

# H C A



## Consciousness

Issue 49 \_ February 2020

# TEKNIA®

## INSPIRING CONSCIOUS BEAUTY



**WE BELIEVE ALL IN ONE: SUSTAINABLE • ORGANIC • VEGAN & ECO-FRIENDLY**

TEKNIA is a natural, vegan haircare brand using stimulating fragrances that generate true beauty rituals and experiences. Offering 9 haircare lines for all hair types that include shampoos, conditioners, oils and treatments, TEKNIA is effective in caring for your hair.

Committed to a sustainable world, we minimise our environmental impact through production processes, reusable packaging and the choice of raw materials.

We think sustainably. We believe in inspiration and the flow into conscious beauty.



**LAKMĒ**  
INSPIRED HAIRCARE

@lakmecolour #lakmecolour

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# Consciousness

Welcome to 2020! It's going to be a big year for the hair industry and Haircare — we have new brands launching, new products launching into existing brands, events, education and plenty, plenty more!

We kick off the year with the launch of a new brand, Color Wow, a trip to the Gold Coast to support Eurovision - Australia Decides with an all-star backstage hair team as part of our Moroccanoil partnership, as well as bringing you new launches from Evo, Lakmé and Cloud Nine. Followed up by Pop Up Education, a VIP Party for the ages and Study Tour to NYC locked in, we've never been so focused bringing you the best of the best, from anywhere in the world.

In this edition, we've focussed on consciousness. From brands shifting focus to a more sustainable outlook, to salons leading the charge with mindfulness across their team and clients, we focus on being present in the day-to-day.

Within these pages, we hear from a salon in the UK doing amazing work and introduce you to an Evo salon based in the US. We're embracing our growth and further welcoming our friends from the UK and US - this also gives us a chance to look at global trends and influences, so we can make sure that we're providing you with cutting edge techniques, brands and staying at the forefront of the industry.

We've also got some great product cocktail recipes for you to try for guaranteed style superstardom, social media tips on how being flawsome is the new awesome and features on some new brands — and some old friends.

So sit back, enjoy this issue and get ready for a big 2020!

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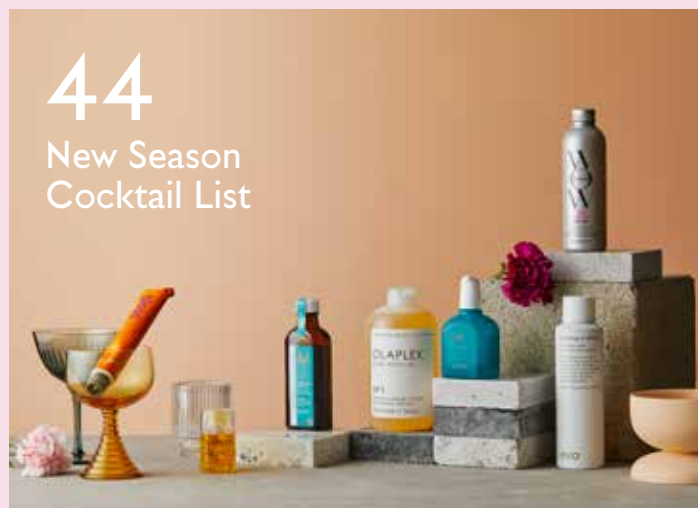
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# Industry News

## Our Favourite Happenings



### The Haircare Family Tree

As a growing global company, Haircare is committed to building a sustainable business that places the environment as a central consideration. From the little things, like printing this issue of Haircare on FSC approved paper to the bigger things like monitoring our headquarters with a 24 hour energy performance system that outlines daily energy savings made through our own solar power system. It makes sense to us to constantly be looking to make our business more sustainable. At the root of all these decisions is our family business structure, lead now by two generations of the Gauvin family. When you work with people you love, you understand the impact of your decisions on the future of generations to come.

★  
WINNER  
**COSMOPOLITAN**  
BEAUTY  
AWARDS  
UK 2019



### Macgyver Wins Multiple Beauty Awards

Macgyver, the multi-use mousse from Evo is two steps closer to global domination after successfully winning two international beauty awards in as many months. Kicking off its winning streak by winning Best Hair Volumiser at the Cosmopolitan Beauty Awards (UK), the judging panel called this versatile product "the best mousse they've tried in a decade". Blimey!

Now, it has also won Best Volumiser at the PureWow and Blink Beauty's Indie Beauty Awards (US) alongside its stablemate, Happy Campers, which picked up Best Leave in Conditioner. Talk about a terrific twosome! Congratulations, team Evo!



### Australian Hair and Fashion Awards Shortlist

Submissions for the The Australian Hair and Fashion Awards (AHFAs) have now closed and we're looking forward to seeing the shortlisted entries! Finalists will be announced on Monday, 2nd March, with the Gala Night celebrating the industry on Sunday, 19th April 2020. Best of luck to all entrants! The 2020 Australian FAME Team will also be announced on this very night.



### Education 2020

It's time to brush up on your technique, sharpen your skills and... you get the rest. Our Education Book for 2020 has been released and inside is a veritable treasure trove of education offerings – across known and respected brands as well as some of our new brands, covering a variety of techniques, styles and with a host of superstar educators.

Also, look out for our inaugural Mentoring Programs, where you can have one-on-one personal training from some of the best in the biz across business management, social media, awards submissions and editorial shooting.

#### Book your course today!

Australia: [haircareaustr.com](http://haircareaustr.com) or 1300 437 436 (ext. 4)  
New Zealand: [haircarenz.com](http://haircarenz.com) or 0800 505 385



## Lakmé Academy

Congratulations to all of the graduates of Lakmé Colour Academy for 2019! It was a fantastic group of students who grew their skills in colouring and social media, culminating in a competition that showcased their new skills.

The winning entry was Thalia from Arcorace Hair with this stunning Vanilla Blonde look, using K. Blonde lightener and Olaplex to achieve this multi-toned colour. Congratulations again to Thalia and well done to all students on an incredible 2019 Academy!

We're taking applications for the Lakmé Colour Academy 2020, so if you would like to broaden your colouring skills, contact our Education Department:

**Australia:** [education@haircareaust.com](mailto:education@haircareaust.com)  
or 1300 437 436 (Ext. 4)

**New Zealand:** [education@haircarenz.com](mailto:education@haircarenz.com)  
or 0800 505 385



## New Evo Pro Instagram Account

Evo is carving out a shiny, special place to celebrate the hairdressing industry – the @evopro Instagram account! A space dedicated to free-thinking salon professionals, this is your daily dose of hair goodness: think professional insight, educator tips and tricks, salon generated content and exclusive competitions. Join the movement now at @evopro.

## Bushfire Appeal

### Supporting communities affected by the bushfires

We are all deeply saddened and shocked by the devastation that continues to be caused by the fires ravaging many parts of Australia. In the face of this national emergency, we are pleased to be able to support those providing aid directly to the communities and wildlife affected.

Haircare Australia is donating \$30,000 to the Australian Red Cross Disaster Relief Fund to provide much-needed support to the communities who have been affected.

Evo is also donating an additional \$5,000 which will go to the Australian Red Cross Disaster Relief Fund and WWF. In addition, \$1 from every online sale made on [evohair.com](http://evohair.com) throughout January and February will also be donated.

There are many fantastic organisations providing much needed support at this time. **If you would like to donate to support their efforts, please visit [haircareaust.com/blog](http://haircareaust.com/blog)**



## Save these Dates

Block out 11-18 September 2020, because the Haircare Study Tour is heading to New York! Guests of the 2020 Study Tour will undertake classes at the newly-built Moroccanoil Academy, work backstage at New York Fashion Week (NYFW) under the Global Artistic Director for Moroccanoil, Kevin Hughes, and so much more. And while we're talking about the Big Apple, we have to drop the date for our BIG PARTY – mark June 7th in your diaries for our annual, VIP Party. This year the party's in Melbourne with our Pop Up education seminar the next day on June 8th, featuring Antonio Corral Calero (Moroccanoil), and other international guests.

**For more information and to purchase tickets, go to [haircareaust.com](http://haircareaust.com) or [haircarenz.com](http://haircarenz.com)**

## Denman Packing a Sustainable Punch

This year, Denman and the Rainey family have reaffirmed their commitment to reducing waste with a specific focus on reducing single use plastic. By the end of 2020 Denman will no longer use single use plastic in any of their packaging. This change is not only good for the planet, but has been great for sales with their new "card packs", leading to increased sales due to customers now being able to touch and feel the products before purchase. With change comes great opportunity, and Denman's case study is one for all brands to consider.





# Meet the Class of 2020

*There are some new faces and old souls among our new range of products, but one thing's for sure – they all play nice together.*

## → Evo Curl

Launching from Evo in May is a Curl range comprising of 5 products to hydrate, freshen and give curls the love they need.

