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Issue 48 _ October 2019



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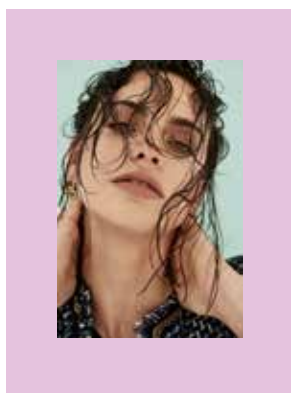
Thank goodness it's almost summer! What better way to bring in the brighter days ahead than with the theme of happiness running throughout the pages of our final magazine for 2019. We've got summer essentials covered thanks to some of our ambassadors as well as some luxury Christmas gift ideas to make your nearest and dearest happy too. As we near the end of the year, we look forward to celebrating the year that was, starting with Spring Carnival! We've teamed up with Renya Xydis for Cloud Nine to bring you all the track-side hair inspiration you will need!

It's been a busy year for us here at Haircare; we jet-set to Barcelona on the Haircare Study Tour, visiting Lakmé HQ and learning the Moroccanoil 101 through the eyes of Moroccanoil's Global Ambassador, Antonio Corral Calero. We learnt lots of new techniques from our brand educators on stage at Hair Expo and were inspired by our international keynote speakers at our Business Summit in Nouméa.

As always, this magazine is full of hints and tips, we've got formulas for creating incredibly happy pastels with the Staino range, as well as all you need to know in order to achieve successful social media engagement and keep your followers happy.

We hope it's been a warm and fuzzy one for you and your salon this year as you take stock of the goals you set and met over the course of the year and get ready for the big push into our industry's busiest period.

Happy days from all of us here at Haircare and we'll see you in the salon soon!



Cover Credits

Photography _ David Mannah
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+ Peter Beckett, Moroccanoil Asia Pacific Ambassador
Styling _ Josie McManus
Makeup _ Sara Navarro @ Kasteel Artist Management
Talent _ Alejandra + Alisa @ Elite Model Management



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Christmas Gift Guide



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HAIRCARE

Industry News

— Our Favourite Happenings



Moroccanoil Sponsors Eurovision 2019

Were you there cheering for 'Our Kate' or did you pick eventual winner, Duncan Laurence from the get go? Either way, you would have loved the 2019 Eurovision contestants' hair because Moroccanoil sponsored the event this year, the start of a long partnership between the two brands.

The 64th edition of the Eurovision Song Contest featured contestants from over 40 countries across Europe as well as Australia. Embracing each contestant's individual personalities and respective countries, Moroccanoil Global Ambassador Antonio Corral Calero created beautiful, trendsetting hairstyles inspired by underground gothic influences through to the clean and classic looks. Proving that anything and everything is achievable with Moroccanoil!



New look magazine in 2020

With eyes ever forward and an editorial remit that won't be limited purely to the Southern Hemisphere, our headquarters and home, Haircare will next year launch an all-inclusive global edition of this magazine you're holding. Look out for our new look magazine, coming to this very salon in February 2020.



Beauty EQ: Fashion in the Vines

What more could you add to an afternoon of wine, food, fashion, beauty and interiors inspiration in the barrel hall at Villa Maria Estate and The Hunting Lodge in New Zealand. Well, Moroccanoil Ambassador Peter Beckett, of course! Beauty EQ Fashion in the Vines sees an incredibly elegant day of information and inspiration, with Peter sharing the latest Moroccanoil innovations to the gathered gorgeous crowd.



SAHBA Hall of Fame

In a ceremony held in late August, Jan Gauvin Founder and Director of Haircare Australia and Haircare New Zealand was inducted into the South Australian Hair & Beauty Industry Association of South Australia Incorporated (SAHBA) "Hall of Fame". This award is in recognition of extraordinary services and outstanding commitment to the hair and beauty industry in South Australia. Congratulations Jan, an honour well deserved! This comes following Geoff Gauvin's induction into the Hall of Fame in 2012.

Industry News

— Our Favourite Happenings



Backstage Pass

Evo rock n' rollers, Zeppelin Barbers from the Gold Coast, worked the festival circuit at Splendour in the Grass earlier this year doing hair for artists and VIPs backstage, taking Evo along for the ride. Nice work guys!

For more festival hair inspiration head to page 21 for Cloud Nine Ambassador, Renya Xydis' Glitter S-Wave step by step.



Winners All Round

While we had to keep hush hush about it, the news broke in the September issue of **InStyle**. **Olaplex No.4 Bond Maintenance Shampoo** and **No.5 Bond Maintenance Conditioner** won Best Shampoo & Conditioner for Coloured Hair 2019, whilst the **Cloud Nine Curling Wand** took out Best Curling Tool for 2019. The voting was lead by a panel of industry experts but also took into consideration thousands of votes from the InStyle readership.

The awards didn't stop there! The tireless triallers over at **BeautyHeaven.co.nz** spent months trialling hundreds of different hair products on their quest to find the best-of-the-best hair products. **Moroccanoil Treatment Light** won Best Hair Oil, **Olaplex No. 5 Bond Maintenance Conditioner** won Best Conditioner and **Olaplex** won Best Treatment.

Stock these award-winning products in your salon. Get in touch with your sales rep to find out how.



Denman's Bridal Hair Inspo Challenge

Heading into summer, Denman brushes are looking to you for inspirational bridal hair ideas. Bridal parties rely on quality consultation from trusted stylists and Denman want to make sure the whole world is sharing the best ideas for bridal hair and are keen to see what their Collective members create.

Please share your bridal and wedding hair with Denman and tag **@denmanbrush** and **#denmanglobalcollective** for your chance to have your work featured.

I Am Warrior

Soultanna Lagos is a contemporary visual artist who paints exclusively with cosmetic and hair products. Her solo show "I Am Warrior" premiered at Whip Hair Salon in London and created a real buzz in the art world. Soultanna says,

"The east London art scene said they hadn't witnessed anything so exciting and fresh in 20 years." It was a heaving scene at Whip, with art dealers, collectors, and singer/song writer Alison Goldfrapp all in attendance. With the hair and cosmetic industry expected to reach a global turn over of \$500 billion a year and growing at 8% annually, Soultanna believes there is huge scope for her concept and theory to grow. "This is the beginning of many works to come," she says.





Behind *the* Lens

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Carnival Glass



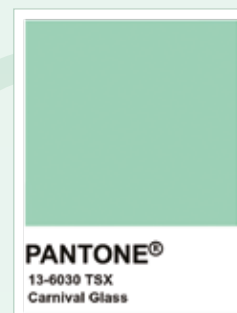
1



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PANTONE®
13-6030 TSX
Carnival Glass



4



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10



11

1. Mydentity Direct Dye
2. Urban Alchemy Opus Magnum Salt Scrub
Cleanse + Hydrating & Soothing Conditioner
3. Essie 'Vernis' Colour Nail Lacquer
4. Verb Sea Shampoo + Sea Conditioner
5. The Super Elixir Greens
6. Verb Sea Spray
7. Lasocki Light Green Handbag
8. Staino by Evo Fab Pro Gary's Formula 3
9. Tiffany & Co Tiffany Eau De Parfum
10. Evo Fab Pro Customised Colour Conditioner in Mint
11. Fusion Big Shot Travel Dryer in Teal

Getting SUMMER SAVVY

— Don't let summer stand you up this year, make a date now and get ahead of the season by embracing these tips and product insights from Haircare's resident summer savants.



Lauren McCowan
Evo Creative Director

Fabuloso Platinum is an essential for blondes who live in the water during summer it will keep your hair conditioned, shiny and perfectly toned.

