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HAIRCARE

— GROUP





more than hair

AU - thehaircaregroup.com NZ - thehaircaregroup.co.nz

18

Lakmé
Modern Day
Colour



CONTENTS

Editors Note

Two shoots. Two days. A pandemic, a tight deadline and a whole lot of hairspray.

Haircare Group Creative Director Peter Beckett stepped into his new role and within days, had his first assignment – run two editorial shoots, for two different brands, across two days. Melbourne was about to go into a short lockdown.

Oh, and we needed the images a week later.

Putting an editorial shoot together is a tricky and time-consuming task: not only did Pete need to source a photographer and two sets of models, the Lakmé shoot was to be shot on location, to enhance the Mediterranean feel of the brand. We're excited to showcase this brand campaign, and for you to hear from Peter on how to create your own editorial shoot.

It doesn't stop there. Pete was then hard at work creating a Moroccan oil shoot for the Gold Styling Experience winners, this time with a 70's disco theme. We then cut to a Spring Hair trends piece – whether you're looking for wedding season inspiration, racing looks or simply for some new looks to add to your portfolio – we've got you covered.

Amongst all of this, we've managed to launch new products and a new brand, and did we mention our amazing new website? Visit www.thehaircaregroup.com to see a whole new face for us, complete with The Hub blog, over 3,000 products for you to browse and our world-class education program.

And that's in the first half of 2021.

The ability to adapt to the ever-changing world has been more important than ever, and quickly, agility has become a key trait for us all - no matter your role or skill. Out goes Plan A, B and C... thankfully, there are 26 letters in the alphabet!

We hope you're staying safe, well, and motivated towards making your clients feel amazing. It's going to be an exciting second half of the year some of our favourite brands launching innovative new products, and we're looking forward to showcasing even more of what we have to offer!

The Hub



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Cover Credits

Hair Styling	Peter Beckett
Hair Colour	Deb French & Haircare Group Technical Team
Photographer	Michelle Tran
MUA	Greta Keddie
Stylist	Ella Murphy
Model	Sylvie from Vivien's Model Management

Contributors

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Content	Peter Beckett
Graphic Design	James McGarrigan

INDUSTRY NEWS



Hairdressers leading the way in keeping communities alive

As featured on ABC News, two salons are finding a creative solution to the ever-changing border closures, lockdowns and restrictions. Two businesses which share the same roads, but not the same governments, have been cut in half by a hard border. Salons who were once in competition, are now working side by side, adapting to support their businesses and teams in any way that they can.

Tegan Egas of Moosh Salon and Casey Small of Maverick Salon are swapping staff to keep their teams employed, as each have half of their staff on opposite sides of the border. They also hand supplies over the border to each other to be delivered to their clients.

Ms Small says creative solutions are the way forward for border businesses and urges other small business owners to collaborate with each other.

"You've got to adapt to what's happening around you and think outside of the box," she said, "Try not to get so down on what's happening and reach out to other people and see what they're doing."

Credit: ABC Gold Coast / Kimberley Barnard / Heidi Sheehan

Philip Kingsley Now Available In Salons

You've loved Elasticizer, now Haircare Group is proud to offer the full Philip Kingsley range to salons! The Trichological hair care experts have over 60 years of knowledge and are world renowned for their exclusive treatments and products, all informed by their Trichologists' specialist knowledge in hair growth and scalp care. So if your clients are looking for a flaky scalp fix, hair thickening shampoo or frizz-fighting styling gloss, contact Haircare Group now to learn more about this industry-leading range.



Suavecito

Suavecito has officially joined the Haircare Group in Australia and New Zealand! The brand, widely known as a cultural phenomenon, ranges products across hair, beard, face, and body, with both retail and professional sizes available. The winning combination of quality, ease of use and scent makes Suavecito products perfect to use in both the barbershop or salon and at home.



Life Is An Adventure, Lead With Your Face

Introducing Reuzel Scumbag Skincare!

Give your clients the whole Reuzel experience with Refresh & Restore, a vegan, cruelty-free skincare line that is great for your face and your conscience.

The new line consists of a Solid Face Wash Stick, a Hydrating Face Moisturiser and an Intensive Care Eye Cream, perfect to refresh & restore that handsome face.



Montaigne Moroccanoil & Eurovision

Montaigne, Australia's entry into the Eurovision Song Contest 2021 made history in May for being the first person to compete without being live in the venue. Due to COVID-19, she performed her song Technicolour through a studio-recorded performance to the semi-finals held in Rotterdam. Unfortunately, her journey ended there, but we're excited to see what the 2022 show to be held in Italy will bring! Moroccanoil is the presenting partner of the Eurovision Song Contest, and with Australia Decides announcing its return to the Gold Coast in February next year, 2022 is already gearing up, so stay tuned!



Are you ready for Movember?

Hey Mo Bros and Mo Sisters! It's getting to that time of year again - Movember! The Barbieri Company will be supporting this fantastic cause again in 2021 through their Real Barbers, Real Talk campaign.

This year The Barbieri Company will be hosting Real Barbers, Real Talk, a virtual event with the support of Movember. The event will include special appearances from AFL legend Tom Boyd and Nasir Sobhani, also known as 'The Streets Barber'. You will hear their stories and gain the tools to initiate those meaningful conversations in your barbershop/salon.

For more information on how you can get involved visit:
barbiereco.com.au/movember



AHIA Winners Announced!

Bringing the hair industry together, the Australian Hair Industry Awards crowned their 2021 winners at a gala event held in June, at The Star in Sydney.

Evo Colour Creative Director Stevie English made Evo Hue-verse the first indie colour brand to win by taking home two amazing titles: Colour Expert of the Year and Best collaboration with Kobi Bookish.

Other winners included Barbery Australia's Anthony Staltari taking home Men's Hair Specialist of the Year, SJ Establishment won the coveted Creative Team of the Year Award, whilst Paula Hibbard, Amy Gaudie, Mario Fiorvanti, Cristina Tatasciore and Jude McEwen all won state Hairdresser of the Year awards.

Congratulations to all winners!



Macgyver's New Nozzle

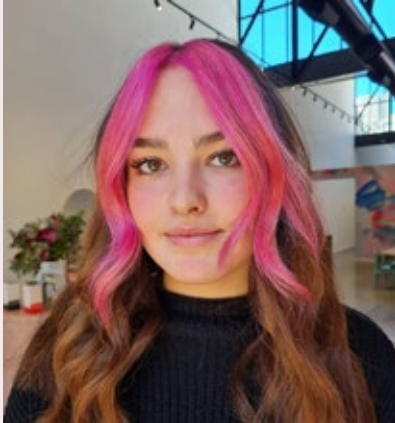
Love Evo's Macgyver mousse, hate the nozzle? You're in luck! Macgyver, the award-winning multi-use mousse has undergone a face-lift and now comes with a gravity-fed nozzle, making product distribution a breeze. It's still the same formula, same can - just easier to use. This upgrade is coming to salons soon, so place your orders now!




For all current news visit:
AU: thehaircaregroup.com
NZ: thehaircaregroup.co.nz




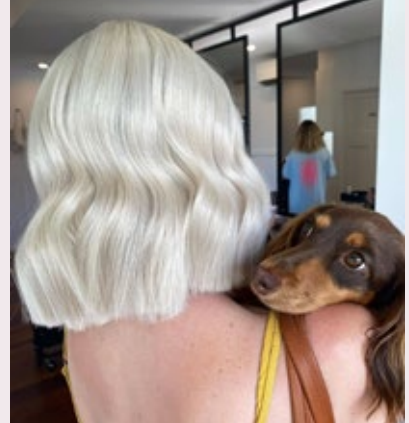
BEHIND THE LENS




 **@etchersalon**
#evohair




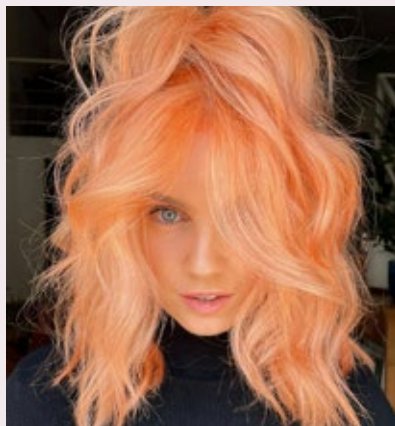
 **@soulhairstudiogunnedah**
#moroccanoilau



 **@brittany_wildharestudio**
#olaplexau



 **@_salonwhite**
#olaplexau




 **@bel_pipsqueekinsalgon**
#evohair




 **@fullspectrumhair**
#evohair




 **@morganhairco**
#moroccanoilau



 **@mhb_meadowshb**
#lakmecolour



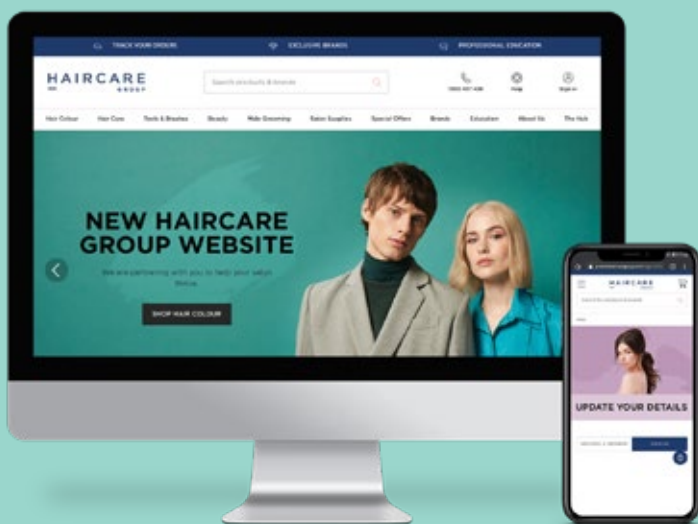
 **@thebasinhaircutter**
#evohair #lakmecolour

showcase your work
#haircaregroup — @haircaregroup

Haircare Group

MORE THAN HAIR

Haircare Group endeavours to provide every person with the ability to have great hair experiences at their fingertips whilst empowering and inspiring those who create them.



We offer a curated range of industry leading brands, products, services and tailored solutions to support the aspirations of our partners.

As we unveil a new-look website, our aim is for our clients to have everything you need, right in the palm of your hand. Our customers can still contact us by phone, email, and Cash & Carry stores (in SA and VIC), but our new online offering gives unparalleled access to our exclusive house of brands, premium products and world-class education, right at your fingertips.

“Our digital transformation project is the result of years of hard work, but also listening to our customers and the hairdressing community,” Says Garth Gauvin, Haircare Group Managing Director, “We want to always be inspiring creativity and fostering the future of the industry.”

The creation of our new website gives you the chance to browse over 3000 products, including detailed product information, key benefits and related products from our range of exclusive brands. The Hub is your source of inspiration, education and industry insight, arming you with the tips and tricks to give your clients a great experience, every time.

And that’s not all. With more exciting things to come, Garth says that the Haircare Group’s expertise will continue to grow outside of our extensive product offering.

“Having been in business for over 45 years, started by a hairdresser for hairdressers, we are so proud to have a team of over 240 people across Australia and New Zealand.”

“That team is passionate, knowledgeable and solutions focussed. We work with salon professionals to help take their career and businesses to the next level – we want to help solve their problems.”

As a company, 33% of the team being qualified hairdressers, work to help grow our customer’s business, supporting hairdressers through: -

- Tailored Solutions
- Complete Range
- Education to Inspire
- Community Connection

With a renewed focus to have the best products available at your fingertips and helping our customers make their clients feel great, Haircare Group can continue to proudly claim:

“For us, it’s more than hair.” **H**



Tailored Solutions

We collaborate with you to support you and your customers’ needs. Keeping it simple, so you can focus on the things that matter.



Complete Range

We provide unparalleled choice. Exclusive, industry leading brands and a wide range of professional products at your fingertips.



Education to Inspire

We have a world-class team on-hand to inspire with thought leadership through content, support, hands-on, virtual and in-studio education for you and your team.



Community Connection

We care about you, your customers and the community that we serve together.



Visit the new Haircare Group website at
AU — thehaircaregroup.com NZ — thehaircaregroup.co.nz

Nº.8

MOISTURISES, SMOOTHS, ADDS BODY & SHINE

NEW



Airless pump easily dispenses 1 dose at a time.

•

Highly-concentrated, less is more

•

Made without sulfates, phthalates, parabens, or gluten. Vegan. Colour-safe.

