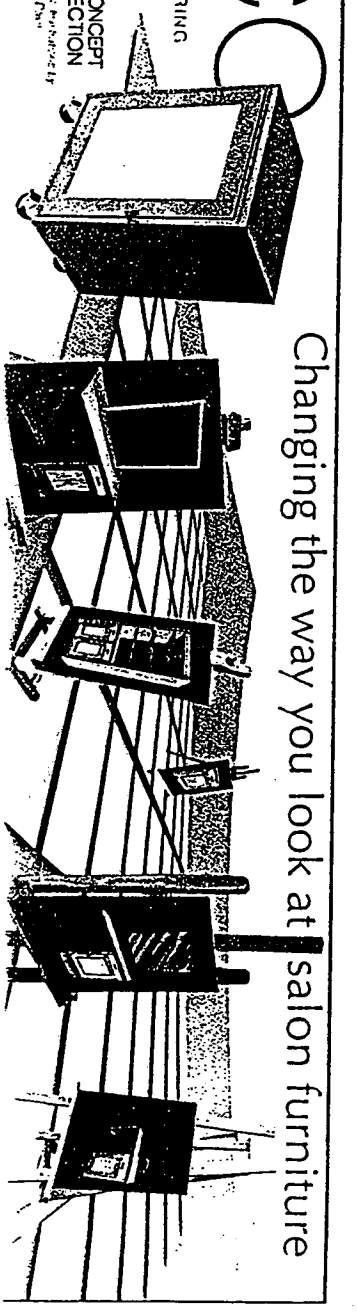
MODERN BLONDE

Brad Johns and Clairol Professional go natural

show scrapbook

The hair, fashion, and faces from IBS New York

SH 1384

VEECO
SALON DESIGN AND MANUFACTURING
into the
THE CONCEPT COLLECTION
Changing the way you look at salon furniture


Protective Barrier Complex that protects hair from the sun and pollutants, nourishes it with essential moisture, and enhances natural shine. The line is the result of lengthy and comprehensive scientific research. (800) 457-0016.

15. [redacted]

Extra Big Volume Shampoo is the latest addition to the Big Sexy Hair collection. Like Big Volume Shampoo, Extra Big Volume Shampoo adds extra thickness to dull, flat hair. This new shampoo also builds more volume as well as moisturizes to combat dehydration. Extracts, including sage, nettle, rosemary, cucumber, and yarrow help clean, condition, and soften the hair. If hair needs extra moisture balancing, follow with Big Sexy Hair Conditioner. (800) 848-3383.

16. SOLANO INTERNATIONAL

The 2 1/4-inch-wide Standard Duo Solano Saphhire straightening iron has an illuminated power switch and two removable combs. The blue Sapphire plate adds shine to the hair and makes the iron slide through even the most difficult hair. All irons are crafted with the most durable components available. (800) 323-3942.

17. FAROUK SYSTEMS USA

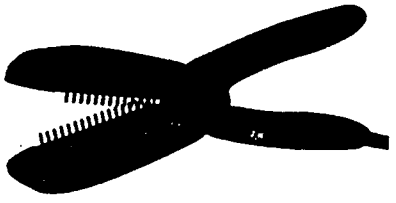
Excellent for spiking bangs, Very Tacky Hair Glue is great for wet or dry styling. Just squeeze a nickel's worth from the 4-ounce bottle, and you'll have a pliable styling glue that can stand up to the boldest looks. (800) 237-9175.

18. CONAIR PRO SATIN SMOOTH

Calendula Gold Hard Wax With Tea Tree Oil is based on the wild marigold, which has been used for centuries as an anti-inflammatory, a wound-healer, and an antiseptic. The product's tea tree oil helps relax the skin, making the hair-removal process easier both on the client and the professional. Great for Brazilian bikini waxing and other sensitive areas, it is formulated for thick, course, curly, and stubborn hair. The entire Satin Smooth line contains natural beeswax from Italy in a unique blend containing propolis, a natural antibiotic. (800) 726-4202. ●

15

16



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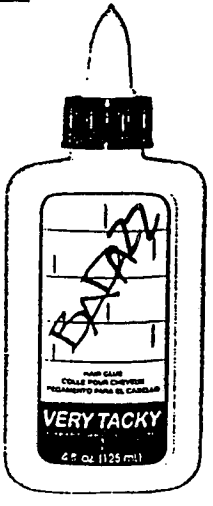

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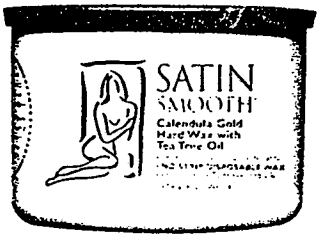


SH 1385

HOLIDAY OUTREACH

Zotos International employees and their charitable gifts.

Zotos International opened their hearts and their doors to the community last holiday season. As a proud sponsor of the Bread & Roses Holiday Toy and Gift Collection, Zotos employees made more than 150 donations to 50 children in need. The kids, ages one to 16, belong to Bread & Roses, a residence and community center for families living with AIDS in Connecticut whose lives have been severely disrupted by the disease. Zotos also reached out to the community this past holiday by contacting the Domestic Violence Crisis Center of Fairfield County, CT. Twenty residents housed at the center, which assists battered women, were invited to spend the day at Zotos's new Artistic Institute getting their hair cut, colored, and styled. "The holiday season is a time of celebration and a time to share," says Robert Seidl, president and CEO of Zotos International. "This is evident by the outpouring of generosity and compassion from our employees."

Health magazine's Annual Healthy Beauty Awards chose C:u3 Renu as this year's "Healthiest Nail Product." The product by Creative Nail Design was singled out by nationally prominent, independent dermatologists who evaluated over 500 products for the magazine on such criteria as ingredients, performance, packaging, and moisturizing ability. The awards focus on delivering honest beauty advice and listing best buys for consumers, which echoes Creative Nail's mission to produce products of the

highest caliber by remaining on the cutting edge of technology and research. C:u3 Renu's active ingredient is copper peptide, which promotes collagen production and skin renewal. It penetrates the skin and helps ragged, irritated cuticles heal faster. "We are fortunate to have the resources, equipment, training, and opportunity to work with this proprietary ingredient," says Mike Halsdorf, head chemist at Creative Nail Design. "We know copper peptide is the kicker in creating a winning product."

golden concept

The [redacted] entered the virtual world last year—and won a very real award. The International Association of Web Masters and Designers bestowed a Golden Web Award (I.A.W.M.D.) upon Sexy Hair Concepts 's website, www.sexyhairconcepts.com, and its website developer, aChing Creative. "We are truly honored to be recognized by the I.A.W.M.D.," says Michael O'Rourke, hairstylist guru, business visionary, and CEO of Sexy Hair Concepts. Awarded in the beauty category for achieving the highest level of excellence, the site was recognized for its design, originality, and content. "The website is an important tool for us to

communicate to our stylists and consumers," says O'Rourke. Sexy Hair Concepts's online mission is to convey beauty and fashion trends, to provide information about the company's products, and to inspire through innovation and creativity.

EL NUEVO DIA
SAN JUAN, PR
TUESDAY 250,000
MAY 27 2003
Burrelles

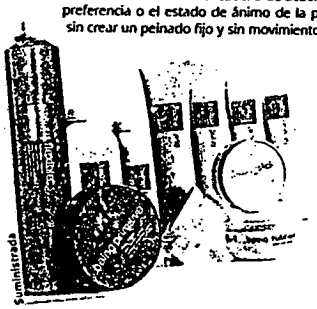
EN BOGA

El cuidado constante de la piel es muy importante para mantenerse joven y con una apariencia saludable. Descubra los mejores productos para exhibir una piel tersa y rejuvenecida. Además, busque nuevos ofrecimientos para el cabello.

Carla D. Martínez Fernández

Cabello con movimiento

La línea Being de Rusk promete definir la textura y el brillo del cabello como ninguna otra. Esta extensa línea cuenta con champús, acondicionadores, reconstructores y productos para estilizar los diferentes tipos de cabello. Rusk Being permite cambiar el estilo del cabello de acuerdo a la preferencia o el estado de ánimo de la persona sin crear un peinado fijo y sin movimiento.



Suministrada

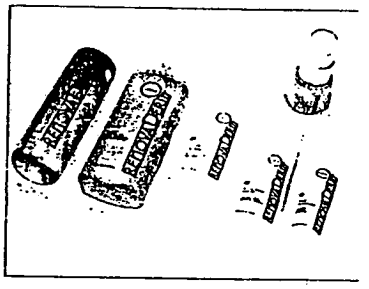
Aceites para el cuello

Nombre: Spa splendice scollatura, de Borghese
Qué hace: Este producto humecta el área del cuello dejándolo más suave y con brillo. Además, combate las señales de la edad y brinda una apariencia más joven.
Qué contiene: Cuenta con un polímero patentizado que posee un alto contenido de vitamina E, ceramidas 3, aceite de semilla de uvas, aceite de jojoba, aceite de oliva y aceite de canola, que es activado con el calor del cuerpo.
Cómo utilizarlo: Póngalo en el área del cuello por sólo 15 minutos dos veces por semana o para un tratamiento intensivo combínelo con Tono Body Cream, de Borghese.
Dónde conseguirlo: En JC Penney y Nouvelle Esthetique D'Spa.

