

# H C A



## Emerge

Issue 50 \_ October 2020

# EMERGE

What a year. 2020 isn't over yet, but we can all agree that this has been one for the record books.

Whilst times have been unpredictable and we've all faced uncertainty, the community spirit of the hair industry has shone and we're so proud to call you all family.

This is the second issue of the Haircare magazine for 2020 and we hope that emerging from these pages, you'll find motivation to flex your ingenuity and the inspiration to create looks that your clients will love.

In this issue, we present the gorgeous Denman Saitai editorial collection created by Denman Global Creative Director Paul Stafford, go Round the Bend and hear from brands creating curl-specific products as well as getting the lowdown on the new Evo Curl range from the curl queen Lauren McCowan. Whether you're embracing your natural texture, reinvigorating your curl pattern or creating curls from scratch, textured hair is hugely on-trend and not going anywhere.

We spotlight some remarkable salons across the globe, showcase Christmas gift ideas that your clients will love and we meet the newly-minted Evo Colour Creative Director, the incomparable Stevie English.

We also introduce you Haircare Live Virtual Education Portfolio which was created to offer free education via Zoom classes.

So, sharpen your scissors, corral your colour and get ready for pages of inspiration, innovation and invigoration as we emerge from the year that has been and power forward into the new normal.

## Contributors

Content ..... Jamie Doran  
Content ..... Shannon Gaitz  
Graphic Design ..... James McGarrigan

## Cover Credits

Hair ..... Paul Stafford  
Photography ..... Lee Mitchell Photography  
Makeup ..... DJ Griffin  
Styling ..... Sara O'Neill  
Products ..... Denman

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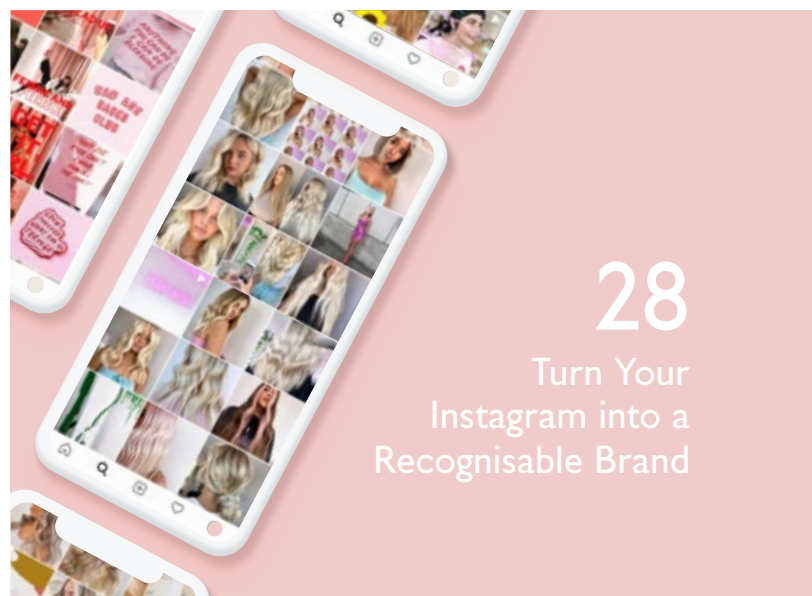
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# Industry News



## *DENMAN WINS BEST NEW HAIR STYLING PRODUCT AT PURE BEAUTY AWARDS*

Pure Beauty recently celebrated its 3rd award show, celebrating the best in beauty, hair and cosmetics from around the world. Featuring an expert panel of judges, winners were selected across 39 categories and 33 countries. The panel spent months learning about the 631 products and narrowing them down to the worthy winners.

Denman was lucky enough to come away with the Best New Hair Styling Product Award for the Denman Power Paddle, a hybrid brush that fuses together the unmistakable styling pins of the Denman D3 with the soft air-cushioned wide body of the Denman Paddle Brush to create the definitive paddle, perfect for smoothing and drying hair.

## *CLOUD NINE SALON EXCLUSIVE RANGE*

Cloud Nine is launching a new, salon exclusive retail line that your customers will love. The Alchemy range showcases your favourite Cloud Nine features – temperature control for kinder styling on the hair, ceramic plates for added shine and sparkle on the hair and hibernation mode, intelligent sleep technology for safety. This luxury range is a salon-only exclusive that we know your customers will love.

**Coming in 2021.**



## *BARBIERE PARTNERS WITH MOVEMBER FOR REAL BARBERS, REAL TALK*

Haircare brother, The Barbieri Company has partnered with Movember to bring the Real Barbers Real Talk campaign to barber shops across Australia. Movember Conversations aims to cut through the small talk and encourage barbers to approach difficult conversations and support the men in their barber chairs who might be struggling with their mental health. Movember Conversations will give barbers the skills and confidence to cut through the small talk.

To get involved, visit [barbiereco.com.au/movember](http://barbiereco.com.au/movember) or [barbiere.co.nz/movember](http://barbiere.co.nz/movember)



## CLOUD NINE WINS CANSTAR MOST SATISFIED CUSTOMER AT AWARD

Surveying nearly 500 Australian adults who have recently purchased or been gifted a Cloud Nine straightener, the results are in - and Cloud Nine has won the 'Most Satisfied Customers' award from Canstar Blue.

Participants rated brands based on:

- Performance and reliability
- Ease of use
- Hair care
- Weight and size
- Value for money
- Overall satisfaction

Overall, Cloud Nine achieved five stars and rated best in performance and reliability, ease of use, hair care and overall satisfaction categories to take out the top spot for best hair straighteners of 2020.

Tell your clients – Cloud Nine straighteners are 'best in class'!



## AUSTRALIAN HAIR CREATIVE INDUSTRY AWARDS

Coming to the June long weekend in 2021, Instyle magazine together with Mocha Publishing (HairBiz) have launched a multifaceted event that offers education, a festival-style evening event, a two-day marketplace and the Australian Hair Industry Awards (AHIA), allowing hairdressers to compete in creative awards categories. It's sure to be a great weekend! Stay tuned for more information.

## PHILIP KINGSLEY COMING TO SALONS 2021

Philip Kingsley, the iconic UK powerhouse will be coming to salons in 2021! Their hero product, Elasticiser, is the world's first pre-shampoo treatment and was originally created for movie star Audrey Hepburn whose hair was showing signs of damage whilst she filmed *Breakfast at Tiffany's*.

With clinics in Mayfair and London, and clients panning the British Royal Family, Cate Blanchett and Kate Winslet, Philip Kingsley are the world leading experts in Trichology, the science of hair and scalp. The range includes trichotherapy-focussed products, including a Flaky Itchy range and scalp toners.

**Stay tuned - more information on this ground-breaking brand will be available soon!**



# Blue Steel

Color of the Year  
2020

PANTONE<sup>®</sup>

Classic Blue  
19-4052



1



2

3



5



6



4



8



7



9



10



1. Evo Soap Dodger
2. Philip Kingsley Trichotherapy
3. Lele Sadoughi Faux Leather Beaded Headband
4. Christian Dior Colour Quake Sunglasses
5. Evo Staino
6. King & Tuckfield Belted Denim Wrap Dress
7. Samsonite Lite-Shock Sport Spinner 81/30
8. MAC Eye Shadow in In the Shadows
9. McHenry Dry Gin
10. Reuzel Fiber Pomade



# Behind the Lens

@haircareaut @haircarenz



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#evohair



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#evohair



@hotteshair  
#lakmecolour #cloudnineoz #evohair



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#reuzel



@shannonlee.amehair  
#lakmecolour



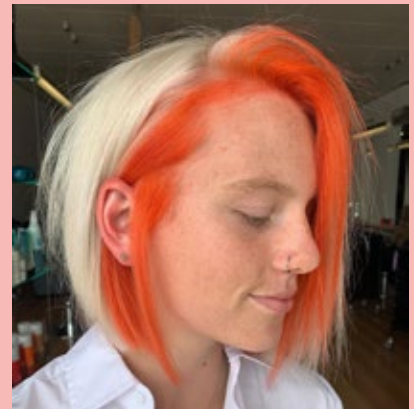
@lasorellasalon  
#moroccanoilau



@\_salonwhite  
#evohair



@lahair\_designballina  
#lakmecolour



@alisha\_hairstylist  
#evohair #olaplexau

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Explore the  
**evo**  
**fabuloso™**  
Platinum Range



*You know and love Evo Fabuloso Platinum Blonde Colour Boosting Treatment, but have you met its new partner in crime, the Fabuloso Platinum Blonde Toning Shampoo? A shampoo and conditioning treatment made to neutralise unwanted brassy tones in lightened or grey hair, this dynamic duo tone, refresh and revive hair, adding softness and shine.*

# Explore the Evo Fabuloso Platinum Range

**Y**ou know and love Evo Fabuloso Platinum Blonde Colour Boosting Treatment, but have you met its new partner in crime, the Fabuloso Platinum Blonde Toning Shampoo? A shampoo and conditioning treatment made to neutralise unwanted brassy tones in lightened or grey hair, this dynamic duo tone, refresh and revive hair, adding softness and shine.

Both products are available in 30ml, 250ml and 1L backbar size so can be used in salon to tone your newly-created colour and then sold in a retail size for your client to keep their colour fresh between services.



## Fabuloso Platinum Blonde Toning Shampoo

A strong toning shampoo that gently cleanses while neutralising unwanted brassy, yellow tones in colour-treated blonde hair to leave it toned, cleansed and revived. Recommended for lightened or grey hair, to be used weekly.

### Benefits:

- + **Strong Toning**  
A maxed out pigment load to provide professional-strength toning that quickly brightens and extends the life of colour-treated blonde hair.
- + **Gently Cleanses**  
Sulfate-free cleansers' gently clean to protect against colour-fading.
- + **Revives**  
Gives hair a healthy dose of nourishment and strength to leave hair feeling soft and manageable.

## Fabuloso Platinum Blonde Colour Boosting Treatment

A nourishing colour boosting treatment that conditions while neutralising unwanted brassy, yellow tones in colour-treated blonde hair to leave it toned, refreshed and revived with added shine. Recommended for dull, dry or lightened grey hair.

### Benefits:

- + **Refreshes**  
The treatment refreshes and tones to intensify and extend the life of colour-treated blonde hair.
- + **Revives**  
The nourishing treatment softens and conditions hair, leaving it soft and improving manageability.
- + **Adds shine**  
Fabuloso Platinum Blonde Colour Boosting Treatment restores and maintains moisture balance to reduce frizz and give brilliant shine.



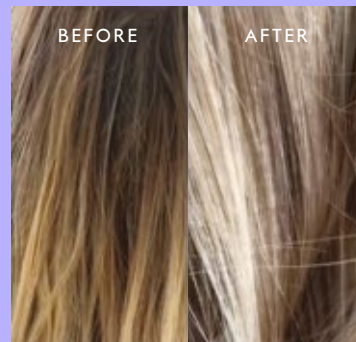
# evo fabuloso™

Platinum Range

## Usage + Results

	Intense	Strong	Mellow
Shampoo & Treatment	💡 💡 💡		
Shampoo		💡 💡 💡	
Treatment			💡 💡 💡

\*Based on somebody that washes hair 3 x per week.