Nº.8 BOND INTENSE MOISTURE MASK

The only moisture mask that simultaneously rebuilds bonds in your hair while it moisturises. It's formulated with ingredients found in skincare.

Bond Intense Moisture Mask aims to address a crucial element to healthy hair—moisture – while rebuilding the hair to strengthen it.

Incorporating Nº.8 into your routine is a game-changer!

OLAPLEX®

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tales from THE BREAK ROOM

How to make your break room a much-needed haven for your staff

Dirty towels, discarded colour bowls and empty Uber Eats bags - the day to day running of your salon is dependent on your staff being able to utilise your back-room space for a range of activities.

Whether they're mixing colour, trying to take two bites of lunch during a clients' processing time or kicking back with a glass of wine after a long day, the back room of your salon needs to be a haven for your team.

You want a space that inspires creativity, creates community and collaboration. Harvard Business Review have revealed data that shows that chance encounters and interactions between teams improves performance.

Whilst there are hundreds of articles each with their own list of ways to make your back room work for you, we've collated a list below:

- Create an atmosphere for your team to disconnect and relax: 9am-9pm shifts. Enough said.
- Offer space for conversations: Creating a wider sense of community that continues off the salon floor. This not only offers wider support to your team; but helps to create that sense of family that we love about this industry.
- Personalise the space: Whether you inspire with mood boards, print outs of content that your team has created or relatable memes, something that makes your space feel uniquely yours helps to make your team feel more at home. Also, who doesn't love a good box dye meme next to a back wall chart?

Here, we speak to two salons about their back room spaces:-

Sarah Wallis

OWNER OF CHAPTER 2

How is the space used? We are very lucky to have a massive back room where we can relax in between clients and have our lunch breaks! We also use it for meetings as its nice and private from the salon!

What is it about the space that makes it truly yours? We do dream boards regularly and these go up on the wall, so they are visible to us every day. Also on the walls are all our work-do pics and team articles in the local newspaper over the years, it's so nice to reflect back on!

What makes having a dedicated back room space so vital for your salon? We think it is so important that we have a back room for the staff so they have somewhere to go for breaks and time to take 5! We are such a social salon that we have a table in the middle of the room and chairs all around so everyone can chat and bounce ideas around if needed.

If we walked into your salon back room now, what would we find? Most likely a mess on the table - coffee cups, water bottles and snacks - and us all having a laugh!

Liam Thompson

OWNER OF FULL SPECTRUM

How is space used? Our back room is certainly a multi-use space, it is our kitchen, lunchroom, catch up room as well as having a computer based in there to check the schedule and to write down colour histories. Our back room has our team lockers with added storage for equipment as well.

What is it about the space that makes it truly your salon? The food, the air fryer, the polaroids on the wall, and the UberEats order sheet on the fridge.

What makes having a back room space so vital to running a business? It is a place for staff to share ideas, bounce formulas off each other, and have a space to be a team.

If we walked into your back room right now what would we find? A stove full of fresh pasta and meatballs, pages of our fave Hue-verse toners pinned up and staff tea and coffees in their FSHC mugs.

salon feature
GLITCH SALON



Glitch is the only space in the world where you can get your hair done whilst enjoying in-house vegan and vegetarian food with live music to accompany every cut, bite and sound. As if that isn't enough to keep you going back, the spaces in both Bristol and Brighton in the UK are also brimming with all kinds of house plants, which clients can take home or simply appreciate the salon jungle vibe.

And, just as importantly, Glitch is the first international Hue-verse salon.

"I wanted a place that looks more like a café, rather than a classic hair salon," Says Stephan Vi, owner of both Glitch locations, "When I opened in 2017, I wanted to bring all of my passions under the same roof, to make my space feel like home, a safe space where I could even stay after work."

Now, after 4 years in business (including 1 year spent in COVID-19 lock-down), the 2 salons have a team of 18, including "12 hairdressers, 2 plant carers, 1 social media manager, 1 manager and 2 café experts". The team operate as a family, where everyone is free to express themselves - fitting, seeing as the Brighton salon opening in 2020 and has already undergone 3 layout changes.


The team consistently up-skill and take on education through online training and also researching new trends and training amongst themselves, "because our industry is one of



the fastest changing industry ever and we need to evolve with this", says Stephan.

This research and desire to be at the forefront of trends and creativity are also what Stephan says makes a good hairdresser, "someone that has an endless passion and curiosity about fashion, art, music, travels and food. As a creative industry, we evolve every day and the right attitude is the number one thing."

Becoming an Evo concept salon has given the team at Glitch use of the full Evo colour range and though they are specialised in all types of colouring, Stephan says that the team are known for their fashion colours and thinks that it's time for vivid colours to shine, specifically contrasting placements of vivids: looking at the deliberate placement of vivids, anything from either sides of the head, splitting the head into small segments like an orange, or more of a classic face-framing placement.

Fitting in perfectly with the Hue-verse tagline of 'out-of-this-world colour', Stephan's advice for colourists is the same: "be as bold as you want it to be. There are no limits. Contrasting is complimenting." 

"I wanted to bring all of my passions under the same roof, to make my space feel like home, a safe space where I could even stay after work."

 Bristol & Brighton, UK

 @weareglitchofficial

 weareglitch.com

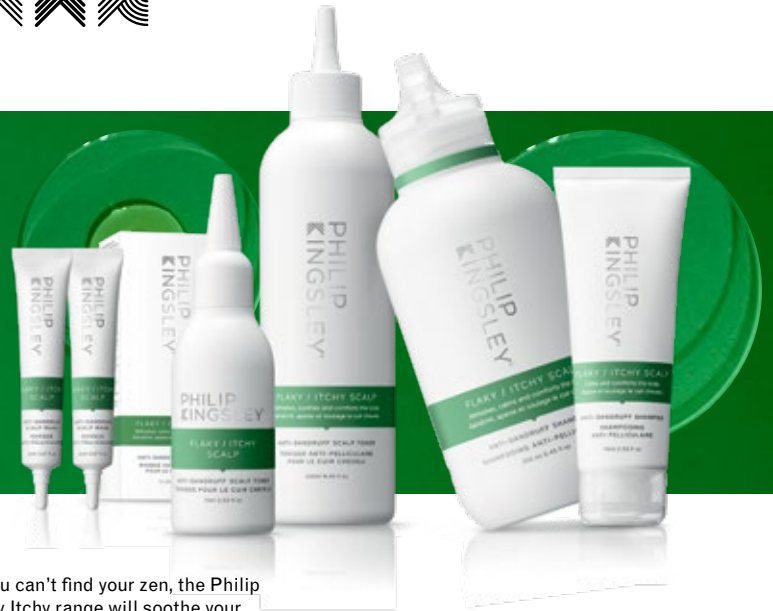
PHILIP KINGSLEY

LIFE CHANGING HAIR

FOR FLAKY ITCHY SCALPS



Philip Kingsley was a pioneer in recognising that a healthy scalp environment is key to maintaining healthy hair. Coining the phrase 'bad hair day', Philip truly believed that good hair can give you confidence and be life changing.



If you're suffering from an itchy or flaky scalp – you're not alone. Any number of things can cause an itchy scalp, such as sunburn, diet or an imbalance in the microbiome due to a build-up of Malassezia, a certain type of yeast.

Whilst hair worn in ponytails or braids can also cause itching (make sure you take that top knot out, even for a small amount of time!), stress is also a key culprit and, well, let's be honest, these are stressful times.

"Stress can trigger receptors in your skin, causing an itching sensation, but with no underlying scalp condition as the cause," explains Anabel Kingsley, Brand President, practicing Trichologist and Philip's daughter, "It can also disrupt your scalp's barrier function, leaving it more vulnerable to other problems – like dandruff – which are often itchy too."

Managing stress through meditation, yoga or exercise will also help – calm mind, calm scalp.

However, if you can't find your zen, the Philip Kingsley Flaky Itchy range will soothe your scalp and banish any unsightly flakes that can accumulate. Anabel recommends cleansing daily with a targeted shampoo. We have included the Flaky Itchy shampoo, as well as the newly launched Flaky Itchy conditioner and dry shampoo for you to try.

The multi-award winning Flaky Itchy Scalp Anti-Dandruff Shampoo is based on the clarifying shampoo formula that the Philip Kingsley Trichologists originally created for Oscar-winning actor Sir Laurence Olivier.

Says Anabel, "the shampoo contains piroctone olamine, which specifically targets the Malassezia yeasts and smells of fresh, green apples!"

Multi award-winning range

99%*

of people said Philip Kingsley Flaky Itchy shampoo cleared their scalp

*Consumer trials

92%*

said it was more effective than anything similar they had tried



@philip_kingsley #lifechanginghair



To become a Philip Kingsley stockist contact:

AU – thehaircaregroup.com – 1300 437 436 NZ – thehaircaregroup.co.nz – 0800 505 385



ONBOARDING NEW TEAM MEMBERS

**Early investment supports business success!
Christine Ireland, Haircare Group Head of People and Culture
talks through the importance of recruitment and induction
must-do's when preparing for a new starters.**

Whether you own your salon, are a salon manager or have leadership aspirations for your career, we all play a role in supporting our new team members to achieve positive outcomes for our business, team and clients.

As we all know, recruiting a new team member is a long-term proposition, where they become part of our work-family and an extension of our business brand. It is easy to get caught up in rushing recruitment efforts due to business pressures, however getting the right person with the right skills and values, allows our new team member to positively add to our brand, team, culture and client experience. With the international borders shut, tight labour markets and the hidden costs of recruitment often exceeding \$10,000 per role, getting recruitment and induction correct, is so important.

Once a good recruitment decision is made, our focus must turn from enticing the applicant to retaining them. This is where our induction begins... and it all starts with planning.

At Haircare Group our Values and Culture is one of the first things we share with our new team members. Our Values drive our induction program and behaviour, embedding new people into our team with

authenticity and optimism. Our program concentrates on understanding each other, the business, our customers, company history, future direction, why their role is so important and how they can get involved to add value.

In 2019, as a family business, we reviewed our Values and Purpose and made sure we documented them. The family discussed the importance of the Values and Purpose with our leaders and then with our teams, while gaining their input. When new people start with us, it is essential they understand our Values, so they become aligned with the team at speed.

To bolster your induction program, think about providing your new team member with a welcome pack before they start. They will be excited about joining your team and sharing your business purpose, key expectations of the role, values, payroll and benefits information, will keep them engaged. We all know our people are one of our biggest assets... creating a great team member experience will ultimately benefit our clients and our brand.

On the first day confirm their understanding of the welcome pack and make sure your team are ready to welcome them with full introductions. Explain, how all the different roles work together and how you all support each other. Be ready to share key ways of

working, client experience expectations, product knowledge, policies, computer systems and how to find information if everyone is busy. Creating an 'online community' can be a great way for your new starter to access important information (such as team updates, rosters, policies, procedures and forms) supporting them to be self-sufficient and keep connected.

This planning will set up everyone up for success. In the first and subsequent weeks, keep building on their knowledge and training. Create regular time to check-in and ask your team member: how they are settling in; what they feel confident with; where they need further support; and what other questions they have. Be ready to give feedback to your team member on what they are doing well and one or two things to concentrate on to build their effectiveness.

I strongly believe we have a responsibility to support our people including inductions, growing skills, capability and confidence. As an inspirational leader, this is your opportunity to help people make and build their careers!

Let's continue to collectively shine by positively investing and onboarding people, keeping our dynamic and passionate industry spirit alive. **H**



new product

COLOR WOW XTRA LARGE



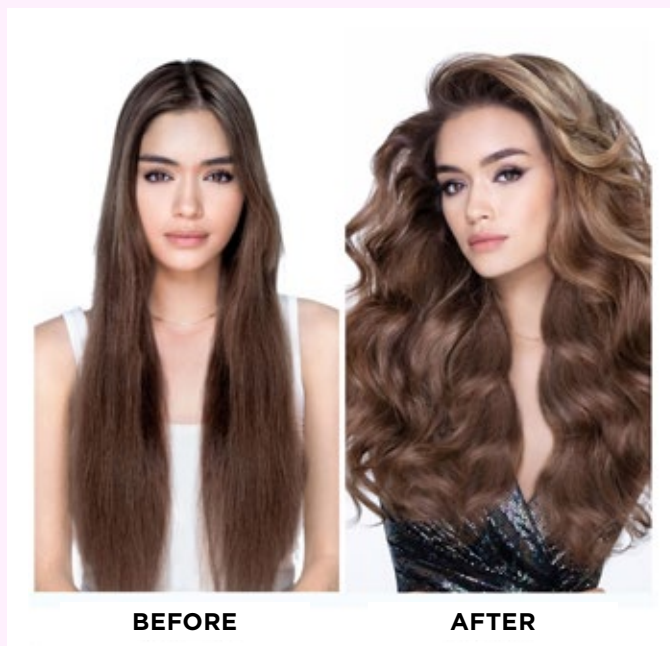
We've all searched for a volumising product that gives big hair, big shine and feels natural. This unicorn hasn't existed... until now. Meet Xtra Large from Color Wow.