Evo Happy Campers repairs, hydrates and provides style support that can be used as a spray or a cream in the hair wet and dry. It will be your hair's best friend in the summer months.

Tip: Apply **Happy Campers** after the beach and comb through, leave in a plait to air dry into perfect beach waves.



Chantelle Cowcher
Lakmé Social Advocate, Telleish

With the warmer months approaching, Telleish is obsessed with the **Lakmé Clay** - for freehand basin balayage to pop our blondes around the hairlines, or brighten and lighten blondes that have become dull

Another Telleish favourite is the **Lakmé Chroma** range! We're especially loving the copper range at the moment. Chroma has such a high shine and softness to their colour range - we LOVE it!





Peter Beckett *Moroccanoil Ambassador*

I love using the amazing **Moroccanoil Original Treatment** especially during the summer. It is the perfect foundation for all hair types that hydrates and protects with its rich formula of antioxidants.

After a long, sundrenched day I recommend giving your hair a well deserved treatment with the **Moroccanoil Weightless Hydrating Mask**. This weightless yet ultra nourishing treatment conditions and helps control texture and manageability.

Moroccanoil Mending Infusion is my go-to for everyday, whether you have freshly styled your hair or just want a refresh. This instant absorbing fix seals your ends giving you a fresh cut look every time.

Tip: Combine a pump of your **Moroccanoil Original Treatment** and 2 pumps of **Moroccanoil Mending Infusion** to towel dried hair. Twist hair all together at the back and pin into a bun. Once dry, release and shake it out for a loose natural soft texture. Perfectly beach chic!



Tracey Cunningham *Olaplex Ambassador*

On the heels of summertime, my girls want what they want every summer season: sun-kissed, sexy and highlighted hair with a few lowlights put in for texture. It's all about recreating a Californian sun-kissed blonde, and you can't beat that! I suggest getting a great trim before a drastic colour change.

At home, wash hair using a sulphate-free shampoo and conditioner like Olaplex's **No. 4 Bond Maintenance Shampoo** and **No.5 Bond Maintenance Conditioner** – a favourite!

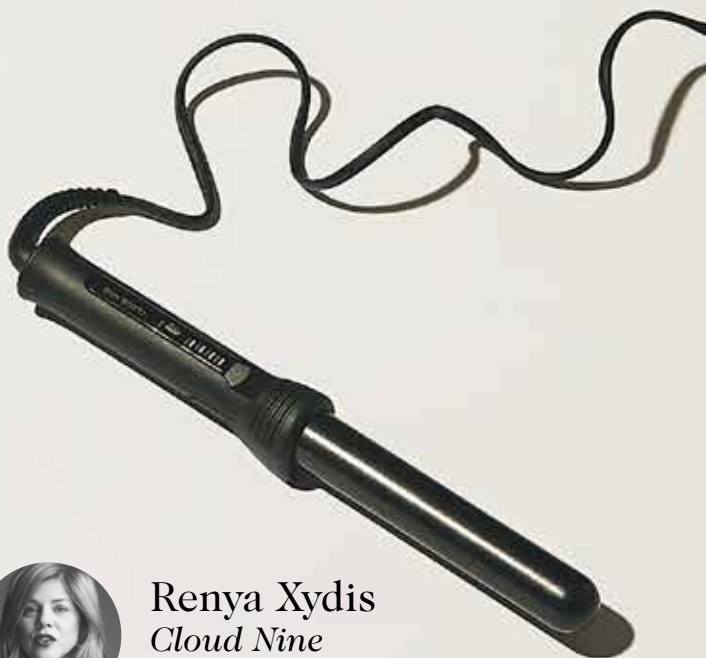
Breakage can be repaired by using Olaplex treatments two times a week to maintain and gain bond strength. Before you get in the shower spread about a 20-cent-sized amount of **Olaplex No.3** all over your hair, leave in for an hour then shower out. You'll start to see improvements quickly.



Renya Xydis *Cloud Nine Ambassador*

As we head into the warmer months you want easy breezy, hairstyles and the **Cloud Nine Curling Wand** is the ultimate tool for beachy waves or effortless curls and volume.

Easy to use, the **Cloud Nine Curling Wand** creates an infinite number of styles including large curls, tight curls and soft waves - all with a smooth and long lasting glossy finish.



SEA CHANGE

— An incredible weekend of self-transformation in paradise.
Welcome to Haircare’s Business Summit.



Not your typical off-the-shelf business conference, the Haircare Business Summit was a unique blend of sun, sea and once in a lifetime experiences with delegates now armed for change.

The 3rd biennial Haircare Business Summit took to the tropical surrounds of Nouméa, the capital of the South Pacific archipelago and overseas French territory of New Caledonia. Situated on the main island, Grand Terre, known for its beaches and blend of French and native Kanak influences, a mere 3 hours from Sydney.

100 delegates, guests, VIPs and staff arrived on the island from all corners of Australia and New Zealand for a weekend of self-transformation experiences with other like-minded industry entrepreneurs.

Whilst the weekend's schedule included a diverse line-up of international speakers, the fun didn't stop there. Taking advantage of all that paradise had to offer, delegates were treated to some incredible experiences, from a Kanak cultural dance performance, "Evo" themed private island party complete with a stunning fireworks display, to a white party on the harbour with best dressed catwalk parade. And to top it all off, a day on Amédée Lighthouse Island swimming with sea turtles.

Here we highlighted some of our key take aways:

Bruce Cotterill reinforced that people can become great influencers on their businesses by focussing on the things they can control. "What's the stuff that's driving you, be clear about what you're trying to achieve and then

ask the why, it will change the way you operate your business".

Lorean Cairns coached us through culture. "Never sacrifice cultural standards. Look for staff who align with your business mission because we don't hire great employees, we create great employees."

Phill Nosworthy demonstrated a powerful message through a clever cup and saucer trick, "The cup is you. The saucer is the people around you. Pour so much into your own life, that the people around you are impacted too – great leaders are ones that have learned to live from the overflow."

Dr Louise Mahler offered advice on having a presence and influencing people through body language and how this impacts business at every level. "The amateur practises until they get it right. The professional practises until they can't get it wrong."

Kate Dalwood highlighted the top four macro consumer trends that are now everyday influences in your client's lives, they're impacting the products they use, services they choose and provide opportunities to grow sales and loyalty to your salon.

Ashleigh Reinboth expressed how authenticity is vital to success across social media platforms. Social media behaviour is becoming less authentic as the use of apps and filters rise, but the results don't lie – authentic content wins every time.

With hearts and minds full, newfound friends and inspiring knowledge we can safely say the Business Summit garnered the results we set out to achieve. Now we can't wait to see how the delegates put this into practice! 📌



“

As a first timer at a Haircare Summit I have come away an inspired woman. Thank you all for having me and giving me the opportunity to be part of your family."

– Local Colour Hair Studio

To read the full Business Summit write up visit the blog

haircareaustralia.com/blog | haircarenz.com/blog



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Iron and Ivy *Hair & Beauty*

— Queenstown, NZ is booming and this new salon sees a bright future in helping the city look great as it grows.

When Lauren McMurray was ready to take the plunge and set up shop, Haircare was there to help.

"For us, starting out as a new business being a Prestige Partner has been invaluable," says Lauren. "Haircare has really gone above and beyond in assisting us on our journey. They have helped us out with everything from business support, advice, ongoing customised sales incentives and opportunities we can offer to our clients."

If Iron and Ivy had to sum up their salon in a single word it would have to be 'excellence'.