A renovar la piel

El sistema de rejuvenecimiento Renovaderm es un innovador programa no invasivo diseñado para rejuvenecer y mejorar la piel, sin la necesidad de un período de recuperación. Renovaderm integra el uso de un sencillo régimen de productos por receta médica, la microdermabrasión y el uso de luz pulsada y rayos láser para tratar un gran variedad de condiciones cosméticas de la piel.

Condiciones como arrugas, líneas de expresión, manchas oscuras, capilares rotos e irregularidad en la textura general de la piel, podrían mejorar significativamente sin la necesidad de un período de recuperación.



Suministrada

SH 1387

Color sin teñir

Con su nueva gelatina fijadora metálica, [redacted] Head, la línea [redacted] permite experimentar con diferentes colores para el cabello sin la necesidad de teñirlo. A diferencia de otras gelatinas de color, esta Metal Head le brinda una fijación extra fuerte que permite crear estilos escandalosamente modernos.

En busca de la juventud

Elizabeth Arden

Según los científicos, la luz ultravioleta, la contaminación y otros factores ambientales aumentan significativamente la actividad de los radicales libres en la piel, lo que produce señales de envejecimiento prematuro, como son líneas finas, resequedad, arrugas y manchas. Por eso, Elizabeth Arden hace de la protección de la piel una prioridad y presenta *First Defense Advance Antioxidant Lotion SPF 15*. Este nuevo producto contiene una innovadora combinación de camosina y extracto de la planta de *wolfberry*, que se ha comprobado es más efectiva que las vitaminas A, C y E para neutralizar radicales libres.

First Defense Advanced Antioxidant Lotion SPF 15

[redacted]

marie claire
THE HAIR ISSUE
• 50 GREAT NEW CUTS
• 100 BEST STYLING BUYS
+ EASY, SEXY HOW
AL
de
JAIME KING
Addict to actress: a supermodel's struggle
MEN CONFESS
What they really notice about you
(it's a shocker!)
Is fat in your future?
FASHION & BEAUTY
738
NEW LOOKS
+ best ideas for all shapes—under $100

SH 1388

CELEBRITY get the look

THE UNDONE UPDO

Copy this elegant star style with minimal effort

JULIANNE MOORE

SALMA HAYEK

GWYNETH PALTROW

RED CARPET

REALWAY

To emulate the sexy, studiedly disheveled updo celebs are sporting, skip the personal hairstylist and follow these simple steps:

1 Use a comb to create a deep side part in your shoulder-length or longer hair. Then, using your fingers, rake a small dollop of styling wax from your part to about midway down the hair shaft to smooth flyaways.

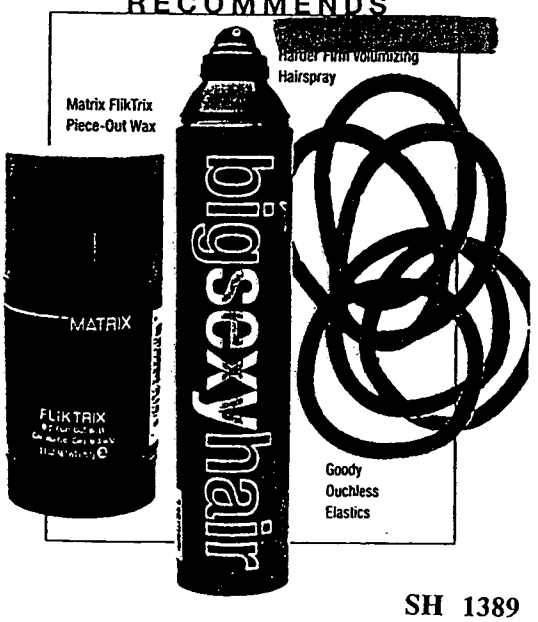
2 Pull all your hair back into a ponytail two to three inches above your nape. Secure it with an elastic.

3 Wrap the ponytail around the elastic like a donut until you have only an inch or two left of your ends still hanging out. Pin the donut in place with bobby pins, leaving the ends free.

4 To make the ends pliable, Ania Dorfman, a stylist at the Rubann Salon in New York City, recommends taking a second, small dollop of wax, warming it between your fingers, then pulling it gently through the loose ends. Shape them into a slight flip. Finish by dousing your do with hairspray.

For information, see Shopping Directory.

MARIE CLAIRE RECOMMENDS

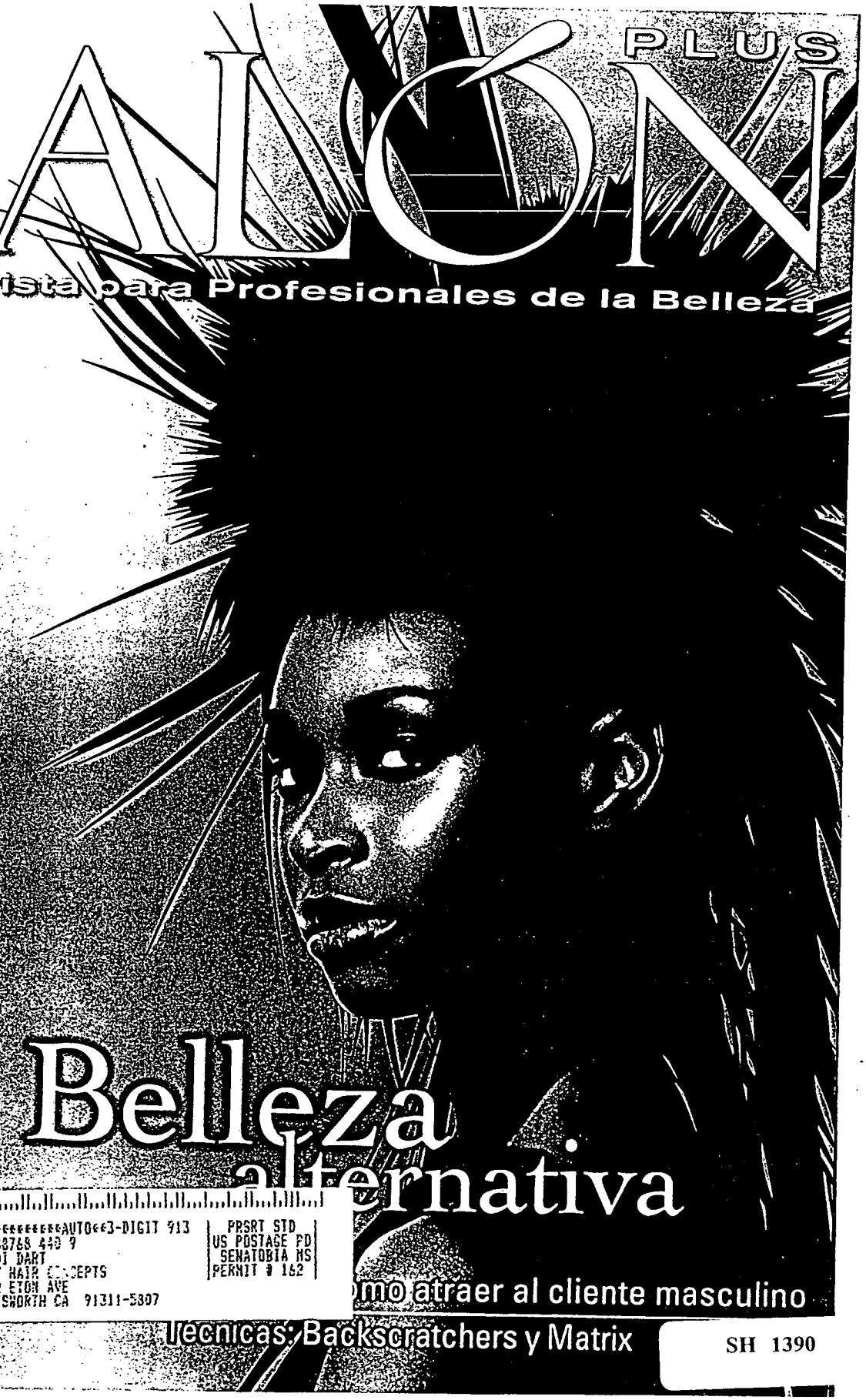


SH 1389

MAYO 2003 US$ 4.95
Volumen 2 Número 5

SALON PLUS

La Revista para Profesionales de la Belleza



Belleza alternativa

Cómo atraer al cliente masculino

Técnicas: Backscratchers y Matrix

SH 1390

**********AUTO**3-DIGIT 913
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SEXY HAIR CONCEPTS
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CHATSWORTH CA 91311-5807

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US POSTAGE PD
SENATOBIA MS
PERMIT # 162

La "tribu" de estilistas *Sexy*

Y los eventos comunitarios de Sexy Hair Concepts

Sexy Hair Concepts enfatizó el concepto de la unidad comunitaria con su nueva iniciativa "Las tribus de estilo" (Tribes of Style) los días 26 y 27 de enero de este año. Basado en el concepto tradicional de las tribus sudafricanas, este programa le dio a estilistas emprendedores la oportunidad de aprender más sobre ellos mismos y de conectar con otros miembros de la "tribu" mundial de estilistas.