Xtra Large by Color Wow is formulated without the typical ingredients found in thickening products: salt, alcohol or stiff resins that dry out the hair and make it dull. Dr. Joe Cincotta, the in-house chemist at Color Wow finally cracked the code with a breakthrough polymer/bamboo combination that creates volume by forcing the cuticle up, so it doesn't lie flat and leaves the cuticle intact but makes hair big, bouncy and luxe.

This Bombshell Volumizer is a futuristic foamy froth, using first-of-its-kind thickening tech to give fine, thin hair major body and fullness without harming the hair.

As with all Color Wow products, Xtra Large is alcohol, sulfate, paraben, gluten, fragrance, oil and silicone, cruelty free and vegan. The integrity of hair no longer needs to be compromised to attain bombshell volume!

Get ready to party!



BEFORE

AFTER

MAKE YOUR HAIR SPEAK VOLUMES

Famous for ultra-glam styles seen on red carpets around the world, the Color Wow styling range has a bevy of bombshell products.

With Xtra Large launching in Australia and New Zealand soon, below is a handy reference of the Color Wow volumising products and how they can be used on your client's hair.



Raise the Root

- Formulated with flexible, translucent polymers
- Acts like a spring at the root of your hair
- Creates instant lift/volume that lasts
- Not stiff, sticky or crunchy like hairspray
- Won't dull or darken colour

Dream Cocktail Carb Infused

- Leave-in heat activated treatment
- Weightless, carb-based complex that bonds to hair strands, acting like a "filler" to add mass and girth to every hair strand
- Even the finest hair looks full and dense

Style on Steroids

- Heat protectant texture spray
- Instant fuller, thicker hair
- Ideal for beachy waves
- Hybrid copolymers give your hair long-lasting style memory

Xtra Large Bombshell Volumizer

- Not a cream / not a gel
- No waxes, brittle polymers or alcohol typically found in thickening products
- Create weightless bulk throughout the hair
- Apply to damp hair
- Dispense 2-3 pumps into hand and smooth through sections of hair from top to ends



To become a Color Wow stockist contact:

AU — thehaircaregroup.com — 1300 437 436 NZ — thehaircaregroup.co.nz — 0800 505 385



LAKMĒ
INSPIRED HAIRCARE

MODERN DAY COLOUR

CREDITS

Hair styling: Peter Beckett **Hair colour:** Deb French & Haircare Group Technical Team
Photographer: Michelle Tran **MUA:** Greta Keddie **Stylist:** Ella Murphy
Models: Sylvie, Paris, Hope & Eden from Vivien's Model Management

how to

CREATE A CAMPAIGN SHOOT

BY PETER BECKETT
/ HAIRCARE GROUP CREATIVE DIRECTOR



Shooting a hair campaign is such a buzz! It is a brilliant way to visually communicate with your clients. A way to show off and shout out who you are: It's not just for business owners - we are all promoting ourselves and building and developing our clientele.

This is the way I put together a brand shoot to boost and promote business:

Plan, plan & plan again

'Fail to prepare - Prepare to fail' and have a clear idea of what your budget is. It's super easy to get carried away. There are amazing teams out there happy to work within a budget.

Mood board your interests

It can be anything. Shapes, colours, interiors to landscapes - it doesn't have to be hair related at all. I'm a texture guy so I love textures in my mood boards and even key words I like the sound of. Get those creative juices to flowing!

Location, location, location

Do you want to shoot on location or in a studio? Studio is much less stressful as you don't have to worry about the cheeky elements outside. Rain!!!

Get your crew

Having the right team is the most important part of any shoot. Having a team that relates to what your vision is whilst having great energy and excitement will show in your result... not to mention having an awesome day at the office.

Collaboration

I love to collaborate. Discuss your thoughts and ideas with the people that you will be working with. Stylists and makeup artists are a database of inspiration: use them to develop your vision.

Talent

Next up is models. Contact model agencies and ask for model packages that work with your budget. It's a little like shopping - don't just settle with one agency. Call a few.

Once you have all the elements come together and you have your crew, concepts and location sorted you can plan the day. Have a clear run sheet of how much time you think you will need to prep and shoot your shots. It's a great idea to have someone assist you - many hands make light work.

I also love to practice my techniques prior to the shoot so I am confident and know exactly what time I need.

When the day is all done and dusted and you're high as a kite from the amazing images you and the team have created, it all comes down to the edit. Pick up to 5 favourites from each shot, and then it becomes a process of elimination.

Finally, retouching is super important. I personally don't like things looking too processed, so I like to work more on calibrating colours and smoothing out any cloths etc.

Oh, and lastly - don't forget to feed your crew. Food is everything on set!

Have you done any hair campaign shoots for your salon or your personal brand lately? Let us know! [H](#)

FORMULATION

Lightened panels - 30g
K.Blonde cream + 30g 20vol,
lifted to a level 7.

Toner - Gloss 10g 7/30 + 10g
5/30 + 10g 8/34 & 60g 9vol.

All over colour - Chroma 30g
5/61 + 10g 4/00 & 80g 6vol.

Teknia Used - Frizz control for
maintenance program.

FORMULATION

Foils full head fine weaves
K.Blonde powder with 20vol
+ Lowlight every 3rd foil -
Chroma 10g 8/32 + 10g 7/60
+ 8/64 & 6vol.

Toner
Root Stretch - Gloss 10g
5/00 + 10g 10/22 & 40g 6vol
Ends - Gloss 10g 9/00 + 10g
10/20 & 40g 6vol.

Teknia Used
White Silver +
Organic Balance for
maintenance program.



FORMULATION

Natural root of a 7/30.

Mid Band - Built up box dye - looked like a 6/50.

Ends & face frame - over processed level 10 highlights.

Correction - Mid band collage 0/00 and 30vol 20 min, then move into the natural root and ends for 10 minutes avoiding over processed areas.

Rinse - Olaplex Standalone 20min.

Global colour - Virgin application.

Mid-lengths & ends - Chroma 60g 7/44 + 30g 8/34 + 15g 0/30 & 90g 28 vol for 20 minutes.

Roots - Chroma 10g 7/30 + 10g 8/34 + 10g 7/44 & 30g 28vol for 20 minutes.

Teknia Used - Colour Stay + Full Defence serum for maintenance program.



FORMULATION

Scalp Bleach - 60g K.Blonde Powder lightener & 120g 20vol, lifted to a level 10.

Ends were cleaned out with collage 0/00 and 10vol for the last 15 min.

Toner - gloss 15g 10/20, 15g 9/00 & 60g 6vol.

FORMULATION

Pre-lightened - Start on a clean level 10.

Global colour - Gloss 60g 0/00 + 5g 0/50 & 120g 6vol.

Teknia Used - Deep Care for maintenance program.



FORMULATION

Freehand Balayage with K.Blonde clay 30vol alternated with 40vol throughout the head.
Lift to 9 Level.

Face Frame - K.Blonde clay 30vol, lift to a 9 level.

Toner - face frame - Gloss 5g 9/00 + 5g 9/13 + 5g 0/00 & 30g 6vol.

Mid-lengths & Ends - Gloss 15g 9/30 + 5g 9/13 & 40g 6vol.

Teknia Used - Full Defence maintenance program.



the OLAPLEX PROFESSIONAL KIT IS BACK

OLAPLEX is a common part of hair salon vocabulary at this point. The ever-evolving range of quality professional service and retail products forever changed the industry. OLAPLEX put the focus back on restoring and nurturing hair health, and more importantly caring and protecting hair through chemical services and treatments, negating damage and ensuring optimal results. It's no wonder this magic molecule took both clients and professionals by storm and, with its Professional Kit readily available once again, it is an essential for every salon.

With that in mind, get your hands on the OLAPLEX Professional Kit, a two-part kit of the brand's renowned No.1 and No.2 that can be used by licensed professionals in all chemical or texture services. The products are defined by OLAPLEX's patented technology, which is an advanced single molecule, free of silicones and oils to dramatically strengthen hair, protect hair from within, elevate condition and deliver premium results.

These OLAPLEX technologies can be offered into a range of salon services, or as its own individual standalone treatment for true repair. There is a service option for every client, which can be added to your salon menu to increase revenue opportunities.

The Kit is comprised of two iconic products. First the OLAPLEX No.1 Bond Multiplier is used as an additive to colour or lightening formulas to lessen damage during the process or as a companion to perms or texture services to elevate hair quality in these chemical services.

Next, the OLAPLEX No.2 Bond Perfector acts as the second step, to be applied after chemical services and repair any

bonds that may have been missed by the No.1 within this process. With this system and technology, OLAPLEX builds and repairs broken bonds to restore the integrity of the client's hair in a way that has completely innovated hair services.

The technology reduces hair porosity, which has the effect of making colour last longer and of preventing fading, while also increasing the elasticity of hair and restoring it to its natural texture and state. It also adds a vital extra layer of protection and care to the hair for all services, from lightening to chemical processing and even hair cutting.

OLAPLEX's market dominance is due to both its top-tier technology and also its uniqueness in the field. It was the first bond multiplier, and stays ahead of the game, unable to be copied due to its patents. Its bold technology means it can be used repetitively and consistently, with technology that truly transforms hair in texture and not just aesthetic.

More specifically, OLAPLEX's patented technology works to repair all five types of damage. It works against

chemical services that can weaken the hair without this repairing product, as well as common heat styling processes with straighteners, curling irons and blow dryers at high temperatures. It's also effective when dealing with often unavoidable mechanical damage such as brushing, tugging, styling the hair with tight accessories and pulling on wet hair and its helpful in the effects of environmental damage from the sun, humidity, extreme weather conditions and pollution. It even helps with lifestyle and physiological changes common to all clients, which range from the aging process, stress, the need for particular medical care or hormonal fluctuations due to childbirth or menopause.

The OLAPLEX Professional Kit is supported by at home services available for you to retail to your clients, including products from shampoo and conditioner, to a mask, styling products and at home treatments. Discover the game-changing properties of OLAPLEX for yourself and for your clients, and see just why OLAPLEX is a household name. **H**



To become an Olaplex stockist contact:

AU — thehaircaregroup.com — 1300 437 436 NZ — thehaircaregroup.co.nz — 0800 505 385

salon feature

MELT HAIR STUDIO



Going from strength to strength, Melt owner Shantell Brady has been a hairdresser for just over 8 years, and has opened her first salon 1.5 years ago, now with a team of 6. A self-proclaimed blonde salon "however we do love a good, vibrant red!", Melt has partnered with Haircare Group since their inception.

"Haircare has been so supportive during my short time with them as a business owner," Says Shantell, "They are very welcoming and always happy to answer any questions I have. I can only see my relationship with Haircare growing and I am excited for the future."

Understanding that her team make the studio, the atmosphere when you step into Melt is electric. With 6 different star signs on one team, everyone gets along and is warm and welcoming – a trait that Shantell says they work hard to maintain, "it is super important to us that all our clients feel as comfortable as possible. With communication and respect, the studio always runs smoothly as we know we are all on the same page. And we like to have fun, we spend more time at work than at home. It is important to not take things too seriously."

Noting that education is important as the industry is always growing, ("we are constantly educating ourselves with the latest trends so we can provide the best services for our clientele.") Shantell keeps her team inspired and engaged with the constant new trends by doing a lot of online education – especially in the current climate.



"I feel most creatively inspired in our studio, surrounded by the girls," Shantell says, "And my team inspires me, seeing them reach their goals and watching them strive to be the best."

Citing a lot of colour corrections coming through their studio, she says that any virgin hair is a dream client at the moment, and that a lot of her clients are loving the face framing pop – keeping hair bright for winter, but still lived in.

Shantell is "absolutely obsessed" with the Evo Platinum Blonde Fabuloso range, "it has been a game changer within our studio as majority of our clients are blonde. This product keeps our clients' hair looking and feeling amazing. It does not over tone or make their hair feel dry", and her best advice for colourists?

"Be creative, trust the process and be honest with your clients."