22 years in the making, the brand new salon which opened in May this year is the culmination of Lauren's career-to-date and it strikes out as an independent salon in an increasingly confident city.

"Queenstown has been growing exponentially over the past four years and with this growth comes more people and more opportunities for business, art, design and fashion to thrive," says Lauren. "As part of that evolution, we wanted to be the first to introduce a new modern, city-sophisticated, high end hair and beauty studio that brings these opportunities for art and hair

design to the growing market while also showcasing our artistic capabilities to the premium market."

Establishing in Queenstown was no accident; Lauren and her partner Stevè have spent the past three years looking in the city for the perfect place to set up shop. "I have wanted my own salon since the age of 17 when I first hit the floor as a stylist," says Lauren.

Lakmé is a personal favourite for Lauren who says a recent winter campaign she called "Fight the Frizz" was highly successful thanks to Lakmé Aura treatment.

"Our clients love this smoothing treatment to help combat dry hair and allow for less time styling and making their hair more manageable in this Queenstown alpine climate! They are really happy with the results," says Lauren.




A good segue to the theme of this issue, we ask Lauren what role happiness has in her hair salon.

"Happiness is a massive part of our culture here at Iron and Ivy," Lauren explains. She goes on to detail the different ways she and her team kick out the jams and have fun on 'jumpsuit Fridays', with DJ guest appearances and incentives to keep everyone motivated and contributing. 🎧



Favourite Lakmé Formula

Half head of baby lights and global gloss of 15g 10/20, 2g 10/22, 5g 10/30 to 8g 0/00 to create this plush champagne balayage.

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Social Media **SWITCHING TO VIDEO**

— In our ongoing series about mastering social media, Haircare's social media wunderkind Ashleigh Reinboth reveals the awesome power of video.



Video on the internet accounts for a staggering 80 per cent of global traffic. 51 per cent of marketing professionals worldwide name video as the type of content with the best ROI and say they grow revenue 49 per cent quicker than non-video users.

And just as you'd finally nailed "the shot" for your Instagram feed! Your time and effort may be better spent on video content... Sounds daunting right?

Mastering yet another medium of content creation can feel overwhelming, but the opportunity to reach new people and potential new clients via videos is real! In this article I hope to decode the analytics around video and share my best tips and tricks on how to get people tuning in.

As the Social Media Marketing Manager for Haircare I create and track video performance regularly, but recently I was shocked to discover the impact a single video could have on our following.

At Perth salon, Circles of Hair, I filmed a simple curling technique video – any hairstylist could create the same content. After posting the video I tapped on the insights button and saw the video directly generated 234 new followers for the Instagram account.

The Stats Don't Lie

This result demonstrates Instagram is favouring video content over images in its algorithm. To put it simply, if you post a video, it will be placed in more users' news feeds and in the explore function tab, meaning your content will reach a larger number of people!

If you're still not convinced about the rise of video content, then let me bring this four lettered word to your attention – IGTV. Instagram first introduced IGTV last June 2018 as a standalone app. The platform lets users upload vertical videos up to 10 minutes long and is part of Instagram's strategy to take on YouTube. Since its launch, the company has

been aggressively pushing the platform by integrating IGTV into the main Instagram app. IGTV videos are now heavily featured in the Explore tab and most recently IGTV posts now have previews directly into your main profile feed.

There's no doubt that the algorithm is favouring IGTV content. Having tested the new channel on Haircare's Instagram account, we have seen an increase in our video views when posting content under IGTV compared to a normal feed post.

There are multiple ways to integrate video content into your social strategies and trying it out in all areas – in the feed, as a story and on IGTV – is the surest way to work out what your audience engages with most.

My advice, is – "start"! Start trying video and IGTV today and rather than fear change, have fun in the new medium and embrace it. And remember, if you need support, our social media team is just a DM away!

Top tips to create ENGAGING VIDEO

1 Grab their attention

Choose an eye-catching 'cover image' and don't let it default to the start frame of the video. If you've made a hair transformation video the cover image should be the end result.

2 Film multiple scenes

Stitch together multiple videos using the app 'InShot' – download it now... it's a lifesaver!

3 Take up full real estate of the feed

Ensure your video is filmed full screen vertical but give yourself room to crop in to a 4:5 ratio. DO NOT film horizontally or add borders.

4 Keep it interesting

Speed up videos using the app 'Slow-Fast'. Think about when a viewer might get bored of the same thing and try to reduce that 'boring' time.

5 Make it look professional

Film with a steady hand or using a tripod in natural daylight, using at least an iPhone 7.

6 Research and analyse

Use Instagram's 'Collection Feature' to save video references that you come across and that you feel you can achieve yourself. Look at your posts' insights and understand when a post performed well and when a post did not.

What types of content you should create for each platform?

NEWS FEED VIDEO



- Video must be under 1-minute.
- Small size video. Use to tell short stories or snippets of a service.
Examples: Brush out videos, curling videos, speed up styling, colouring technique.
- Optimal aspect ratio is 4:5.

IGTV



- Video must be longer than 1 minute, up to 10 minutes long.
- Long form video.
Use for in-depth tutorial style video.
Example: full colour transformations showing step-by-step.
- Optimal aspect ratio is 9:16.

IG STORY



- Max 15 seconds long.
- Bite size video.
Use for behind the scenes, showcase your staff and relationships.
- Optimal aspect ratio is 9:16.

Renya Xydis & Cloud Nine SPRING RACING EDIT

— With Spring Carnival, the biggest racing season in the country right around the corner, Renya Xydis and Cloud Nine are here to give you all the inspiration you need for a day at the races.



Textured Waves

Essential Tools:

Cloud Nine Original Iron
Cloud Nine Curling Wand

Steps:

1. Add texture to the hair by rotating the Cloud Nine Original Iron in alternating directions through the hair from the top of the head to the ends.
2. Starting at the nape of the neck, curl small sections of hair with the Cloud Nine Curling Wand. Repeat this technique around the head.
3. Rake hands through the hair to break up the curls.
4. Leaving out a few pieces of hair around the face, take a thin piece of hair from above each ear to meet at the back of the head and secure with a clear elastic.
5. Attach Kela Charms along the strand of hair from ear to ear.



Accessorised Sleek Pony

Essential Tools:

Cloud Nine Wide Iron
Cloud Nine Pin Bristle Paddle Brush

Steps:

1. Start by creating a deep side part on the top of the head.
2. Create a small braid down the part line, securing at the crown of the head with a small clear elastic. Attach Kela charms along the braid as close together as possible.
3. Pass the Wide Iron through the hair until all hair is smooth and straight.
4. Sweep all hair into a low pony at the base the neck, securing tightly with an elastic.
5. Using the Pin Bristle Paddle Brush and the Wide Iron, pass through the ponytail to ensure the hair is straight.
6. Tie a thick bow around the ponytail, then tie a thin piece of ribbon around the pony leaving out about 10cm to attach more Kela Charms.



Faux Bob

Essential Tools:

Cloud Nine Curling Wand
Cloud Nine Pin Bristle Paddle Brush

Steps:

1. Section hair into three vertical sections, with the middle section of hair about 1cm wide. Clip away the two side sections.
2. Tightly braid the middle section and secure with a thin elastic.
3. Neatly curl all remaining hair, pinning in vertical sections to set. Once set, brush through the curls using the Pin Bristle Paddle brush.
4. Finish braiding the hair left out from the braid and pin up to conceal. Attach Kela Charms to the braid.
5. Neatly tuck all remaining hair up to create a faux bob and secure with pins.

Tips:

Pull out a few pieces of hair around the face, curling away from the face with the Original Iron to frame the face.