"Una tribu consiste de varios estratos unidos por un solo hilo: la comunidad", dijo Michael O'Rourke, fundador y visionario de Sexy Hair Concepts. "'Las tribus de estilo' estimulan la creación de una comunidad al permitir que nuestros estilistas se conecten con sus clientes, con su propia individualidad y con otros estilistas. Nuestros seminarios inspiran estas conexiones mediante la creatividad".

El programa comenzó con un cuestionario diseñado para ayudar a los estilistas a entender sus propias personalidades y cómo se combinan con las características de sus clientes para mejorar la comunicación en el salón. Luego, O'Rourke y su equipo artístico demostraron los fundamentos de su técnica Structure in Motion y cómo se usan diariamente para crear cortes comerciales.

Después de la presentación, los estilistas participaron en un almuerzo de negocios, en donde discutieron estrategias para aumentar el negocio de su salón usando sus comunidades y conexiones personales. O'Rourke les habló sobre la importancia de hacer un trueque "tribal" basado en ideas y apoyos.

El programa terminó con una capacitación intensiva en Disruptive Texture, la nueva creación de Michael O'Rourke. Los asistentes cortaron y peinaron a sus propios maniquís para lograr este estilo innovador. Luego, pudieron acrecentar su experiencia educativa al hacerle preguntas técnicas a O'Rourke y a su equipo.

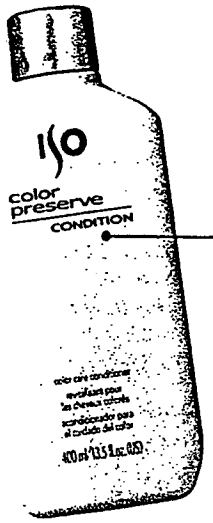
Al iniciarse en "Las tribus de estilo" cada artista recibió una pulsera africana con la palabra *themeleka* ("lealtad", en idioma zulú). Durante el año que viene, los miembros de la "tribu" recibirán periódicos con consejos artísticos e información sobre tendencias y negocios. Además, tendrán oportunidades de colaborar con otros miembros de la "tribu" internacional.

No te desesperes si faltaste al primer programa: el evento fue solamente el comienzo ya que servirá como el prototipo para muchos talleres "tribales" que tendrán lugar a lo largo de los Estados Unidos. ¡Mantente vigente para encontrar un evento cerca de ti!

Los productos de Sexy Hair Concepts, incluyendo Big, Curly, Healthy, Short, Straight y Wild Sexy Hair (para cabellos voluminoso, rizado, sano, liso, corto y texturizado, respectivamente) están disponibles en salones profesionales en más de 25 países. ☆

SH 1391

Tesoros para la venta



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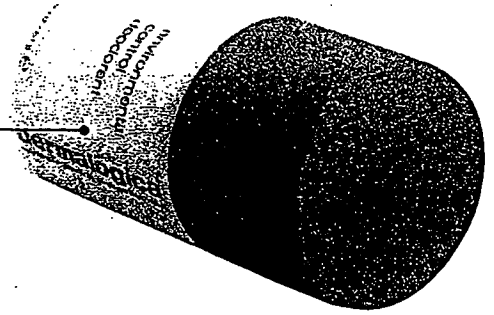

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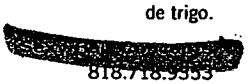

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SH 1392

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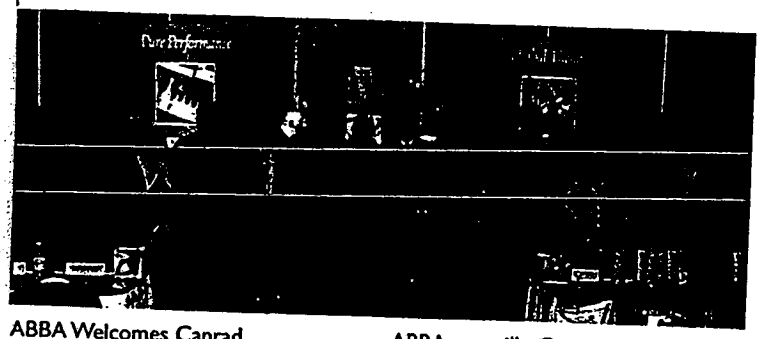
Coiffeur Britannique de l'année

SH 1393

la mariée moderne



ABBA Welcomes Canrad

ABBA Pure and Natural Haircare has welcomed Canrad Beauty Supply to its 'sensory journey' of products derived from high performance natural botanical ingredients. General manager Hugh Wilson and national sales manager Grant Crilly announced Kenny Wise, Bob Keelor and team as the exclusive distributors for ABBA Pure and Natural's complete line of hair and body products in Ontario and Manitoba.

ABBA accueille Canrad

ABBA Pure and Natural Haircare ont accueillis Canrad Beauty Supply à leur univers « sensoriel » de produits dérivés d'ingrédients naturels botaniques de haute performance. Le directeur général Hugh Wilson et le directeur commercial national Grant Crilly, ont annoncé que Kenny Wise, Bob Keelor et leur équipe seront les distributeurs exclusifs pour la ligne de produits capillaires et produits de soins de corps ABBA Pure and Natural, en Ontario et au Manitoba.

New Managers at Sexy Hair

Chatsworth, California-based [redacted] added two new North American regional managers to its team. Marla Sease has taken the post as the company's new Southeastern regional sales manager and Richard Judson has been announced a regional sales manager. Both bring a combined 20 years of experience in the professional beauty and business communities to the company. Sexy Hair Concepts' products, including Big, Curly, Healthy, Short, Straight and Wild Sexy Hair are available in professional salons in more than 25 countries.

Nouveaux directeurs chez Sexy Hair

Sexy Hair Concepts, basé à Chatsworth, Californie, ont ajouté deux directeurs régionaux nord-américains à leur équipe. Maria Sease est la nouvelle directrice commerciale régionale du Sud-est et Richard Judson est un nouveau directeur commercial régional. Les deux apportent à la société 20 ans d'expérience dans l'industrie de la beauté professionnelle et de la commercialisation. Les produits Sexy Hair Concepts, y compris Big, Curly, Healthy, Short, Straight et Wild Sexy Hair, sont disponibles dans plus de 25 pays.

L'anza Announces New President

Robert De Lanza, founder and chairman of Azusa Calif.-based L'anza International, has named Dana Story president of his company. Story joined Lanza in 1995 as vice president of sales. In 1998, he was promoted to executive vice president. Story's first order of business will to expand the corporate offices and production facilities by moving operations to a new and larger building.

L'anza présente son nouveau président

Robert De Lanza, fondateur et président du conseil de L'anza International, dont le siège social se trouve à Azusa, en Californie, a nommé Dana Story à la présidence de son entreprise. M. Story est entré au service de Lanza en 1995 à titre de vice-président des ventes. En 1998, il a été promu vice-président exécutif. Sa première tâche consistera à agrandir les bureaux de direction et les installations de production en déménageant les activités d'exploitation dans un nouvel édifice plus spacieux.

Nexxus Congratulates Top Sellers

Three top sales people of Nexxus Products Company's Y Serum Younger Looking Hair Treatment were recently honored at the company's ExxSeed Selling Skills Workshop held in Santa Barbara last month. At the conclusion of the ExxSeed program, Stephen J. Redding, President & CEO of Nexxus, recognized the top three Y Serum sales people in North America. Leading the way was Peter Szczerba of Nexxus of North Jersey followed by Wayne LaCombe of Abco Salon Services in Dallas, Texas and Jon Johnson of Ron Wilson & Associates in Minden, Nevada.

Nexxus félicite les meilleurs représentants commerciaux

Les trois meilleurs représentants commerciaux de Y Serum Younger Looking Hair Treatment par Nexxus Products Company ont été honorés à l'atelier ExxSeed Selling Skills Workshop à Santa Barbara le mois dernier. À la fin du programme ExxSeed, Stephen J. Redding, Président et P.D.G. de Nexxus, a reconnu les trois premiers représentants commerciaux de Y Serum en Amérique du Nord. Le premier était Peter Szczerba de Nexxus à Jersey du Nord, suivi par Wayne LaCombe d'Abco Salon Services à Dallas, Texas, et enfin Jon Johnson de Ron Wilson & Associates à Minden, Nevada.