Creativity, trust, a welcoming team and a strong leader? In just 1.5 years, Melt is already going from strength to strength and their future is just as bright as those face-framing foils. **H**

"Be creative, trust the process and be honest with your clients."

 Seaford, Adelaide, AU

 /melthairstudio

 @melt.hairstudio

the

SWIFTER LIFTER

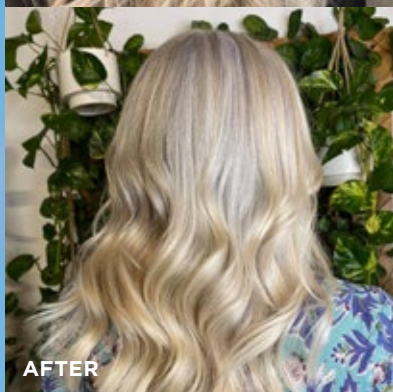
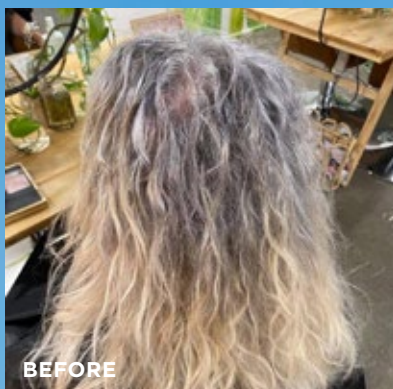
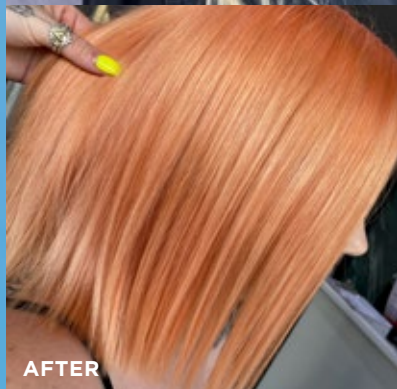
The Evo Bottle Blonde professional lightening portfolio is a must for every salon who is looking for a faster processing time.



A formulation that is fragrance-free, vegan, cruelty-free and gluten-free and offers clients on-scalp comfort with reduced irritation and sensitivity.

We know that blondes do have more fun, but the Evo blonde portfolio ensures clean, even blonde results, with maximum lightening power and complete lightening flexibility, with epic lifting power.

In powder and clay variations and now with a Colour Remover added to the mix, we spoke to a couple of salons who are using Bottle Blonde, for what they had to say about the range:



Same Same But Different

“13 years in the industry and I’ve been colour obsessed from day one! When we got the opportunity to trial Evo Bottle Blonde at Same Same But Different, I was all hands on deck. The promise of having a botanical colour that performs was to enticing not to try!

Well... it completely knocked my socks off.

Clean lifting, none of that crappy swelling... it’s been incredible to work with. Being able to push the hair to create those bold makeover looks while still having the confidence in soft healthy hair, I’m hooked.”

— Clair

@samesamebutdifferent.salon
@clair.louise.hair



Hey Bottle Blondes, make sure your salon is using the **Evo Fabuloso Platinum Blonde Toning Shampoo** and **Fabuloso Platinum Blonde Colour Boosting Treatment** at the basin to banish any brassiness. Both Fabuloso offerings are available in a handy retail size too, so your bombshell clients can stay toned at home!

Little Birdie Hair Co.

“Using Bottle Blonde has been a game changer for us at Little Birdie Hair Co. The Clay is perfect for our Signature Balayage and blends like a dream, while the Powder Lightener is the perfect consistency for traditional foiling techniques. Combined with Hue-Verse liquid gloss toners, we can’t get enough of the shine and health of our blondes.”

— Tria

@littlebirdiehairco
@littlebirdiehairco_mooloolaba
@littlebirdiehairco_gympie



To become an Evo Bottle Blonde stockist contact:
AU — thehaircaregroup.com — 1300 437 436 NZ — thehaircaregroup.co.nz — 0800 505 385

the POWER OF WOW

You may know the Color Wow name, you may use Dream Coat (if not, you're missing out!), but did you know that the Color Wow range is formulated using ground-breaking technologies?

Color Wow CEO and founder, Gail Federici, is a serial "beauty problem solver" whose innovative company has been called "the Apple of hair care."

In the past, Gail created the first "prescriptive brands" to fix frizz and brighten blonde. Now she has turned her "problem-solving" focus to the salon industry's most burgeoning and challenging category: colour-treated hair.

Determined to give hairdressers smarter, faster, safer ways to style this specific hair type, and achieve never-before-possible results, led Gail to create a totally new, radically inventive range of technologies.

How is Color Wow totally different from other hair care brands?

When it comes to hair colour, Color Wow is the ingredients police - the first to ban "colour corrupters" found in most haircare and styling products.

- Color Wow has identified and banned over 60 ingredients because they can stain and distort hair colour.
- Every formula is a breakthrough, proprietary technology developed in the Color Wow lab.
- Every formula solves an unmet problem for stylists and your clients.
- Color Wow does not bring a product to market unless it's a major improvement over what exists or it addresses an unsolved problem.
- Safe and effective, every formula delivers "you have to see it to believe it" results.

The entire range is not tested on animals and contains no parabens, no sulfates and no toxic ingredients.

Color Wow is a compact, capsule collection of ground-breaking, problem-solvers for colour-treated hair. Fewer formulas, higher performance.

Here we break down the technologies of each new styling product to the range.



One-Minute Transformation STYLING CREAM

An on-the-spot fix when hair gets bent out of shape. Achieve the look of a smooth, sleek, blow-dry without wetting hair.

- Instantly absorbed cream re-moisturises, eliminates frizz, and creates a smooth, polished surface.
- Rich in Omega 3's and avocado oil, OMT breaks down and emulsifies when rubbed in your hands (from contact with salts, electrolytes) so it penetrates into hair instantly.
- A fast and easy "blow-dry" alternative when there's no time to shampoo.
- Great for men's styling.
- Perfect to separate, define, add gloss and hydration to waves/curls without "killing the curl"
- Unlike most styling creams used on dry hair, OMT leaves no waxy, greasy build up on hair.
- UV protection.

/ 120ml



Color Control TONING + STYLING FOAM

"Smart foam" renews bounce and keeps colour tones bright and fresh. Blue Toning for brunettes. Purple Toning for blondes.

- Alcohol-free "smart foam".
- Uses flexible rosins (a rubber-like substance derived from trees) instead of stiff, acrylic resins.
- Renews body, bounce and softness for easier styling, less breakage.
- Subtly tinted formulas ensure brightest, richest, freshest colour tones.
- Light Lavender for blondes helps neutralize yellow, brassy tones.
- Teal Tint for brunettes helps neutralise red brassy tones.

/ 193g



Speed Dry

BLOW DRY SPRAY

Cuts drying time by up to 30%.

- Ground-breaking alcohol-free and silicone-free technology.
- Proprietary polymer works like shrink wrap to squeeze out excess water while locking in critical hydration.
- Hair dries faster, without dehydrating.
- Blend of keratin proteins and silk amino acids helps increase elasticity and resilience.

/ 150ml



Style on Steroids

TEXTURE + FINISHING SPRAY

An instant explosion of sexy texture. Record "setting" results.

- Contains micro zeolites that will absorb second day oil plus add "guts".
- Just spray on dry hair to safely add instant guts and glam to any style.
- Won't "cloud" colour.
- Never stiff, sticky or brittle.
- Thermal protection.
- Will not "glue" strands together when using heat tools.
- Long-lasting results when setting or styling with irons.

/ 262ml



Raise the Root

THICKEN + LIFT SPRAY

The cure for flat hair!

- Raise the Root uses proprietary "elastomers" that form a "spring" at the roots.
- Game-changing spray delivers major, long-lasting lift and fullness to even thin, fragile colour-treated hair
- Won't darken or dull hair.
- Never stiff or sticky: hair stays flexible, soft, and aloft!
- Can be used on wet or dry hair.

/ 150ml



Pop & Lock

HIGH GLOSS FINISH

Epic shine and colour that pops, plus UV protection.

- Ultra-light formula can be layered onto wet or dry hair without greasy build up.
- 75% of the formula penetrates and hydrates to restore elasticity and suppleness.
- 25% of the formula wraps around the outside of the hair, forming a crystal clear, high-gloss sheath that locks down the cuticle, locks in lubricants and moisture.
- UV protection guards against damaging, colour-dulling pollutants.

/ 55ml



Extra

MIST-ICAL SHINE SPRAY

Achieve a new level of intense, healthy-looking shine! Features Mullein, a flower known for turning UV rays into full spectrum light.

- Harnesses the light-producing power of Mullein, a flower that captures invisible UV light, and converts it into full spectrum light in order to emit a brilliant show of radiance.
- Lightweight, non-greasy, non-drying.
- Will not weigh down or flatten the style.
- Thermal protection.

/ 162ml

COMING
SOON



Xtra Large

BOMBSHELL VOLUMIZER

Super-thick, super-full, super-luxe hair

- Non-damaging, non-dehydrating, non-invasive hair volumiser.
- Thickens strands without using the typical "thickening" ingredients such as alcohol, salt, or resins, that create volume by forcing up the cuticle so strands don't lie flat.
- Proprietary polymer/Bamboo blend surrounds each strand, mimicking "cuticle lifting" hair thickeners to create volume while allowing hair's cuticle to remain closed and intact.
- Hair feels natural and supple (not stiff, sticky or crispy).
- Gives flimsy, hard-to-style hair new "guts + grab" texture that can hold a style.

/ 200ml



To become a Color Wow stockist contact:

AU — thehaircaregroup.com — 1300 437 436 NZ — thehaircaregroup.co.nz — 0800 505 385

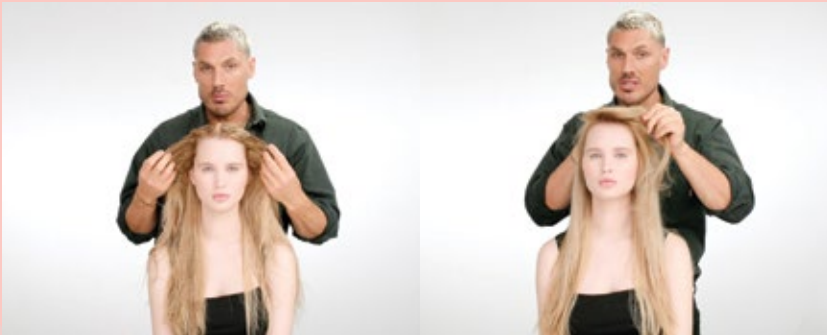
get the look

COLOR WOW XTRA LARGE

with Chris Appleton

@chrisappleton1

BEFORE



AFTER



Give your clients some serious va-va-voom with Color Wow Xtra Large Bombshell Volumizer.

Here, Color Wow Global Creative Director and celebrity stylist Chris Appleton shows how to create his signature bombshell blow dry.

To get the bombshell look:

- Start on damp hair.
- Use 1-3 pumps of Xtra Large per quarter of hair.
- Apply from root to tip, making sure product is evenly distributed.
- Xtra Large isn't heat activated, meaning you can let hair air dry, or apply heat for a big, bouncy blow dry.
- If you are using heat, Xtra Large contains heat protection, is pliable and gives hold, but still gives a beautiful finish.

"What I love about this look is not only is it full of volume and bounce, but it also has a great shine, and the hair moves. And that, for me, is what seals the deal. Try it!" - Chris Appleton



Chris' Tip?

Chris' tip? Once product is distributed throughout the hair, take another pump of Xtra Large and rub it all around the hairline to capture fine, flyaway hairs or baby hairs, whilst adding extra lift and hold. **H**

KEY PRODUCTS
Moroccanoil Perfect Defense
Moroccanoil Smoothing Lotion
Moroccanoil Styling Gel

GOLD STYLING

MOROCCANOIL

CREDITS

Photography: Michelle Tran / @mishytran **Styling:** Ella Murphy / @ellamurphy_stylist
Make-up: Greta Keddie / @gretajeankeddie **Creative Director:** Peter Beckett / @peterbeckett_
Models: Chadwick Models / @chadwickmodels

KEY PRODUCTS

Moroccanoil Perfect Defense
Moroccanoil Volumizing Mousse
Moroccanoil Luminous Hairspray Strong



KEY PRODUCTS
Moroccanoil Volumizing Mousse
Moroccanoil Luminous Hairspray Strong



KEY PRODUCTS

MoroccanOil Root Boost
MoroccanOil Volumizing Mousse
MoroccanOil Luminous Hairspray Strong



KEY PRODUCTS

Moroccanoil Smoothing Lotion
Moroccanoil Luminous Hairspray Strong
Moroccanoil Mending Infusion



MEET THE TEAM

Chosen for their technique, creativity and theming, five lucky winners of the MoroccanOil Eurovision Styling competition went beyond the chair and experienced the world of editorial styling, care of MoroccanOil.