Including the existing **Liquid Rollers** product, this new range caters to every curl type, shape and pattern, addressing curly-haired concerns with curl-specific products that won't strip the hair of moisture causing frizz, but will hydrate and nourish the hair.

The Evo Curl Range will be a favourite for empowering the curl community to embrace their natural curl and live their best twisted life.

➤ **AVAILABLE FROM MAY**



## ↙ Evo Fabuloso Platinum Shampoo

Ready to be paired with the best-selling **Fabuloso Platinum Conditioner**, this toning shampoo is professional-strength and strong, to tone blonde hair, remove brassiness and give it a healthy dose of nourishment.

Available in 30ml, 200ml and 1L for backbar.

➤ **AVAILABLE FROM APRIL**





## → Lakmé Teknia

Lakmé have revolutionised their value chain and rethought everything from ingredients to packaging in order to become more environmentally conscious. Teknia is the solution.

Comprising of 8 haircare lines, the entire range is vegan. They are designed and formulated with the most sustainable ingredients, designed to care for and beautify hair while also contributing to the preservation of our planet's future. It's a new way of thinking about the nature of haircare products and generating real beauty rituals – "conscious beauty".

▣ AVAILABLE FROM FEBRUARY



## → Color Wow Dream Coat

Color Wow is a compact, capsule collection of groundbreaking, problem-solvers for colour-treated hair. The proposition is simple: fewer formulas and higher performance.

The flagship product – **Dream Coat Supernatural spray** – has a cult following in the US and across the globe. Celebrity stylist Chris Appleton uses the product when working with clients such as Kim Kardashian West, Jennifer Lopez and Ariana Grande.

Color Wow has won an unprecedented 60+ awards and has been called, "the Apple of hair care."

▣ AVAILABLE FROM FEBRUARY



## ↗ Moroccanoil Blonde Perfecting Shampoo

Bring out the best in your haircolor with Moroccanoil Blonde Perfecting Purple Shampoo, specially designed for the unique needs of blonde, lightened (including brunette) or grey hair. Achieving blonde hair can expose underlying yellow tones, just as lightening dark bases can expose unwanted orange tones.

The result: brassiness is neutralised and colour is restored to its intended appearance. Features ArganID™ technology, with positively charged micro-particles that are attracted to the negatively charged hair fiber, infusing the antioxidant powers of argan oil deep into the cortex.

▣ AVAILABLE FROM JUNE

# Sunshine Lifestyle



**PANTONE®**  
Yellow C



1. Lucy Folk Vedic Earrings
2. Moroccanoil Blow-dry Concentrate
3. Versace Silk barocco scarf
4. Reuzel 3-in-1 Shampoo Conditioner Body Wash
5. Nike x Off White Bra in Opti Yellow
6. Olaplex No. 7 Bonding Oil
7. Dion Lee Stretch Cady Pants
8. MOP Volume Shampoo
9. Evo Fab Pro Take Home Triple Shot
10. Evo Fabuloso Light Beige
11. Nike Airmax 97
12. Le Labo Vetiver 46





# Behind the Lens



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#olaplexau #lakmecolour #evohair



@telleish\_hair\_studio  
#cloudnineoz



@fringe\_kinetics  
#evohair #evostaino



@tkaystudio  
#olaplexau



@calihairgc  
#lakmecolour #evohair #evostaino



@calihairgc  
#evohair



@morganhairco  
#cloudnineoz



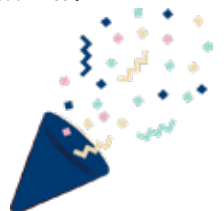
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# The Urban Alchemist is giving you ultimate control

*Urban Alchemy empowers stylists around the world to take their client's hair back to basics with its line of nourishing scrubs and cleanse treatments that prepare hair for a brand new style adventure.*



**W**hat if turning hair into gold was actually about turning back time? We're not talking about time travel, but about the incredible product line of deep cleansing hair products by Urban Alchemy.

Founded on the belief that "passion unites", Urban Alchemy has done more than any brand to help stylists cleanse their client's hair and bring it back to zero, before taking it to 100.

Owner and creative director of La Sorella salon on the Gold Coast in Australia, Samara Palazzi, believes Urban Alchemy is a game changer.

"There are many products we are obsessed with under the Haircare banner, but one of the newest additions – and something that can change the way we work – is Urban Alchemy," says Samara.

"It is a range to remove silicone, mineral and any other residue that is built up on the hair. Being a blonde-specific salon with many major makeovers, this product enables us to reset the hair and remove any nasty chemicals or products that hinder our colouring results. We are all about hair integrity and this is now another game changer for improving our results.

## Problem solving with Urban Alchemy Signature Cleanse

**Does your client want their natural hair texture back?** Urban Alchemy Signature Cleanse removes hair product residue and recreates the natural feeling of their hair.

**Do you have a kamikaze customer?** This will remove silicones and undesired dye shimmer.

**Are you not quite achieving balayage bliss?** The Signature Cleanse reduces the overlapping of toner dye and prepares the hair for brightening.

**Ever wondered what to do with your DIY client?** Signature Cleanse removes plastic found in low quality products from the hair and prevents unwanted, oxidative hair mistakes.

**What to do with a recently returned traveller?** Urban Alchemy removes hard water mineral and chlorine residue caused by old water pipes.

**How do you treat the hair of someone who loves to swim?** This product removes green shades and chlorine.

## Opus Magnum Salt Series

Salt is a natural exfoliant, which removes dead skin and sebum build up and the Opus Magnum Salt Series by Urban Alchemy is the perfect retail add-on for your clients.

Too much sebum may result in undernourished roots as hair follicles are drowned in the oil they produce. Using the salt series at home can stimulate circulation for a healthy scalp to promote hair growth.

In particular, the Urban Alchemy Salt Scrub works really well with other treatments in your clients regime. For instance – it's great to use prior to Olaplex No.3 and Olaplex Shampoo & Conditioner (No.4 & 5), because it opens the hair up to treatment. **HA**

### Become a Urban Alchemy stockist

Australia: 1300 437 436  
or sales@haircareaustr.com

New Zealand: 0800 505 385  
or sales@haircarenz.com

# La Sorella

*This salon in Queensland not only brings hair dreams to life but strives to give its clients a deeper connection with other women.*



Prestige  
Partners

Gold Coast / Australia

**C**onnection is key for La Sorella owner and creative director Samara Palazzi.

“For me, being a Prestige Partner has opened doors to some of the most beautiful relationships I could have imagined,” says Samara from her salon on the Gold Coast of Australia. “Being able to connect with other business owners and share in not only their challenges, but their amazing success, makes you feel a part of something much bigger.”

Samara was just 22 years old when she started out on her own. “At the time I was working in a massive chain salon and found that I had lost touch of who I was as an artist,” she says. “I wanted to get back to doing what I loved and what is important, which – for me – is the relationships with my clientele.”

Being a blonde-specific salon, utilising Lakmé colour, La Sorella

is currently loving Urban Alchemy, as Samara sees this product having the capacity to change the way her business works.

“With so many major makeovers, Urban Alchemy enables us to reset the hair and remove any nasty chemicals or products that hinder our colouring results,” she says.

Indeed Urban Alchemy is a purpose-built product range that removes silicone, mineral and any other unwanted residue that gets built up in hair over time. But Samara is quick to add that Olaplex is still La Sorella’s number one product from the Haircare family.

“Being a blonde salon it’s something we would never be without,” says Samara. “It allows us to create incredible colour without compromising the hair’s integrity, which at La Sorella is our top priority.”

“We add the No.1 and No.2 to our

toning recipe, so it cuts down the timing for both the stylist and the client and is on [the hair] for the optimal time,” Samara adds as a quick tip.

Much more than a place to fix and refine hair, Samara explains her business focus is on her staff and taking a spiritual approach to work.

“We practice yoga, meditation and spiritual guidance,” Samara tells us. “We run La Sorella on the simple practice of kindness and all our values and code of honour reflect this.”

And the love obviously doesn’t stop with the staff. Samara says the unique energy of her salon attracts all kinds of women clientele.

“It is definitely a space that women from every walk of life can come to,” she says. “We want to know their story while making them feel as beautiful on the inside as we make them on the outside.”

## FAVOURITE LAKMÉ FORMULA

Root shadow leaving hairline out:  
Lakmé gloss 20mls 5/00 10mls 10/22  
Ends: 14mls 10/22 10mls 10/30 4mls  
9/60 + long lasting emulsion + 15mls  
Olaplex No.2. Process this for  
15mins and then add the hairline  
for the last 5mins.