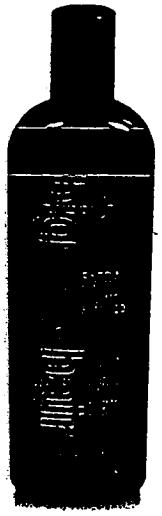
SH 1394

CANADIAN HAIRDRESSER APRIL 2003

Aveda Light Elements

A weightless, four product line for the literally light-headed, Aveda Light Elements made its debut in February with Smoothing Fluid and Finishing Solution. All products contain organic lavender to deliver weightless movement and shine. *Reader Action #350.*

Une ligne de quatre produits qui font la tête légère. Aveda Light Elements a été lancée en février avec Smoothing Fluid et Finishing Solution. Tous les produits contiennent de la lavande biologique pour un mouvement sans pesanteur et une chevelure brillante. *Carte Interactivité #350.*



Sexy Hair Concepts bulks up its signature Big Sexy Hair collection with a new version of its original Big Volume Shampoo - Extra Big Volume Shampoo, a hair cleanser that adds extra thickness to dull, flat hair. *Reader Action #353.*

Sexy Hair Concepts ont retapé leur collection signature Big Sexy Hair avec une nouvelle version de leur Big Volume Shampoo. Voici Extra Big Volume Shampoo, un shampoing volumisateur pour les cheveux mous ou fatigués. *Carte Interactivité #353.*

Schwarzkopf Professional new bc line

Say goodbye to damaged, stressed hair. This new line of products is charged with molecules that create strong, shiny hair without the build up. *Reader Action #351.*

Dites au revoir aux cheveux fragilisés. Les produits de cette nouvelle ligne sont chargés de molécules qui renforcent les cheveux pour des résultats brillants sans accumulation indésirable. *Reader Action #351.*

Get in the Jam

Hard Ball Hair Jam from Head Games is a lightweight, detailing texturizer that defines and separates hair while delivering a super matte finish. *Reader Action #352.*

Le produit Hard Ball Hair Jam par Head Games est un texturisant léger qui définit et sépare des cheveux, et crée un fini mat superbe. *Carte Interactivité #352.*

Shine Blonde

To help blondes shine again, L'Oreal Professional is launching three new professional targeted products formulated to light up blond hair day after day in a single step. *Reader Action #354.*

Pour retourner l'éclat aux cheveux blonds, L'Oréal Professional lance trois nouveaux produits professionnels formulés pour éclaircir les cheveux blonds, jour après jour, dans une seule étape. *Carte Interactivité #354.*

SH 1395

american salon

BEAUTY FIRST

APRIL 2003

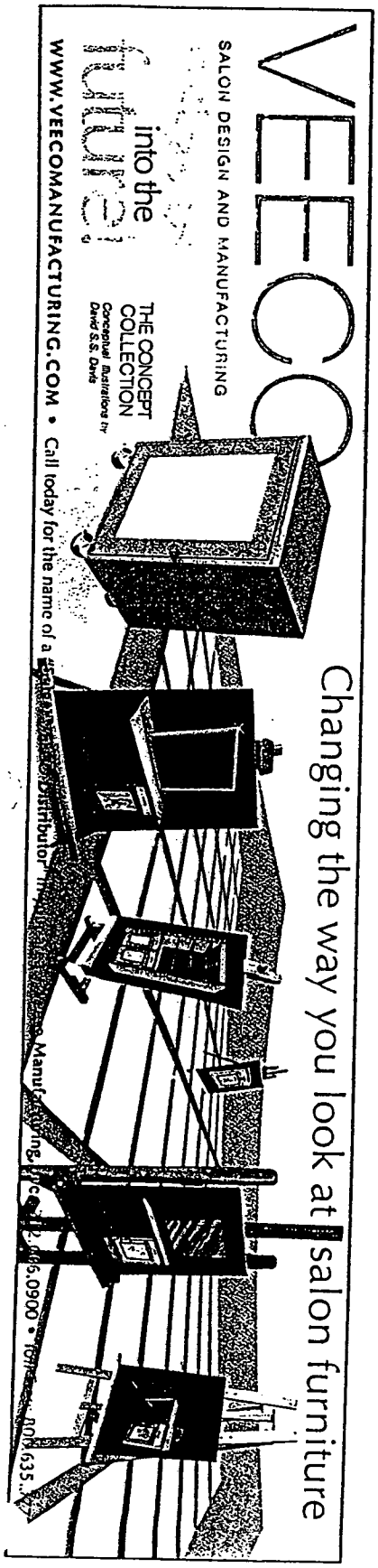
SHORT CUT

MOP's Dominique Rohde goes asymmetrical for spring

MAMBO ITALIANO

Mary Brunetti shakes things up with her new collection

SH 1396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11. JOHN PAUL MITCHELL SYSTEMS

Tea Tree Hair and Body Moisturizer from John Paul Mitchell Systems offers energizing and healing refreshment for the body and spirit. A leave-in conditioner that absorbs quickly, it soothes and hydrates hair and skin, moisturizes with aloe vera and jojoba, and calms with fragrances of peppermint, tea tree, and lavender oils. For more information, contact your John Paul Mitchell Systems salon consultant or distributor.

12. L'ORÉAL CLASSIC SALON PRODUCTS

L'Oréal Classic Salon Products has a new bleach and highlighting formula, called Super Oreal Blanc Professional Powder Bleach. It provides rapid, precisely controlled lightening action and maximum versatility for professional off-scalp highlighting treatments. Its zero-dust, no-drip formula can lift up to seven levels and achieve numerous effects, from subtle to sheer platinum in a single application. Super Oreal Blanc Professional Powder Bleach, which is offered in individual packets for guaranteed freshness and economy, can be used on color-treated or virgin strands. For more information, call (800) 345-5014.

13. [redacted]

Metal Head Metallic Holding Gel from Sexy Hair Concepts provides serious attitude as a cutting-edge colored styling glue. It's a hard-holding gel with a crude grip designed to develop spiked, twisted, and wild styles. And because it shampoos out, it's easy to use and can be changed on a whim. The gel has a tangy-sweet grapefruit melon fragrance and is available in six colors: Chrome, a silver liquid metal; Crimson, a fiery hot red; Copper, a golden orange sunburst; Emerald, a jaded black, silver, and green; Indigo, a deep blue, black, and silver; and Purple, a plush violet amethyst. For more information, call (800) 848-3383. >>

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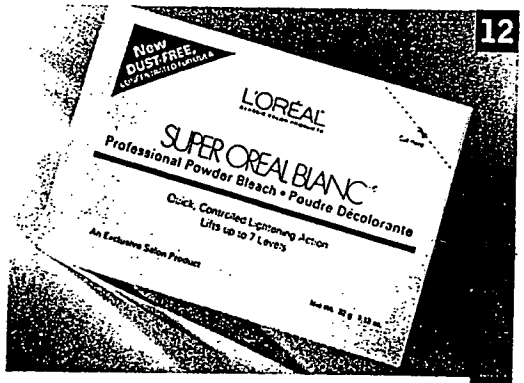
12



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SH 1397

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Hair apparent: Locks take lead at Midwest beauty show

By Ingrid Schmidt 3510
Chicago Tribune

ROSEMONT, Ill. — "No matter what you wear ... You are still judged by your hair," read the slogan on Canadian hairdresser Umberto Buffone's T-shirt.

The best way to avoid bad judgment might be to stay ahead of the trend curve. So thought the thousands from the beauty industry who packed into the Donald E. Stephens Convention Center in Rosemont, March 1-3 to preview the latest tips and toiletries at the Chicago Midwest Beauty Show.

"Everything's very big and bold," said Omekia Arford, the owner of Shear Stylin salon in Danville, Ill. "There's ... lots of red going on."

"Everybody's here for ceramic (curling) irons," said Karen Rawski, a nail technician from Winfield, Ill. "The crimping irons with patterns are new. ... I've got to find those."

The booth of Italian company Dawa was doing a brisk business in flat irons with interchangeable patterned inserts, including some with the word "sexy," and had none left by the end of the show's second day.

Beyond styling, many of the newest products and tools appeal to women's busy lifestyles.

Wella's Blondor Express Mouse (resembles a computer mouse) lets salons add highlights to hair in less than three minutes. Naturopatch touts Essential Oil Patch Therapy as a natural remedy "to promote good health and well-being." Paul Mitchell's Tea Tree Hair and Body Moisturizer hydrates hair and skin.

Knight Ridder Newspapers

At the Alternative Hair Show, stylist Nicholas French sent out models with hair that looked like windblown waves frozen in mid-air.

The Personal Microdermabrasion System from DermaNew, an at-home version of the salon treatment, uses a rotating, battery-operated wand to massage cream laden with buffing crystals into the skin.

A [redacted] new product line called Wild Sexy Hair was being promoted while hair aficionados grooved to vinyl records spun by a disc jockey and watched demonstrations in "disruptive texture haircutting." Young men danced around in torn red T-shirts, toting packs of metallic holding gel in colors like copper and crimson as if they were boom boxes.

After the show, attendees filled the Rosemont Theater for the Alternative Hair Show, featuring 17 artistic hair teams from around the world. In one segment, inspired by the movie musical "Chicago," a slew of strong, sexy women, jailed for "offing" their lovers, donned equally powerful hairstyles, from locks woven with chains to the biggest "big hair" imaginable.

"We wanted to show how women have evolved into these powerful creatures, which is what they should be, so we showed lots of over-exaggerated shapes," said Mark Hartwig, artistic director and designer of the hairstyles and costumes.

Stylist Nicholas French inspired the audience with hair crimped forward in an undulating shape or out like a windblown ponytail frozen in midgust with Final Net.

Lolita-like models skipped around stage with oversize lollipops to the Cyndi Lauper tune "Girls Just Want To Have Fun."