## Testimonies

“

“As a blonde and balayage colour specialist salon, when we got the exciting news that the Evo Fabuloso Platinum Shampoo had come out we knew it would be a game changer! Hair by Jess Lewis and our clients are obsessed! We use the shampoo at the basin after colouring our clients prior to toning and it helps give us an even better canvas to work with. Using Fabuloso Platinum Shampoo at the basin gives them the tone it needs whilst still maintaining the brightness, and to be honest this is why I personally love the product - it never overtones. Being a natural blonde myself, I love my blonde to remain bright and creamy and this range gives you that clean blonde while eliminating unwanted brassy tones whilst still remaining bright! Safe to say, that HBJL will forever be a proud and obsessed stockist of the Evo Fabuloso Platinum Shampoo and Colour Boosting Treatment. You’ve changed the blonde world for the better, Evo!”

— **Jess Lewis**, owner,  
Hair by Jess Lewis (@hairbyjesslewis)

“

“I love the shampoo not only does it take away any brassiness it adds a shine to the hair as well as not dulling the blonde down like other toning shampoos can do. It’s also super conditioning for a shampoo and smells great. Our blonde clients love it.”

— **Nicole Cassidy**, owner,  
Cassidy’s of Harbord (@hairatcassidys)

“

“We use the new Fabuloso Platinum shampoo every day in our salon and we love it. Every week I have to order more and more! Our clients love the clean blonde results and doesn’t leave their hair feeling like straw like some other silver shampoos. Can’t get enough of it.”

— **Shantell Brady**, owner,  
Melt Hair Studio (@melt.hairstudio)

# See the Light



2020 can often feel like the world's longest tunnel and, as the salon community makes its way through it, Haircare is here to help you find the light at the end of it or even within it.

**U**nprecedented business practices, salon protocols and practical strategies have been a cornerstone of a challenging year, and it has been the salon community's strength, resilience and adaptability, locally and globally, that has kept it afloat. Haircare has a myriad of resources and aids to help salons adjust to this "new normal", prioritising safe and hygienic procedures, flexible responses to ever-changing situations and community solidarity to traverse these rough waters and emerge from this situation. Our "Salon Reset Toolbox" is a go-to resource in helping salons succeed in these unprecedented times.

Haircare Australia is on the frontlines in helping salons adapt. Our resources advise specific salon practices and operational strategies, such as reduced capacities and extended hours to work within legal frameworks without compromising on business income. Specific details suggest separating work stations and splitting employee shifts to suit these needs.

Importantly, salons can consider the opportunity of these new circumstances to reassess how they engage with clients, now and into the future. Small techniques can include a text message system that prompts clients to enter the salon when their appointment is ready, rather than filling the salon with unnecessarily waiting patrons, while virtual consultations are vital to transparently book tailored services and savvy time limits. Tiered service menus can also facilitate these personalised services in a way that makes sense for the salon's bottom line and time constraints. Bundled retail packages, special promotions and client incentives, elevated through social media marketing and constant communication, can also be imperative for salons to ensure they remain in contact with their clients.

In dealing with staff, ensure all employees are trained, accredited and understand their important role in enacting appropriate hygiene, social distancing and Work, Health and Safety practices in salon. Communicate with clients as well to understand their role within this, and when they are able to visit the salon, reiterate protocols online, in social media communications and in salon signage. Within these limits, never forget the all-important experience of the client, your salon is an ever-essential haven from the outside world. Make sure staff members are taking their cues from clients on whether to talk about current circumstances, either lending a listening ear, engaging conversation, just allowing a much-needed escape.

In terms of product, salons need to house the appropriate products for these new service menus, and also have the right stock on hand for constantly changing circumstances, while also carrying a ready supply of essential hygiene products. As such, Haircare Australia employees will always respect the necessary social distancing, hygiene and use of materials when delivering products or education to salons.

Salons need to be constantly considering their strategies to ensure optimal success in an unstable climate, with persistent business research and reviews and at-home strategies and packages for maintenance to help clients if necessary. A constant focus on social media communication, continued education and support for the local community, in cross-promotions, discounts for local businesses or frontline workers and a genuine want to hold up your neighbors' in a difficult period, can provide multi-layered benefits for salons.

It's been an undoubtedly challenging period for salons and businesses at large in managing the circumstances of 2020, but with support, consideration, forward-thinking, the right products and a dose of empathy for those around you, salons are emerging. Stay educated, stay distanced and stay safe.



INSIGHT

@sarashakeel

Whether you're emerging from lockdown or your salon is in full swing, Haircare has created downloadable information guides to support you and your team through this journey into the new normal.



### Salon Reset Toolbox

A tool box of information to help you press reset on your salon. Whether you're re-emerging from lockdown, or managing the new normal, this Tool box addresses three key areas:

- Preparing for Success
- Safety on the Floor
- Staying on Track



### Home Thairapy

A guide to all of the information your salon needs to quickly and easily enable home hair consultations operating either from your home or salon. A fantastic guide to ensuring that your team is maximising every client opportunity, this guide includes:

- Strategies and supporting assets to promote your new service offering and get the word out to your network.
- Solutions for frequently asked hair concerns and retail product recommendations in our Quick Guide to Professional Home Haircare Services.
- Supporting hair how-to guides for you to share with your clients.

**Both the Salon Reset Tool Box and Home Thairapy guides are available for download from [Haircareaustralia.com](http://Haircareaustralia.com) or [Haircarenz.com](http://Haircarenz.com)**

# Summer-Proof Your Clients' Hair with

# OLAPLEX®

PRODUCT

**We know that sun, salt and sand is sometimes good for the soul. However, it also can wreak havoc on your hair and as most hairdressers know, beachy waves are best made in the comfort of your own home or salon chair and very rarely come from a daytrip to the coast.**

However, with summer on the horizon, your clients will be hitting the beach. Below, we give you some ways to summer-proof your clients' hair using the Olaplex Complete Styling Kit.

No.4    No.5

## Shampoo & Condition

Recommend your clients to use Olaplex No. 4 Bond Maintenance Shampoo and No. 5 Bond Maintenance Conditioner when washing their trip to the beach from their hair. Working to cleanse, repair and hydrate, this combination will help to combat the effects of the summer environment on their strands.



No.6    No.7

## Post-Cleanse

A fantastic addition to any beach bag, Olaplex No. 6 Bond Smoother is a leave in, reparative treatment that helps to hydrate hair, eliminate frizz and protect hair.

A first of its kind, the Olaplex No.7 Bonding Oil is a highly concentrated reparative styling oil that increases shine and offers heat protection up to 230 degrees. If your client is the beach-to-the-bar kind of person, make sure this bottle of gold is never out of sight for impeccable styling that pulls double duty and leaves hair looking, feeling and smelling amazing.



COMPLETE STYLING KIT

## Complete Stylist Kit

Keep your strands in check with our Complete Styling Kit. Strengthen and protect and your locks from everyday stresses with this complete range of at-home styling products. Olaplex No. 4 Bond Maintenance Shampoo & Olaplex No. 5 Bond Maintenance Conditioner will hydrate and strengthen, while Olaplex No. 6 Bond Smoother will restore hair's integrity and eliminate frizz for up to 72 hours. Olaplex No. 7 Bonding Oil seals in shine and provides heat protection up to 230 degrees. Your everyday styling routine sorted.



To become an Olaplex stockist, contact your Haircare representative.

Australia: 1300 437 436    New Zealand: 0800 505 385

# TH Lounge

*Community is at the heart of TH Lounge in Kalgoorlie, where a sense of family between staff and clients, next-level technology, a love of education and a playful energy makes every day at the salon feel like a much-needed escape.*



Prestige  
Partners

Perth / WA

With nine years of business practice, a salon team of five, kits and retail shelves filled with Haircare Australia brands and a 2020 rebrand summing up the stats of TH Lounge, this stellar space, led by salon owner Amanda Jane Kolatowicz, is a feature of Kalgoorlie, Western Australia.

"I rebranded at the start of the year, wanting to create an experience backed by the feeling of confidence, trust and friendship for Kalgoorlie women, a space that everyone could fall in love with and take home lasting memories. In our space we have no boundaries and we encourage self-expression and self-love," said Amanda, who has been in the industry for 19 years, since she started at her grandmother's salon at the age of 14. "Our team culture is strong. With everyone living by our salon code of honour and respecting each other and our work space, we have become a family."

That strong sense of community is fortified by quality service, a penchant for lived-in blonde work and their incomparable collection of products. The salon stocks Evo, Moroccanoil, Lakmé, Olaplex and Cloud Nine tools and sundry products from Haircare Australia. A hero range for the salon is Lakmé for its consistent, dependable results, while Evo's Fabuloso Platinum Blonde Toning Shampoo is a favourite product amongst the salon. Ultimately, Amanda's love of all the ranges is one of the reasons why her partnership with Haircare Australia remains so strong.


"I was introduced to Haircare Australia seven years ago and I have never looked back. I wouldn't be the business woman I am today without their support and guidance and I am forever thankful

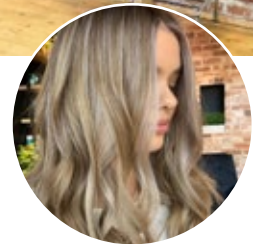
for our relationship," Amanda said.

The team takes part in Haircare Australia education, using it as a stepping-stone to constantly better themselves. It's this commitment to their salon work that has seen the salon nominated for local business awards.

"We attend course with Haircare Australia and we are also influenced by other industry leaders and their work, and what's trending. We love to have hair jam sessions," Amanda said. "The industry is constantly evolving, not only in hair but also in business. It's important to share our knowledge and experiences so we can continue to evolve together as an industry. A good hairdresser is always willing to learn new skills with an open mind, learns from their mistakes and above all creates a safe, caring, fun environment for their clients."


The community of both staff and clients fosters inspiration in and of itself. It's a space defined by laughs and wacky dance moves, a tailored playlist and a sense of familiarity earned through years of being a cornerstone of the area.


"I feel most creatively inspired in the walls of my salon, I'm inspired by everyday strong women, women who are positive, passionate and innovative, women who express self love and are unapologetic in who they are. We are all passionate and creative, we have an awesome space where you are free to be yourself and once you become a part of our family we will never let you go," Amanda said. "I'm looking after my dream clients, I've been collecting them for 19 years. They are boss babes and make everyday amazing." 



## FAVOURITE HAIRCARE PRODUCT:

*"I love every product, that's why I stock them, but being a lover of colours I'd have to say Lakmé is my favourite brand of all the ranges, it never lets me down. I really love the new Evo Fabuloso Platinum Blonde Toning Shampoo as well."*

 /thloungekal

 @th.lounge

LAKMÉ  
INSPIRED HAIRCARE

evo™

CLOUD NINE™

OLAPLEX.

evo  
fabuloso™

MOROCCANOIL.





EST. 1938  
**DENMAN**<sup>®</sup>

INSIGHT

# Saitai Close

**Hair:** Paul Stafford  
**Photography:** Lee Mitchell Photography  
**Make Up:** DJ Griffin  
**Styling:** Sara O'Neill  
**Products:** 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



**NEW  
COLOUR**



# 'Round the Bend

*The 1980s called, and their hair service of choice is on the other end of the (land)line. Hair perming, curling and bending is big business in salons, for clients who are championing, elevating and mastering their natural hair looks.*



**B**ending, perming, curling – however you want to define it, the hair trend of 2020 is definitively undefined. It's about helping clients embrace curls across the spectrum, lean into their natural textures and celebrate their personal curls in all their glory, for the women going filter-free and far away from manufactured hair. As the great Elle Woods once said, it's time to bend and snap.

Ever since Carrie Bradshaw evoked Barbra Streisand and *The Way We Were* to analogise curly versus straight hair as complex intrigue and boring simplicity on *Sex and the City*, there's been power and emotion between clients and their natural textures. Now, that attachment has jumped off the screen, through timelines, across social media and directly into your salon.