Photography: Steven Popovich



Knotted High Pony

Essential Tools:

Cloud Nine Wide Iron
Cloud Nine Pin Bristle Paddle Brush

Steps:

1. For extra length in the ponytail, section hair into a halo on the top of the head. Secure into a ponytail.
2. Using the Pin Bristle Paddle Brush, brush remaining hair up to conceal the central ponytail and secure tightly with an elastic.
3. Straighten the ponytail with the Wide Iron.
4. Divide the ponytail into 4 even sections and attach Kela Charms to the elastic.
5. Knot two sections of hair, followed by knotting the next two over the top, alternating sections until all hair is knotted. Secure with a clear thin elastic.

Tips:

Wrap a few extra strands of Kela Charms around the base of the pony and allow to drape down the back of the head for added affect.



60s Waves

Essential Tools:

Cloud Nine Wide Iron
Cloud Nine Curling Wand

Steps:

1. Create a centre part in the hair and add some texture by creating a few loose waves and bends with the Wide Iron at random.
2. Tuck hair behind ears and put headband into place.
3. Put some more defined curls through the hair with the Curling Wand.
4. Curl under the ends of the hair with the Wide Iron.

Tips:

Soften and lengthen out tight curls by lightly tugging down on the end of the curls while still warm.



Beachy Bun

Essential Tools:

Cloud Nine Wide Iron

Steps:

1. For texture, prep the hair with a few loose waves using the Wide Iron.
2. Gather the hair in your hands and loosely sweep back off the face.
3. Twist the hair into a low bun, leaving about 10cm of the end of the bun out and pin into place.
4. Pull out a few wispy pieces around the top of the head and the face.
5. Accessorise with various clips.

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Glitter Part S-Waves

By Renya Xydis - Cloud Nine Ambassador



1 Start with clean, dry hair. Section hair into two parts.



2 Taking small sections of hair, create an S-Bend wave by shaping into a bend and clamping down in quick motions with the Cloud Nine Wide Iron.



3 Repeat the same technique to the remaining hair. For this technique to work best use small sections of hair.



4 Once hair has cooled, gently rake out with fingers for a more natural look.



5 Create a neat, straight part on one side with a tail comb.



6 Use a tint brush to apply a mixture of glitter and gel along the part and around the hairline.



Cloud Nine
Wide Iron



NO.6 BOND SMOOTHER

by Olaplex

— Revolutionary brand Olaplex has celebrated the Australian launch of No.6 Bond Smoother.

To celebrate the release of Olaplex No.6 Bond Smoother, Haircare held a series of intimate in-salon Olaplex experiences at the renowned Paloma Salon in Sydney's Paddington.

"I love Olaplex as a tool for my colourists to assist with maintaining the integrity of the hair, and with steps No.4, No.5 and now No.6 Bond Smoother there is more moisture, shine and de-frizzing benefit," said owner of Paloma Salon, Paloma Rose Garcia.

"It's such a beautiful styling product and it's the final step to getting you the best hair!"

Representatives from top tier titles Harper's BAZAAR, Elle, Grazia, AFR Life & Leisure, The Journal and INSTYLE were treated to Olaplex's entire signature reparative system treatment.

"The editors saw and felt the difference straight away and they were over the moon with the results," said Paloma.

"My hair felt incredibly soft after the in-salon treatment. Now I'm using the at-home products I have really noticed that my hair is much more manageable, softer, and I think it's helping to rebuild my brittle, lacklustre strands," said Annie Brown, editor of SPEND in Australian Financial Review.

“

As someone who colours their hair and has had long hair since the dawn of time, the Olaplex No.6 Bond Smoother was heavenly on my strands,"

– Chisanthi Kaliviotis, GRAZIA Australia

"I left the salon with hair that not only looked lush, but felt healthy and strong – a big feat for my over-processed, usually unhappy hair."

Designed to transform all hair types, and formulated using Olaplex's trademark Bond Building chemistry, No.6 Bond Smoother strengthens, hydrates and moisturises hair to smooth and speed up blow drying times. 📺

NO.6 BOND SMOOTHER

BEFORE

AFTER



Gritty Pretty Editor-in-Chief Eleanor Pendleton had the full Olaplex experience at the official launch of No.6 Bond Smoother at Paloma Salon in Sydney. The result? You can see for yourself. Smooth, hydrated tresses at every turn. We love it.



Stylist Secrets *from* AROUND THE WORLD

— Stylists from across the globe who are experts in their field share their best tips and tricks when working with the different MoroccanOil collections.



Nathan Thomas

The White Room, UK



Liduvina López Leal

Remake Beauty Salon, Mexico



Irlin L. Hansen

Fru Berntzen Salon, Norway



Nobuo Jinnai

Act Japan, Japan



Peter Beckett

MoroccanOil Ambassador, Australia

On the Hydration Collection

Every client of mine has to have MoroccanOil Treatment in their hair before any other product; it's my number one rule! Following with Hydrating Styling Cream for me creates the most beautiful and luxurious blowout. Clients can't stop touching their soft, shiny and silky hair!

My Big Tip: When curling or waving hair, allow it to cool fully afterward and then use a wide-tooth comb to create beautiful, S-shape waves.

@nathan.r.thomas

On the Curl Collection

As a professional, I always try to make a customised diagnosis in order to understand the hair routine and the tastes of the client. For example, if they wash their hair daily, if it is natural or coloured, which hot tools they use, etc. This way, I can recommend the right products for them. MoroccanOil Curl products are great for people with curly hair who avoid using hot tools. Also, they save styling time!

My Big Tip: For all curl types: Cocktail a few pumps of MoroccanOil Treatment with Curl Defining Cream for frizz-free and defined curls.

@liduvinis

On the Volume Collection

Layering products on fine hair can be scary as it can get too heavy. That's why I love using Root Boost and Volumising Mousse (after cleansing and conditioning hair with Extra Volume Shampoo and Conditioner). This routine allows for that bouncy, red carpet blowout that lasts all day long!

My Big Tip: For a bigger, bouncier textured style, I use Dry Texture Spray to break up the hair and give it that modern, undone feel.

@irlinlima

On the Smooth Collection

Frizz is your enemy when wanting to create smooth, sleek styles on your clients. The weather, artificial heating and cooling add frizz to your hair, so for those clients with unruly coarse hair I go to Smoothing Shampoo and Conditioner, then follow with Blow-dry Concentrate on damp hair. It speeds up drying time and makes life so much easier!

My Big Tip: When I finish blow-drying, I use a small amount of Blow-dry Concentrate for extra shine and to stop that frizz from coming back!

@jinnainobuo

On the Repair Collection

On hair that's really damaged, preparation is the key to success! Treat your hair as you would skin in a regimen by using Moisture Repair Shampoo and Conditioner; and then once or twice a week, apply Restorative Hair Mask to rebuild and restore the hair.

My Big Tip: Adding a little Mending Infusion to your blow-dry routine will secure and seal those split ends even more. This product gives hair that instant 'fresh haircut' feel we all want!

@peterbecketthair

Christmas GIFT GUIDE

— Package up the plentiful this summer in anticipation of a successful, Christmas retail season in your salon with these unique and thoughtful gift ideas.



Evo Thank Goodness

Evo Shampoo 300ml
+ Evo Treatment 150ml
+ Evo Conditioner 300ml

Available in Smooth, Volume,
Repair & Hydrate.

*Note: '3rd Free' sticker removes easily
for merchandising.



Cloud Nine The Alchemy Collection

Limited edition rose gold Cloud Nine
Original Iron, Wide Iron or Touch Iron.