SH 1398

new faces
new bases

[redacted] announced two new appointments to its division of North American regional sales managers. **Marla Sease** assumes the role of regional sales manager for the southeastern area of the United States, and **Richard Judson** becomes a regional sales manager who will oversee business with State Beauty Supply, a well-known distributor with over 116 stores in Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, and Oklahoma. Both Sease and Judson have more than 10 years of experience in the beauty industry.

MATRIX has recently announced the appointment of **Cindy Riccio** as director of communications. Riccio was formerly the public relations director for Sara Lee Hosiery, managing the marketing and communications initiatives for Donna Karan and DKNY hosiery, Hanes Hosiery, and L'eggs. In her new capacity, Riccio will be responsible for developing and executing Matrix's communications and marketing programs.

John Moroney has been appointed vice president of marketing and education at **DERMANEW.** He will be spearheading the company's brand-building activity and working in close contact with owners Dean Rhoades and Amby Longhofer to develop marketing and educational strategies that will help salons and spas build their businesses. Moroney's experience includes working at Aveda as director of education and at Sebastian International as vice president of global learning and salon development.

ZOTOS INTERNATIONAL has made several new appointments to its marketing department. **Daniel Villarroel** has been named group marketing manager of the Naturelle, Piidea, and Zotos brands. He will manage all marketing activities and new product initiatives within these brands. Villarroel's background includes numerous years of experience in consumer and salon marketing, working with Colomer USA, Revlon Professional, and Wella. **Glenn Gold** is the new vice president of marketing for ISO brands. He will oversee all marketing activities in the ISO business, including ISO haircare, haircolor, and texture services. Gold has numerous years of experience in sales and marketing, having worked with such companies as Colgate-Palmolive, Reckitt & Colman, and Rexall Sundown. **Nicole Rhind** has joined the company as senior marketing manager, responsible for marketing programs and new product initiatives within the texture category, as well as the Senscience haircare brand. Rhind comes to the team with marketing experience in the consumer and professional beauty industries, including work with Clairol. >>

SH 1399

PERSONAL PRODUCTS
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CPS- 3510SH p. 117

● Personnel Roundup

BODY BLUE SELECTS TWO FOR KEY POSITIONS

Kline of 3M

● **Body Blue:** Mike Hooper was named director of research and development. With 15 years experience, Mr. Hooper previously held positions at Unilever in Europe, the UK and North America. Don Ye has joined Body Blue as director of quality assurance. Mr. Ye previously held a position in product development for Unilever Canada.

● **3M:** Gary P. Kline was named to a newly-created technical sales position, responsible for helping to launch the new 3M Cosmetic Fluids and Cosmetic Microspheres. He previously served as an applied scientist with Firmenich.

Burks of Pechiney Plastic Packaging

● **Pechiney Plastic Packaging:** Law Burks has been promoted to director of marketing, food and global bottles. He is responsible for marketing and customer focus activities. Mr. Burks most recently served as marketing manager, food flexible packaging.

Gey of CPAC

● **CPAC:** G. Robert Gey was appointed president of the Fuller Brands segment, responsible for finances and operations of The Fuller Brush Co., Cleaning Technologies Group and Stanley Home Products. Mr. Gey will also continue to serve as president of The Fuller Brush Co. Prior to CPAC, Mr. Gey served as president of Pentair's service equipment business.

● **Ondeo Nalco:** The company named three new sales professionals to its personal care team: Zoe Elmi, Kelly Gilroy and Alan Morrow. Combined, they have more than 35 years experience in personal care sales, marketing, formulation, product stewardship and finance.

ic advisory committees. Dr. Warren is currently a visiting scholar at the University of California San Diego's chemosensory perception laboratory. He previously served with International Flavors and Fragrances for 23 years, most recently as vice president and director of fragrance science.

Warren of SOSI

● **Old World Industries:** Mark Woods joined the company as director of business development. Formerly, Mr. Woods served as ethylene commercial manager for Chevron Phillips Chemical Co. LLP.

Woods of Old World Industries

● **Diam USA:** Ali Fadel has been named to the new position of chief operating officer. Mr. Fadel formerly served as executive vice president of global operations for Textron Fastening Systems.

● **MGP Ingredients:** Edgar W. Hanny has been promoted to controller and information systems director and will retain responsibilities as accounting manager and data processing manager.

Hanny of MGP Ingredients

● **Michelman:** Marty Riehemann has been promoted to vice president of the performance additives group. Mr. Riehemann formerly served as commercial manager for Michelman's European headquarters in Belgium.

● **Lancôme:** Marsha Cates has joined the company as director of promotional marketing, responsible for the design, creation and execution of all special events in U.S. department and specialty stores. Ms. Cates previously served as executive retail consultant for *Glamour* magazine.

metics, J.B. Nethercutt of Merle Norman Cosmetics and Charles Strauss of Unilever United States. Linda Marshall of Elysee Scientific Cosmetics is secretary and treasurer.

● **Risdon-AMS:** Jim Bigham was named director of sales and marketing, closures, responsible for directing sales and marketing efforts for Risdon-AMS' caps and closures operations. He most recently served as project engineering manager at the Danbury, CT lipsticks and specialty closures facility.

[redacted]la Sease has been named Southeastern regional sales manager. Richard Judson has been appointed regional sales manager, responsible for more than 115 stores in Colorado, Iowa, Kansas, Missouri, Montana, Nebraska and Oklahoma.

● **Firmenich International SA:** Heinz Imhof joined the board of directors. Mr. Imhof is chairman of the board of Syngenta and chairman of the Syngenta Foundation for Sustainable Agriculture.

● **Zenitech:** David C. Steinberg, president of Steinberg & Associates, has been elected to the board of directors.

● **Smurfit-Stone Container:** Dr. Michael W.J. Smurfit was named chairman emeritus following his resignation. Patrick J. Moore, president and chief executive officer of Smurfit-Stone, succeeds Dr. Smurfit as board chairman. Howard E. Kilroy, Dermot F. Smurfit and Anthony P.J. Smurfit will retire from the board on May 8.

● **Procter & Gamble:** W. James McNerney Jr., chairman of the board and chief executive officer of 3M, will be named to the board of directors on May 1. Prior to 3M, Mr. McNerney held key positions at General Electric and McKinsey & Company. His first job was in brand management at P&G.

● **American International Industries:** Susan Perreault was promoted from educational director to director of sales communications and education, professional division. Ms. Perreault will be responsible for all pricing, promotions, sales updates, educational events and education communications, trade shows and education. Pat Gonzales was named events coordinator, responsible for trade show and class scheduling, show orders and beauty technician support. Mary Bolick was appointed sales support coordinator and will provide ongoing support to sales managers, manufacturer's representatives and distributors and will assist product sample, literature and image requests.

● **Noville:** Peter Ricca was promoted to North American sales manager, responsible for developing strategies for the company's domestic sales force. He formerly served as account executive. Sharon Rader was promoted from account executive to general manager of the flavor division, responsible for strategic flavors direction worldwide.

● **Cognis:** Joe Polak was named sales excellence project manager, responsible for overseeing and implementing new North American sales practices, sales training and support and leading the Sales Council. Mr. Polak has served with the company for 17 years.

● **Beauté Prestige International USA:** Alisa Greco joins the company as executive director of public relations. She is responsible for all national media of the Jean Paul Gaultier, Issey Miyake and Narciso Rodriguez brands. Victoria Bluvstein was named director of marketing of the Issey Miyake brand.

● **Premier Mill:** Kevin J. Haggerty was promoted to general manager after serving as national sales manager.

● **Outsourcing Services Group (OSG):** Walter Lim was named chairman emeritus and will continue focus on product development. Joseph M. Healy, president and chief executive officer, succeeds Mr. Lim as chairman and will oversee OSG's overall strategy, financial direction and customer and business development. James A. Skelton was named president and chief operating officer, responsible for improving OSG's internal operating performance and organizational capabilities. Mr. Skelton formerly served as chief operating officer of Frederick's of Hollywood and chairman and chief executive officer of Ocean Pacific Apparel Corp.

● **NPD Group:** Timra Carlson was promoted to president, NPD Beauty, after serving as vice president. She is responsible for overseeing product development, sales and marketing for BeautyTrends and FragranceTrack.

● **The Gillette Company:** Estée Lauder Cos. chief executive and president Fred H. Langhammer was named to the board, and Kraft Foods Inc. co-chief and Kraft Foods International president and chief executive Roger K. Deromedi was nominated to the board. Mr. Langhammer was appointed to serve the final two years of the three-year term of Warren E. Buffett, who will leave the board in May to devote more time to Berkshire Hathaway Inc. Mr. Deromedi succeeds Richard R. Pivirotto, who will retire.

● **The Dial Corporation:** Mark L. Whitehouse, senior vice president, international, innovation and business development, has resigned to pursue other career opportunities.

● **Stull Technologies:** David Drew and David Magi were named sales account managers and are responsible for overseeing current key accounts and managing newly developed accounts. Mr. Drew previously served with Sussex Technology, SRC Medical and The West Co. Mr. Magi joins the company from TricorBraun and Hudson Associates.

● **Five Star Fragrance:** Armina Lascu was named vice president, international sales, responsible for all international sales and marketing. She formerly served with Bijan Fragrance Inc./XEL.