Guided by Haircare Group Creative Director Peter Beckett to create a 70's disco inspired editorial collection, the team used a range of MoroccanOil products for looks that exude elegance and luxury with a contemporary edge.



Rhiannon Maher

STELLAR SALON

Describe the MoroccanOil Gold Styling Shoot trip? The MoroccanOil Gold Styling Trip was such fun, collaborative experience.

What was your favourite part of the trip? My favourite part of the trip was having the opportunity to hang out with some amazing creative people that really felt like friends from first meeting them.

What was your favourite look from the shoot? My favourite look was the pony of course! It's so hard to nail a ponytail perfectly and I can appreciate how much work goes into it.

Can you share something you learned from being on set? Being on set is such a collaborative experience. Learning from the master, Peter Beckett and his tricks for shooting models from the right angles to creating movement in a still shot was a highlight for me.

 @stellar.salonn



Tennille Stewart

HALO HAIR & BEAUTY

Describe the MoroccanOil Gold Styling Shoot trip? I felt like this trip was so well planned. Everything ran smoothly and the team behind it all was nothing but accommodating.

What was your favourite part of the trip? My favourite part was definitely the shoot. Watching like minded people in their element executing epic work, Learning so much about this next level part to our industry, and having the chance to create my own look to then have an amazing outcome that I could never have dreamed of!

What was your favourite look from the shoot? My favourite look from the shoot was definitely look 5 (my look) and I'm not just saying that because I think everyone did an amazing job. But look 5 was definitely the style of work I love. Super sassy and textured with an element of fun.

Can you share something you learned from being on set? I learned there is way more that goes on to the pictures we see in magazines. So much thought and effort goes into every single detail. It takes a massive team of epic individuals to create a smooth running shoot with a spectacular outcome!

 @tennille_halohair



Cassandra Knez

RUBI HAIR

Describe the Moroccan Gold Styling Shoot trip? 2 days filled with incredible food, wonderful people and ridiculously fun hair!

What was your favourite part of the trip? THE VIBE! Surrounding myself with so many positive and passionate people, not to mention the constant support and guidance was so uplifting (also a cocktail or 2 didn't hurt).

What was your favourite look from the shoot? The technique used to create the look I worked on was such a cool concept - I loved the end result! But also who could deny love for a bouncy blonde bombshell with a flipped out fringe, now that was HOT!

Can you share something you learned from being on set? A valuable lesson on how to use a leaf blower for some added wind machine realism!

 @cassi.capelli



Fiona Margaret Marshall

YELLOW STRAWBERRY

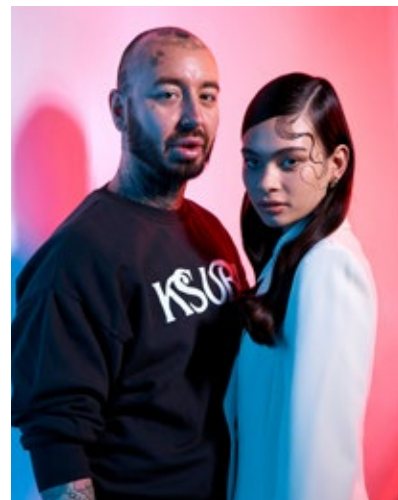
Describe the Moroccan Gold Styling Shoot trip? My experience was an absolute dream come true. The Moroccan Oil and Haircare group know how to make a hairstylist from Adelaide feel special, from staying in a luxury boutique hotel to being wine and dined in popular Melbourne restaurants and cocktail bars.

What was your favourite part of the trip? The Best part of The trip was working on the MO for Gold Shoot with the Master stylist and creative Haircare director Peter Beckett. Peter guided us through the looks and was happy for our input and to put our own flair into the hair for the shoot. I got to work alongside the best of the best in the industry from photographers, makeup artists, fashion stylists, lighting experts, brand managers, social media experts and not to mention the location at Sun Studios. I was totally in my element learning new tips and techniques to editorial styling.

What was your favourite look from the shoot? I was totally in love with all the looks from the shoot and can't wait to see the final images. I was especially proud of the look I got to create. I love that it was big bold and textured but sexy with a bit of a seventy's vibe.

Can you share something you learned from being on set? We never stop learning in the hair industry it's always great to work as a team and bounce new ideas and techniques I was totally impressed with Peter Beckett's new technique on setting the hair with long strands of elastic to create long hair texture (genius!!)

 @hairbyfionamarshall



Thai Davenport

CABAL HAIR

Describe the Moroccan Gold Styling Shoot trip? I would describe the trip as an amazing opportunity to work with other like minded stylists. Having the chance to share my talents, as well as learn new ones from others and to be part of a new family.

What was your favourite part of the trip? My favourite part of the trip would have to be getting to work with Peter. I loved how he ran the shoot starting with vision boards and then letting us put our own spin on his looks and making them our own. Also I absolutely loved our dinners it straight away felt like we were part of a family.

What was your favourite look from the shoot? To be honest I feel like the look that was my favourite was my own. I was lucky to get a look that was both soft but also creative which really does describe me as a stylist. I always say my style teeters on the edge of beautiful and edgy. This isn't to say I didn't love them all though.

Can you share something you learned from being on set? I think the most memorable thing I learned was not to try to be perfect, that making a mistake can make it turn out even better. I also learned just how much I missed working on shoots and helping other stylists achieve their looks.

 @cabalhair

TRAVEL DIARY

3 action-packed days in Melbourne - a first class 'gold' trip like no other!

Sunday

Hello, Moroccanoil! We all flew in from around Australia and arrived at the hotel - it was great to meet everyone! We kicked off the trip with pre-drinks on the rooftop bar at the QT Hotel, the place that we would be calling home for the next few days.

We had an amazing dinner at Melbourne hot spot Chin Chin. If you're dining there, definitely order the Kingfish or the Pad Thai, and the Strawberry Paloma and Honey Bunny cocktails are a must-have, too!

We then visited Nic and Nora's for a couple of cocktails, before calling it a night.

Monday

8.00am: Up and at 'em

After an early breakfast at the hotel, it was time to meet Jack who was our chauffeur driver for the few days! We were in a 7-seater car all together, so

it was nice to feel everyone's excitement as we got closer to the studio.

8.30am: Briefing at the studio

Jumping straight into work mode, we got to work alongside Peter Beckett as we heard how he conceals a shoot. He talked us through the looks that we were going to create, then we set to work!

10am: Look out, Gigi

Aside from creating the final hair looks, we worked alongside our wardrobe styling and makeup artists to select final looks to enhance the hair. Watching the models transform into our 70's disco-inspired vision was inspiring and helped us to learn about the nuances of running a successful editorial shoot.

4.30pm: That's a wrap!

What a day! It's hard to be exhausted when you're so excited - but we were so happy with the looks, and proud of what we'd done. Saying farewell to our models and crew for the day, we

met Jack again and headed back to the hotel to get ready for dinner.

8pm: Dinner at Bodega Underground

We had the Feed Me menu, plus a round of margaritas (there may have been a couple of cheeky tequila shots too, but we had to celebrate a job well done!).

Tuesday

Check out and goodbye

We had our final breakfast together, then it was time to say goodbye to our mini Moroccanoil family! It had been a whirlwind three days, but it was so much fun. Home to rest... and get back into salon to show off our newfound skills! 📷



get the look

MOROCCANOIL SMOOTH 70'S BLOW OUT

with Kirsty Anne Sage

@kirstyannehair



Celebrating the new MoroccanOil All in One Leave in Conditioner that launched earlier this year, we partnered with Kirsty Anne from James the Salon to bring this new must-have product to life.

The result? A sexy take on the 70's trend, with flicks that aren't fried, and nourished, silky, hydrated hair that feels soft and looks luminous.

Kirsty Anne created this Smooth 70's Blow Out look by using:

- MoroccanOil All n One Leave in Conditioner
- MoroccanOil Treatment Light
- MoroccanOil Hydrating Styling Cream
- MoroccanOil Ceramic Round Brush
- MoroccanOil Luminous Hairspray Medium



MoroccanOil All in One Leave-in Conditioning Spray

...is a lightweight, multitasking spray that works on all hair types to protect against breakage and thermal damage while nourishing and softening the hair.

With a lightweight, milky formula that contains antioxidant-rich argan oil, pure amino acids to increase strength, a nourishing superfood blend, and naturally derived sugars that act as an anti-dehydration shield, this product will instantly detangle, hydrate, and protect hair. [H](#)

To see this tutorial, or for a bonus Voluminous Waves tutorial from Kirsty Anne, scan here...



5 minutes with
JOSHUA COOMBES

**Meet the man behind #DoSomethingForNothing
- a movement encouraging people to connect their
skills and time to those who need it.**



Starting by offering free haircuts to those experiencing homelessness, Joshua tells the stories of those who go unheard.

H: Tell us about the Do Something for Nothing movement: J: It's really something that has been relevant since humans have been walking this earth - looking out for one another and sharing when we have things we can share. For me specifically, it's about time, and obviously help is the way that I do that, and the way that I got into what I'm doing now, going out and cutting hair for people experiencing homelessness. But quite quickly, I realised in that process that this was just a vehicle for connection, and to listen to the people around us.

H: How has the global hairdressing community supported Do Something for Nothing? J: Other hairdressers have adopted this movement in many ways - some are going out on the street themselves in different cities and countries and using that skill to cut hair for people on the street. And of course, specifically, I'm talking about hair styling and hairdressing. It's a really beautiful way to give someone a transformation sometimes, whether that be big or small, and sometimes it's a really interesting visual transformation.

But honestly, some of my favourite moments when I cut someone's hair are quite subtle and you can just see that someone is relaxed from spending time with someone. I think hairdressers around the globe have been quite supportive and they understand the importance of their role and the job they do is to not just give someone a confidence and the way they look, make them feel better on the outside, but to be there for people and the chair in front of them.

H: Your story is incredibly humanising - what is one moment from the past 6 years that sticks with you the most?

J: It's been a really amazing journey and a lot of moments have stuck with me through the last 5-6 years that I've been doing this. But honestly, the biggest one to me is one of my friends Cedric who I met on the streets of Paris and what it taught me was the concept of not going out there and not the first priority being to help somebody, but



to connect and form a connection with someone, because he's somebody I met and we just became friends on a level straight away.

You know when you meet someone who you know is going to be in your life for awhile? We just met on the grounds of liking the same music, just a lot of the same things and after that I cut his hair and went back to Paris and visited him a few times and it was this, I suppose, change in me that happened which was perhaps before, I was maybe going out there before with sympathy and the idea that I wanted to help someone because they were in a worse position than me and a lot of times, of course that's the case - people are really struggling - but I think the best way to go out and try and be of service in your community is to form a connection, to try and build a bridge of empathy and he really taught me that.

H: How can people get involved with the Do Something for Nothing movement?

J: Simply using the hashtag online when they know someone doing something positive to affect the lives of people in your community. It might be yourself and the skills that you have, but honestly, how to get involved is the simplest of things - I keep my benchmark really low - it's about the price you put when you smile and saying 'how are you' when someone is really isolated and in a difficult position.

These moments can be really challenging - it's not always easy to interact with someone whose life may look very different than your own, but it's about getting outside your comfort zone a little bit and realizing that they are small things that we look past, like simply acknowledge one another, recognising somebody as a human being - that can mean everything to some people that I meet.

I really believe in sharing those moments online to inspire other people, this isn't about taking selfies when you're doing something nice, and patting yourself on the back, it's about humanising some of the issues that divide us, but recognizing that you are valuable as one person and you may not be able to solve every problem overnight, but you can certainly


go out there and do the best things you can do with the time you have on this Earth.

H: You've just written an amazing new book, tell us about it: J: During the first part of lockdown, I wrote the book, and I probably met all the people who are in it in the year leading up to that.

Now it's released in Australia, and I really hope that this can go beneath the surface of homelessness via a simple act of a haircut and I think through this amazing way that I'm able to communicate through the haircut, it's a way to get beneath the surface and really dissolve the stigma surrounding this issue.