The trend isn't just plain to see on your Instagram feeds, editorial outlets have caught up on the once-retro, now essential hair craze. According to Vogue writer Hannah Coates, celebrities such as Selena Gomez, Beyoncé Knowles, Rihanna, Amanda Seyfried, Gigi Hadid, Sarah Jessica Parker, Solange Knowles, Serena Williams and Taylor Swifts are champions of the style – all showcasing their unique individuality from soft waves, to wild curls, tight coils and looser textures. Marie Claire has added to this scope, with authors Maya Allen and Chloe Metzger tracking A-list curly hair looks and amassing dozens of

original styles. Nicki Minaj's blonde texture, Zendaya's fringed locks and Tessa Thompson's architectural runway look, supported by tight ringlets, stand out as hero aesthetics.

In a Harper's BAZAAR article titled "Is the perm the biggest (and most surprising) hair trend of 2020?", written by Becki Murray, Emma Stone and Olivia Munn are touted as modern advocates of the trend, while the significance of its 2020 refresh is made clear. Now curling, perming and other techniques are supported by modern innovations that limit damage and make care and hair health, with style and texture, a dual focus.

Curly hair is delicate and needs attention, hydration and careful cleansing. These technologies run the gamut, meaning there's a tool for every necessity. Evo's latest curl range, comprised of Springsclean, Heads Will Roll, Baby Got Bounce, Liquid Rollers and Total Recoil, provides cleansing, conditioning, styling, nourishing and fortifying capabilities, in regimens that can be personalised to each client's needs. The savvy tools define, strengthen and care for curls while always promoting and elevating those natural textures. Color Wow's Dream Coat Curly also offers new styling technology for curly hair with a tri-polymer complex that finds curl solutions without that crunchy, wet looking finish.

Across the market, Moroccanoil uses the power of argan oil to create a curl-specific range including a Curl Enhancing Shampoo and Conditioner, Curl Cleansing Conditioners, Intense Curl Cream, Curl Control Mousse, Curl Re-Energizing Spray and Curl Defining Cream for curl-specific care and quality. Lakmé's product offering covers their Teknia Frizz Control Shampoo, a vegan, sustainable product that manages curly hair concerns with ritualistic nuance and service, smoothing textures without ever eradicating style.

The perm hair trend is unified in its lack of unison – curls and texture are, by their very nature, personal, and a hairdresser's job is to honour this individuality and work with it to perfection. Curls are popular across hair length, demographic, age, race and even gender – with #BoyPerms a trending transformation topic on Gen Z platform TikTok.

There's no one answer, look or muse, but channel personalisation, arm yourselves with the highest level of care and style technology and embrace a trend that never truly left the salon sphere, and you'll be on the right track. The result? Individuality long lauded in movies, TV shows and Tinsel Town, and your clients' unwavering confidence. Worth it. **H**



### Giles Robinson

*Global Head of Education and Training for Color Wow*

#### Why is Dream Coat Curly great for enhancing natural curls?

It works with very clever polymer technologies that add, shine, moisture, curl longevity and defrizzing all in a super lightweight formula. This is your one and done for curly or wavy hair and saves you having to layer on lots of sticky, heavy crunchy products.

So whether you want beachy waves or tight ringlets Dream Coat Curly will perfect your hair whatever your curl type and because the formula is so light you can refresh on the second day.

@mrgilesrobinson



### Violet Sainsbury

*Moroccanoil International Account Manager*

#### The best Moroccanoil products for curly hair are...

Moroccanoil has an entire collection dedicated to caring for curly hair! Starting with the Curl Enhancing Shampoo and Conditioner, if you prefer a traditional cleanse or the Curl Cleansing Conditioner if you are partial to the very modern 2-in-1 approach to cleansing and caring for curly hair.

Specifically for curly hair, we have three styling products for a variety of different feels and finishes, so no matter your curl type and personal preference you can get maximum curl and volume with our top selling Curl Defining Cream, tame the wildness of your curl with the Curl Control Mousse or inject it with extra hydration with the Intense Curl Cream, which also smells DIVINE!

@miss\_violet



### Caterina Di Biase

*Director of Heading Out Hair & Beauty*

#### The best Denman tools for curly hair are...

My best brushes for curly hair are the Denman Head Hugger Brushes! This is a brush range for all occasions and one of my most popular. For curly hair, it's great because you can get close to the roots and follow the contour of the head, plus the ceramic base helps.

The hair gets nice and hot around the brush, which enables the hair to curl or straighten. It's great for curly hair to make it straight and for curly hair to blow wave or control the curl.

@caterinadi\_biase



GET INSPIRED BY

AURA

**"THE FIRST BIOTECHNOLOGICAL HAIR TREATMENT FORMULATED WITH ORGANIC INGREDIENTS THAT STRAIGHTENS & SOFTENS THE HAIR FIBER & ELIMINATES FRIZZ. DISCOVER NATURAL SHINE & ACHIEVE OPTIMAL HAIR HEALTH & BEAUTY"**



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# ANCO

*With extraordinary colour, a strong partnership and ambassadorship with Lakmé, an inimitable, unstoppable team and a bold approach to hair, education and life, Anco Studio is a salon dream in Auckland.*



Prestige  
Partners

Auckland / NZ

**A**nco Studio is a story of the little salon that could, built on the back of two chairs and a client community so fervent it couldn't and can't be stopped.

"I started the studio few years back," explained salon owner Adrian Deng, who has been hairdressing for ten years. "It was only two chairs in the middle of nowhere in Dominion Road and I didn't even put a sign at the door. I was just wanting to do hair by myself, but we were getting too busy with clients so we had to move into a bigger space and have more people join. We now have a little team of four. Everyone has to finish the same training to make sure the quality of work is the same standard."

The salon is renowned for its colour work, as a social ambassador for Lakmé and partner of Haircare New Zealand. The salon team utilise this advanced technology to create their top-tier looks. "Blonde hair is our signature, as well as lifting dark base or Asian hair to light," Adrian said. "Olaplex and Lakmé, give me the best results for our colour work and we also stock Evo, Evo Fabuloso, Evo Fab Pro, Lakmé Teknia and Cloud Nine."

When it comes to cut, like the dry cutting and freehand cutting styles the salon is famous for, and colour, Adrian has learned some important tricks and mantras in a decade of industry work.

"Don't get stuck with what you learned. Break the

rules and try to cut in different ways," he said in regards to cut, while colour requires patience and knowledge. "Have all of your basic colour theory ready in your mind and be patient with your colour work. Good colour won't be achieved in short time."

This philosophy lends itself to the salon's approach to education, which Adrian sees as vital for any industry. The salon team has learned from courses, online education and in-house training, with important education from Haircare New Zealand.

"There is no easy way to become a good hairdresser. If you feel you are not good enough to do something in hair, find the right education to learn and keep practicing at home," Adrian said.

It's the unique touch points of both Anco and Adrian that make the salon, services and results what they are. Whether it's a personally curated Spotify playlist, filled with a varied mix of feel good tunes, or where they find their inspiration, for Adrian, it's "riding a motorcycle in a mountain road". Ultimately, the team is inspired by each other and the trust their clients show them every day.

"A good hairdresser is able to deal with all different hair types and also able to find out the best suitable hairstyle for different individuals," Adrian explained. "In our team, everyone knows what they doing, and is willing to help and look after each other. We help people find out what they really need for their hair." **H**



## FAVOURITE HAIRCARE PRODUCT

*The dual combination of **Olaplex** and **Lakmé** help this salon with its renowned blonde and general colour work.*

-  /ancostudio
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-  ancostudio.com

LAKMÉ  
INSPIRED HAIRCARE

evo™

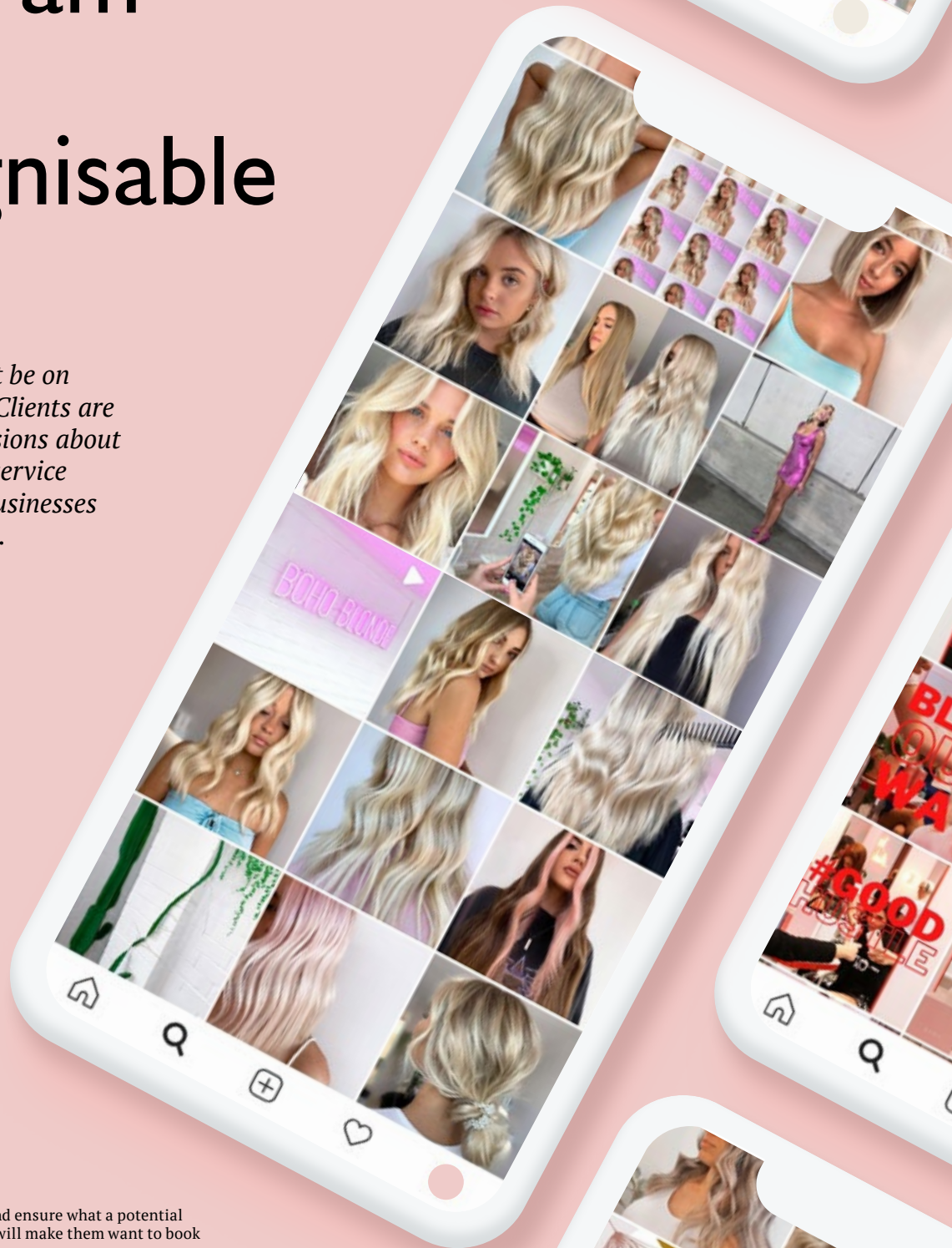
evo  
fabuloso™

evo  
FAB PRO

OLAPLEX.