*Note: As with all colour services, we recommend performing a strand test prior to full colour application.*

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AVAILABLE MARCH

CLOUD NINE®

# Magical

## Quick Dry Potion

The Magical Quick Dry Potion **PROTECTS** hair from styling damage and creates an **ULTRA-CONDITIONED** glossy finish



The magical mix of light weightless conditioners **PREVENTS** **STATIC** and fly-aways, whilst putting a stop to a frizz-attack. Our Magical Quick Dry Potion helps to **TAME** unmanageable hair for easier styling and **STRENGTHENS** weak and abused locks.



# Mother's Day Gift Ideas

*Celebrate Mother's Day with gifts to celebrate her style. Great for counter displays, these packs are perfect for gifting.*



## Cloud Nine Enchanted

Purchase a Touch Iron and receive a Mother's Day styling gift pack, including: 1x Paddle Brush, 2x Cloud Nine Croc Clips, 1x Cloud Nine Safety Mat, all in an Enchanted gift box.



## Evo Saving Grace

**Hydrate**  
1 x The Therapist Hydrating Shampoo  
1 x The Therapist Hydrating Conditioner

**Repair**  
1 x Ritual Salvation Repairing Shampoo  
1 x Ritual Salvation Repairing Conditioner

**Smooth**  
1 x Mane Tamer Smoothing Shampoo  
1 x Mane Tamer Smoothing Conditioner

**Volume**  
1 x Gluttony Volumising Shampoo  
1 x Bride Of Gluttony Volumising Conditioner



## Moroccanoil Dream-Worthy Hair

1 x Moroccanoil Hydrating Styling Cream 300ml  
1 x Moroccanoil Intense Hydrating Mask 250ml  
1 x Moroccanoil Original Treatment 25ml



## Fusion Big Shot+

The Dual Voltage 120V / 240V Fusion Big Shot Dryer is your perfect travel partner.

With 2-speed settings and nozzle plus a mini diffuser, this travel dryer might be compact but it packs a punch.

Available colours: Sky Blue, Mauve, Hot Pink, Baby Pink, Noir.



## Olaplex No.7 Bonding Oil Pack

Olaplex No. 4 Bond Maintenance Shampoo 250ml  
Olaplex No. 5 Bond Maintenance Conditioner 250ml  
Olaplex No. 7 Bonding Oil 30ml

\*All deals and products are subject to change. Only available while stocks last.

# The Natural Beauty Zeitgeist

*The new trend in hair and beauty is looking like it's here to stay with consumers and practitioners alike considering the long term implications of their daily beauty routines.*

**I**n a bold move, heritage brush brand, Denman have publicly stated they will remove all single-use plastics from their product lines and marketing materials by the end of 2020.

For the company this means re-imagining their supply chains and ensuring they can not only remove the plastic but replace it with a more environmentally sound solution. In Denman's case this has meant putting their range of classic and brand new brushes in cardboard packaging. It's a small, conscious change that the company says has created an unexpected lift in sales.

Denman's new "card packs" leave certain parts of the brush exposed, allowing consumers to touch and feel the products

before purchase. In the case of Denman, this has led to increased trust and increased sales, as what was once shielded behind single-use plastic is now confidently on show for all to see – or feel as it may be.

The Denman case study is but one example in a growing tide of change in the hair and beauty industry.

Launched in 2006, Evo has long held a mirror up to the industry and used humour to question the ethics of many companies marketing jargon. Indeed, it was the purpose of the brand's Freevo campaign, to help consumers and stylists alike to be present and mindful of their own unique position in the world to affect change.

"We wanted to ask all stylists and salon clients to free themselves from the shackles of what's normal, to think, question and realise their potential so they can unleash their hair," Evo's Managing Director, Brad Gauvin says. "The Freevo campaign was our way of empowering people to think for themselves and, in turn, save themselves. This led into our Don't Buy It campaign."

Following the Freevo campaign, the Don't Buy It campaign has shone a light on the brand's ethos – Beauty is abundant, not in a bottle. This means focussing on inner beauty, rather than chasing superficial beauty in a bottle. >>



*“WE WANTED TO ASK ALL STYLISTS AND SALON CLIENTS TO FREE THEMSELVES FROM THE SHACKLES OF WHAT’S NORMAL, TO THINK, QUESTION, AND REALISE THEIR POTENTIAL, SO THEY CAN UNLEASH THEIR HAIR.”*

— Brad Gauvin,  
Evo Managing Director



As consumers wake up to the reality of the hair and beauty industry and increasingly refuse to believe the misleading marketing materials out there or fall victim to gimmicks with no real substance, they are also starting to consider how their consumer choices reverberate through the environment and society.

Evo has a renewed mission going forward to “bring about change for the good and create a movement of free thinkers who care about doing the right thing.” With an ethos of being vegan / gluten-free / gimmick-free / tested on humans, Evo are also moving to Green PE packaging made from sugarcane, with all printed materials made from FSC certified recyclable paper. Keep an eye on Evo in 2020 – big things are happening.



Lakmé is building the future of its brand around their belief that, “the planet needs us to care for it.” Lakmé Teknia is a direct challenge from the company to their competitors and to the industry as a whole to do better. Built around the narrative of “conscious beauty” Lakmé Teknia is building a movement around nature and beauty that sees no delineation between the two.

“Lakmé is committed to a path that we strongly believe in. A path that will take us far, because caring for our surroundings is an act of responsibility, an act of the future,” the company tells us.

“Lakmé is aligned with this sustainable flow and, in response, promotes the development of products that stand up for a conscious beauty.”

“Professionals and consumers are aware of the impact they have over their lives, ingredients, packaging and business models. They’re increasingly demanding; calling for transparency, responsibility and authenticity from brands,” says Lakmé.

*“PROFESSIONALS AND CONSUMERS ARE AWARE OF THE IMPACT THEY [PRODUCTS] HAVE OVER THEIR LIVES. THEY’RE INCREASINGLY DEMANDING; CALLING FOR TRANSPARENCY, RESPONSIBILITY AND AUTHENTICITY FROM BRANDS”*

— Lakmé

Caring for your hair and boosting its natural beauty with organic and natural cosmetic products has become a life philosophy that is becoming more widespread every day. As this consciousness spreads, professionals and consumers are moving away from sophistication, opting instead for natural products and sustainability.

Enrique Serrano is a stylist working out of Bilbao in Spain who says that his sense of responsibility for the environment forces him to choose products that preserve the world in which we live.

“With Teknia I found what I was looking for,” says Enrique. “efficiency of the product and respect for the environment, a sustainable world, products that respect the planet, and conscious beauty. This was the inspiration that led me to the collection.”

And Barcelona stylist Yolanda Gil, who sees “conscious beauty” as part of the broader sustainable movement, further expands upon the idea of conscious beauty.

“I love helping women enhance their natural beauty, offering to treat their hair with high quality vegan and organic products,” says Yolanda. “With the Teknia collection, we convey the beauty and naturalness of women who are looking for a professional brand committed to the quality of its products and to caring for hair and the environment.”



The natural synergy between beauty and the environment, between self-care and caring for our planet is driving the demand for new thinking and new systems for companies to be able to deliver sustainable results.

And while consumers are increasingly asking questions of our industry that we’ve never had to answer, having the right brands is the first step on this journey towards creating a true, natural beauty. **H**

To learn more about any of these brands, or to become a stockist, contact your Haircare representative.

Australia: 1300 437 436 New Zealand: 0800 505 385



# When Earth Care Meets Hair Care

*Lakmé Teknia is challenging the industry to give customers more than beautiful hair with its new sustainable, organic, vegan and eco-friendly range of products.*



## 1 Organic Balance

### All hair types

- Hydrates and maintains the natural, healthy balance of your hair.

## 2 Full Defense

### Stressed hair

- A total protection screen against the harmful effects of our surroundings.

## 3 Frizz Control

### Frizzy hair

- Puts an end to frizz and tames rebellious hair.

## 4 Body Maker

### Fine hair

- Resistant to breakages as well as a recharging effect that creates a feeling of thickness and volume.

## 5 Deep Care

### Damaged hair

- Restores and rebuilds hair fibre, gives strength and increases resistance with extra shine.

## 6 Color Stay

### Colour-treated hair

- Protects coloured hair from the effects of the sun, loss of colour and free radicals.

## 7 Perfect Cleanse

### All hair types

- Gently gives the hair and scalp a deep wash.
- Micelles capture impurities without damaging the hair.

## 8 White Silver

### Blonde, highlights & white hair

- Gives blonde hair back its cool luminosity and revives purity to white hair.

**F**rom Moscow to Bilbao and across the Atlantic to New York – stylists are leading the charge for more earth friendly products and pointing to Lakmé Teknia as the market leader.

“I prefer to use natural and organic ingredients whenever possible,” says Wendy Bond from Manhattan, New York. “It’s important that products are safe and free from any harmful chemicals, but still deliver outstanding results.”

Wendy is one of Lakmé Teknia’s global ambassadors who are hand-on-heart telling us all about the radical and reliable products that make up Lakmé’s new range of earth-friendly products.