Gift with Purchase

Luxury heat resistant carry case with rose
gold trim, croc clips & tortoise shell comb +
Christmas Cracker with Evo Easy Tiger 30ml,
Evo Icon Welder 50ml and Evo Head
Mistress 30ml.



Evo Ho Ho Ho Bon Bons

Evo Shampoo 30ml
+ Evo Conditioner 30ml
+ Evo Treatment 30ml

*Available in Hydrate, Repair,
Smooth & Volume.*



Olaplex Take Home Kit

Olaplex No.4 Bond Maintenance Shampoo 250ml,
+ Olaplex No.5 Bond Maintenance Conditioner 250ml

Olaplex Take Home Bond Smoother Kit

Olaplex No.4 Bond Maintenance Shampoo 250ml
+ Olaplex No.5 Bond Maintenance Conditioner 250ml
+ Olaplex No.6 Bond Smoother 100ml



Moroccanoil Beauty In Bloom

Moroccanoil Repair Shampoo 250ml
+ Moroccanoil Repair Conditioner 250ml
+ Moroccanoil Original Treatment 25ml

Also available in Hydrating & Volume.

Moroccanoil Original Treatment & Dry Body Oil Pack

Moroccanoil Original Treatment 100ml
+ Moroccanoil Dry Body Oil 50ml

Also available in Treatment Light.

Moroccanoil Repair From All Angles

Moroccanoil Moisture Repair Shampoo 250ml
+ Moroccanoil Moisture Repair Conditioner 250ml
+ Moroccanoil Mending Infusion 20ml

Also available in Hydrate.



Reuzel Piggy Backs

Reuzel Pig 113g
+ Reuzel Piglet 35g

Available in Extreme Hold, Fiber, Clay, Pink & Blue.

Evo Highly Gifted

Evo Normal Persons Shampoo 300ml
+ Evo Box o' Bollox or Crop Strutters 90g
+ Evo Überwurst Shaving Creme



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And the WINNERS ARE

— The Haircare family was full of grinners at Hair Expo 2019 as our incredible network of talent come away as winners.



Credit where credit's due – we were blown away by the standard of this year's entries in every category of the Hair Expo Awards. And of course we were absolutely chuffed by the results achieved by our incredibly talented extended family of stylists and brand ambassadors over the weekend.

However, an exciting moment from the June long weekend would have to be when Evo educator Tom White was announced as Men's Hairdresser of the Year.

We managed to snare five minutes with the creative who has been in hot demand ever since.

Tell us about your winning collection

There are six images that make the collection, This is England. The collection is named for the Shane Meadows film made in 2006 about the fall out from the post-industrial era. Everyone

was on the dole. People turned to drugs. The Sex Pistols were a big thing. It took some of the aggression of the era and married it up with modern days hair dressing. You can really see the connection between each look and moments from the film.

How did Evo help?

I used 15-16 Evo products on the day. It's all I use for styling. I love marrying the products and I'd say I pretty much cocktail every single product, with Evo Macgyver Multi-use Mousse being the exception in this collection.

Any trade secrets?

Evo Day of Grace Pre-style Primer is in every single one of those shoots. I demand that every one of my clients has to spray it on their head daily. Evo Day of Grace is hands down the best primer on the market and I have been around long enough and tested enough to know. It balances the hair perfectly for an even distribution of product and greater control.

Any favourite looks from your collection?

The most fun to create was the Asian dude with the mullet. None of that is actually his real hair but because he's quite a big model and I wasn't allowed to cut his hair. I built the entire thing out of weft extensions and then cut it.

What does it feel like to be win this award?

It was the greatest moment of my professional career. I'm so gutted in a way. Because, I'm never going to win it again for the first time, you know? I can't compare it to anything else professionally. I didn't expect to win it. You still don't know until anything is announced. It was phenomenal and feels great to be kind of following in the footsteps of Jules Tognini. I want to change the scope of hairdressing like he has and this award is like the industry saying, 'what you're doing is good and now you belong.' It's epic! >>



Hair _ Tom White
Photography _ Bernard Gueit
Stylist _ Leroy Lorenzo
Make-up Artist _ Sarah McFadden
Assistant _ Nikki Porter
Salon _ Rubi Hair

AWARD WINNERS

A huge congratulations to all finalists and winners at the Hair Expo Awards - we couldn't be more proud!



Jules Tognini
Educator of the Year

Circles of Hair
Salon Business of the Year

Sam James
SA/TAS Hairdresser of the Year and Editor's Choice



Tom White
Australian Men's Hairdresser/ Barber of the Year

Barbery the Craft of a Barber
Education Business of the Year

Danny Pato
New Zealand Hairdresser of the Year



Sharon Blain
Hall of Fame Inductee

All the best bits: HAIR EXPO 2019



— Hair Expo defines our calendar and for good reason – this is the moment when we measure up and meet everyone and anyone who’s passionate about hair.

In Sydney for 2019, hairdressers from all over the country and around the globe touched down in the beautiful harbour city to learn, teach and discover everything trending and contemporary about hair.

Haircare is always proud to set up our stand at Hair Expo and this year we had some amazing deals, promotions and pick-and-mix samples for all those who visited us. Bursting the bubble of anticipation, we launched Olaplex No. 6 Bond Smoother exclusively at Hair Expo 2019 and the products absolutely flew off the shelves. We saw Guy Tang get snap happy with his Hair Besties whilst putting his selling skills to the test, hopping behind the counter to talk about his new Stroke It Out Balayage Kits.

The ever-popular Fab Pro Cart had a smart makeover for 2019 and offered Expo-goers not only Fab Pro custom coloured conditioners but also the new intense Staino shades.

Beyond these exciting launches there’s the highly-anticipated education featured across the three days. We saw Education on both the Main Stage and Men’s Stage from some of Haircare’s brightest creatives representing Evo, Moroccanoil, #myidentity and Reuzel.

Lauren McCowan and Tom White went head-to-head with Jules Tognini and Nicole Kae in a battle of fun and skill for Evo.

Guy Tang showed us his balayage skills using his new #myidentity Stroke It Out Balayage Kit.

Peter Beckett and the Moroccanoil Educator Team showcased the new Color Complete Collection which helps care for and protect your hair from colour fade.

Reuzel Scumbags Josh Mihan and Daniel Pursehouse from The Bearded Man Melbourne dove into traditional cutting and styling techniques over on the Men’s Stage while Evo Young Guns, Pete Koziell & Ryan King dazzled us with their men’s cutting and styling skills.

The 2019 FAME team sponsored by Evo and Cloud Nine showcased their Human collection playing with colour, texture and individual styling.

There was a serious download of important information with new, innovative product from our range. Lucky for us, each and every one of our ambassadors can carry the message with their own unique style, humour and charisma.

The Australian hairdressing community continue to embrace Hair Expo, turning up and turning it on for all to see. It’s a great chance for us to catch up and debrief with our clients and supporters from across the globe. **H**





Haircare on the HARBOUR

On a cool winter evening, in a stunning location on a floating dance floor the Haircare tribe assembled to celebrate in true VIP fashion as we sailed around Sydney Harbour and partied like there was no tomorrow.

See the full album on our Facebook page.

 /HaircareAust



Get the Look with

evo™ X CLOUD NINE®

Romantic Knot

By Sean Mahoney for Kate Sylvester - AW20 NZFW



1 Evenly spray Evo Day of Grace to prepare your hair from roots to ends. Using a Cloud Nine Airshot Dryer, apply heat to smooth out the ends.