# Turn Your Instagram into a Recognisable Brand

*It's not enough to just be on Instagram anymore. Clients are making tangible decisions about whether they book a service based on what that businesses Instagram looks like...*



**S**o how do you stand out and ensure what a potential client sees on Instagram will make them want to book into your salon?

Using your Instagram to promote your salon as a recognisable brand is proving to be a powerful strategy in attracting ideal clients. It is salons who have established a strong brand identity both in the physical and digital world and established harmony between the two who are leading the way.

Ashleigh Reinboth, Haircare's Social Media Marketing Manager takes you through 4 steps to help build a compelling visual identity on Instagram.

## 1 Define Your Identity

The first step in branding your social is to develop a visual identity which you consistently use on your Instagram. This creates a uniform aesthetic and if you are diligent in sticking to it, your followers start to remember your style, keeping your salon front of mind to them.

### Colours

Start by choosing 2-4 brand colours for your Instagram which represent your salon vibe. Your inspiration for selecting these colours should feature colours in your physical salon space and other branded materials such as your website or business cards. Draw your colour inspiration from the textures and styling you have in your salon. For example, if you have blush pink furniture, make one of your primary colours blush pink on social. Another example would be if you have lots of plants in your salon, ensure you have green featuring in your feed this helps to keep your brand presence consistent in all places. Your chosen brand colours should feature in majority of your posts (even if just subtly in the background) so they clearly stand out in your feed.



Rose Quartz



Gardenia



Sand Dollar



Forest Biome

### Font & Graphics

Choose one font to represent your brand on social and only use this font when posting anything that has text on it. Modern and popular styles are fonts or graphics which look more freestyle and have handwritten tendencies. Consistency in the same legible font and graphics include your highlighted stories reel as well as promotional and communication focussed messages.

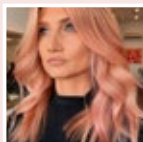
*Beauty*

## 2

## Content Pillars

It's important to define content pillars to give boundaries on what should be posted on social and what shouldn't. These pillars can be carved out from looking at what is performing for your account. You want to focus content on the pillars or themes that receive high engagement, as highly engaging content pillars are essential to be seen in the news feed. It's important to remember to never use Instagram as a broadcasting channel, you must always cross check that your posts are doing one of the below things:

- **This post is helping my followers;** they are learning something which is valuable and useful to them.
- **This post is inspiring my followers;** this post is a source of beauty inspiration that they can reference themselves.
- **This post is connecting me with my followers,** it is strengthening our online relationship by demonstrating human connection.



### Hair

Showcase your portfolio of hair work. High quality images or videos shot in natural light.

#### Examples:

- Videos of final hair.
- Images of finished hair.

**Frequency:**  
60% of posts



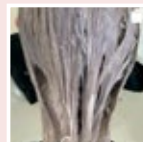
### Education

Videos which demonstrate how you achieved that style or colour.

#### Examples:

Before and after transformations, colouring technique, processing, curling technique, cutting hair videos.

**Frequency:**  
20% of posts.



### Product

Images and videos of the products you use in salon and retail. Ensure they are shot in a lifestyle setting, hi-res in natural light.

#### Examples:

A "shelfie" of product, a flat lay of product, a video of product being applied, an image of a product being held up next to styled hair.

**Frequency:**  
10% of posts.



### Who You Are

Content that relays your brand identity and personality.

#### Examples:

A celebration post about a work achievement, a special milestone from your business, a staff group video, a post celebrating a loyal client or feedback from a client.

**Frequency:**  
10% of posts.



# 3

## Curating Your Feed

Once you have defined what you post and how that looks visually, it is important to map out and plan how 6-9 posts look together as a grid feed. This is a touch point when a new person makes decisions on your branding and style and whether they like it or not. When they tap on your profile, they review your feed holistically as a grid and cast their judgement on it.

A great way to approach this is to think about when you make a collage in a scrapbook or a mood board for a photoshoot, the images need to collectively tell a story and portray an aesthetic. So feed synergy is important and by having guidelines on content pillars, colours and font, this will help ensure consistency can be maintained. To make your feed look more balanced, non-cluttered and flow, here are my tips for spacing out your posts:

- Never post similar looking posts right next to each other, these should be separated. These can include: include similar hair colour, styling, head positioning. Instead of posting next to each other break them up with a contrasting post in between.
- Create negative space – Ensure that your posts have light, negative space and don't have busy backdrops. This can help hair really stand out and grab people's attention. Portrait mode can help declutter backdrops.
- If you decide to post something distinctively different to your other posts, to ensure it doesn't jar your feed and stick out like an eyesore, you should try to weave in similar coloured post 7 posts later.

# 4

## Consistency with your online experiences & real-life experience

It's all well and good to have great looking social media but if the online experience isn't backed up in real life...Then it's a little pointless. Have you ever been sucked in by the smoke and mirrors of a great insta feed from a café to go there and feel like the real-life experience was nothing like what they promoted? It's crucial that our attention to detail on the 'gram is followed through to the salon floor.

Ensuring that your salon space is styled and even constructed with social sharing in mind is a great starting point. Natural light, airy open spaces are crucial to nailing this. Have elements in your salon that will encourage clients to share their experiences on social. This could be mirror decals, modern interior styling, or photo-worthy refreshments. Creating a space that clients want to show off to their friends also means you have created a follow-worthy culture.



# 5


## Time & Attention to Detail

My last tip is nice and simple but still very important. Give yourself the time for attention to detail. This is very much needed to implement the above strategies. All the ideas I've shared do not work unless you allocate the time to properly do them. Setting up content days and collaborations gives you creative freedom and allows you to keep the quality of your content to a high standard. It's crucial to stay organised and plan content days as well as allocate time to schedule and map out content. Below are some great resources which will help you stay organized and time efficient. 📌

Product / Lifestyle/ Quote/ Who We Are	Platinum Blonde Hair	Honey Blonde Hair
Brunette	Education Video	Fashion Coloured Hair
Blonde Hair	Balayage Hair	Product / Lifestyle/ Quote


## Apps & Tools to Help You

 **Plannery** or **Sked Social** are apps that let you map out your content in a grid and schedule your posts

 **Unfold** to help brand your Instagram stories

 **Canva**

 **The Haircare Social Media Guide** available to download on our website

 Follow [@haircareaust](#) & [@haircarenz](#) for Instagram tips and tricks

### Image Credits:

- [@theyoungblondesalon](#)
- [@boho.blonde.perth](#)
- [@theblowaustralia](#)
- [@mikkiauldhair](#)



# Glamorous Waves

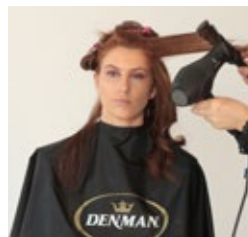
By Caterina Di Biase - Denman Ambassador



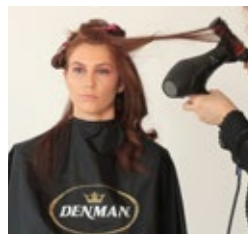
1 Start with clean, damp hair and section into two parts.



2 Starting at the nape of the neck, take small to medium vertical sections and blowdry hair with the Denman Head Hugger brush 33mm. Keep a tight tension and ensure the hair is nice and hot.



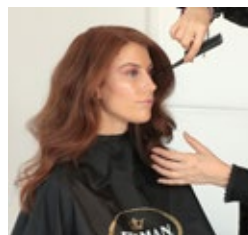
3 Continue this technique around the head, swapping to the Denman Head Hugger brush 25mm for hair close to the roots and near the hairline.



4 Be sure to twist each strand of hair as the brush is unravelled, for a tighter barrel curl finish.



5 Use a Denman Rake Comb 226mm to brush hair through and work it out.



6 Rake hands through hair for more bounce, finishing with the Denman Tail Comb 205mm to accentuate each bend in the hair.



Denman Head Hugger 33mm Brush 15218



Denman Head Hugger 25mm Brush 15216



Denman Rake Comb 226mm 15388



Denman Tail Comb 205mm 15380

# evo™ Curl-Clusive

*Evo's new curl collection personifies 2020, championing filter-free, diverse, wholly inclusive products made for curls of every kind.*






**C**url-clusive' is the hair care word of 2020 – speaking to a global culture that has reached a fever pitch of elevating diversity, inclusivity and tolerance. Hair style trends aren't immune from the political landscape, and in an era defined by natural trends, filter-free looks and embracing our individuality, Evo's curl collection is the new go-to range for all curl types.

"This is a big passion project of mine. It's taken Evo two and a half years to bring this to life," said Lauren McCowan, who helped to create the range. "It's so linked into the way the world's going with body positivity. That push back on social media of filters, as people are becoming more and more aware of health and wellness, it's only natural that it translates up into your hair as well, and not forcing and manufacturing your hair to do things it was never meant to do."

The collection is comprised of five products. Springsclean, Heads Will Roll, Baby Got Bounce, Liquid Rollers and Total Recoil offering deep cleansing, conditioning, nourishing, holding and defining properties across categories of care and style. This simplifies the curl management process for clients and hairdressers, facilitating curl care and style for every hair type in an exclusive, intelligent range that offers targeted care without overcomplicating itself with unnecessary products and ideas.

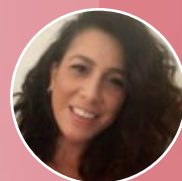
"Curl-clusive is really the kind of vibe for Evo. Just let your hair be hair. Whatever texture, whoever you are, whatever background and ethnicity you are, there is a product in Evo that you can use and have fun with without feeling ostracised," Lauren said. "We've tried to make the easiest, least complicated set of products that push boundaries and challenges the status quo." 

*"My favourite Evo product for enhancing curls would have to be Total Recoil. It gives great definition without the crunch factor and refreshes well the next day with a spritz of leave in conditioner like Day of Grace or Happy Campers."*

*"The best way to style curls will differ, depending on the curl type and the desired result. But whether you choose to scrunch, rope, twist, rake, praying hands or crunch those curls and waves, it starts with the foundation you build. Use your Heads will Roll Co Wash, so you aren't dehydrating those locks when you cleanse."*

*Lay the foundation and the rest will come, then work with your stylist to find the best technique to suit your style."*

— Jennie Veivers, Stylist at La Sorella Salon  
@lasorellasalon



*"My favourite Evo Curl product for my curls is the new Total Recoil, I love how it enhances my curl pattern without making my hair crunchy and the humidity control is also a bonus."*

*"The best way to style curls to make them look their best is to make sure the hair is completely dry when you are diffusing and finish off with a curling wand where needed."*

— Annette, Owner & Creative Director at The DO Salon  
@thedosalon



## Total Recoil Curl Definer

A strong hold, curl defining cream that activates the curl shape, whilst keeping hair soft and manageable. Apply and leave curls alone, or separate with fingers for an effortless finish.

## Heads Will Roll Co-Wash

A low-foam cleansing conditioner that removes build up, hydrates and improves curl manageability. Use between Springsclean deep cleaning as required.

## Baby Got Bounce Curl Treatment

An intense rinse-out treatment to moisturise, repair and soften, reducing frizz. It also supports the natural curl pattern, improves manageability and prepares curls for easier styling. Use after Springsclean, when curls are dry and need hydration.

## Liquid Rollers Curl Balm

An existing favourite now has a rightful place alongside its curl sibling. An all-rounder curl balm with light hold, that moisturises and enhances natural the curl shape and can be used in any situation. Use as a standalone styling balm, a hydrating canvas prior to other styling products, or cocktail by applying before Total Recoil for super enhanced curls.

## Springsclean Deep Clean Rinse

A deep cleaning rinse that removes product build-up, dirt and excess oil without stripping colour or hydration. Use once a week, or whenever you need a clean slate.