Lakmé Teknia has turned the supply chain

upside down to ensure its products are considering every element of the production process in their own effort to meet the increasingly critical demands of consumers worldwide.

Termed the “conscious beauty movement”, Lakmé has a quadruple bottom-line on all products in the Teknia range. The company believes sustainability is thinking about how to reduce a product’s impact on the environment, such as reducing the use of plastic, choosing reusable packaging, reducing the carbon footprint, supporting local production, and participating in environmental initiatives. “We believe all in one: sustainable, organic, vegan and eco-friendly,” is how Lakmé define “the universe of Teknia.” **#**

Love  
LAKMÉ

In 2020 we want to hear more of your inspiring stories with Lakmé. Stay tuned to find out how you can get involved.

# Ryder Salon

*Atop a hill in Auckland, New Zealand, Ryder Salon blends together high-quality hair care, a luxury experience and an environmentally-friendly mindset to create a magnetic salon destination.*



Auckland / New Zealand

Opening his own salon was not Greg Murrell's dream when he started out in the hair industry more than three decades ago. But after years of working in fashion, editorial, and other people's salons, Greg knew he had to make something that was truly his own.

"Initially I had no desire to open a salon, but I felt like I needed to put my own stamp on a working space, so Ryder was born out of that," says Greg.

It was 1999 when Greg first opened Ryder on an out-of-the-way hilltop in the New Zealand city of Auckland. For much of the time since, Haircare New Zealand have been a key partner, supporting the salon's development.

"For me the professionalism of Haircare is a stand-out," says Greg. "Quality education, salon support and relationships with the people."

Even though the launch of Ryder

predated the modern emphasis on wellbeing, Greg has long strived to find balance in his expectations of the business; excellent results are essential, but so are quality of experience – for his team and his clients – and the health of the environment.

"We have always focused on complete quality with everything that we do," says Greg. "And as the business evolved we developed two more pillars around luxury and sustainability."

"Luxury meaning the highest quality client experience with the most highly performing products available and sustainability becoming a moral and ethical imperative."


Among Greg's array of high performing products, he says Evo is a standout.

"We really love Fab Pro and Staino," he says. "Having a customisable aftercare colour solution is highly necessary and promotes huge client loyalty."

"Staino punk vivids are not going to be used on every client but when you get the opportunity to use it you have a highly customisable and long-lasting suite of colours to work with. The longevity is amazing."

One of the regulars using Staino is Ryder Salon staff member Jay - whose yellow curls are the perfect demonstration of what the product can do.

Greg says his staff are the most important element of the Ryder experience. Among the thoughtful decision-making, environmental consideration, architectural and artistic touches throughout the salon, he knows it's the people that make Ryder special.




"We take a keen interest in both the development of our staff and their overall wellbeing," says Greg. "We will offer advice and try to stay flexible to work out how best to help our best asset – our people." 



## FAVOURITE EVO STAINO COLOUR

*To achieve Jay's yellow curls, a simple process was undertaken – the hair was pre-lightened and Staino Neon Yellow applied.*

*Note: As with all colour services, we recommend performing a strand test prior to full colour application.*

-  /RyderSalon
-  @rydersalon
-  rydersalon.com



GLISTER

# LOVE GLISTER

*Glister girls and guys come in all shapes, sizes and colours...  
and so does their hair!*





Actual size (18.6cm)

**T**hey live in the moment, love to share their style with the world and feel compelled to make a fashion statement.

Glister products were created with the most cutting edge technology so that their tools function on all hair types. They want you to achieve your style dreams! They know that when you feel confident and fierce in your style, you can do anything.

**The Mini Adventurist Travel Iron** has everything you need for a vacation essential:

- Powerful
- Petite
- Portable

This high-performance, impossibly light, travel-friendly iron uses tourmaline gemstone heating technology to warm up fast while you're on the go, adjustable temperature dial to prevent burning, plus worldwide voltage and a designer carrying case so you can take this compact tool on all your adventures!

Every aspect of Glister is created with unique taste in mind. With a key focus on colours and performance that inspire, Glister is a line of exquisitely created beauty tools that look as good in your hand as the hairstyles they create.

Melding fresh ideas into their pretty, yet functional packaging aesthetic – the Glister team conceptualised the avant-garde tropical

prints of the Paradise Collection based on the unique and individual cultural backgrounds of their team members. In the search to develop the feeling of a true 'hair paradise', they were inspired to incorporate a mesh of multi-cultural influences with style elements from modern fashion, mixed with neon-deco Miami vibes.

The multifunctional carry case can be used for makeup, hair accessories, even as a clutch for a night out! Glister is designed to be a multifunctional product, and so are the carrying cases.

This Mini Adventurist travel straightener with bonus travel pouch is the perfect solution for glamorous styling on the go!

## MINI • TRAVEL SIZE • PORTABLE



### STYLING TIPS

#### Flat Straight

Insert a 2-inch section of hair between the plates, then squeeze the handle together and glide slowly through the hair from the roots to the ends.

#### Soft Curls

Insert a 2-inch section of hair between the plates, then gently squeeze the handle together and glide slowly through the hair from the roots to the ends, while winding the hair around the plates.

#### Flip Out

Insert a 2-inch section of hair between the plates, then squeeze the handle together and slowly glide hair together beginning at the roots, slightly flipping out the ends.

#### Flip In

Insert a 2-inch section of hair between the plates, then squeeze the handle together and slowly glide hair together beginning at the roots, slightly flipping in the ends.

To become a Glister stockist, contact your Haircare representative.

Australia: 1300 437 436 New Zealand: 0800 505 385

MOROCCANOIL

## MIC DROP

MOROCCANOIL PARTNERS  
WITH EUROVISION

The pioneer in oil infused beauty and a global leader in professional haircare, Moroccanoil is the new Presenting Partner of the 2020 Eurovision Song Contest, the first year of a long-term partnership.

The partnership with Eurovision builds on Moroccanoil's success as a celebrity and fashion industry favourite, with top stylists using Moroccanoil products for high-profile magazine shoots, fashion and award shows around the globe. Moroccanoil will provide its team of world-class professional hair stylists to perform expert hair care and innovative styling for participating artists at Eurovision dress rehearsals and live TV shows both in Australia and the Netherlands.

MAJOR PARTNER

**EUROVISION**  
AUSTRALIA DECIDES  
GOLD COAST  
2020

PRESENTING PARTNER

**EUROVISION**  
SONG CONTEST  
ROTTERDAM 2020

## THE DETAILS

The Eurovision Song Contest is an annual international song competition with participating countries, performing an original song on live television. A panel of expert judges from participating countries and viewer votes from across the world will determine the overall winner! In 2020, the 65th Eurovision Song Contest will take place at the Ahoy Arena in Rotterdam, Netherlands. In February, the Australia Decides Concert gave the Australian public the chance to decide who will represent the nation in the global song contest.

## SUPPORT AUSTRALIA

WATCH THE SONG CONTEST ON SBS



**First Semi Final**  
Tuesday 12th May  
9:00pm CEST

**Second Semi Final**  
Thursday 14th May  
9:00pm CEST

**Grand Final**  
Saturday 16th May  
9:00pm CEST

**Who will be crowned the winner in 2020?**

.....Ahoy Arena - Rotterdam Ahoy, Netherlands.....



# EUROVISION 2020 AUSTRALIAN FINALISTS

EVENT



## STYLIST BACKSTAGE FAVOURITES



## EUROVISION SPECIAL EDITION MOROCCANOIL TREATMENT



Order your Moroccanoil Eurovision products  
Contact your sales representative to find out more.

Stay tuned for more information and regular updates coming soon!  
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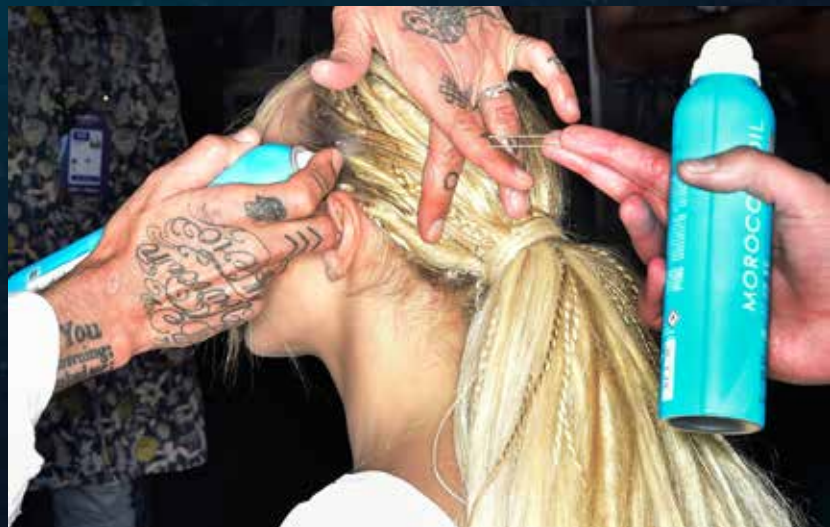




## EUROVISION 2019

In 2019, MoroccanOil Global Ambassador Antonio Corral Calero lead a team of stylists to the Eurovision world stage to work with delegations from all over Europe and Australia, creating stylish and on-trend looks that reflected the inspiration of each song, while allowing the artists to express their individual style.