● **Medical Spa Association:** The first board of directors includes president Eric Light of Strawberry Hill Group; Judith Stanton of Stanton Healthcare Group, spa division; Catherine Atzen of Atzen; Allan Share of New Life Systems; Micelle Turcotte of Avichai and Karen Crawford of On-Site Marketing. All elects will serve one-year terms. ●

MOUNT PROSPECT JOURNAL
DES PLAINES, IL
FRIDAY 5,000
APR 18 2003

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"Summer Trends"

by Donna Orend
Master Hair Designer
FEKOSH Teddie Kossof Salon & Spa

Spring is in the air and summer is right around the corner. We need to keep up with the heat and humidity that can play tricks on our hair. To fit the hair trends that work with the summer climates, think sexy-tousled hair withs lots of textured layers. To make it more interesting, add a little fringe. The latest hair styles, flippy and wavy with very irregular layers, seem to work well with how hectic our lives get throughout the summer. Depending on your hair texture, it is important to choose the right products to achieve these looks.

Fine hair works well with products such as [redacted] Pump, Nolita Grit Gel, and Alterna Volumizing Spray Mousse. Work these products with either large Velcro rollers or you can enhance the "lift" by using a large round brush while you blowdry to create the flippy/textured look. Follow-up and finish your style with Tigi Bedhead Manipulator or Ariella Style Dsressing.

For thick and wavy textures, to achieve a similsr look, use Alterna Straightening Balm or Sebastian Laminates Gel. After working one of these products into your hair, follow-up by blowdrying with a flat brush and touching-up the hair with a flat iron after the hair is dry. Finish hair with Head Games "Messed-up Madness" to make the ends "flip out" even more.

If you are naturally curly, don't fight it! Give your hair a break and don't struggle to make it straight. For the curly look, add some Alterna Texturizing Glaze and diffuse the hair. Follow-up with Alterna Sculpting Putty to soften up the curl. Be sure not to finger through the hair. For a loose curl, towel dry hair and add Alterna Texturing Glaze and twist sections around your finger and blowdry with a diffuser. Finish by touching up the straighter strands with a medium curling iron.

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World Wide Web Edition

Rocky Mountain (CO) News - Print Circ 309,938

Date of Publication: 04/17/2003 Account Number: 3510SH

Headline: Make Me Over, April 17

Source Web Page: http://www.rockymountainnews.com/drmn/fashion/article/0,1299,DRMN_62_1892036,00.html

Name: Pam Malesker

Age: 37

Why she needed it: "I have had the same hair style, which isn't much of a style, for more than 10 years," Pam Malesker wrote us. "When my teenage daughter and I are out together, her classmates think I'm her sister, not her mother.

"Over the years, because of some health problems, my hair has become thinner and more gray. The one time I tried to color my gray, it was a disaster.

"Between working, being a mother and a wife, I have little time to worry about my hair and makeup. I have started to update my '80s wardrobe and would like a style to match. Please help!"

What we did: We decided a mother/daughter makeover would be fun, so we sent Pam Malesker and her teenage daughter, Amanda, to Zuri Salon, 3150 E. Third Ave.

Stylist Rebekah Crumb took Pam's length to above her shoulders to maximize her fine, thin hair. She gave her eyebrow-grazing bangs and shaggy layers to update Pam's style and bring out her eyes. Crumb then blow-dried Pam's hair straight and messy to give her a modern edge.

When Pam came into the salon, says colorist Cristy Connell, she had medium blond hair that was starting to turn gray. Because of Pam's personality and beautiful, creamy skin, Connell decided to warm her up, but keep her looking natural.

Connell used a darker "warm blond" with a wide range of blond shades - not too thin and not too chunky, just enough for dimension.

For Pam's makeup, makeup artist Thomas Medina used a L'Oreal toner to prep the skin, followed with Lancome Vitabolic to moisturize. Medina applied a Physician's Formula concealer, Trucco Duo Powder in Buff and Jane Staying Powder in No. 1 Colorless.

On the eyes, he used MAC eye pencil in Coffee, Trucco eye shadows in Sweet Tart and Chilled Rose, [redacted] shadow in Erotica and Maybelline Great Lash mascara in Soft Black. He finished the look with Trucco Duo Blush in Yin, Trucco lip primer in Lip Perfect, Skin Market lip liner in Cavity and Skin Market lipstick in My Michelle.

Daughter Amanda had very thick, one-length hair, that was straight and heavy. Stylist Krys Alvarez cut Amanda's hair completely dry so she could see how the hair would fall naturally. After layering, Alvarez took out weight using a point cutting technique and carved out the hair that fell into Amanda's face to open it up and emphasize her eyes and lips.

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Colorist Chandra wanted to update Amanda's naturally "dirty" beige-blond hair. She used light and medium blond hues to lighten up her look and added a darker brown to add depth. Because Amanda is so young. Chandra wanted to give her a fun look and added chunky highlights.

For Amanda's makeup. Medina used a Physician's Formula concealer. Trucco foundation in Olive and Jane Staying Powder in No. 1 Colorless. On the eyes. he used MAC eye pencil in Coffee on the upper eye and Trucco eye pencil in Streak on the lower eye. as well as Trucco eye shadows in Ecstasy and Halo. Aveda eye shadow in Nightfall and Maybelline mascara in Soft Black.

He finished it off by filling in Amanda's eyebrows with Trucco Hi-Brow trio. using Trucco Duo Blush in Yin and on the lips. he applied Skin Market lip liner in Cavity. Skin Market lipstick in My Michelle and Trucco Divinyls lip gloss in Virgin.

The verdict: "We love our new looks." says Pam Malesker. "Amanda's classmates have all made great comments on her new style. She loves it that her cut is an easy. wash-and-go style. which is great for her for school. I love it now that my hair is manageable and the gray is covered up. Friends and family say it's a great new change."

Need a new look? Send us a photo and tell us why an update is in order. E-mail KennedyL@RockyMountain News.com or write Lesley Kennedy. 100 Gene Amole Way. Denver. CO 80204.

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ROLLING MEADOWS JOURNAL
& TOPICS
DES PLAINES, IL
WEEKLY 3,171
APR 17 2003

Burrelle's CA
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"Summer Trends"

by Donna Orend
Master Hair Designer
Teddie Kossof Salon & Spa

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NEW PRODUCT NEWS
CHICAGO, IL
MONTHLY 800
APRIL 2003

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[redacted] XTRA BIG VOLUME SHAMPOO

Sexy Hair Concepts, Chatsworth, CA

The company introduces Extra Big Volume Shampoo. It gently opens the cuticle to add thickness and magnitude as well as tresses shine and luster, according to the company. It retails for $9.95 in professional salons.

DANVILLE NEWS
DANVILLE, PA
WEDNESDAY 4,300
APR 23 2003

Burrelle's

PROFESSIONAL ATTITUDES HAIR & NAILS

Professional cuts, colors, perms, nails and products

Professional Attitudes Hair & Nails has been located at the corner of Continental and Canal Streets since November 2002. Our salon is a family salon and we welcome all ages. We serve walk-ins and regular appointments. Our hours are Monday and Tuesday from 10 a.m. to 6 p.m.; closed Wednesday; Thursday and Friday from 10 a.m. to 7 p.m.

We are a full-service salon including cuts, color, perms, highlites, nails, waxing, ear candling, etc. For our perms and colors we use Matrix. In addition, we sell our professional hair care products. The lines we carry are [redacted] Nexus, ICE, Image and I.C.O.N.

In our salon we provide a comfortable atmosphere and we treat you with personalized attention.

Our prices and products are very affordable.

Nikki Martin, our manager and stylist, was trained at the Academy of Hair Design and has advanced her training in cutting, coloring and perming.

Our goal is to make you look and feel great. So, stop in and check us out and get a free consultation.

The spring specials are color and highlights ($25-$35). Give us at call at 275-5800 or just stop in.

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- ▶ Address: 239 Rooney Avenue, Danville, Pa.
- ▶ Phone: 275-5800
- ▶ Year founded: 2002
- ▶ Number of employees: 1
- ▶ Owner: Nancy Davies
- ▶ Manager: Nikki Martin

Photo provid

PROSPECT HEIGHTS
JOURNAL
DES PLAINES, IL
FRIDAY 1,700
APR 18 2003

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Master Hair Designer
3510SH Teddie Kossof Salon & Spa

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DES PLAINES JOURNAL
DES PLAINES, IL
FRIDAY 12,396
APR 18 2003

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WHEELING JOURNAL &
TOPICS
DES PLAINES, IL
WEEKLY 3,418
APR 17 2003

Burrelle's
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PALATINE JOURNAL &
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DES PLAINES, IL
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APR 17 2003

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ARLINGTON HEIGHTS
JOURNAL
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3510SH

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ELK GROVE JOURNAL
DES PLAINES, IL
WEEKLY 4,689
APR 17 2003

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Burrelle's
1129 CA
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NORTHWEST JOURNAL &
TOPICS
DES PLAINES, IL
WEEKLY 5,637
APR 17 2003

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1127 CA
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SH 1415

SUBURBAN JOURNAL &
TOPICS

DES PLAINES, IL
WEEKLY 5,721
APR 17 2003

Burrelle's

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"Summer Trends"

by Donna Orend
Master Hair Designer
Teddie Kossof Salon & Spa

Spring is in the air and summer is right around the corner. We need to keep up with the heat and humidity that can play tricks on our hair. To fit the hair trends that work with the summer climates, think sexy-tousled hair withs lots of textured layers. To make it more interesting, add a little fringe. The latest hair styles, flippy and wavy with very irregular layers, seem to work well with how hectic our lives get throughout the summer. Depending on your hair texture, it is important to choose the right products to achieve these looks.