To become an Evo stockist, contact your Haircare representative.

Australia: 1300 437 436 | New Zealand: 0800 505 385

# TEKNIA®

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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.




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PRESENTING PARTNER





# The Journey to Eurovision

**T**he countdown to the Eurovision Song Contest 2021 has officially begun! Eurovision Song Contest Rotterdam 2021 presented by Moroccanoil have confirmed that the two Semi-Finals will take place on 18th May and 20th May and the Grand Final on 22th May, 2021.

Moroccanoil is the proud Presenting Partner of the 2021 Eurovision Song Contest and will support the contest with global get the looks, ambassador teams backstage and limited edition Moroccanoil packs, available in Australia and New Zealand only.

The partnership with Eurovision builds on Moroccanoil's success as a celebrity and fashion industry favourite, with a team of Moroccanoil world-class professional hair stylists to perform expert hair care and innovative styling for participating artists at Eurovision dress rehearsals and live TV shows.

Meet **Montaigne**, the winner of Eurovision Australia Decides 2020.

With her ethereal song, Don't Break Me, the Sydney-based artist and activist wowed audiences at Eurovision Australia Decides 2020 on the Gold Coast in February 2020

and gave the Australian public the chance to decide who will represent Australia at the global Eurovision Song Contest. Due to the cancellation of the Eurovision Song Contest 2020, SBS has confirmed Montaigne's place as Australia's representative in 2021 with the focus turning to developing new music.


"This will honour Australia's decision and give Montaigne the chance to show the world what we already know — that she is an incredibly talented, exciting and original artist," SBS commissioning editor and Australia's Eurovision head of delegation Josh Martin said.

"Our focus will now shift to a new song for 2021 and Montaigne is not wasting a moment of this period of isolation with many new ideas already on the table!"

Known for her thrilling performances, Montaigne (born Jessica Cerro) has broken into the music scene with an original song voted into the Triple J Hottest 100 and an ARIA award for Best Breakthrough Artist. Her second album, COMPLEX, was released in 2019 and as well as performing on the festival circuit, Montaigne has opened for international acts such as Cyndi Lauper and Blondie.

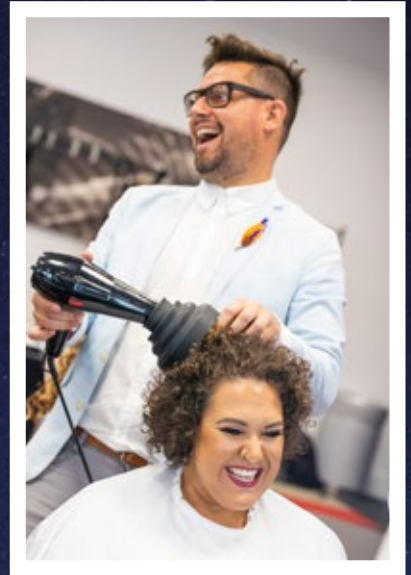
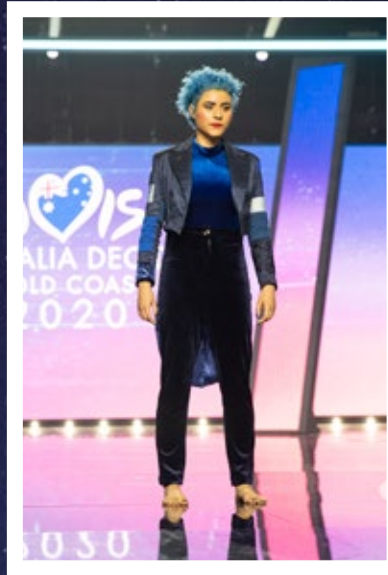
Amongst others, Montaigne will be sharing the Rotterdam stage with the likes of Benny Cristo (Czech Republic), Hooverphonic (Belgium), Victoria (Bulgaria), Gjon's Tears (Switzerland) and Eden Alene (Israel), in what is sure to be a Eurovision for the ages. Each of the 10 artists worked with Liz Tieu Head of Hair & Makeup for Eurovision Australia Decides 2020 for their very own personalised and unique looks. Staying true to their personality, their looks were enhanced to international stage show standard.

Peter Beckett, Moroccanoil Ambassador and the team of Moroccanoil stylists were integral to the seamless backstage hair preparation at the event. The artists, dancers, presenters and special guests all received Moroccanoil's care. We saw Jaguar Jones sport space bun pigtailed, Montaigne's blue curly crown could be seen across the arena and Vanessa Amorosi's big bouncy blow-wave was able to withstand the rain shower that came with her performance all with the help of Moroccanoil's high performing styling range.

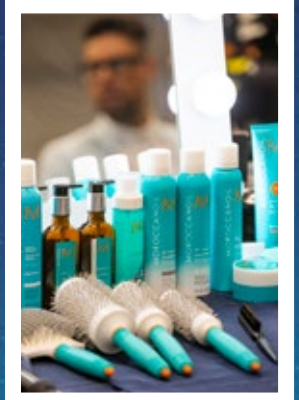
**Keep up to date with Moroccanoil's and Montaigne's journey to the Eurovision Song Contest 2021. @moroccanoil\_au** 

# VIP Backstage Access

**EUROVISION**  
AUSTRALIA DECIDES  
GOLD COAST  
2020



EVENT



# EUROVISION SUPER STYLING

*Peter Beckett, Moroccanoil Ambassador, shares his favourite Moroccanoil products to create 3 show stopping Eurovision inspired looks, using the Eurovision Global Stylist Bag.*



## SASSY SONGSTRESS

"It's time to expand and go large. Take your hair to new heights with **Moroccanoil Volumizing Mousse** – its memory factor and weightless expansion is second to none."

–Peter Beckett



## LYRICAL WAVES

"Trust me, these waves will leave you looking at your reflection in every window. Chic and modern waves with texture for days using **Moroccanoil Dry Texture Spray** – it's a non-negotiable."

–Peter Beckett



## POWER BALLAD PONY

"Power is exactly that! **Moroccanoil Smoothing Lotion** has an amazing ability to repel moisture and humidity and make sure this pony stays on top of its game."

–Peter Beckett

**WIN**  
Eurovision Stylist  
Competition

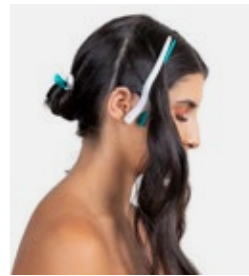
Details coming soon

Order your Eurovision Global Stylist Bag or to become a Moroccanoil stockist, contact your Haircare representative.

Australia: 1300 437 436 New Zealand: 0800 505 385

# Space Bun Pigtails

Liz Tieu - Head of Hair & Makeup for Eurovision - Australia Decides  
Peter Beckett - Moroccanoil Ambassador



1 Apply one pump of Moroccanoil Original Treatment for nourishment and control. Divide hair into two equal sections by creating a centre part from the front hair line to the nape, using the Moroccanoil Boar Bristle Teasing Brush. Create two front sections from the ear to the crown and clip away.

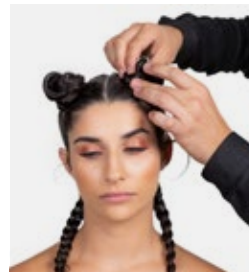


2 Apply one pump of Moroccanoil Smoothing Lotion to the back section of hair to tame any frizz and leave hair soft and manageable.

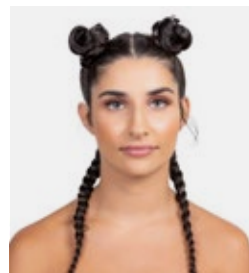


3 Create a dutch braid down both sides, making sure to direct the hair as close to the hairline at the nape so the braids sit forwards. Secure the ends with an elastic.

*Style Tip: For more control whilst braiding, place one pump of Moroccanoil Smoothing Lotion to the back of the hand and apply periodically to the roots.*



4 Apply a little Moroccanoil Smoothing Lotion to the front sections before sweeping into a ponytail and securing with an elastic. Rope braid the ponytail and secure with an elastic, then wrap up into a bun and pin. Repeat on the other side.



5 If desired, soften the look by pulling out some hair around the ears. Spritz with Moroccanoil Luminous Hairspray Strong to finish.



Moroccanoil Original Treatment



Moroccanoil Smoothing Lotion



Moroccanoil Luminous Hairspray



Moroccanoil Teasing Brush

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# Bottle Blonde, The Swifter Lifter

*Introducing bottle blonde, a professional lightening portfolio that provides complete lightening power and flexibility with clean, even results while respecting people and the planet.*

**W**ith performance at its core, the powder lightener and clay lightener provide colourists with the flexibility to achieve the lift they want while preserving hair strength and moisture. and because we wanted to show people and the planet the most amount of respect we could, they both contain less of the bad stuff.

We were able to formulate without petrochemicals and refining crude oils, so we did. instead, we used things like guar gum and argania spinosa kernel oil to lock in moisture and preserve hair strength. we've removed fragrance to reduce scalp sensitivity and irritation during colour services. Bottle Blonde formulas are also cruelty-free, gluten-free and vegan. plus, we're helping to reduce plastic waste with handy refill bags.

The one that puts performance first, the ever-reliable for all lightening situations. Bottle Blonde, the swifter lifter.



Clay Lightener	Powder Lightener
<p><b>CONCEPT</b> A clay lightener for creative and precise free-hand lightening that evenly lifts up to 8 levels while preserving hair strength and moisture.</p>	<p><b>CONCEPT</b> A powder lightener suitable for all lightening applications that evenly lifts up to 9 levels while preserving hair strength and moisture.</p>
<p><b>LEVEL OF LIFT</b> Up to 8</p>	<p><b>LEVEL OF LIFT</b> Up to 9</p>
<p><b>APPLICATION</b> All free-hand techniques</p>	<p><b>APPLICATION</b> On-scalp, off-scalp, foil techniques</p>
<p><b>DEVELOPMENT TIME</b> Up to 45 minutes</p>	<p><b>DEVELOPMENT TIME</b> Up to 45 minutes</p>

To learn more about Evo Bottle Blonde or to become a stockist, contact your Haircare representative.

Australia: 1300 437 436 New Zealand: 0800 505 385



# Christmas Gifting



- 1. **Color Wow**  
Dream Clean Supernatural
- 2. **Evo**  
Fa La La La Tree Hangers Hydrate  
*Available in: Hydrate, Repair, Smooth & Volume*
- 3. **Urban Alchemy**  
Shampoo & Conditioner Pack



- 4. **Olaplex**  
Complete Styling Kit

- 5. **Cloud Nine**  
Original Iron with  
Bonus Clips & Brush  
*Also Available: Wide Iron*



**BONUS**  
Brush & Clips  
Set valued  
at \$60

**6. Moroccanoil**  
 Holiday Sets  
*Available in: Hydration,  
 Volume & Repair*

**7. Cloud Nine**  
 Original Iron  
 with Bonus  
 Stylist Tool Kit  
*Also Available: Wide Iron*

**8. Moroccanoil**  
 Mini Must-Haves  
*Dark or Light*



**9. Evo**  
 Fa La La La La Tree Hangers  
*Available in: Hydrate, Repair, Smooth & Volume*

**10. Evo**  
 Wash, Rinse, Treat, Repeat...  
*Available in: Hydrate, Repair & Volume*





# COLOR WOW

## Dream Regime

*Turn dull, dry coarse hair into healthy, glossy, frizz-free, silky hair in 5 easy steps. The Color Wow Dream regime is an innovative, science-backed regime for healthier, glossier hair. Get ready for mind-blowing results you have to see to believe!*

### Personalised Hair Care — Customise your Dream Regime

There's another key difference with our Color Wow Dream Regime. Unlike most hair care regimens, the Dream Regime is not "one size fits all." That would not be realistic. After all, we all have different hair textures; we all have different problems - and we all want different results. In order to provide real solutions for every hair type and every hair concern, Color Wow's Dream Regime is designed to be customised for every individual.