You've got stories of different people from all over the world - Europe, America and Australia and it really was a moment of reflection. This whole book is compiling a lot of the ethos on what I've been doing for the last 5-6 years, so it's amazing to see it out there in the world.

H: Anything else you want to tell us?

J: I just want to say thanks so much for having this conversation. For everyone reading this, an amazing way to support Do Something for Nothing is by buying this book - 100% of the proceeds go to future NFP art projects that I put on to try and amplify the lives of people I meet who are experiencing homelessness so thanks so much and lots of love. 



Joshua's book, **Do Something for Nothing** is available in Australia and New Zealand now, at all good book shops.

 @joshuacoombes
@dosomethingfornothing
#dosomethingfornothing

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KEEPING YOUR BEARD FRESH

just got easy

Joining this notorious line-up of barbershop favourites, Reuzel Ambassadors Leen & Bertus have introduced triplets to the beard family: Refresh No Rinse Beard Wash, Clean & Fresh Beard Serum and Clean & Fresh Beard Wash.



Refresh No Rinse Beard Wash

Reuzel Refresh No Rinse Beard Wash is an emergency shower in a bottle! No need for a shower or sink, Refresh is a rinse-less shampoo to freshen the beard.

Key ingredients include: Calendula Extract (hydrating), Shea Butter (promotes strong antioxidant activity) and Apricot Oil (moisturising, non-comedogenic).

The Breakdown:

- Instantly Freshens Beard
- Softens Coarse Hair
- Keeps Beard Moisturised
- Promotes Thicker Hair
- Light, Refreshing Scent

The Get Down:

Apply 1-2 pumps of Refresh to dry beard to freshen, comb through for a clean and soft beard.

Scumbassador Tip:

'Wash your clients' beard with Refresh first before doing a beard trim.

Beard Serum Clean & Fresh

Reuzel Clean & Fresh Beard Serum is a perfect blend of moisturisers for a weightless oil that will not weigh the beard down leaving it with a natural, non-greasy finish.

Key ingredients include: Argan Oil (Omega 9 fatty acid to repair and promote strength, softening), Vitamin E (antioxidant), Calendula Extract (hydrating), Shea Butter (promotes strong antioxidant activity) and Apricot Oil (moisturising, non-comedogenic).

The Breakdown:

- Softens Beard
- Non-Greasy Formula
- Won't Clog Pores
- Light, Refreshing Scent
- Formulated for your Beard & Skin underneath

The Get Down:

Apply 2-3 drops of Beard Serum to soften & tame beard, while hydrating the skin underneath.

Scumbassador Tip:

Reuzel Beard Serum can also be used pre shave or as an excellent shave oil.

Beard Wash Clean & Fresh

Reuzel Clean & Fresh Beard Wash is a creamy, conditioning cleansing wash for the beard and face. The Beard Wash gently removes residue and oil while cleansing and moisturising the beard and skin underneath.

Key ingredients include: Calendula Extract (hydrating), Shea Butter (promotes strong antioxidant activity) and Apricot Oil (moisturising, non-comedogenic).

The Breakdown:

- Cleanses and Conditions Beard
- Keeps Beard Moisturised
- Won't Clog Pores
- Rinses Clean
- Light, Refreshing Scent

The Get Down:

Apply a small amount of Beard Wash to wet hands and massage into facial hair and skin. Lather and rinse thoroughly.

Scumbassador Tip:

During use, firmly massage the skin underneath your beard, this will exfoliate the skin resulting in a healthy, itch-free face.



To become a Reuzel stockist contact:

AU — thehaircaregroup.com — 1300 437 436 NZ — thehaircaregroup.co.nz — 0800 505 385

evo™ the shag

hair like you've been there

the shag gives all hair types and lengths touchable, beachy texture with a matte finish for lived-in, next-day effortless... now you too can have that do'er look - just by washing right, blowing right and following it up with a good shag.



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evohair.com/pro - /evopro - @evopro - #evopro



EDUCATION HIGHLIGHTS

The Haircare Group Education program for 2021 continues to support you and your team with education to grow your skills, no matter where you are.





Throughout 2021, like most salons across Australia and New Zealand, the Haircare Group technical and education team have had to pivot more than Ross Geller with a couch.

The team have managed to squeeze in salon training sessions, live events and studio classes between various lockdowns, with a consistent focus on virtual education to ensure that you can stay connected and motivated from wherever you may be.

We've run brunches on how you can take your social media game to the next level, shown blokes how to bleach, levelled up the next crop of great talents with Lakmé Emerging Academy, looked, learned and shared bubbles with salon friends at the Lakmé Raw Co-Lab earlier in the year and officially launched Hue-verse across the nation.

Coming up in 2021, we have continuing classes in:

- Cutting for both men and women
- Colouring fundamentals
- Product knowledge

Our virtual classes are continuing to run online, so even if you can't be in your salon, can still upskill and stay connected. Our virtual calendar is continuously updated to support those in lockdown with engaging, informative and fun sessions, so you can return to your salon feeling motivated and with fresh new skills to show off to your clients.

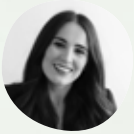
Developing hairdressers of all skill-sets across Australia and New Zealand, visit our website to book your next course... and keep an eye out for the 2022 program, coming soon! **H**



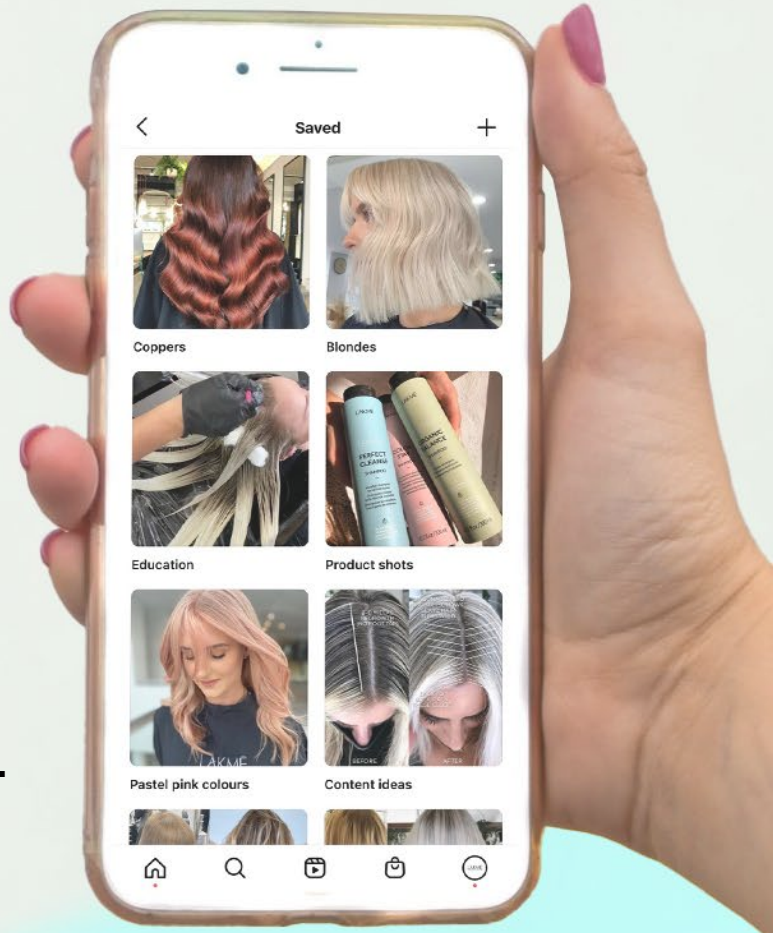
For more Education information contact:
 AU – thehaircaregroup.com – 1300 437 436 NZ – thehaircaregroup.co.nz – 0800 505 385

forget likes

SAVES WILL GROW YOUR INSTAGRAM



Say goodbye to Instagram likes and say hello to saves: It's the latest engagement metric we're obsessed with. And there's a good reason for it.

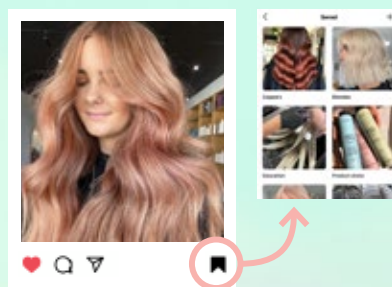


Instagram saves are a key signal for how the Instagram algorithm works. The more saves you get on a post, the more people it will be shown to. When someone takes the action of hitting save — people think your content is worth revisiting again and again. Which, to Instagram, means that your content is worth displaying to a broader audience.

That's why, in order to grow your reach on Instagram, you should focus on getting more saves on your posts. In this article our Social Media Marketing Manager, Ashleigh Reinboth will share with you what content you can create that will get more saves.

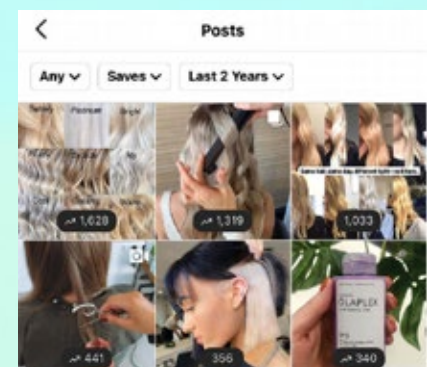
What Are Instagram Saves?

It's a handy feature to "bookmark" the posts that you like and save them in different collections (categories) so that you can revisit them again in the future. You find the "ribbon icon" button in between the image and caption on the right-hand side. You can either tap save or hold down on the save icon to select a folder (Instagram calls these "Collections") to save the post under. Once you've saved content you can go back and revisit all your saved posts under the main menu button on your profile. Collections are a great way to organise your favourite Instagram posts in a library-like setting. Most importantly, you won't need to crack your head to remember where you've seen it to find the post again.



To summarize the importance of getting saves, the more saves your posts receives, the more people it will be shown to. It can even appear on Instagram Explore page. This can translate into more followers and growth of your account.

Your Instagram saves will be shown to you on your Instagram Analytics page.



When we think about the psychology around when some hits "save" it's much more valuable than a "like". Think about it. People tend to double-tap automatically; it's quick action and doesn't require you to fully stop scrolling or completely absorb the post.

We rank "save" as the best recognition for a great and engaging post. The person hitting save wants to come back to it and review it again and again.



How Do You Get People to Save our Posts?

1 Write Richer Captions

The captions are very important for Instagram. Did you know that Instagram gives you 2,200 characters for the caption? Long gone are the days when having a heart emoji or a laughing face was enough to engage with your audience.

Today, people value sharing - life skills and educational skills. Have a caption that reads like a short blog post or a piece of professional education or advice. Engage with your audience on a personal or professional level and provide benefit to them.

Micro-blogging on Instagram has become a very big thing, and it clearly works. Why? Because it provides answers to people who have questions. It's no longer necessary to Google something to find the answers; we can find them on Instagram.

2 Create Content That's Visually Educates our Audience

This is all about creating content that genuinely benefits your audience. They are posts that help them achieve something in their own lives. This could be a post that teaches your clients a great tip on how to style their hair at home or it could be a post that teaches a professional peer how to create the perfect frame (for example). Remember it's important to visually demonstrate your point, adding text over images or steps throughout a video help ensure your point is not missed if they don't read the caption.

3 Be Unique

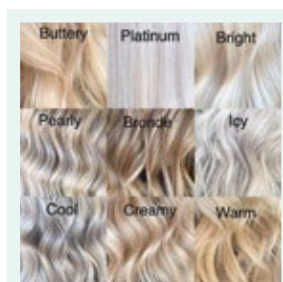
People won't save posts that contain information that they already know. You wouldn't revisit what you've already seen, done, or tried. You would save something that has a new twist and would benefit you to experience or try something new. This means your social media approach needs to be as an early adapter and jumping on trends early is key. Being agile and fast means you need to go from post idea to the post being published almost immediately.

Try to avoid basic posts and instead offer unique experiences or a fresh perspective that's based on your real-life experience.

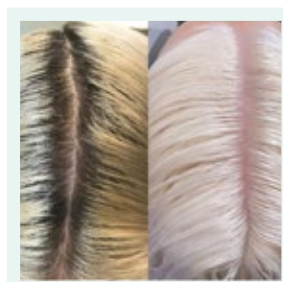
Since Instagram took away public facing likes, vanity metrics, such as likes, will become less and less important in the future. Saves are a great way to measure how valuable your content is to your audience. If somebody likes your content enough to save it for viewing in the future, that's a huge indication of quality. It means you're delivering what your audience actually wants to see and creating a follow worthy business presence. 📌



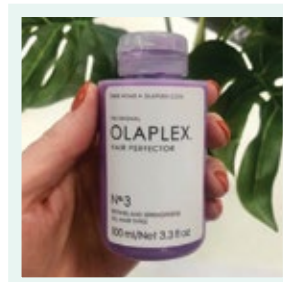
Here's some content ideas to get you going...