Following on from Antonio's backstage looks, MoroccanOil have released a limited edition Stylist Backstage Favourites Pack, so you and your team can create showstopping looks too! Included in this pack is the MoroccanOil Molding cream, Hydrating Styling Cream, Volumizing Mousse, Root Boost, Curl Defining Cream and Luminous Hairspray. <#>



# 5 Fabulous Ways to Save Your Hair from Summer

*Whether you're heading into or coming out of summer – the extra daylight hours and heat can wreak havoc on your hair. When it comes to the sun, a strong offence is your best defence. Enter Evo.*



## Ritual Salvation Repairing Shampoo

After a long day in the sun, wash your hair with Ritual Salvation Repairing Shampoo. This sulfate-free shampoo gently cleans, locks in colour vibrancy and reduces fading. It will also strengthen the hair, which minimises breakage, whilst improving combability and manageability.

## Ritual Salvation Repairing Conditioner

Just like Clyde would have been nothing without Bonnie – so too is a shampoo without a good conditioner. Ritual Salvation Repairing Conditioner locks in all of the goodness from your shampoo and strengthens, repairs and softens your hair, improving shine and manageability.

## Icon Welder Heat Protection Spray

We all know to use a heat protectant spray when using hot tools, but the Evo Icon Welder Heat Protection Spray also protects against UV damage. Think of Icon Welder as sunglasses for your hair. This beauty will also smooth and detangle the hair, adding shape and memory, while providing volume and hold.

## Head Mistress Cuticle Sealer

A multi-purpose cream for all hair types, Head Mistress Cuticle Sealer will help with increased slip, improved conditioning and styling whilst also offering reduced frizz and protection against heat and UV.

## Mane Attention Protein Treatment

Just like a protein shake helps your body build strength, a protein mask for your hair does the same. In just 5 minutes, Mane Attention Protein Treatment reduces frizz and adds softness and shine, helping to make your hair stronger and more manageable.

To become a Evo stockist, contact your Haircare representative.

For more handy hints, product knowledge and more, don't forget to follow the new @evopro on Instagram!

Australia: 1300 437 436 New Zealand: 0800 505 385



# evo fabuloso™

PLATINUM BLONDE

a super-strength shampoo  
and treatment to stop brassy  
hair in its tracks.



vegan / gluten-free / gimmick-free / tested on humans  
evohair.com — /evohair — @evohair — #fabuloso



Evo Launches

# Fabuloso Platinum Blonde Toning Shampoo

**B**londes of the world, rejoice! The Salt to your Pepa (we're talking music analogies here, not food), the Hall to your Oates, the Lennon to your McCartney is here... Fabuloso Platinum Blonde Colour Boosting Treatment from Evo now has its BFF in range – Fabuloso Platinum Blonde Toning Shampoo!

The remedy for dull, brassy and dry blonde hair the Fabuloso Platinum Blonde duo removes unwanted yellow tones and brassiness and brings you back to nourished, toned glory.

Extending the Fabuloso Platinum Blonde range was a no brainer for Evo – hairdressers and consumers alike were calling out for with a professional-strength toning solution for use in-salon and at-home. By adding to this range, people now have the flexibility to be the blonde they want to be, not the blonde the brass makes them.

New



**WHAT MAKES THE FABULOSO PLATINUM TONING SHAMPOO DIFFERENT?**

**Strong Toning**  
The purple pigment has been elevated to provide professional-strength toning that quickly and evenly neutralises brassy, yellow tones.

**Gentle Cleansing**  
Sulfate-free cleansers work hard to clean the hair without stripping the colour, leaving hair vibrant, but toned.

**Revives**  
A shot of nourishment leaves the hair feeling soft and manageable.

Shampoo available in 30ml, 250ml & 1L  
Conditioner available in 30ml, 220ml & 1L

**AVAILABLE APRIL 2020**

To become a Evo stockist, contact your Haircare representative.

For more handy hints, product knowledge and more, don't forget to follow the new @evopro on Instagram!

Australia: 1300 437 436 New Zealand: 0800 505 385

LAKMĒ  
INSPIRED HAIRCARE

# Vibrant by Nature

As seen in InStyle magazine

Photography \_ Milos Mlynarik

Hair \_ Coloured by Deb French and the Haircare Australia Technical Team,  
and styled by Sarah Laidlaw

Makeup \_ Cat Smith

Styling \_ Nadene Duncan at DLM

Creative Production \_ Ida Almasi

## Chicory Coffee

PANTONE: 19-1419

*K.Blonde Clay Lightener + 30vol + Olaplex – freehand balayage. In between balayage on roots and mid-length – ends apply: Chroma demi formula: 20g 5/60 + 20g 3/00 + 5g 4/22 + 90g 6vol developer Toner on completion through lightened areas: Gloss 20g 9/60 + 10g 10/40 + 60g 6vol Purple developer*







## Carnival Glass

PANTONE: 13-6030

*Global root application K.Blonde Powder lightener 20vol, freshen ends briefly with K.Blonde Powder lightener + Gloss 6vol Purple developer. Toner Chroma 40g 0/00 + 2g Chroma 0/10 + .5 0/70 + 80g 6vol Chroma developer.*





## Peach Pink

PANTONE: 15-1530

*Minimal freehand K.Blonde Clay + 30vol +  
Olaplex low mids and ends remove and dry  
Root smudge Chroma 15g 7/44 + 5g 8/34 + 5g  
0/40 18vol ends. Gloss 15g 10/40 + 5g 8/40 +  
2g 0/40 + 0.5g K.Blonde pearl + 40g.*

INSIGHT



## Pressed Rose

PANTONE: 15-1619

*Full global root application: K.Blonde powder lightener + 20vol + Olaplex  
Toner Gloss 10g 9/60 + 10g 0/00 + 5g 10/20 + 1g 0/90 + 1g 0/20 + 70g 6vol Purple developer.*



## Powdered Sugar

PANTONE: 11-4002

*Lakmé K.Blonde powder lightener 20vol -  
Global root application + Olaplex  
Toner gloss: 10g 10/22 + 15g 0/00  
+ 2g K.Blonde Pearl + 44g Purple  
6vol Developer.*



## Ancient Grain

PANTONE: 14-0038

*K. Blonde Clay lightener 30vol +  
Olaplex freehand Chroma Root  
Stretch/dust - 20g 6/17 + 5g 0/02  
+ 20g 6vol. On completion, Toner  
Through high mid lengths and ends  
Gloss 20g 9/60 + 10g 10/20 + 5g  
9/33 + 70g 6vol Purple developer*



# Haus Of Brooks

*By sticking to his values, Haus Of Brooks salon founder Jody Brooks has been able to bring international standard haircare to the tiny British town of Bexhill on Sea.*



Bexhill / UK

**J**ody Brooks has long been a masterful hair artist. In his 22 years since qualifying, he has not only perfected his own skills, but also worked extensively internationally as an Evo educator.

When he opened Haus Of Brooks – his own salon in the small town of Bexhill-on-Sea outside of London – two years ago, he brought to bear all that he'd learnt throughout his career.

The salon offers what Jody calls “big city styling”, but he places equal emphasis on its status as a “community of like-minded people”. Among this community is Haircare – who supply Jody and his team with product and work with him as an educator.

“It is a partnership, not just a transaction,” says Jody of the relationship. “The Haircare story is inspiring and it’s something we

are proud to be a part of both as a salon and for me as part of the Evo international education team.”

The level of attention to detail and intention that Jody demonstrates in his connection with Haircare is evident throughout his salon. At Haus Of Brooks every interaction is governed by the mantra “To Live, To Love, To Make A Difference”.

His interest in sustainability means Haus Of Brooks supports the environment in ways big and small – from sponsoring local beach clean ups, to using renewable energy, composting the salon’s disposable towels, and using low-impact products like Evo Staino.

“It took us all a little by surprise as we are not a salon that is known for psychedelic unicorn hair,” says Jody. “But we are loving creating amazing pastel

blonde toners with an extra kick and intensifying full head colours.”

The Haus Of Brooks team are just as focussed on caring for the people around them. Jody runs regular coaching sessions with each of his staff to support them to achieve their goals. And every client of Haus Of Brooks is given one-on-one attention.

“When it comes to our guests, they are at the centre of what we do, and they should feel this,” says Jody.