When you create the steps to your own Dream Regime, you can choose from two conditioners (for fine or thick hair), three treatment Cocktails (to address your specific problems: thin, limp hair, breakage or dehydration) and two Dream Coat texture transforming sprays (for boosting curls or to create super sleek glossy hair with anti-humidity protection).

### Breaking Down the Dream Regime

Here's how Color Wow Global Director of Training and Education Giles Robinson transforms dry, coarse hair into glossy, silky perfection with a custom Dream Regime.

#### Step 1: Detox

"With the Dream Regime approach, you up the shine factor, improve your texture and bring your best colour to light even before you shampoo! Dream Filter Pre-Shampoo Mineral Remover Spray gently lifts off minerals (from hard water) and impurities that dull your colour and make your texture rough in less than 3 minutes."

#### Step 2: Come Clean

"The level of "clean" you get from Color Security Shampoo is unparalleled because every ingredient rinses off. You may be surprised to know that is not the norm. Some shampoos contain ingredients that stick to the hair and scalp leaving behind dulling residues and unhealthy deposits. If glossy, healthy hair is your goal, this unique shampoo formula is a must!"

#### Step 3: Hydrate + Detangle

"Here's your first custom choice: Color Security Conditioner for fine-to-normal or normal-to-thick hair. It's important to use a conditioner that delivers the precise density of moisture that your hair needs without greasiness or colour-dulling effects. I use the normal-to-thick conditioner on coarse, dehydrated hair."

#### Step 4: Treatment

"Here's your next Dream Regime custom choice: choose one (or more) Dream Cocktails to address your major hair concerns. These leave-in treatments are activated when you blow-dry and deliver instant results.

Kale Cocktail makes your hair 50% stronger with just one use, Carb Cocktail gives fine hair instant fullness and volume and the Coconut Cocktail goes deep to quench dehydrated hair plus helps replace the essential healthy moisture layer that lays on top of hair's surface."

Our top tip? Use Kale first, then follow with Coconut or Carb for hydration or volume.

#### Step 5: Transform Texture

"Before blow-drying, apply the Dream Coat Supernatural liberally to damp hair. I'm using Dream Coat, which will give me incredibly glassy, glossy texture and powerful anti-humidity protection that lasts for 3-to-4 shampoos. I saturate the hair, then blow-dry using tension to style."

The result? Mirror-like shine and glossy, perfectly hydrated hair that will stay frizz-free for days! 🍷

### RETAIL OFFER

**Purchase a Color Wow Dream Regime Retail Stand Deal and receive Color Wow Dream Coat Supernatural and Color Wow Dream Coat Curly minis to sample to your clients!**

For more information, contact your local Haircare rep.



# Ukiyo Salon & Co.

*Whether looking at the stellar hair cuts, styles and colour enthralling clients or the mesmerising view giving a one-of-a-kind glimpse at Wanaka, New Zealand – it's clear that Ukiyo Salon & Co. is something special.*



**A** passion for all things beautiful fuels Ukiyo Salon and Co. owners Jaimee Smith and Mikaela Campbell – both acclaimed editorial hairdressers. Their six month old New Zealand salon showcases this in droves, from head-turning hues to luxe styles, a unique salon design and breathtaking views of New Zealand's inimitable terrain. It's a space and environment that can't help but creatively inspire its talented inhabitants.

"Seeing is believing, it's absolutely spectacular," said Jaimee, who has been working in the salon sphere for 25 years. "The views are incredible, we see the lake and the snowy mountains! It's an industrial tilt slab concrete premises with all sliding glass windows and 40 squares of plant wall."

Set in this spectacular space, the team of seven ensures everyone who leaves takes a slice of this beauty with them with their top-tier hair work. This extends to the salon's partnership with Haircare, and their use of Evo in it styling brushes and Fabuloso range of colours.

"I have had a working relationship with Haircare for a number of years by stocking various brands from the Haircare family and hosting educational workshops," Jaimee explained.

"Our salon does an uncountable amount of blondes! We love working with clean and even base work then using different toners to create the perfect hue of blonde. We love colour in here so we are constantly up skilling and refining our craft," added Mikaela, who brings almost two decades of experience to the salon.

There are a number of other factors that make this new salon a ready-made community stalwart. Their passion for education and growth, also supported and facilitated by Haircare, speaks to their

dedication to the craft.

"We partake in a lot of in salon training, we are very active in up skilling, whether it is from online tutorials or courses," Jaimee said. "Like any creative industry, hairdressing is forever progressing, and nothing stands still. Everyone should continually challenge themselves through education. Sometimes it's scary stepping out of your comfort zone but that's where all the good stuff happens and the new ideas come."

This is just one facet of the salon that creates a strong in-salon community, with a team founded on the same values of learning, connecting and sharing their passion for hair.

"Communication is a strength for our team. Everyone is as equally important as the next, all stars in our show," Jaimee said. "We offer such a beautiful entire service, from the minute you walk in to the minute you leave. We pride ourselves on the overall experience. We want our clients to leave feeling relaxed and spoilt."

"Our girls stay professional and courteous to clients all while being a little cheeky and fun," Mikaela laughed.


As a new salon soaring to bold heights as led by two established, business-minded and skilled leaders, Ukiyo Salon & Co. values work ethic, team spirit and next-level products to ensure their salon continues to flourish.


"You are the master and commander of your own ship in salon so show people that you are turning up," Mikaela said. "We have to play so many roles in a day - counsellor, magician, comic and hairdresser. It's not easy but it's what makes hairdressers so special and drawn to our industry." **H**




## FAVOURITE HAIRCARE PRODUCT

*"Definitely the **Fabuloso** range – it's a wow product. It's absolutely beautiful for toning, as we are a high-colour salon. The brand works so well with our take home colour care."*

 /ukiyosalonandco

 @ukiyo\_salon\_and\_co

 ukiyo.co.nz

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# MORE BLONDE. LESS BRASS.

## INTRODUCING BLONDE PERFECTING PURPLE SHAMPOO

A tone-correcting shampoo specially formulated for blonde, lightened brunette, and grey hair to gently cleanse the hair, while counteracting harsh tones and neutralising brassiness. Featuring proprietary MoroccanOil ArganID™ technology, the colour-safe and sulfate-free formula delivers the antioxidant powers of argan oil deep into the cortex, while helping to seal the cuticle and impart brilliant shine.



92%

Said brassiness  
was toned down on  
blonde/grey hair\*

91%

Said shampoo  
refreshes dull  
highlights\*

95%

Said hair  
looks shiny\*

93%

Said hair does  
not feel stripped  
or dry\*

\* In an independent consumer study on women aged 18–65





## NOT JUST FOR BLONDES

Blonde Perfecting Purple Shampoo is 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. Even grey hair is prone to yellowness due to pollution, environmental factors, and medication. In these cases, the exposure of underlying pigments may lead to unwanted brassiness and harsh tones.

### HOW DOES IT WORK?

Moroccanoil Blonde Perfecting Purple Shampoo deposits deep violet pigments to counteract both yellow and orange hues. The result: brassiness is neutralised and colour is restored to its intended appearance.



## HOW TO USE

Massage the shampoo through wet hair and scalp. Leave on for 3–5 minutes, then rinse out thoroughly. Follow with your favourite Moroccanoil conditioner.

## RECOMMENDED FREQUENCY OF USE

Use on an as-needed basis, which for most is approximately every third wash.



Colour-safe



Sulfate-free



Phosphate-free



Paraben-free



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ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

evo™

# Brush Hour

*Evo brushes are a must-have in any salon or stylists' kit, but do you know the full range? Meet the team and brush up on your Evo tool knowledge.*

Meet Hank, Bruce, Spike, Pete, Conrad, Bradford and Tyler, the Evo hair tools brush range. Supported by Roy the comb, this epic line up of dudes offer a variety of shapes, bristles and widths to ensure your looks are seamless.

"The range caters to every hair type for every desired finish. You're never left without," Says Nicole Kae, Evo Creative Team, "The matte wood style gives a great grip on all the brushes, as well as looking so damn fine." Aside from looking good, Evo brushes are made with an environmental conscience, using wood from well-managed forests.

Like all good brat packs, this motley crew works best when together in your kit to help you create any and every kind of style. Below, we introduce you to this damn fine line up of gents.

## BRUCE

Good 'ol Bruce. Made for styling longer hair, natural boar bristles polish the cuticle to smooth and add shine, whilst helping to distribute natural oils which reduces damage and frizz. Also made with a handle pick for easy sectioning, Bruce is recommended for all hair types, especially long, thick, wavy and curly hair and for adding volume and bounce to styles.

Available in 22, 28, 32.



## HANK

Let's hear it for Hank, a styling brush for quick and easy blow-drying with a ceramic-coated, vented metal barrel to speed up drying time. Made with ionic nylon bristles to reduce frizz and improve manageability, Hank is also made with a handle pick for easy sectioning.

Available in 35, 43, 52.



## pete

Ah, Pete. A brush for all seasons. An ionic, multi-purpose styling brush with a natural, soft rubber cushion that is well-suited for smoothing and detangling hair, offering gentler styling. Made to be high-heat resistant, Pete is made with ball-tipped ionic pins to reduce frizz and improve manageability.



## CONRAD

The misunderstood one in the range, Conrad is a dressing brush well-suited for polishing and smoothing hair, and is Nicole's favourite.

"A lot of people shy away from Conrad because he's different, but it's his unique soft bristles that never let you down in a styling situation. Great for cleaning flyaways, and exposing baby hairs around the hairline for a more editorial vibe, he's also great for smoothing over waves - brilliant!"

## SPIKE

The nylon pin bristle radial brush of our dreams, "Spike is awesome for both smooth and bouncy blow dries," Says Nicole. "The mixture of bristles really works to smooth the cuticle and keep flyaways down." A styling brush for quick, easy blow drying, Spike is made with a handle pick and natural boar bristles to help stretch the hair, with nylon pins smoothing your style.

Available in 14, 22, 28, 38.



## TYLER

"Tyler is my go-to for any teasing," declares Nicole, "It's great for back brushing and work where you want to create volume, texture, padding and is also cool to section with."

Slight but mighty, Tyler is made from natural boar bristles, packed together in varying lengths to allow for ultimate precision. Recommended for all hair types, especially long hair with fine to medium texture and thin to medium density.

## BRADFORD

A brush that caters to the masses, Bradford is a dressing brush suited for smoothing and polishing the hair. Made with natural boar bristles and nylon pins with a soft rubber cushion, Bradford offers gentler styling for polishing and smoothing for all types of hair; especially long, thick, wavy and curly hair.

To become an Evo stockist, contact your Haircare representative.

Australia: 1300 437 436 New Zealand: 0800 505 385

# Billi Currie

*A space with English Charm in the heart of Central London, Billi Currie's team of eighteen speaks seven languages between them, becoming an international epicentre and connecting them to Haircare.*



London / UK

**W**elcome to London and the classic elegance of Billi Currie, an English salon of fourteen years with personalised service and, uniquely, a courtyard right in the middle of it – a “rare luxury” for its locale.