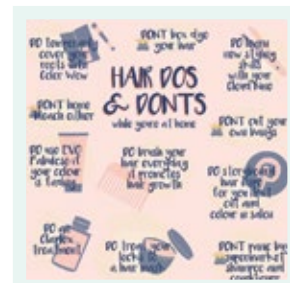
Picture collages: 2 or more images put together



Before and afters



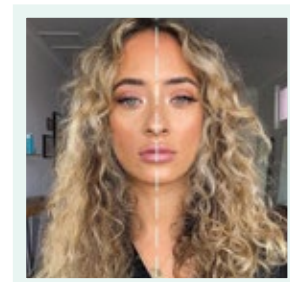
Showing a technique that speeds up appointment time or speeds up a client home routine



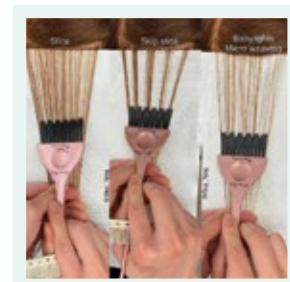
Do's and don'ts infographics



Product demonstrations

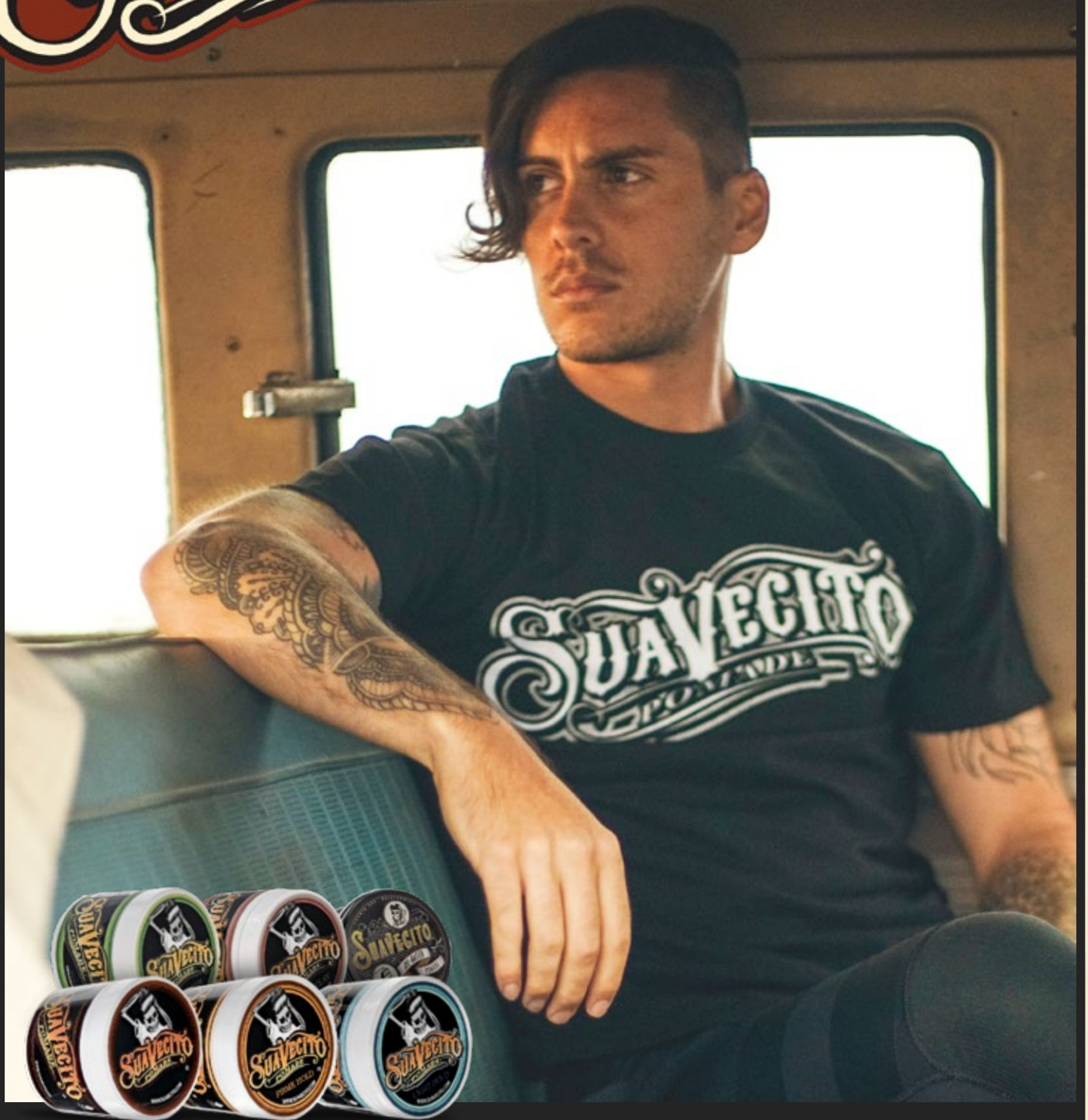


Demonstrating multiple techniques



Annotating an image to explain technique used

SUAVECITO



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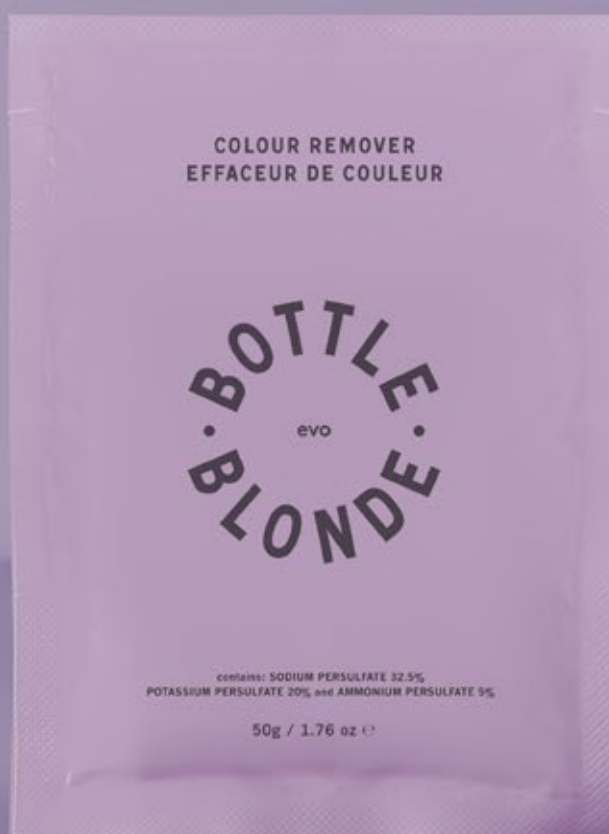
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A COLOUR REMOVER FOR THE REMOVAL OF DIRECT DYE, DEMI-PERMANENT AND PERMANENT COLOUR FROM COLOUR-TREATED HAIR.



**SOMETHING TO EASE THE PAIN...
TO TAKE BACK THE CONTROL AND
REGAIN YOUR CROWNING GLORY.**

...



better performance

the unique combination of gentle persulphates and strong cleansing agents effectively remove pigment from colour treated hair.



better for people

colour remover is fragrance-free to reduce scalp irritation and sensitivity during the removal process. plus, it's vegan, cruelty-free and gluten-free.



better for the planet

we've formulated without petrochemicals, like mineral oil. instead, we use better for the planet ingredients like isopropyl myristate and guar gum.



CONCEPT

a colour remover for the removal of direct dye, demi-permanent and permanent colour from colour-treated hair.

APPLICATION

bowl + brush

DEVELOPMENT TIME

up to 30 minutes



Q & A

introducing bottle blonde colour remover, a colour remover for the removal of direct dye, demi-permanent and permanent colour from colour-treated hair.

• • •



JAY KOWNACKI

head of education and product development

why do you love bottle blonde colour remover?

bottle blonde colour remover offers colourists the ability to remove any type of artificial hair colour from colour-treated hair. specifically, my favourite thing is that it effectively removes bright direct dyes, allowing the colourist flexibility to offer their clients' change.

can you talk to the condition of the hair after using bottle blonde colour remover?

the remover contains a combination of gentle persulphates and strong cleansing agents that not only effectively remove pigment from the hair but preserve hair strength and moisture at the same time, leaving it looking and feeling fantastic.

how long does a colourist have to wait to re-colour after using bottle blonde colour remover?

using bottle blonde colour remover allows colourists to remove and re-colour on the same day. the method in which the remover works ensures the integrity of the hair is preserved, creating the ultimate canvas for re-colouring. when using any of the ranges in the evo colour portfolio, colourists can be confident the hair will be left nourished and in great condition.

how does colour remover fit in with the rest of the bottle blonde range?

the addition of colour remover not only rounds out the bottle blonde range, but together with our professional colour portfolio and colour-safe care and styling products offers colourists everything they could ever need in the salon and for their clients' at-home colour maintenance.

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THE HEAT IS ON

Why temperature control is vital for hair health and styling

With a mantra of ‘we are fiercely kind’, Cloud Nine combine their celebration of all kinds of beautiful with their innovative and exclusive Kinder to Hair technology, using quality materials in every product.

Cloud Nine products are created to always be kinder to your clients’ hair whilst heat styling, using innovative and exclusive Kinder to Hair technology and quality materials in every product.

Whether you are using the Sericite range in salon or talking to your clients about the Alchemy retail line, Cloud Nine hot tools mean that you never have to compromise on your clients’ hair health and style.

We all know that heat damage is bad news for hair, but it’s also an inevitable and important part of styling. And even better, we know that the key to getting your style to hold for longer is temperature control on your hot tools. A cooler temperature can protect the hair from getting too damaged and locks a style into place, sealing the cuticle of the hair shaft and can give a smooth, shiny finish.

175°C is best for styling fine, processed hair with heat. Anything over 190°C could potentially cause damage to your hair. Cloud Nine hot tools have variable heat control setting between 100°C - 200°C, perfect for most hair types. Paired with a 25 second heat up time, your clients will be in and out of the chair, with their style set in record speed!

Dial down the heat

Good quality tools will generally have more than one setting. This means you don’t always have to have your products on the highest level of heat! The Cloud Nine Original Iron for instance has 5 different heat settings ranging from 100 - 200 degrees. Know your hair type and figure out which is the optimum temperature for you. Cloud Nine recommends:

SMOOTH BLOW DRY	NATURAL STRAIGHT	FLICKS	WAVES	SOFT CURLS	TIGHT CURLS	POKER STRAIGHT	
100°	100°	100°	100°	125°	150°	150°	FINE
100°	160°	160°	160°	175°	200°	200°	MEDIUM
100°	160°	175°	175°	200°	200°	200°	THICK



Heat protection

Say it with us now: Heat. Protection. Is. A. Must. We all know it, we all preach it, but how often do we ‘just this once’ style hair (on clients or ourselves) without that much needed barrier?

It’s like using sunscreen or taking your makeup off before bed – you know you should but sometimes it’s easier to just not bother – we get it, but there’s nothing quite like an effortless-looking loose wave that holds for longer and is perfectly protected against the elements.

These heat protection sprays make heat styling a breeze: Moroccanoil Protect & Prevent Spray, Evo Icon Welder, Color Wow Speed Dry.

The Alchemy Collection

Alchemy is the Cloud Nine exclusive salon retail range, for your clients to use at home.

Featuring luxe rose gold trim and the Cloud Nine Kinder Styling Technology temperature control function, ceramic plates to minimise grip and pull on the hair and mineral-infused ceramic plates for optimal hair health, your clients will love the Cloud Nine experience for their at-home styling.



1

TRIPLE TWIST

- + Evo Whip It Good
- + Moroccanoil Dry Texture Spray



2

HAIR CHAIN

- + Evo Gangster Grip
- + Color Wow Dream Coat
- + Color Wow Pop & Lock



SPRING *in* the HAIR

New season, new inspiration. Here are three easy-to-replicate styles for your clients to step into Spring.

3

HAIR HEAD BAND

- + Philip Kingsley Elastistylor
- + Evo Mister Fantastic
- + Moroccanoil Mending Infusion



CHRISTMAS

gifting

It's time to deck the halls and rock around the Christmas tree. Below is a selection of some of our favourite Christmas packs for 2022 that are guaranteed to sleigh all day.