“We single book so that the client has the attention of their designer for the whole of the visit. The designer gets to focus and deliver the best of themselves – [they’re] not overworked, stressed, or distracted by other guests.

“Haus Of Brooks is all about wellbeing and consciousness.” **H**

## FAVOURITE LAKMÉ FORMULA

*For super clean blondes – Master Care Scalp Protector was applied globally to scalp then root area was lightened using Lakmé K.Blonde Bleach Cream with 30vol. Hair was then toned with gloss 10g 10/17 + 10g 10/20 + 20g 0/00 with gloss long lasting developing emulsion for 20 minutes.*

*Note: As with all colour services, we recommend performing a strand test prior to full colour application.*

@hausofbrooks

hausofbrooks.com



EST.  1938

**DENMAN®**

THE  
**POWER PADDLE**  
SPEED, COMFORT, DENMAN STYLING

**REDUCED DRAG**

Smooth, sculpted round-ended Denman styling pins

**GENTLE GRIP AND CONTROLLED STYLING**

Staggered pin pattern

**MAXIMUM COMFORT**

Air cushioned pad responds to contours of the head

**RAPID DRYING AND STYLING**

Increased surface area

**OPTIMUM GRIP AND CONTROL**

Matt finish textured handle

**COMFORT AND BALANCE**

Easy-to-hold handle fits comfortably in the hand

[ GET THE LOOK ]



# Sleek Origami Pony

By Caterina Di Biase - Denman Ambassador

GET THE LOOK



**1** Start with clean, dry hair and brush through with the Denman Medium Cushion 100% Natural Boar Bristle Grooming Brush. Section hair as shown using a Denman Pin tail comb 212mm and clip away using sectioning clips.



**2** Pull the middle section of hair back into a tight low pony tail at the nape of the neck using the Denman Medium Cushion 100% Natural Boar Bristle Grooming Brush. Secure with a double-pinned elastic and spritz with hairspray to smooth.



**3** Using the Denman Medium Cushion 100% Natural Boar Bristle Grooming Brush pull the small triangle section of hair across the head to the opposite side for a criss-cross effect. Spritz with hairspray.



**4** Stitch behind the top of the ear. Repeat on the other side.



**5** Sweep the front section of hair back behind the ear to cover the stitch with the Denman Medium Cushion 100% Natural Boar Bristle Grooming Brush. Join with the pony using a double-pinned elastic. Repeat on the other side.



**6** Use hairspray to wet a small piece of hair to cover the pony tail band, tucking in with a Denman Pin Tail Comb 212mm. To finish, push pins into the criss-cross to hold in place.



Denman Medium Cushion 100% Natural Boar Bristle Grooming Brush



Denman DPC1 Pin Tail Comb Black 212mm



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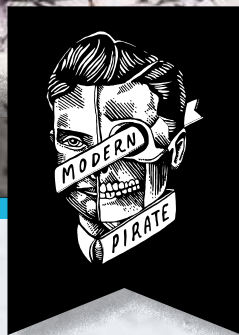
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- THE ROUGHER THE SEAS,



THE SMOOTHER THE STYLE -

**Inspired by international barbering, tattoo and surf cultures and the people who surround them, Modern Pirate encapsulates a free and easy approach to individual style and expression through high quality Australian made haircare and lifestyle products.**

Established in 2014, the contemporary product range appeals to the individual in a traditional yet modern way. Each product is formulated with the commitment to bringing the customer a high quality, unique product.

2020 Signals exciting times for Modern Pirate, which is fast becoming one of the most sought-after Australian brands in the men's grooming space globally. Securing Euro zone and USA master distribution in late 2018, and with established markets in China, south east Asia and more recently Korea the brand is gaining a lot of interest and momentum in growing culture zones.

Leading into 2020 we are excited to be introducing new products, continuing our marketing and brand exposure strategy, supporting our retailers and connecting with like-minded and creative individuals to grow our brand relationships. All leading to build a broader audience and develop brand awareness in an authentic way.

Scratching the surface of what is to come in 2020 with a new exclusive distribution partnership with Haircare Australia. Launching February 2020 across Australia, New Zealand and more...

**Proudly Australian made and owned.**

modernpirate.com.au - @modern\_pirate

**Distributed exclusively by Haircare Australia, Haircare New Zealand  
and the Barbieri Company**



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& AUSTRALIA



## NO.7 BONDING OIL

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and in New Zealand by Haircare New Zealand\_0800 505 385\_haircarenz.com

# Who Run the World? Curls

As part of a huge year packed full of new product development, Evo are releasing a range of new products made for all curl types. That's right - it's time to embrace your curl and enjoy your twisted life.

A range of 5 products will help treat your curls right, rather than flatten and frizz.



BEFORE



AFTER

## The Evo Curl Range includes:

PRODUCT



### Springsclean Deep Clean Rinse

A dirt-busting-and-build-up-breaker, Springsclean is for when your hair is super dirty and needs a deep clean without stripping away moisture.

Use once a week or whenever you need a clean slate.



### Heads Will Roll Co-Wash

For those in-between times, when you need a refresher, but not a deep clean. Gentle, hydrating and low-foam, this super moisturising co-wash will improve curl manageability.

Use when you need a cleanse, but don't want a deep clean.



### Baby Got Bounce Curl Treatment

A hydrating and reparative rinse-out treatment, Baby Got Bounce leaves curls feeling strong, moisturised and supports the natural curl pattern.

Use Baby Got Bounce after deep cleaning or after Heads Will Roll if your curls are in need of a shot of hydration.



### Liquid Rollers Curl Balm

Our tried and true favourite, liquid rollers is the ever-reliable for creating light and touchable curls with just the right amount of definition.

Use as a hydrating primer or as a standalone styling balm.



### Total Recoil Curl Definer

A reactivator of the natural curl pattern, Total Recoil gives curl definition, but doesn't add crunch or stickiness.

Use whenever you want defined curls.

AVAILABLE MAY 2020



# Be Authentically Yourself

## What's trending in social media?

Words by Haircare Social Media Marketing Manager, **Ashleigh Reinboth**



**I**t's hard to believe that Instagram has been around for 10 years and it's incredible to reflect back and think about how much the platform has evolved over that time.

As Instagram has evolved, what works on the platform today has really shifted. So, what's trending right now? Authenticity.

Content that demonstrates authenticity is what's cutting through and stopping the thumb from scrolling. We're so fatigued by seeing perfectly orchestrated, face-tuned posts that we're on the hunt to follow people and brands that are more trusting. 86% of consumers say that a brand's authenticity is important when they decide what to buy. So how can you be more authentic with your social media marketing?



## Less Perfection More Personality

Hands up if you're a perfectionist?! It's why the hair industry is amazing at social media – we put in the time and effort and we nail the shot. But how do we know when we start to over think things and begin putting too much pressure on ourselves to produce content that looks like everyone else's?

As Instagram has matured as a platform, our images have become more polished, our cameras got better, editing apps became abundant, we all got savvy. But there came a point where some users started to take it too far...the chase for the perfect Instagram shot has led some down a dangerous face altering path. We've reached a tipping point where Instagram is undergoing a 360 on itself. The platform first became popular because it was a more raw and real place, but with the rise of over perfection and over editing, consumers are becoming more cynical and non-trusting about the content they consume on the platform. It has become a trend to call out this idea of deception. Hashtags like #InstagramvsReality are trending while bloggers like @celestebarker who takes the mickey out of unattainable beauty standards are flourishing.

We've seen a rise of brands and influencers who are focused more on personality rather than perfection, and this has proven to have stronger engagement. Being flawsome is the new awesome. >>

## 2 Empower Your Followers with Education

There is no doubt that content has become rich and diversified which gives us the ability to really see what types of content work and what content doesn't. A booming content type that's generating high engagement on Instagram is educational content, for example a piece of content that teaches people something new. If a user can watch or read a post and feel like they can apply these skills or lessons to their own life, this is highly valuable.

Educating your followers can be peer education (salon to salon) or consumer education (salon to client). The scale of knowledge sharing you can generate on social media is a powerful feature, which can give you a global reach and audience. A great example would be social media powerhouse @natalieannehair who purely posts get-the-look videos or @hiltonsophia from the UK who shares years of salon owner knowledge with her audience on a daily basis.

This strategy also demonstrates brand generosity, if you can convey that you're generous with your content, this also translates to your audience that you are a more authentic and transparent brand or person.

**HOT TIP:** In your insights on Instagram, filter your content by what has received the most saves. Saves are a more valuable metric than likes as the Instagram algorithm favours 'saves'. A save indicates that a person wants to look at that content again. As a brand that means your share of voice is stronger and you are more top of mind.