2 Section hair into two from ear to ear, keeping the front section out. Straighten in small sections using a Cloud Nine Original Iron.



3 Take a fine section at the nape of the neck and tie into a low ponytail. Spray with Evo Builder's Paradise to build texture. Smooth into place using a Cloud Nine Airshot Dryer.



4 Generously spray Evo Shebang-a-bang over the top section to ensure a natural hold and shine. Pull all sections of hair back to tie into a ponytail, brushing it out with an Evo Bradford Brush.



5 Loop ponytail around to make a knot and tie tightly with elastic. Spray the knot generously with Evo Helmut for a firm hold and spray Evo Miss Malleable on the ends for flexibility.



Cloud Nine Airshot Hairdryer



Cloud Nine Original Iron



Evo Bradford Brush



Evo Day of Grace Pre-Style Primer



Evo Builder's Paradise Working Spray



Evo Miss Malleable Flexible Hairspray



Evo Helmut Extra Strong Lacquer



Evo Shebang-a-bang Dry Spray Wax

THE TOUCH IRON VS THE ORIGINAL IRON

— Selecting the right hair straightener is just as much about lifestyle as hair type. Do you know which is best for you? We take a closer look at our two signature Cloud Nine irons and the differences between them to help make your decision, and tresses, a lot smoother.

THE TOUCH IRON

The perfect choice for: Normal hair.

The Cloud Nine Touch is the world's first automatic iron and heats instantly so you can begin styling from the very first stroke. The iron will also switch off automatically after 30 seconds of inactivity.

With two temperature settings, 165 degrees and 195 degrees, you can choose the heat that's best suited to your hair type. Simply tap the plates together three times to switch between temperatures. The temperature range means that the Touch is best suited to normal hair types, and because it heats instantly, can accommodate time-sensitive schedules thanks to its ability to style immediately.

The Touch's ability to turn off automatically after not being used for 30 seconds is also a welcome feature, useful and convenient for both session stylists and hair professionals working in busy environments. The function makes the iron more energy efficient for both home and business use.

RRP: \$285 AUD / \$339 NZD inc gst



VS

THE ORIGINAL IRON

The perfect choice for: Fine, coarse or thick hair.

With a choice of seven temperature control options, ranging from 100 to 200 degrees, the Original Iron is an ideal choice for those with fine, coarse or afro hair, allowing for kinder styling and suited to a range of styles from smooth and shiny to super sleek. As a multi-award winning straightener, our Original Iron is also perfect for creating curls and flicks with ease.

With various heat settings, the Original Iron is also a good option for hair professionals with a range of varied clients.

RRP: \$340 AUD / \$399 NZD inc gst

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Prestige
Partners



Salon White

— From a hairdressing family, this Sydney salon understands the importance of personal relationships in keeping everyone happy.

Our Prestige Partner in Mortdale New South Wales, Salon White says there are so many amazing benefits and advantages to the partnership, it's hard to list one in particular.

For salon owner Ghanda Zoghbi being a Prestige Partner keeps her in the loop with the latest products, launches, events and staff development opportunities of course, but it also has become more personal than that.

"I am extremely lucky to have the ongoing support of my Haircare Rep," says Ghanda. "She has been with me from the start of my journey and she really is part of the Salon White family."

Salon White is a new name for the same business Ghanda established 13 years ago, when she was just 18 years-of-age. Ghanda attributes her early start to the fact her family are all in the business and own their own businesses. "It was only natural for me regardless of my age to start my own," she says about opening her salon in Mortdale.

Stepping in Salon White, Ghanda says you'll feel more like you're stepping into Seminyak in Bali. "Bali has been a holiday destination for my family and team for many years," she says continuing, "The fact that Bali is so culturally diverse always makes us feel at home and that's how I feel about my salon!"

Of course excellent products help everyone at Salon White feel confident too and Olaplex is that magical range that encourages stylists to go further and do more with their clients.

"We are absolutely loving and are obsessed with Olaplex No. 6 Bond Smoother! It is the most versatile product and really is a game changer," says Ghanda.

"After using it in salon and clients using it at home, they find their hair to be stronger, more hydrated and eliminated frizz."

With simple and tangible results like that and products and sales support Salon White can rely on, Ghanda says happiness stays at the core of what she and her team strive for every day. **H**



Favourite Lakmé Formula

Our staff are loving the formula gloss 1/2 9/60 gloss 1/2 10/20 and gloss 1/4 0/00 along with the long-lasting developer. We used it on one of our models at the Lakmé Academy and everyone absolutely loved it. Here is the end result.

-  /Salon-White
-  @_salonwhite
-  salonwhite.com.au

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Bring your pastel DREAMS TO LIFE

— Not everyone has a neon-coloured personality and for those people who want a more pastel palette, Pipsqueek in Saigon based in Adelaide show us how Evo Fab Pro and Staino are the perfect combo.

What's the reaction to Staino in your salon?

Pipsqueek in Saigon are loving Evo Fab Pro and Staino in the salon. We find the results consistent and feel we can offer our clients amazing shades with confidence. Pastels are super popular in our salon at the moment and a lot of our clients are getting into them!

How do you use Staino together with Evo Fab Pro in your salon experience?

We have begun adding Staino into our Evo Fab Pro retail conditioner bases to create more intense colours. It's brilliant that they're intermixable. It means the possibilities are truly endless. As colourists, being able to mix our own signature shades for our clients means the colours are specific for them and can't just be bought from anywhere.



Peachy Keen With Staino by Evo Fab Pro

Firstly we pre-lightened the hair as light as we could get it as we knew we wanted the end result to be a pastel. We applied the Staino on clean, almost dry hair. Being on short hair we decided to create more depth at the root for dimension and also added in a spray of the same colour in the front.

Our deeper colour was:
25g Clear + 1g Flame +
1g Neon Yellow + 3g Fuchsia

The lighter ends were:
50g Clear + 1g Flame + 1g
Neon Yellow + 4g Fuchsia



Colossal Coral With Evo Fab Pro

Firstly, we prepped the hair by doing a full head of foils. Once the hair was washed and 80% dry we applied our Evo Fab Pro, applying to the ends first, then straight on the roots.

Our formulation was:
80g Conditioner + 10g
Orange + 5g Red

We also gave our model a customised retail conditioner base in the same colour to take home, so she could keep her coral going strong.

Moroccanoil Original Treatment
+ Moroccanoil Root Boost
+ Moroccanoil Texture Clay



MOROCCANOIL

Horizon

Photography – **David Mannah**

Creative Direction – **Lauren King**

Hair – **Antonio Corral Calero, MoroccanOil Global Ambassador**

+ **Peter Beckett, MoroccanOil Asia Pacific Ambassador**

Styling – **Josie McManus**

Makeup – **Sara Navarro @ Kasteel Artist Management**

Talent – **Alejandra + Alisa @ Elite Model Management**

As seen in The Journal magazine



Moroccanoil Original Treatment
+ Blowdry Concentrate
+ Texture Clay





Moroccanoil Original Treatment
+ Volumizing Mousse
+ Dry Texture Spray

Moroccanoil Original Treatment
+ Dry Texture Spray
+ Luminous Hairspray Strong



Moroccanoil Original Treatment
+ Texture Clay
+ Blowdry Concentrate



To Barcelona AND BACK

— The 2019 Barcelona Study Tour turned into a life-changing experience for everyone involved. Beyond the standard educational format, Haircare's deployment to Barcelona sought to connect the delegates with the heart and soul of the Spanish people and culture.



“

In 30 years of hairdressing, I've been to a lot of conferences. This year I was really seeking a new education format, I wanted that wow factor, and I can honestly say the Study Tour delivered over and above."