“Our salon is known for a bespoke approach – we believe in championing the individual so we work with the client to make them the best version of themselves,” said salon director Tom Smith.

“To truly care about each person whose hair you touch defines being a good hairdresser,” he continued. “To want to give them the best hair of their life, whether that can be achieved on the first day you meet them, or whether it takes a yearlong plan! Even if you specialise in colour, cut, extensions or texture, it’s important to have a strong understanding of the services and techniques that are available.”

The team of eighteen includes a full-time head of brand and social media and two owners – the husband and wife duo of the titular Billi and Debbie Currie. As a team, the salon has a combined experience of 300 years.

A connection to Haircare is also pivotal to the team, with Tom acting as a global educator for Evo, working on brand shoots, education and product development.

“I am a huge fan of the Evo brushes, they really are the perfect tools to create great hair,” Tom said. “I also love **Evo Fab Pro** as a line, in order to give my clients the best, most long lasting colour results between their salon visits.” **Evo Staino** has also been a go-to tool to create the salon’s trending vivid shades, with condition, vibrancy and shine always a priority for the salon.

Colour blocking, sun-kissed balayage and working


with the client’s natural tones are all prominent in this London salon. In cutting trends, clients are becoming braver – think fringes and flattering contoured shapes around the face.

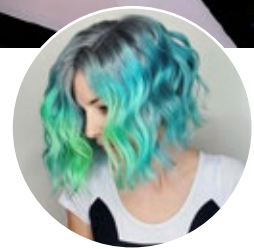
“Don’t aim for your clients’ hair to look its best on the day they are in your chair – a great haircut evolves with time and grows out to look great throughout the gaps between client appointments,” Tom said. “Take the time to teach your clients easy ways to get their hair looking great between visits. Don’t take it as a compliment when they can never get their hair to look as good as when you do it - Take it as an opportunity to teach and give that extra understanding to your client.”

Beyond the trends, the team at Billi Currie makes it their mission to satisfy their clients – no matter what their hair request may be.

“A client came to me and she had been told by a clairvoyant that in a previous life she was a certain famous person from history, and in order to heal in this life she must have her hair coloured to match this person’s hair,” Tom shared. “She was dark brunette and wanted to go pale silvery blonde. We did it over a few months - she looks amazing and has never been happier!”

Billi Currie harnesses the energy of being in a fashion capitals of the world: A backroom wall dedicated to mood board inspiration changes seasonally and the team work to be knowledgeable across the hair spectrum to offer total looks to their clients.

“I don’t like the word ‘can’t’, I like to find solutions together with my clients,” Tom said. “My dream client is anyone who is unashamedly themselves - let’s make your hair excellent and have fun while we do it!” 




## FAVOURITE HAIRCARE PRODUCT

*“Evo Fabuloso Pro for colour longevity, Evo Staino for vivid transformations and Evo brushes for purely great hair.”*

 / BilliCurrieSalon

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 billicurrie.com

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**STAINO™ by evo fab pro**

# evo™

# fa la la la la

## tree hangers



**select from - hydrate, repair, smooth and volume\***

\*each christmas tree hanger contains a 30ml shampoo, 30ml conditioner and 30ml treatment.

To become an Evo stockist, contact your Haircare representative.

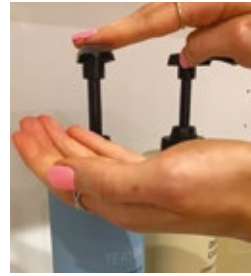
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[ GET THE LOOK ]

TEKNIA®

# Perfect Cleanse Ritual

PRODUCT



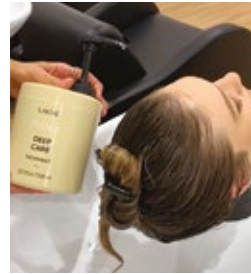
## 1 Perfect Cleanse Shampoo

Wash hair with this micellar shampoo to gently give the hair and scalp a deep wash. Micelles capture residues and impurities without damaging the hair fibers for a detox action and prevents lime build up in the hair.



## 2 Deep Care Conditioner

Apply this conditioner from mid-lengths to ends to deeply restore the internal structure of hair damaged by excessive stress or chemical products. It will help to rebuild, give strength and increases resistance to breakage.



## 3 Deep Care Treatment

Bring softness and natural moisture back into the hair by applying the treatment all over, leave on the hair for 5 minutes and then rinse. A fine protective film will form to nourish, increase resistance and strengthen the internal bonds of the hair.



## 4 Body Maker Mist

Spritz this volumising spray from the roots to the ends. The super lightweight formula creates instant, flexible volume with natural hold and softness.



## 5 Full Defense Serum

Apply this protective serum from mid-lengths to ends to repair the hair and defend against atmospheric and domestic pollution and UV rays. Smooths hair fiber, gives intense nutrition and all-day protection with intense shine and silkiness. Blowdry and finishing by curling with an iron.



Teknia Perfect Cleanse Shampoo



Teknia Deep Care Conditioner



Teknia Deep Care Treatment



Teknia Body Maker Mist



Teknia Full Defense Serum

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# Hairroin

*In two of the most famous cities on earth, Hairroin Salon stands out, winning awards for salon design, practicing strong colour, keeping up with trends and showing the power of Evo's reach all the way to New York and Los Angeles.*



Los Angeles / USA

**H**airroin salon evokes inspiration across the ocean from America, personifying LA at its most glamorous and New York at its most romantic: A luxe look defined by classic black and white striped décor, as gazed upon through big windows from iconic streets, as well as trending colour and style worthy of these famous locales.

Salon owner Janine Jarman has learned a lot from two decades in the industry, with Hairroin Salon operating and flourishing for fifteen years. Relying on strong product partnerships, creative pursuits, education and raw skill to succeed, this salon group is renowned for its transformative looks.

"A good hairdresser is defined by their ability to put their clients' needs first and understanding hair is a personal experience for each guest," she said. "The most successful stylists do the same 3 things - recommend products, communicate about next appointments and ask for referrals."

Stellar products are essential to this quality of service, and Hairroin Salon's partnership with Evo shows how truly international this local juggernaut is.

"My relationship with Evo is a one of complete necessity," Janine explained. "The company's product cocktail is part of my formulation process and consultation. What the client uses or doesn't use can be the difference between a satisfied customer or not. Not using the right products is like getting the car of your dreams without the tires."

Janine and her salons' product favourites include Evo's Liquid Rollers, a "current obsession" according to Janine, and the brand's Fabuloso Chocolate hue.

"I've personally use it once a week for the last five years and no longer need to colour my hair," Janine enthused.

These product offerings complement a varied service menu, comprised of versatile options for diverse clients. "Something that sets Hairroin apart is that we do all hair types and textures and just about every service you can imagine," Janine confirmed. "It's always been my vision to be well versed in all aspects of hair to better accommodate a diverse clientele with ever-changing needs. Currently we are obsessed with perms and curly hair, men's hair units, bold razor cuts and bright blondes."

The impressive salons, with a staff of 12 in New York and 17 in LA, continue to improve, grow and receive accolades. "Our team upskills by outside education, practice and application, while also taking on challenging photo shoot projects. We have received the various Evo classes, all of which have been fun and informative," Janine said. "Education is important to not remain stagnant or get left behind, and in turn we will grow and inspire our peers and clients."


With these big teams, it's the salons' inimitable personality that unifies them as spaces and a larger brand. Playlists of French 60s pop and the songs you sing in the shower showcase just how comfortable these hairdressers are working and singing alongside each other.


Says Janine, "Also, we love having salon potlucks because we have a bunch of great cooks that work here!" 🍴




## FAVOURITE EVO PRODUCT

*"Evo Liquid Rollers complement the salons' creation of curl, perming and natural texture trends, cuts and styles, while Evo Fabuloso Chocolate is a favourite hair colour of choice."*

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# HUEVERSE

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5 minutes with  
Evo Colour Creative Director

# Stevie English

INSIGHT

**My drink of choice is:**

Wow, I have so many! Definitely tequila, preferably Añejo.

**When I cook for people, they say:**

Stick to colouring hair.

**If I have two weeks off, you can find me:**

Surfing and spending time with my family.

**Last year, I played this song the most:**

Gonna love Me -Teyana Taylor.

**The title of my autobiography would be:**

The Colourblind Colourist.

**When I was younger, I wanted to be a:**

Circus Performer.

**My guilty pleasure is:**

Surfing and playing FIFA on Xbox.

**The most read book on my shelf is:**

I don't often read books more than once - but have read Lord of the Rings 3 times.

**A movie that I could watch over and over is:**

Watching home movies of my kids when they were young. Back to the Future or Star Wars.

**No one knows this about me, but I can:**

Ride a unicycle (well when I was younger).

**A question I constantly ask myself is:**

Do I need more sneakers - answer is always YES!

**To me, the most iconic hairstyle in history is:**

Mohawk I love the anti-establishmentarianism of this look. Closely followed by Marge Simpson.

**My top tip for getting the most out of your colour:**

Use great products... Evo. But to be honest I want you to go out in the sun, jump in the surf, live your life and comeback see your hairdresser regularly and be happy.

**The one evo product that should be on everyone's shelf is:**

Soap Dodger. Because: Clean hands are life saving.

**My kit isn't complete without:**

My tail comb - but love having the freedom of Fab Pro with me

**The weirdest shoot I've worked on is:**

I did a shoot for Hairexpo, it was for a film behind the dancers on stage and we had a topless dancer drinking blood, and a contortionist fire thrower. Shit got weird but looked super cool and I was stoked with the outcome.

**The coolest place I've travelled for work is:**

I'm lucky I have travelled a lot, but loved Russia. Amazing hairdressers there!

**The most unique person I've ever worked with is:**

Kobi Bokshish.

**The strangest request I've had from a client:**

People are weird, but that's what I love. I had a client who wanted to have the same hair colour as her cat so they looked more like a family, totally cuckoo so obviously I did it.

**Anything else you want to tell us?**

Just happy to be a part of the Haircare family. And, call your mother. 📺

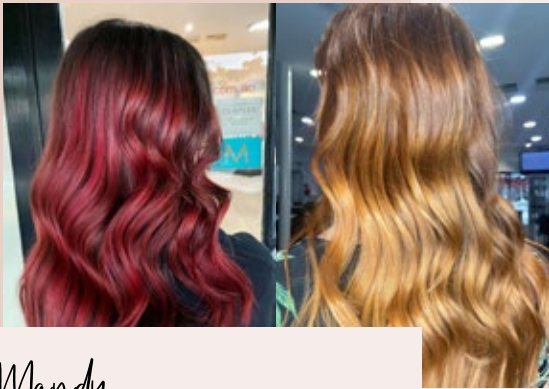


# Love LAKMÉ

*With endless creative opportunities, sustainability at heart and credibility that speaks for itself, the luxurious Lakmé colour range is manufactured at the highest of standards with high performance across its colour, haircare and treatment ranges.*

Giving you and your team the chance to push your creative boundaries, the Lakmé colour range is capable of fashion shades, pastels and balayage to everyday favourites, there is no limit to your potential.

We asked some of our Lakmé salons why they Love Lakmé:



Mandy

## The Basin Haircutters

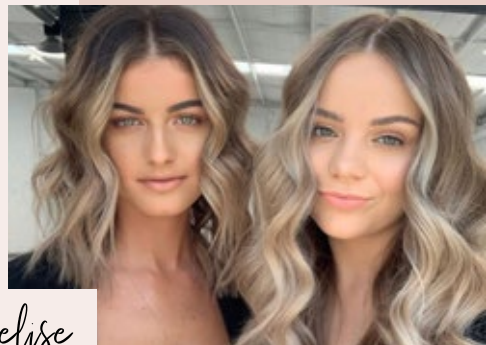
"As a salon owner and working alongside a colour range, I choose Lakmé because of the company's transparency, responsibility, authenticity and ongoing research and technology.