DEMONSTRATING THE VALUE IN SALON QUALITY PRODUCTS



HOW-TO VIDEOS ON STYLING YOUR HAIR AT HOME



MANAGE CLIENT EXPECTATIONS AROUND COLOUR RESULTS



CELEBRATE STAFF / BUSINESS WINS



TAKE TEAM PHOTOS

## 3 Celebrate Your Human Connections

When you look at the most liked images on Instagram of all time there is a common thread that links the majority of the posts together.

Kylie Jenner, Selena Gomez and Justin Bieber's most viral posts are all posts that celebrate human connections. They are milestone events like a birth of a child, engagement or just hanging out with friends on a beach. There is nothing more powerful on social media than sharing the human connection.

Hairdressers pride themselves on their relationships with their clients. As small businesses, these relationships should be celebrated and showcased on your social media. Your audience needs to be consistently reminded that we are all human, and in this together.

There is no better time to take these trending ideas on board. The removal of likes has alleviated the pressure of thinking we have to post a certain way and has stopped us over comparing, allowing us and allowed us to be who we are – naturally. The analytics prove that authenticity has more cut through and power in your branding and these messages stick around much longer than a pretty head of hair. 📌



# New Season Cocktail List

*With new ingredients on our shelves, we're looking to get creative in the salon and shake up some fresh concoctions that will keep your customers coming back.*

Photography \_ Brendan Homan  
Styling \_ Homan Photo









**Giles Robinson**  
*Global Director of Training  
 & Education at Color Wow*

# Wow Factor

*"Getting body and volume into the hair is one of my favourite techniques."*

## Cocktail Ingredients

2-4 pumps Carb Cocktail  
 Dream Coat

## Method

Working on almost dry hair.

1. Firstly add 2-4 pumps (depending on hair length) of Carb Cocktail about an inch from the part and distribute evening throughout hair.
2. Mist Dream Coat throughout big sections.
3. Lift the roots with a vent brush and style the hair with volume using a real bristle brush.





**Peter Beckett**

*Moroccan oil Asia Pacific Ambassador*

# Summer Swirl

*"This is my no fuss summer swirl for a natural juicy beach texture."*



## Cocktail Ingredients

- 2 pumps Moroccan oil Original Treatment Light
- 2 pumps Moroccan oil Mending Infusion
- 1 teaspoon Moroccan oil Smoothing Lotion

*\*These measurements are for medium hair types. For fine hair take away 1 of the measurements. For thick course hair add 1 of the measurements.*

## Method

Working on almost dry hair.

1. Apply your cocktail ingredients together in your palm. First apply this mixture from mid-lengths to ends. Use remaining mixture and apply to root area. Comb through with a wide tooth comb.
2. Take random 3-5 inch sections starting at the front and loosely twist the hair from the roots to ends and wrap around itself to create a bun. Secure with a bobby pin. Continue this technique until all the hair is wrapped in individual buns. Allow to dry naturally or use a diffuser to speed things up.
3. Once dry take out the buns and loosen with your fingers and palms. Do this with your head tilted so the hair is hanging. This helps add volume and increase the texture. Apply a little more Moroccan oil Mending Infusion to your hands and drag from roots to ends for extra shine and nourishment.





**Nicole Kae**  
Evo Creative Team

# She's Love

*"Pairing these favourite Evo products creates an on-trend wet look each time."*

## Cocktail Ingredients

Shebang-a-bang  
x2 10c piece sizes of Love Perpetua

## Method

Working on almost dry hair.

1. Apply Shebang-a-bang close to the scalp all over the head and brush through.
2. Using a 10c piece, apply Love Perpetua from roots to ends. Repeat this step again.
3. To finish, separate using Roy comb.



**Jaye Edwards**  
Olaplex Salon Ambassador

# Prefab Shine

*"Olaplex is great for all hair types, not just blondes and using the new No.7 paired with No.6 gives a fabulous shine."*

## Cocktail Ingredients

Olaplex No.6

Olaplex No.7

## Method

1. Use a pea-sized amount of Olaplex No.6 into the palm of your hand.
2. Add a couple of drops of Olaplex No.7 and rub hands together to distribute the product evenly.
3. Run hands through the mid lengths and ends of towel dried hair.
4. Blow-dry for fabulous shine results.







**Deb French & HCANZ Tech Team**  
*Haircare National Education Manager*

# Glossy Mood

*"This is a go-to for creating pastel shades in all colours."*

---

## Cocktail Ingredients

Lakmé Chroma 0/00

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## Method

Mix Lakmé Chroma 0/00 with a dot of any Gloss or Chroma Mix Tones to create endless palettes of pastel shades.



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Upgrade your styling tools with our brand new White Label collection **EXCLUSIVELY** for hairdressing professionals

# WHITE LABEL

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# Introducing Color Wow

*Celebrated around the world by some of the most famous personalities and successful stylists, Color Wow is now on Australian shores and ready to revolutionise your approach to the head of hair in front of you.*



**C**olor Wow is a hair care range hailing from the United States that has built a cult-like following across the US and UK with its flagship product Dream Coat.

Created by Gail Federici, who is still acts as the company CEO, and best known for creating Sheer Blonde and the Frizz-Ease range for John Frieda. Color Wow has bettered even these products with ringing endorsements from celebrities such as Jennifer Lopez and Kim Kardashian West.

“Kim Kardashian West’s strands always look silky smooth... there’s never any frizz in sight...how on earth does she do it? Dream Coat,” Kim’s stylist Chris Appleton told the Zoe Report. Chris is the stylist who helped Kim go from brunette to platinum blonde, and Color Wow was the product that helped him achieve the devastatingly gorgeous results.

Color Wow has a full range of products, but Dream Coat – Supernatural Sealant is the one that built the brand. Hair treated with Dream Coat repels moisture. “Color Wow Dream Coat is like an umbrella for your locks protecting them from the elements. So even if it’s raining, hair won’t frizz as the moisture can’t get in,” Chris told Vogue magazine.

Recently in the US, the product sold out – you literally couldn’t buy it anywhere – for a period of time after co-host of The Today Show gave an unsolicited plug for Dream Coat.

“This is the last hair product you’re going to need. You spray this magic sauce on your hair, comb it through and blow-dry. You will not recognise your hair. It’s unbelievable,” said Hoda Kotb – live – on The Today Show across the US.

Color Wow works with an in-house scientist, “Dr Joe” and have a company-wide, self-imposed policy of understanding what goes into their products, so you can rest assured it’s the best it can be. Color Wow won’t use any ingredient that will corrupt your colour, and currently have a list of over 60 banned ingredients.

## Dream Coat Supernatural Sealant

Their key product is a range called Dream Coat. This works to seal the hair and provide a glass-like shine and smoothness to hair. It’s an anti-humidity treatment too, which lasts up to 3 shampoos and is heat-activated. The results are instantaneous and can be used in salon as part of a finishing service, or at home for personal use. Dream Coat is also available in Dream Coat – Curly, which is for use on curly hair and gives a shine and sleek finish to curls.

## Award Winning

Of course, Dream Coat isn’t the only Color Wow product coming to our shores next year. Amongst others, Dream Filter Pre-Shampoo mineral remover works like a magnet in under 3 minutes to remove colour-distorting elements found in tap water, metals and minerals, keeping colour fresh and vibrant for longer.

This range also includes Dream Cocktails, styling products to increase shine, manageability and the volume of hair and Color Security Shampoo and Conditioner to maintain colour vibrancy.

## Brand Ambassadors

Color Wow have a stable of brand ambassadors who are celebrity hairdressers, each with their own following in their own right, but Chris Appleton (@chrisappleton1) is probably the most well known. Chris is a British stylist, known for his work as the primary stylist for celebrities such as Kim Kardashian West, Jennifer Lopez, Katy Perry, and Kylie Jenner. Chris created Ariana Grande’s iconic snatched ponytail look, and was the stylist on the Versace runway where Jennifer Lopez closed the show in her infamous green dress.



**PURCHASE 32  
COLOR WOW  
ROOT COVERS UP  
AND RECEIVE  
8 FREE TESTERS +  
DISPLAY STAND**

## Root Cover Up:

A 7x Allure “Best of Beauty” winner, Color Wow Root Cover Up is the instant cover up you’ve been looking for and comes in a variety of shades.

Instantly covering greys and dark roots without any mess, it can also be used for filling in gaps for thicker, fuller hair. Plus, this reflective mineral powder gives a seamless natural look and stays in until shampooed out – you can even swim in it! **H**

## Become a Color Wow stockist

Haircare Australia & Haircare New Zealand are the sole distributors of the global phenomenon styling product range, Color Wow.