— Annette Carter
The Do Salon, St Kilda,

“

It was a really sad moment when it all concluded as I knew I wouldn't be with those 15 people (in that context) again; all sharing their knowledge and love so freely."

— Samara Palazzi
La Sorella Salon, Gold Coast,

“

The power of a group collectively sharing high quality education, knowledge and skillsets inspires and motivates them to evolve. This passion is contagious, all who come in contact with them benefit from the new found knowledge and can't help but feel inspired to join their forward-thinking journey."

— Deborah French
Haircare National
Education Manager

HAIR REPAIR

— Summer is around the corner, so make sure your hair gets a healthy head start. Follow our 5 hair rules to summer proof your hair with Lakmé.



1

Choose your shampoo wisely, there is a K.Therapy product line for every hair type. During your hair consultation, your Lakmé stylist will recommend tailored products for you. Invest in good quality products that will keep hair looking healthy and strong.

2

Brushing and conditioning: Try not to brush your hair when it's wet as it is more fragile and can cause breakage. Conditioning your hair can help to prevent damage – it will be your ideal ally before brushing.

3

Rinse your hair in cold water, which closes cuticles and adds shine. It is not necessary to use freezing cold water but try to avoid hot water. Hot water can affect the hair the same way as heat styling methods do.

4

Smarter use of styling tools and protection: Don't overuse styling tools as they can cause breakage. We recommend you apply a heat protectant.

5

Eat right. The cells that make up each strand of hair require a regular supply of key nutrients. After your hair consultation, do your research to find your perfect hair diet. You may need a diet rich in protein for a stronger hair, or rich in omega-3 for a healthier scalp for dandruff prevention.



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Lead from the **FRONT, BACK & SIDES**

— Lorean Cairns of Fox & Jane Salon in the US and Canada shares her insights into the difference between good leadership and bad management.

I don't know about you, but I'd much rather be guided, directed and mentored than controlled. No, I take that back—I do know about you, because in the years I've been at the helm of Fox & Jane, I've seen the transformation in those who come from an atmosphere of being managed to using our leadership philosophy. And I can tell you, it is always a positive transformation.

Leadership is essential, but it is only effective when people are following. When you lead rather than manage, you are sending your stylists/employees the message that you value their work. You value their capabilities and ideas. You value them. Cultural leadership also allows everyone to be an active and respected participant in the business.

And why shouldn't they be? We're all a necessary part of it. From the parking attendant to the president, from the custodian to the CEO—we all need each other. We are a team. We are on the same mission.

Staying focused on what makes a good leader and why you are leading (as opposed to managing through authority) is the way to go. When a business doesn't provide solid leadership and clarity of mission, you will see a direct impact through reduced sales, turnover and moral challenges. When you organise, lead, guide, mentor and focus on team alignment, that is when your culture can truly take form. **H**





Fox & Jane Salon

— When your salon goes international, you want a product partner that shares your brand values.

For CEO and Co-Founder of Fox & Jane Salon, Lorean Cairns, Evo is the perfect match for her growing business and own personal mantras.

"We put human first, plain and simple," says Lorean. "I first heard of Evo through the grapevine of the industry, but it wasn't until I was approached directly by the company in 2017 that I first understood how in-line the company was with ours."

"Aside from being a phenomenal product line, I was immediately attracted to the story of the line, the history of how it came to be, and the integrity that stood behind it," says Lorean.

Fox & Jane Salon has added one salon per year on average over its nine year history. "From our first spot in Lower East side of Manhattan, through Colorado, and now Toronto I am constantly grateful for the community my team has helped to create," says Lorean. Toronto is Fox & Jane Salon's ninth location turning the salon business into an international business, which speaks to Lorean's dedication and commitment to the cause.

In business, resilience and adaption aren't really optional if you have long term goals – they are a requirement," says Lorean. "I can tell you that we use what we

call 'cornerstones to success' at Fox & Jane, the biggest of which is culture. Keeping a healthy culture in your company opens the door to unlimited growth potential which is the premise of my book, 'Culture Fox' says Lorean.

Those who escaped with Haircare to the sunny islands of New Caledonia would be familiar with Lorean's approach to business as she was a key note speaker for the Haircare Business Summit in Nouméa.

For Lorean, happiness is very much a personal journey. "You have to do things in life that serve you, if you aren't filling your own 'well of happiness' you won't have anything left to give others," she says. "For me, working does serve me, I am happiest when I am busy creating and building, for others it could be spending time alone, or taking a vacation every three months."

"Evo products are definitely part of every good happiness regime though. I'm a huge fan of Easy Tiger, Water Killer and Love Touch," says Lorean.

"I find that for clients who have hair like mine – where there are a few different textures going on throughout – these products really help to create a style and lock it in." **H**



Favourite Evo Fab Pro Formula

For blondes I really like 15g chocolate, 15g green and 20g platinum and 40g conditioner for a take home treatment!

 /foxandjane

 @foxandjane

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South Australia, get the recognition **YOU** deserve

What is the SA Qualified Hairdressers Register (Register)?

The Register is a searchable list of hairdressers and barbers who have opted to have their qualifications promoted and publicly verified. It has been developed in conjunction with the Consumer and Business Services (CBS) and the SA Government to align with the South Australia Hairdressers Act 1988 (Act) legislation. The Register is the first stage of SA Qualified Hairdressers Register and STAR Program.



What is the South Australia Hairdressers Act 1988 (Act) legislation?

This legislation stipulates all hairdressers and barbers working in SA must be qualified; and penalties of \$1,000.00 to \$4,000.00 to both the employee and the employer may apply if a hairdresser is found to be in breach of the Act.

Why has the Register come about?

The Hair and Beauty Industry Association of South Australia Incorporated (now known as SAHBA or SA Hair & Beauty Assoc.) is the peak body for the industry in SA. SAHBA is concerned about the number of unqualified hairdressers in SA. The Register is a searchable tool and a way to understand the size of the problem so that workable strategies can be introduced to help raise industry standards.

Where to get more information?

More information on the Register go to www.sahba.com.au
To apply go to the Register tab on the website and follow the prompts.



How much will it cost to go on the Register?

Going on the Register is a free service to SAHBA members and will be \$50.00* for non-members. To become a member of SAHBA, go to the website, download the application form and email it to SAHBA.

The Register is made possible by a funding grant from the Department of the Premier and Cabinet. Throughout the Register development input has been sought from Consumer and Business Services (CBS) and the South Australian hairdressing industry

**Introductory price. Non- members also pay a small annual fee to remain on the Register.*



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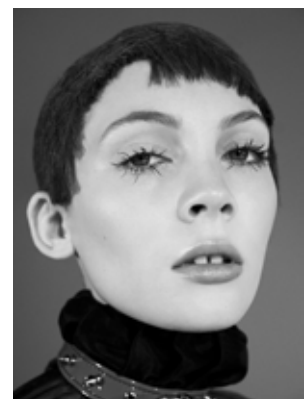


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F.A.M.E. Team *on the* **FRONT LINE**

— The Fab Four were put through their paces during Mentor Week with Jules Tognini and Nicole Kae for Evo and Cloud Nine, where they leveled-up on every facet of their craft and understanding of the hair game and assisted on a shoot for The Journal magazine.