Lakmé hair colour is for the ultimate colourist, with endless creative possibilities. These colour possibilities help make our hairdressers true artists.

Lakmé think sustainability which is not only important to me as a salon owner but help align our values and standards with the hairdressers that make up our team and the clients that patronise our business.

Products that are not tested on animals, vegan and a company that reduces the consumption of energy resources with recyclable packaging is also a win of working with Lakmé.

... exciting, important and creative reasons are why we use and love Lakmé colour and products!"



Annelise

## Hair & Harlow

"Lakmé pushes us creatively! The colour stays true to tone, incredibly vibrant and oh so shiny! Its long-lasting power resonates with our brand and passion for lived in colour; it allows us to mesh colours together and push boundaries to create our signature melts.

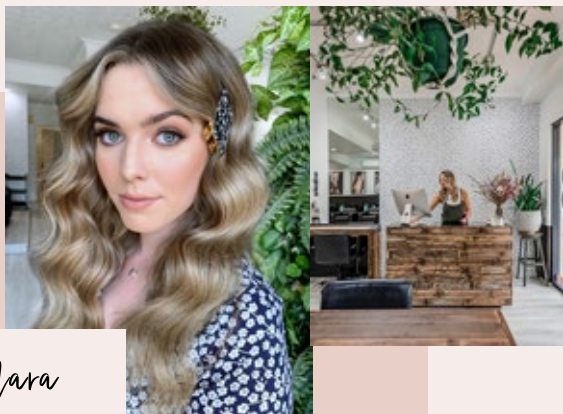
We believe so strongly in the ethical values behind the brand and its commitment to sustainability. It has never once failed us."



Charlie

## The Nest

"We have been addicted to Lakmé for over 5 years. We love the strength of the reflects in the gloss range and it has really pushed us to think outside the box and create some really amazing custom colours."



*Samara*  
**La Sorella**

"Never have I used a colour that gives me complete confidence in everything we create. It gives vibrancy, condition, shine, richness and results on every single client. I couldn't imagine being with a better range or a better company to service all my clients to 100%."

*Brooke*  
**B. Hair Collective**

"At B. Hair Collective we believe your hair is your confidence and we love giving women the power to walk out feeling confident within themselves - Lakmé colour give us the power to create head turning, glossy hair colours whilst keeping the hairs integrity. Creating a personalised colour for each individual woman, so she can shine her own light of radiance."



*Blake*  
**Mr. Burrows Hair**

"We love Lakmé because we are able to customise the innovative colour collections to create a wide range of tones and amazing colours bringing our colour creations to life. The simplicity of Lakmé give us the confidence in the results and keeps our clients coming back for the super shine Lakmé gives. Being eco-friendly and its high values on sustainability are a match made in heaven with our own personal passion for saving the planet."



## #LakméLovers *competition*

Earlier this year, Haircare offered Lakmé salons an opportunity to win \$1,000 and more, plus push their creative boundaries with the support of the luxurious Lakmé colour range. We wanted to hear your inspiring stories and why your salon Loves Lakmé. We've received so many amazing entries – here are just a few!



@hairbytashalouise

@unravelstudio\_

@ashleighjade\_hair

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Australia: 1300 437 436 – haircareaustr.com New Zealand: 0800 505 385 – haircarenz.com



# MINI ADVENTURIST

**T**he Glister Mini Adventurist is your new solution to glamorous travel, featuring an exclusive designer travel pouch for convenient carrying & styling on-the-go!

Your clients will love these fun travel straighteners, whether they're on the road or going from desk to drinks, these irons are a great way to maintain their hair, no matter their style.

Glister's exclusive travel pouch pattern was inspired by bold & fearless avant-garde design, chic tropical undertones, and our love for the freedom of abstract expression.

Ready to handle any adventure across the globe with statement style, the Mini Adventurist is the mastered creation of fashion, compact portability, and premium performance.

Available in a range of vibrant colours and each with their own designer travel pouch, the Glister Mini Adventurist is the perfect solution for glamorous styling on the go!

## Features:

- Professional salon-grade travel straightener.
- Black Tourmaline Gemstone plate infusion provide the ultimate experience in even heating.
- OnePass floating plates to reduce stress on hair & eliminates breakage.
- Ionic Technology promotes silkier, smoother hair and eliminates frizz & fly-aways.
- Sleek, ergonomic, and compact.
- Non-slip grip for control & comfort.
- Worldwide voltage works everywhere.



## GLISTER

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Australia: 1300 437 436 – [haircareaust.com](http://haircareaust.com) New Zealand: 0800 505 385 – [haircarenz.com](http://haircarenz.com)

# Paper Rokk

*Clients can sit inside or outside, both overlooking the ocean, in a space that's as much a short holiday destination as a salon. With a tight-knit team and inspiring energy, get away with Paper Rokk Hair.*



Prestige  
Partners

Southport / QLD

**S**et in sunny Queensland, Paper Rokk Hair harnesses its bright surroundings, with personal care for clients, a true salon family culture and an open space that looks out directly into the sea.

"I had a vision for my salon for years to be light, bright, vibrant, eco-conscious and fun," said salon owner Brooke Wolfe, who has been in the industry for 18 years, with the salon in operation for six. "My love for interior design definitely took over in this space. I did what I wanted, broke the rules and found different ways to make my visions happen."

The feature wall houses bifold doors that open onto the ocean view, while the space is complemented by a hand painted mural on the back wall and gold accents around the salon. Additionally, clients are treated to homemade delicacies made by Brooke's brother. All in all, the salon screams uniqueness and creativity- it's a place you never want to leave.

"Our team really act as a family," Brooke said. "Our impromptu dancing when a good tune comes on is how we pump up and have a laugh in the mornings."

This approach to business - think hairdressing memes coating the back room - fuses perfectly with Paper Rokk Hair's relationship with Haircare Australia, lauded for its product offering and customer service.

"Having a close relationship with Haircare Australia changed the way I handle my business, from the high end quality products to all the advice," Brooke said, explaining that a Haircare Australia business summit changed her perspective on business, opened up networking opportunities and became an experience she'll always remember. Product choices from Haircare Australia cement that brand significance.

"We stock nearly everything we can get our hands

on," Brooke said. **"Olaplex, Lakmé, Cloud Nine, Evo plus their Fab Pro and Staino ranges, Teknia, Urban Alchemy, Color Wow and MoroccanOil.** My all-time favourite would be Evo Fabuloso Pro. It's versatile in everyday use, from fun temporary colour changes to maintenance for any colour. It's the chameleon of hair care for me and my team and our clients absolutely love it!"

The young group, who are all under 35, is enthused by education, from regular in-salon trainings to Haircare Australia classes and online tutorials, or learning from each other.

"Once you think you've almost learnt everything in hairdressing it changes overnight," Brooke said. "I cannot express how important education is to us. It's more than just the learning, it's the delight of fire in your belly and the inspiration and excitement that it brings you!"

Technology and education allows them to flourish in their specialties of beach-worthy balayage and colour correction, while they're currently loving trending soft peaches and pinks, and conversely vivid hues created by Evo Staino. In cutting, the salon has an affinity for shags ("bring back the mullet!" Brooke exclaims), sharp lines and curtain fringes.




With the right products, partnerships, skills and a team that truly loves each other, Paper Rokk Hair is the ideal mix, with the awe-inspiring view to top it all off.

"Being a family-orientated tribe, we love welcoming everyone into our salon home," Brooke said. "Personality defines being a good hairdresser to me. If you can't connect with the client it won't matter if the hair is amazing, you won't be their hairdresser. You have to have a willingness to learn, be passionate and empathetic." **H**



## FAVOURITE HAIRCARE PRODUCT

*Evo Fabuloso Pro - the "chameleon of hair care" that builds transformations, sustains maintenance and satisfies hairdressers and clients alike.*

-  /PaperRokk
-  @paper\_rokk\_goldcoast
-  paperrokkhair.com.au

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# Live Virtual Education

*When creating an education program, Haircare has classes lead by global talent to offer courses across colour, styling, treatments and business and development, across our vast portfolio of brands.*



**O**ur Education team ensures that everyone steps away from a class with smile on their face and a new or grown skillset to tackle behind the chair and wow your clients.

Like most, we were forced to abandon our proposed plan and start our 2020 Education Program fresh. To combat lockdowns and adapt to the “new normal”, Haircare launched a new program to ensure that wherever you are, whatever your skillset, you can grow and learn from some of the best in the business.

The Haircare Live Virtual Education Portfolio is a curated user-friendly library of education designed to meet the ever-changing needs of the individual hairdresser as well as salon businesses; offering a new way to learn, feel inspired and keep connected.

“The Haircare Education Team are passionate – one might say obsessive – about keeping hairdressers excited about our industry,” Says Deborah French, HCA/HCNZ National Education Manager, “We began developing the Live Virtual Education Portfolio as soon as COVID-19 hit and lockdown commenced.”

“It was a chance for us to continue to support the salon industry through this time,” Says National Business Director Ward Gauvin, “We know hairdressers are always looking to upskill, and the changing needs of their clients meant 2020 was no different.”

The best part? All courses are easily accessible, free and live on Zoom, on any device, from any location.

“The number of people that we can educate at one time is vastly increased by hosting classes virtually,” Says Haircare Educator and Social Media Marketing Manager, Ashleigh Reinboth, “We really had to think outside of the box to ensure our clients still feel like they were having great experiences online.”

Virtual Education has resulted not only in a surge of registrations and attendees to the online classes, but the Q&A and chat platforms run hot throughout the sessions, offering a unique opportunity to ask questions anonymously without discomfort.

“Pivoting to an online platform has allowed us to connect with our Haircare family and the wider hairdressing community – most sessions have had well over 100 registrations from across Australia, New Zealand and international,” Adds Deborah, “Having a panel of hosts is our major point of difference, the banter and fun makes each session not just about learning, but enjoying the experience of learning.”

As for our top tip when signing up for Haircare Virtual Education?

“Choose classes that you genuinely have an interest in,” Advises Ashleigh, “And make sure you add the times and dates to your phone calendar!”

This is just the beginning for Haircare’s education portfolio, as we plan to further build on our offering through advanced technology and elevated platforms to provide additional flexible learning options to adapt to these new norms.

So, with all of this in mind, we asked Deborah - what does the Haircare Education Program for 2021 look like?

“We’re using all of the new learnings, collating feedback and assessing the performance of varying education platforms to develop a new, elevated Education Program that will hit it out of the park for our community! It’s a Haircare thing – always looking to the future.” **H**

“Having a panel of hosts is our major point of difference, the banter and fun makes each session not just about learning, but enjoying the experience of learning.”

— Deborah French

Stay tuned for the release of the 2021 Haircare Education Program, coming soon!

For all information, visit our websites [haircareaustr.com](http://haircareaustr.com) or [haircarenz.com](http://haircarenz.com)

# Haircare Magazine



# & Fabulous

We're celebrating 50 issues of the Haircare magazine! 50 issues of hair inspiration, education, wisdom and laughter. Whether you've been on this journey with us from the beginning or are just joining the ride, we want to thank you. Here's to 50 more!

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AUSTRALIA

1300 437 436 \_ [haircareaustr.com](http://haircareaustr.com) \_ [sales@haircareaustr.com](mailto:sales@haircareaustr.com) \_ @haircareaustr



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