Fine hair [redacted] products such as [redacted] Grit Gel, and Alterna Volumizing Spray Mousse. Work these products with either large Velcro rollers or you can enhance the "lift" by using a large round brush while you blowdry to create the flippy/textured look. Follow-up and finish your style with Tigi Bedhead Manipulator or Ariella Style Dsressing.

For thick and wavy textures, to achieve a similsr look, use Alterna Straightening Balm or Sebastian Laminates Gel. After working one of these products into your hair, follow-up by blowdrying with a flat brush and touching-up the hair with a flat iron after the hair is dry. Finish hair with Head Games "Messed-up Madness" to make the ends "flip out" even more.

If you are naturally curly, don't fight it! Give your hair a break and don't struggle to make it straight. For the curly look, add some Alterna Texturizing Glaze and diffuse the hair. Follow-up with Alterna Sculpting Putty to soften up the curl. Be sure not to finger through the hair. For a loose curl, towel dry hair and add Alterna Texturing Glaze and twist sections around your finger and blowdry with a diffuser. Finish by touching up the straighter strands with a medium curling iron.

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These few tips should see you well through the summer and leave you with fond memories instead of bitter tales.

For a Complimentary Consultation with Teddie call:
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SH 1416

MOUNT PROSPECT JOURNAL
DES PLAINES, IL
WEDNESDAY 5,000
APR 16 2003

Burrelle's
1131 CA
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"Summer Trends"

by Donna Orend
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Teddie Kossof Salon & Spa

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ROSEMONT JOURNAL
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WEDNESDAY 604
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SH 1418

PARK RIDGE JOURNAL
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WEDNESDAY 43,724
APR 16 2003

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GOLF MILL JOURNAL
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WEDNESDAY 2,500
APR 16 2003

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1126 CA
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Teddie Kossof Salon & Spa

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DES PLAINES JOURNAL
DES PLAINES, IL
WEDNESDAY 12,396
APR 16 2003

Burrelle's
253 CA
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PROSPECT HEIGHTS
JOURNAL

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WEDNESDAY 1,700
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NILES JOURNAL
DES PLAINES, IL
WEEKLY 5,750
APR 16 2003

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1133 CA
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BOZEMAN DAILY CHRONICLE
BOZEMAN, MT
-SUNDAY 15,202
APR 13 2003

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Main Street's Yorio & Co. has new owner

DW-35105H

Jami Dempsey, cosmetologist, has purchased Yorio & Co. at 238 E. Main St., Bozeman; phone 585-8121. In addition to precision haircuts and expert color techniques, the hair salon now offers manicures, pedicures and waxing.

Dempsey

Services are supported by Redken, ABBA, Jingles an[redacted]cts.

Dempsey graduated from the Academy of Cosmetology and has advanced training through the ABBA academy. She has been licensed professionally for seven years.

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ARCADIA WEEKLY
ARCADIA, CA
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APR 10 2003

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Lending a Delicate Hand

3510SH

By Ann Luke

A new salon has opened in Arcadia offering specialized hair styling and beauty supplies. The salon, called Lenity, offers a wide variety of hair styling, cuts, perms, color correction, styles for special occasions, as well as facials and waxing.

The owner, Seda Sinaei, moved the business here from San Francisco in January. She says that Lenity is a special place because of the skill and special treatment that the staff offers, and also because she does not charge for each service separately. For example, a haircut and styling are priced as a package, and color includes blow-dry and styling.

"Our customers like these good prices for several services in one," Sinaei says.

The owner believes customers will be satisfied with the excellence of the styling and the treatment. "Once you try our salon," she says, "you will stay with us.

"We get to know you and your preferences, and we give you the service you would like."

Shown above, left to right, are stylist Mariet Sinai, owner Seda Sinaei and stylist Madlen Sinaei.

On a recent visit, a reporter interviewed customer Renae L., who said, "I went to another salon for five years and put up with terrible service. I came here three or four weeks ago and wouldn't go anywhere else."

Lenity – the name representing the gentleness of the staff's touch – also offers many lines of popular beauty supplies, including Sebastien, Paul Mitchell, Redken, Bed Head, Altera, [redacted] and Lanza, in addition to hair accessories.

The Lenity salon is located next to Vons at 139 E. Foothill Blvd. in Monrovia. Telephone is (626) 256-4700. The salon is open seven days a week.

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World Wide Web Edition

The Paragould (AR) Daily Press - Print Circ 6,500

Date of Publication: 03/25/2003

Account Number: 3510SH

Headline: Bladez sharpens its shears

Source Web Page: http://www.paragoulddailypress.com/display/inn_news/news2.txt

Bladez sharpens its shears

A new hair salon, Bladez, was recently opened in Paragould by Jennifer McCord.

McCord, owner and manager of Bladez, and her two employees, Rebecca Horton and Karey Rowland, together have over 13 years of experience in cosmetology.

Bladez is located at 1510 W. Kingshighway #3, and is open Tuesday through Friday from 9 a.m. to 5:30 p.m. and Saturday from 9 a.m. to 2 p.m. Later appointments are available.

Services offered by Bladez include hair cuts, perms, colors and highlights, manicures, pedicures, waxes and facials.

Bladez also sells products by Redkin, Matrix, ISO, Texture Line, American Crew, Ice and [redacted]

Walk-ins are welcome, but appointments can be made by calling 236-4800.

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World Wide Web Edition

HAPPI (Ramsey, NJ) - Print Circ 17,500

Date of Publication: 04/10/2003

Account Number: 3510SH

Headline: Body Blue Selects Two For Key Positions

Source Web Page: http://www.happi.com

Body Blue Selects Two For Key Positions

Body Blue: Mike Hooper was named director of research and development. With 15 years experience, Mr. Hooper previously held positions at Unilever in Europe, the UK and North America. Don Ye has joined Body Blue as director of quality assurance. Mr. Ye previously held a position in product development for Unilever Canada.

3M: Gary P. Kline was named to a newly-created technical sales position, responsible for helping to launch the new 3M Cosmetic Fluids and Cosmetic Microspheres. He previously served as an applied scientist with Firmenich.

Pechiney Plastic Packaging: Law Burks has been promoted to director of marketing, food and global bottles. He is responsible for marketing and customer focus activities. Mr. Burks most recently served as marketing manager, food flexible packaging.

CPAC: G. Robert Gey was appointed president of the Fuller Brands segment, responsible for finances and operations of The Fuller Brush Co., Cleaning Technologies Group and Stanley Home Products. Mr. Gey will also continue to serve as president of The Fuller Brush Co. Prior to CPAC, Mr. Gey served as president of Pentair's service equipment business.

Ondeo Nalco: The company named three new sales professionals to its personal care team: Zoe Elmi, Kelly Gilroy and Alan Morrow. Combined, they have more than 35 years experience in personal care sales, marketing, formulation, product stewardship and finance.

Sense of Smell Institute (SOSI): Dr. Craig Warren has been named scientific affairs director. He will act as SOSI's spokesperson on scientific matters and will advise SOSI's staff and board of directors on scientific projects in conjunction with the industry and scientific advisory committees. Dr. Warren is currently a visiting scholar at the University of California San Diego's chemosensory perception laboratory. He previously served with International Flavors and Fragrances for 23 years, most recently as vice president and director of fragrance science.

Old World Industries: Mark Woods joined the company as director of business development. Formerly, Mr. Woods served as ethylene commercial manager for Chevron Phillips Chemical Co. LLP.

Diam USA: Ali Fadel has been named to the new position of chief operating officer. Mr. Fadel formerly served as executive vice president of global operations for Textron Fastening Systems.

MGP Ingredients: Edgar W. Hanny has been promoted to controller and information systems director and will retain responsibilities as accounting manager and data processing manager.

Michelman: Marty Riehemann has been promoted to vice president of the performance additives group. Mr.

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World Wide Web Edition

Riehemann formerly served as commercial manager for Michelman's European headquarters in Belgium.

Lancome: Marsha Cates has joined the company as director of promotional marketing, responsible for the design, creation and execution of all special events in U.S. department and specialty stores. Ms. Cates previously served as executive retail consultant for Glamour magazine.

Cosmetic, Toiletry and Fragrance Association: Andrea Jung, chairman and chief executive officer of Avon Products, was re-elected as chair of the association. Newly elected vice chairmen include Daniel Brestle of Estee Lauder, Marc Pritchard of Procter & Gamble Cosmetics, J.B. Nethercutt of Merle Norman Cosmetics and Charles Strauss of Unilever United States. Linda Marshall of Elysee Scientific Cosmetics is secretary and treasurer.