Photography _ **David Mannah**, Art Direction _ **Lauren King**,
Hair Direction _ **Lauren McCowan**, Evo Creative Director, assisted by the **2019 FAME Team** using Evo + Cloud Nine,
Styling _ **Josie McManus**, Makeup _ **Mikele Simone**, Talent _ **Dominika + Vera @ Priscillas** _ **Loli @ Kult** + **Irina @ IMG**



Laura Spinney

Mentor Week or mental week? It was a test of endurance! We met for a lovely lunch on Sunday and then every day after we had two mentors and spent four hours with each. Mentors ranged from curly hair experts to business bombshells, it was incredible! My favourite part was seeing the pure joy that still lived inside all of the mentors and how everybody had something unique to share. It truly felt like the industry was giving us a big hug.

My favourite **Evo** product is the **Haze**, its equal amounts of grit and punch without becoming a total birds nest!!! Plus its easy to use. My favourite **Cloud Nine** product is the **Original Iron**, it's everything my teenage self would have wanted. Built to last, easy to use and has adjustable temps!



Charlene Fernandez

I've been a consistently obsessed hairdresser for the last 13 years! I started my apprenticeship with Rukk Ebony and have worked my way up to now be their Head Colour Educator, Creative Director and manage their biggest location Rukk Ebony, South Melbourne. This has been the most indulgent and fulfilling hair experience of my life and I just don't know how I'm going to deal when it's all over!

My favourite **Evo** product is **Water Killer**. Just like every hairdresser I know, I have the least amount of time for my own hair so it is an absolute game changer! Clean and fresh in seconds! My favourite **Cloud Nine** tool is the **Waving Wand**. I'm obsessed with body blow waves but prefer cutting hair dry. The **Waving Wand** gives me the ability to create bouncy and voluptuous waves through straight hair in under 15 minutes. Va va vooom!



Christopher Byrne

Assisting Lauren McCowan on this FAME team shoot for the Journal was unlike any experience I've had on set. Her wealth of knowledge and love for education and this industry cannot be competed with. We got to work on various looks using the **Cloud Nine** tools Lauren took us through in the morning of the shoot and cocktailing **Evo** products to create the perfect texture. **Builder's Paradise** was a hero product on the day and assisting in building most of the looks we put together. One of the looks I helped prep was a wiggled look, which I used **Builder's Paradise** and a fine tooth tail comb to create a wig wrap as a foundation to set loose hair on top of a pixie like finish with a sculpted fringe.

For a while now I've been obsessed with the **Evo Shebang-a-bang**, the texture it creates is fire! As for **Cloud Nine**, I cannot part with the **Original Iron**.



William Webb

We all worked on most of the looks together which I really enjoyed, but the slicked back, wet look was the one I did the most on. We prepped the hair with **Evo** product **Day of Grace**, blow drying in some soft movement then layered in **Love Touch** and **Shebang-a-bang** to create a wet look that still had texture volume and movement. It's hard to say what my favourite part of Mentor Week was, but I really loved listening to Richard Kavanagh. He was so open and talked so honestly about his journey – it was, honestly, such an amazing experience.

My favourite **Evo** product is **Builder's Paradise**. It's so workable but still has a good level of hold. I also am really enjoying cocktailing the product and the more I use it the more confident I become in playing and mixing.

I love how versatile the **Cloud Nine Curling Wand** is and love the polish it gives to hair.



1. **Cloud Nine** Original Iron
2. **Evo** Haze Styling Powder
3. **Cloud Nine** Curling Wand
4. **Evo** Water Killer Dry Shampoo
5. **Evo** Shebang-a-bang Dry Spray Wax
6. **Evo** Builder's Paradise Working Spray
7. **Cloud Nine** Waving Wand

Get the Look with

evo™

Brushed Out



1 Wash hair and treat with The Great Hydrator to hydrate dry, frizzy hair.



2 Apply Lockdown into the hands, distribute evenly and rake through the hair for frizz control and separation.



3 Dry hair, apply Icon Welder over the hair and brush in.



4 Using a straightener, take diagonal sections and create a half turn. Follow with another half turn in the opposite direction, continue through the mid-lengths and ends. Repeat until the head is set.



5 Apply Water Killer Brunette throughout the hair for an airy finish.



6 Brush through the hair with Pete to work in product and finish.



Evo
The Great Hydrator
Moisture Mask



Evo
Lockdown
Smoothing
Treatment



Evo
Icon Welder
Heat Protection
Spray



Evo
Water Killer
Brunette
Dry Shampoo



Evo
Pete
Paddle Brush



Prestige
Partners



Mr Burrows *Hair*

— This salon sauntered into Newtown with a plan to leave the edge on their scissors and focus instead on making their space welcoming to all.

Being a Prestige Partner helps Mr Burrows Salon achieve many of their business goals.

"We're able to call any service made available by Haircare including their social, marketing, sales and technical teams (just to name a few) at any given time," says salon co-owner Blake.

"There is a deeper level of care and thought that comes with being a Prestige Partner which helps grow our business and that is something I really value."

Running like a well oiled machine, Mr Burrows Hair on Enmore Road set up shop six years ago in the edgy area when a beautiful exposed brick shop came available.

"Newtown is a pretty edgy place and I guess every business here was trying to be that little bit edgier than the last," says Salon co-owner Blake. "What we wanted to deliver was a business that ignored the edge and provided a space that anyone could be comfortable in today we pride ourselves on being a 'safe space.'"

Above and beyond welcoming everyone, Mr Burrows Salon provides a luxurious element with

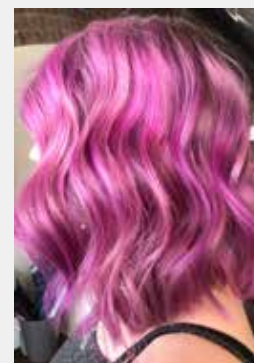
individual cheeseboards, expertly made coffee and cocktails on a Saturday. The key, Blake tells us, is managing the backend of the business tightly, so the customer gets the benefit on the front end.

If Mr Burrows Salon was a car, we wondered what sort of car it'd be.

"On the outside I think we look and feel like a beautiful vintage Mercedes, timeless and classic, but step inside and see our team and the crazy fun way we work together, we are totally a combi-van, so Newtown," says Blake.

It's no surprise then that this salon can't live without all the Evo things. Blake didn't even want to choose between them he says as they're all on the shelf.

"If we had to choose one I would say that Evo Fab Pro is definitely one of our favourites! We all know how important hair after care is and the fact that you can tailor any client's hair colour to a take home conditioner is amazing. Not only is it convenient but the conditioner itself is really moisturising without being too heavy on the hair." **H**



Favourite Staino Formula

One of our favourite Staino formulas would have to be: 50g clear: 15g Lavender: 10g Fuschia. Mix this together to achieve a vibrant pink with beautiful lavender hues.

 /mrburrowshair

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 mrburrows.com.au

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From Korean hair gurus straight to you in your salon.
Your customers are going to love it!



Why Treatment Caps?

The special thing about thermal treatment caps: The effect of the hair mask is additionally intensified by the body heat. This means that the scalp and hair can absorb the treatment even better.

Thermal Treatment Cap – Nourishing

- › For extremely dry hair.
- › Shea butter and fermented soy bean extract nourish the hair and make it optimal for combing.

Thermal Treatment Cap – Regeneration

- › Special for damaged hair and stressed scalp.
- › Proteins and vitamins A, B5, E, contained in macadamia, black rice extract and panthenol, strengthen the hair structure.
- › Extracts of thymius vulgaris and summer lilac provide the hair and scalp with volumes of moisture.

“

The Mask saves all the heat from the body. The warmth in your hair helps absorb the ingredients better. Then let it rest for 15-20 minutes. After the mask I use conditioner.”

– Jenna Peltonen,
Urban Alchemy
Ambassador



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