Australia: 1300 437 436 New Zealand: 0800 505 385

[ GET THE LOOK ]

# COLOR WOW Dream Coat

GET THE LOOK

*How to get the glass finish hair look with Color Wow Dream Coat.*



**1** Shampoo, condition and towel dry hair.



**2** Divide damp (not wet) hair into sections.



**3** Spray Dream Coat liberally on each section. Spray whole head from root to tip.



**4** Comb through to distribute evenly. Continue section by section. Repeat until hair is completely saturated.



**5** Blow-dry on medium to high heat. Use a brush to apply tension.



**6** Stretch and heat hair to activate product. Complete humidity protection. Lasts 2-3 shampoos. Use a flat or curling iron for enhanced results.



Dream Coat  
Supernatural Spray



Denman  
Paddle Brush



Fusion  
Typhoon Dryer



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# NEW MENS STYLING PRODUCTS



## MATTE STYLING PASTE

Matte Styling Paste has a medium, pliable hold for various lengths of hair, adding texture and increased definition. Matte Styling Paste leaves hair with low shine/matte finish and is water soluble for easy rinsing. Once emulsified, styling paste easily distributes through hair and can be used in hair that's beyond 2" in length.



## GROOMING CREAM

Grooming Cream provides a light to medium hold and works well for all hair types where added textured or increased definition is desired. Tames hair while leaving a low shine finish. Beeswax provides a natural, pliable hold for various lengths.



## MATTE TEXTURE POWDER

Matte Powder is a weightless, texturing powder that adds volume and thickness to hair and is suitable for all hair types.



COMING  
SOON

## FIBER CREAM

Fiber Cream adds texture, has a flexible/medium hold and leaves hair with low shine finish. Works well on short to medium length hair.



COMING  
SOON

## CLAY SPRAY

Clay Spray adds texture, thickness, and definition while leaving hair with a matte finish and strong hold.



## LEEN AND BERTUS COMING JUNE

For more information or to purchase tickets to Education Pop Up, go to [haircareaustr.com](http://haircareaustr.com) or [haircarenz.com](http://haircarenz.com)

# REUZEL

# Boss Hair Group

*The team of experts at Chicago's BOSS salon are living proof that sustainability and wellbeing are the keys to excellence in all things hair.*



Chicago / USA

**W**hen colour specialist John Blue set out to start his own salon, every step he took was deliberate. John spent more than seven years looking for the perfect location in Chicago, USA, and his approach to finding the right haircare products was just as considered.

"I researched for over a year on cleaner, naturally derived shampoos, conditioners and styling aids," says John. "My main goal was to be a cruelty-free salon, and partner up with like-minded independent companies who support low-to-non toxic haircare."

The vegan Evo Staino range was the perfect fit for this forward-thinking salon leader.

"They're fully customisable so I can totally create my own colours without carrying an insane inventory," says John. "They leave the hair ultra shiny, the colours are vibrant and the longevity is bananas. And Evo's

Fab Pro colour conditioners are a colourist's dream!"

It's been more than a year since John found his ideal haircare range and ideal location and finally opened the doors to BOSS Salon in 2018. Since then, he has augmented his own expertise by recruiting a team "who excel in their specific skill set, whether it's cutting, colouring, styling, hair extensions, hair replacement or barbering".

While they each have their own specialisations, John says the BOSS crew are brought together by shared philosophies that put mindfulness and wellbeing at the centre of everything they do.


"We attract like-minded individuals who care about the environment, culture and the products we use," he says.


"We are a part of Green Circle Salons network, which aids in helping us recycle up to 95% of salon waste. This includes


bottles, aluminium hair spray cans, foils and even actual hair clippings! The hair is sent to a women's prison where they make hair booms to absorb oil spills."

This busy young salon is testament to the idea that doing the right thing is good for business. And John says that having the right partners - like Evo - onboard is just as essential.

"We love the relationship we have [with Evo]. We value the ongoing educational support and the ability to reach out to an actual person if we need help or assistance with anything," he says. **H**

 /bosshairgroup

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 bosshairgroup.com

## FAVOURITE EVO STAINO FORMULA

*Two-inch symmetrical crescent sections were created from a centre part, placing lightener and 30 volume in back to back slices. The remaining hair was coloured with Evo Fab Pro 8g Chocolate, 9g Blue, and 4g Blue. After processing for 30 minutes, the hair was towel blotted and coloured with pre-lightened crescents in vertical slices. The colours used alternated between Evo Staino Colours: 1g Cobalt, 2g Lavender, and 17g clear for the Tiffany blue colour, and 2g Flame, 1g Neon Yellow, 1g Fuchsia, and 16g clear for the pastel peachy coral colour. Staino processed for 30 minutes and then rinsed.*

*Note: As with all colour services, we recommend performing a strand test prior to full colour application.*

**evo™** **FAB PRO** **STAINO** by evo fab pro



**CLOUD NINE®**



# THE TOUCH

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[ GET THE LOOK ]

CLOUD NINE®

# Slicked Back Waves

GET THE LOOK

By Renya Xydis - Cloud Nine Ambassador



**1** Start with clean dry hair and section into two horizontal parts.



**2** Set your preferred temperature by tapping The Touch plates together. Twist and pull the Iron through small sections of hair, curling each section in the same direction.



**3** Continue this technique around the head until all hair is curled.



**4** Starting at the top of the head, brush out the curls so they form together using the Cloud Nine Pin Bristle Paddle Brush.



**5** Apply gel to the top section of the head with a tint brush to ensure hair stays swept off the face and for a slicked back wet look.



**6** Comb the gel into the hair with a fine tooth comb, tucking around the ears away. Set hair into place with a diffuser.



The Touch Iron



Pin Bristle Paddle Brush



# EDUCATION

JANUARY-JUNE 2020

## H C A

LAKMĒ INSPIRED HAIRCARE		
Lakmé Fundamentals – Product Knowledge	NSW	29 June
	QLD	15 June
	SA	29 June
	VIC	29 June
	WA	29 June
Lakmé Level Up – Boot Camp: 2 Days	QLD	27-28 April
	VIC	29-30 March
Aura: Smooth Revolution – Product Knowledge	NSW	
	QLD	
	SA	16 March
	VIC	
	WA	

LAKMĒ ACADEMY		
1: Coverage & Resistant	NSW	
	QLD	
	SA	23 March
	VIC	
	WA	
2: Lightening & Tonal	NSW	
	QLD	
	SA	20 April
	VIC	
	WA	
3: Corrective Colouring	QLD	
	NSW	
	SA	11 May
	VIC	
	WA	
4: Techniques	QLD	
	NSW	
	SA	22 June
	VIC	
	WA	
5: Colouring for Social Media	NSW	
	QLD	
	SA	6 July
	VIC	
	WA	
6: Graduation Evening	NSW	
	QLD	
	SA	27 July
	VIC	
	WA	

MOROCCANOIL		
The Cut Collective	NSW	25 May
	SA	6 April
	WA	30 March

evo™		
Chop It Like It's Hot 2.0 – Demo	WA	25 May
Chop It Like It's Hot 2.0 – Workshop	WA	25 May
Cutting Edge 2.0 – Demo	NSW	6 April
	VIC	4 May
Cutting Edge 2.0 – Workshop	NSW	6 April
	VIC	4 May
Advanced Hair Craft 2.0 – Demo	QLD	1 June
	SA	4 May
Advanced Hair Craft 2.0 – Workshop	QLD	1 June
	SA	4 May

OLAPLEX		
Olaplex Prerequisites – Product Knowledge	ACT	16 March
	NSW	29 June
	QLD	15 June
	SA	29 June
	VIC	29 June
	WA	29 June

LAKMĒ TEKNIA®		
Inspiring Natural Beauty – Product Knowledge	NSW	
	QLD	
	SA	16 March
	VIC	
	WA	

COLOR WOW		
Product Knowledge	NSW	4 May
	QLD	25 May
	SA	25 May
	VIC	6 April
	WA	6 April

## H C N Z

LAKMĒ INSPIRED HAIRCARE		
Lakmé Fundamentals – Product Knowledge	AUCK	25 May
	CHCH	25 May
Aura: Smooth Revolution – Product Knowledge	AUCK	6 April
	CHCH	6 April

evo™		
Chop It Like It's Hot 2.0 – Demo	AUCK	22 June
Chop It Like It's Hot 2.0 – Workshop	AUCK	22 June
Cutting Edge 2.0 – Demo	AUCK	20 April
	CHCH	11 May
Cutting Edge 2.0 – Workshop	AUCK	6 April
	CHCH	11 May

OLAPLEX		
Olaplex Prerequisites – Product Knowledge	AUCK	25 May
	CHCH	

LAKMĒ TEKNIA®		
Inspiring Natural Beauty – Product Knowledge	AUCK	6 April
	CHCH	

Accurate at time of printing: 1/2/2020

**Book your course today!**

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# MENTORING PROGRAMS



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**Business Mentoring:**  
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**Awards Submissions  
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Lauren McCowan



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*Reuzel / Netherlands*

**Jules Tognini  
& Lauren McCowan**  
*Evo / Australia*

*More To Be Announced...*

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