Risdon-AMS: Jim Bigham was named director of sales and marketing, closures, responsible for directing sales and marketing efforts for Risdon-AMS' caps and closures operations. He most recently served as project engineering manager at the Danbury, CT lipsticks and specialty closures facility.

[redacted] Marla Sease has been named Southeastern regional sales manager. Richard Judson has been appointed regional sales manager, responsible for more than 115 stores in Colorado, Iowa, Kansas, Missouri, Montana, Nebraska and Oklahoma.

Firmenich International SA: Heinz Imhof joined the board of directors. Mr. Imhof is chairman of the board of Syngenta and chairman of the Syngenta Foundation for Sustainable Agriculture.

Zenitech: David C. Steinberg, president of Steinberg & Associates, has been elected to the board of directors.

Smurfit-Stone Container: Dr. Michael W.J. Smurfit was named chairman emeritus following his resignation. Patrick J. Moore, president and chief executive officer of Smurfit-Stone, succeeds Dr. Smurfit as board chairman. Howard E. Kilroy, Dermot F. Smurfit and Anthony P.J. Smurfit will retire from the board on May 8.

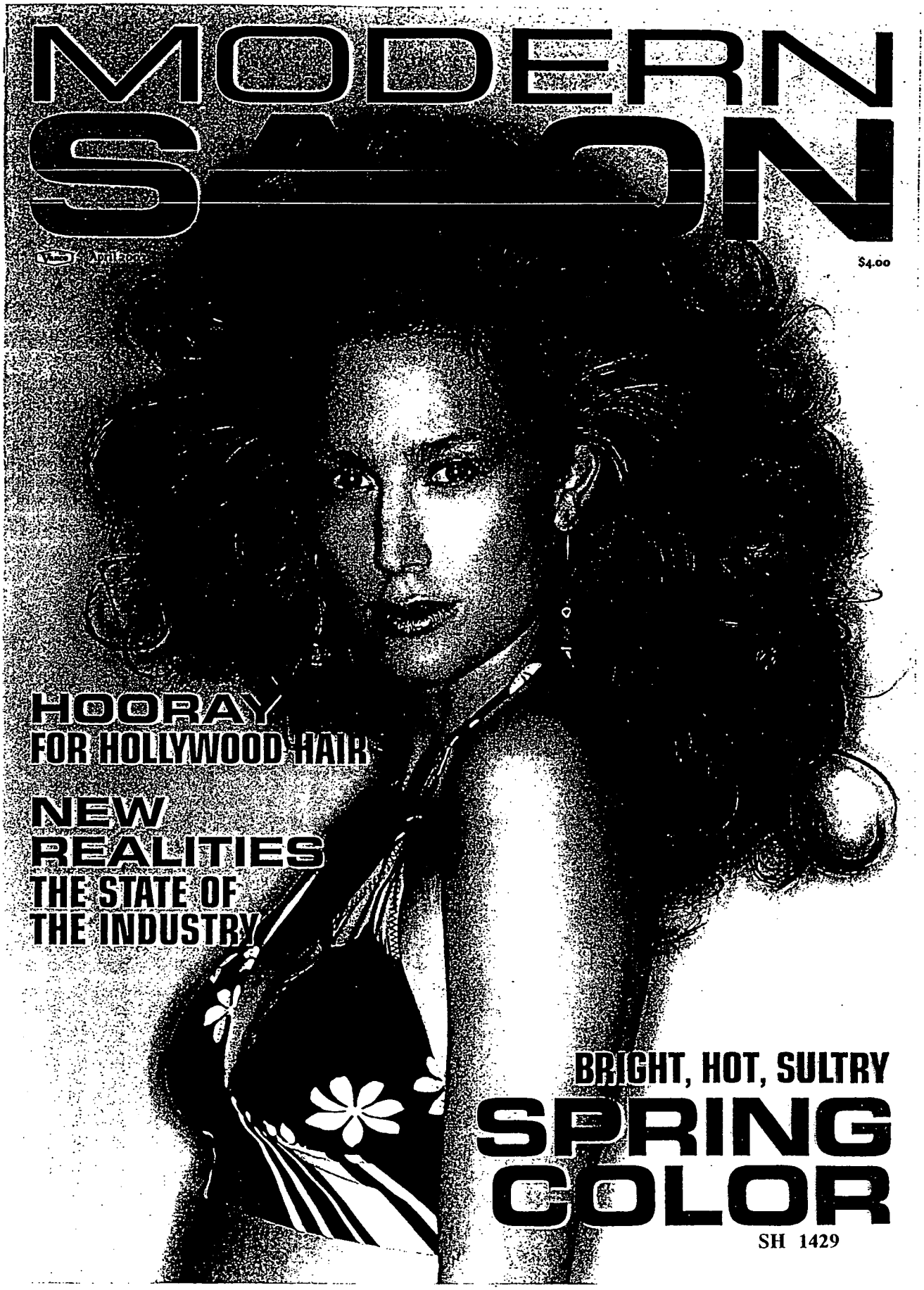
Procter & Gamble: W. James McNerney Jr., chairman of the board and chief executive officer of 3M, will be named to the board of directors on May 1. Prior to 3M, Mr. McNerney held key positions at General Electric and McKinsey & Company. His first job was in brand management at P&G.

American International Industries: Susan Perreault was promoted from educational director to director of sales communications and education, professional division. Ms. Perreault will be responsible for all pricing, promotions, sales updates, educational events and education communications, trade shows and education. Pat Gonzales was named events coordinator, responsible for trade show and class scheduling, show orders and beauty technician support. Mary Bolick was appointed sales support coordinator and will provide ongoing support to sales managers, manufacturer's representatives and distributors and will assist product sample, literature and image requests.

Noville: Peter Ricca was promoted to North American sales manager, responsible for developing strategies for the company's domestic sales force. He formerly served as account executive. Sharon Rader was promoted from account executive to general manager of the flavor division, responsible for strategic flavors direction worldwide.

Cognis: Joe Polak was named sales excellence project manager, responsible for overseeing and implementing new North American sales practices, sales training and support and leading the Sales Council. Mr. Polak has served with the company for 17 years.

Beaute Prestige International USA: Alisa Greco joins the company as executive director of public relations. She is responsible for all national media of the Jean Paul Gaultier, Issey Miyake and


MODERN SALON
Vance April 2000
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HOORAY
FOR HOLLYWOOD HAIR
NEW
REALITIES
THE STATE OF
THE INDUSTRY
BRIGHT, HOT, SULTRY
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COLOR
SH 1429

Spotlight on Hollywood Hair and Beauty

The Hollywood Make-Up Artists and Hair Stylists Local 706 honored its best and brightest recently in Beverly Hills during the Guild's annual awards ceremony.

Complete with a red carpet entry, pre-event cocktail party and sit-down dinner, the John Paul Mitchell Systems-sponsored event drew 1,000 attendees, including celebrity presenters.

The 1,700 active members of the Guild selected the nominees for outstanding make-up and hair achievements in motion pictures and television during 2002.

"The contributions of Hollywood make-up artists and hair stylists too often go unnoticed," said John Paul DeJoria, chairman and CEO of John Paul Mitchell Systems. "The success of any movie is the audience buying what it's all about, and an inappropriate hair style can throw it off just enough to throw the whole movie off."

DeJoria presented the award for Best Contemporary Hairstyling for a Feature Film to Donna Gilbert for her work in "Sorority Boys."

"This (movie) was fun, fun, fun," said Gilbert. "Laughter was the agenda of the day."

"It's always an honor to be nominated, but to win is really amazing," said Jennifer Aspinall, who received kudos for Best Character Make-up for a Series for her work on "MADtv."

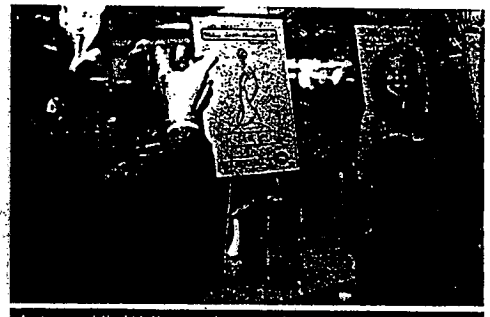
"Alias's" Angela Nogaro, winner of Best Contemporary Make-up for a Television Series said, "We work really hard every day, and we couldn't appreciate this more." Her partner, Diana Brown, added, "To work 17 hours and still want to go to work the next day is amazing."

Michael Reitz, winner of the award for Best Character Hairstyling for a Television Series, also works on "Alias." (See March 2002 MODERN, page 32, for a behind-the-scenes look at Reitz's work.)

"I love my job, and this is icing on the cake. Being recognized by your peers is just fantastic," he said.

Photography by Bill Knapp

The press on the red carpet interviews "Crossing Jordan" co-star Steve Valentine.



Actress Ally Walker arrives to the gala.

JPMS' Stephanie Kocielski and Robert Cromeans get a surprise visitor backstage in the green room.

Angela Moos, winner of Best Period Make-up for a Television Series for her work on "American Dreams," said, "I'm so proud to be able to employ between 20 and 50 union members per episode. You're only as good as your team."

Her winning hair styling partner, Cheri Ruff, »»»

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