MoroccanOil Brumes De Maroc Stocking Stuffer

Welcoming the new MoroccanOil Hair & Body Mist to the range, this gift set comes with a 30mL Brumes Du Maroc and a 15mL MoroccanOil Original Treatment.



Color Wow Bombshell Curls

For bombshell volume, your clients will love the new Color Wow Xtra Large, paired with a travel size Dream Coat Curly.



Color Wow Shine Secure

Secure your style with Color Wow! Shine Secure features a full-size Dream Coat Supernatural Spray, with a free 75ml Color Security Shampoo and Conditioner.



MoroccanOil Style with Style

The newest and finest MoroccanOil hair products, all in a chic new stylist bag.

Includes a MoroccanOil Original Treatment, MoroccanOil Dry Texture Spray, MoroccanOil Smoothing Lotion and MoroccanOil Mending Infusion.



Olaplex Shine Bright Kit

Your clients will love the gift of Olaplex – featuring Olaplex No. 3 Hair Perfector, No. 4 Bond Maintenance Shampoo, No. 5 Bond Maintenance Conditioner and No. 7 Bonding Oil.



Lakmé Christmas Travel Packs

Get some balance back into your regime with the Lakme TEKNIA Organic Balance pack. Includes a Organic Balance Shampoo and Treatment.

Also available in Full Defense, Frizz Control, Colour Stay, Deep Care and Body Maker.



Evo Build It Buttercup

Higher and higher and higher! Including Gluttony Volumising Shampoo and Bride of Gluttony Volumising Conditioner, this volumising gift pack includes a free Root Canal Volumising Spray.



Evo Back from the Brink

This limited-edition pack features a bonus Ettitude organic bamboo eye mask, perfect for catching those Z's. All the tools you'll ever need to put the life back into your locks are all here – Ritual Salvation Repairing Shampoo and Conditioner, as well as crowd favourite, Happy Campers.



Cloud Nine Sericite

If you're looking to treat your staff, look no further than the Cloud Nine Sericite range! Your salon professional hot tool range includes the iconic Original Iron, Touch Iron, Wide Iron, Curling Wand and Air Shot dryer all in a sophisticated gunmetal colour.



Evo Ho, Ho, Ho

Bon Bons are back! Clients will love these funsize festive treats, and are great as teachers' gifts, Secret Santas or stocking stuffers. Bright and full of Evo cheer, these also sit beautifully on a Christmas table.



Glister Mini Adventurist Straightener

The perfect stocking stuffer, this brightly coloured mini straightener from Glister is great for the person on the go, or as a starter straightener for tweens.

Whether you're going from basin to bar, desk to drinks or simply want something compact for those last-minute touch-ups, the Glister Mini Adventurist is your pocket-sized personalised glam squad.



Cloud Nine Alchemy

Your clients will love the Cloud Nine range for their loved ones – the Alchemy range is exclusive to salons and features your favourite hot tools, trimmed in rose gold.

the SALON REFIT

We love hearing of salons who are undergoing a refit – whether you're completely starting fresh or just tweaking your space, we want to know! Here, we speak with two salons who are at different stages of their own makeover.



Samara Palazzi

LA SORELLA SALON

THE HUB: Tell us about your new space:

L: Not going to lie, we are more than a little obsessed!!! After 4 months of hard work and years in the pipeline, we finally created the perfect space that focuses on self-love and self-acceptance for everyone that walks in the door, a sanctuary to come and feel safe, connected and supported.

This space was literally built by love, most of our trades being friends, family or clients you can feel the love and luxury within these walls. Every detail was carefully considered, from the key focal points like the rendered stations and custom front desk to the less obvious but equally important details like cupboard handles, custom aromatherapy and floral arrangements which in combination create a cohesive and beautiful environment. We aimed to ensure the salon was incredibly functional so extra consideration was given to items such as double sided towel and recycling cupboards connecting main rooms to the back room and a cleverly concealed

tiled window linking different areas which help to create a seamless working space for the team and relaxation space for clients. Lastly, we have included functional features like a zip tap, a zoned speaker system, creating alternate moods depending on location in salon, and a hairvac to make our daily life enjoyable and the aim to create bliss for our clients easily achieved! And this list isn't exhaustive there are many more secrets in salon.

H: Why undertake a refit? L: We had out grown our original home, only being half the size of our new space. We had recreated, re-thought and renovated many, many times but ultimately we needed more space to continue to weave our brand of magic. We also knew that we couldn't create the client experience we were desperate to emulate without having the luxury space we wanted to design. As much as our first salon was an amazing stepping stone and birthplace of LaSorella it no longer reflected the work we were producing and we were ready to level up for not only our clients but also for ourselves. Opening the original salon more than 2 decades ago it morphed as myself and team did until it could no longer be the space we required. The space that was our first home needed to be constantly renovated to keep up with our growing business causing down time and time away from family. The new salon reflects who I am

now - more inspired than ever, driven to connect with as many women as possible and a place for clients, team and other hairdressers alike to be a welcome part of for a long time to come.

H: What's your favourite thing about your new space?

L: Absolutely all of it! But if I have to pick a few highlights the first would be the basin room. This room was a main focus in the design stages as we wanted to create a unique zone that was all about experience, we acknowledged and paid homage to the multi-sensory experience a salon is and this environment in particular incorporates different sounds, smells and feels to create the ultimate relaxation. I am also obsessed with all the textures we included, from the custom one of a kind rendered benches to the timber mouldings, the different combination of tiles that literally makes you want to touch everything and being a service that is personal I absolutely believe what we have created is total immersion. Most importantly though, I love that we have our perfect home for not only our salon family but for our clients, an incredible safe and sacred space to feel comfortable enough to be at peace and to be honoured for just being you - perfect as you are.

 @lasorellasaloon



↖
La Sorella Salon Refit



Bridget THE TORTOISE & THE HAIR

H: Why are you refitting your salon?
B: We are refitting the current salon as we have outgrown the space! The current shop has been a salon for 46 years and it's well and truly time for a facelift. The refit will mean the salon will go from 30m² to 90m².

H: Tell us your vision for the finished look: B: The finished look is timeless vintage chic - a modern take on 1920's art deco design.

H: Where did you draw your inspiration from? B: I have drawn inspiration from an amazing salon in Paris called The Delphine Courteille. I love anything and everything vintage - think Audrey Hepburn glam.

H: What was important to you when undertaking a refit? B: It was important to me to make sure the space was well thought out - that it was functional, and that the extra square meterage was put to good use. We went over storage and use of space meticulously to ensure everything was accessible, user friendly and most importantly visually appealing.



It was also important to me to make the new salon aesthetically appealing, a place where my staff would be proud to work and a space our clients would love to visit.

H: Have your team been part of the process, or kept separate from it?
B: The team has offered suggestions and ideas for me to take on in the initial stages of design. My designer, Kristy (@colour_and_detail) and I worked side by side to bring my Pinterest boards to life - it was amazing to have a designer to take my ideas and turn them into a practical and functional workspace. She also made sure we stayed true to my design ideas and didn't get side-tracked in the process.

H: What advice would you give other salon owners who are redoing their spaces? B: Plan, plan, plan! A designer is an essential cost and a good one is worth their weight in gold. I would also not underestimate the power of an amazing builder (we used @zero9constructions), who knows the ins and outs of commercial building and compliance. And lastly no matter how much time or money you think it is going to cost - double it!!!

📷 @thetortoiseandthehair_



↗
Mood Board for The Tortoise & The Hair



ΕΒΡΑΙΟΙ

ΕΒΡΑΙΟΙ

ΕΒΡΑΙΟΙ

ΕΒΡΑΙΟΙ



meet the artist

SOULTANNA

Soutanna is an Adelaide-born creative who uses only hair and cosmetic products for her visual pieces.



Having used Evo colour for a range of bespoke artworks, we chat to this multi-faced artist about her creative process, unique materials and interesting career path.

THE HUB: Tell us about yourself...

Soutanna: My name is Soutanna Lagos. I was originally brought up in Adelaide, South Australia. My mother was the first woman to bring Montessori to the public sector, where I attended a predominantly Aboriginal School called Alberton Primary. I was one of the first children in Australia to graduate within the Montessori program in the 80's. I then went on to study music at the Adelaide Conservatorium. This led me to living in Europe for the past 23 year working as a creative, singer/songwriter/actor/artist.

H: Your artwork is stunning – can you tell us about how each of the pieces was created?

S: I actually don't have any official formal training as an artist, so my work is considered more outside art which is currently a huge movement. I only paint with hair and cosmetic products, anything women use for self-empowerment predominantly on wet wipes and occasionally on canvas. Nothing is ever really sketched out and all my pieces are almost like a diary/story of my life and current/past situations and events. I'll have a story or moment in my head that I was to express and I start with that. Then slowly day by day the piece evolves, depending on how I'm feeling. I've over time formed my

own techniques in mixing colours, nail polishes, lipsticks, eyeshadows etc to create my own style. I only use brushes that we use on ourselves for hair and makeup which also gives my work the freedom and help to stylistically have its own unique look.

H: How did you come up with the concept for these works?

S: After working within the music industry for so many years, I wanted to explore different creative outlets and avenues. I'd taken a long weekend off and went to Barcelona to house sit a friend's apartment that overlooked the Gaudi Cathedral. On my first night all the electricity went out and I had no idea where the switchboard was and what was going on. My friends' phones were all out of range so I had no way of contacting them. I bought a packet of candles and every night sat on the balcony overlooking the Cathedral, painting on my wet wipes with my makeup/ hair products to entertain myself. From there the concept slowly developed. The more it developed, the more I realised I was onto something that represents today's up and coming generations, especially with the effect social media is having on us as a society.

My mother is a hairdresser and most of my aunties and cousins are either hairdressers or beauticians. I couldn't tell you a thing about acrylic paints, water paints etc, but I can tell you everything about hair, makeup and glamour.

H: What's next for Soutanna? **S:** I was supposed to have a solo show with Art dealer/collector Mark Hix in YBA triangle in central London in which we were also in the process of negotiating a collaboration with Pat McGrath. The show was going to be called "I Am" and was based on the resurrection and transformation of identity. A subject that is incredibly relevant for what's going on globally seeing as after world war 2, one of the first things women requested was red lipstick to transform their identity.

I came to Adelaide to visit family for 5 weeks with 30 kilos of hair and cosmetic products to paint with four pairs of shorts. Two weeks later my flight got cancelled and the borders shut, so everything has been postponed. After endless discussions with my consultants in London, I'm hoping to launch the show here in Australia and then take it to London once things lift. In the meantime I'm keeping myself busy being super creative and producing as much work as I can.

Where can we see more of your works?

You can see my works on my at...

 @soutanna_lagos

 soutannalagos.com

FRIZZ FIGHTERS

Frizzy hair can be an uphill battle – especially throughout winter and in change of season.

With a range of products now available as soldiers in the fight against frizz, it's hard to tell which is more beneficial for each hair type and how to use these products in salon.

Not to be confused with masks (however, we do talk through some of our favourites on page 70), below, we break down some of Haircare Group's ultimate frizz fighters and hear from salons who love this range of treatments.



Color Wow Dream Coat Supernatural Spray

The icon of anti-humidity, frizz-fighting technology, Dream Coat is a styling treatment that is sprayed onto damp hair and blow dried through. The result is glass-like hair, just like Kim K and JLo.

Lasting 3-4 shampoos, Dream Coat works best when used as part of the Color Wow Dream Regime. This award-winning spray also comes in Dream Coat Curly to revive and refresh curly hair, without weighing it down or adding crunch.

Using Dream Coat in salon: Can be offered as a treatment, styling addition or retail for your customers to try at home.

testimony

Zara Pedersen / Z & Co Hair Boutique Ltd

What do you love about Color Wow Dream Coat?

Incredible anti-humidity! I have naturally curly hair and it helps maintain my smooth and textured styles. So far, it works well with all hair types that we have used it on.

What is your tip for using the product? That it can be used as one styling product only - this is great when clients want to cut down how much hair products they use. We recommend applying to hair that has been thoroughly towel dried and a little blast dried before applying to get the most out of the shine and anti-humidity seal.

What is your top tip to combat frizz in hair? Towel dry with a cotton towel or shirt.

Moroccanoil Original Treatment

The OG of treatments, this luxe must-have is the ultimate all-rounder. Infused with argan oil and linseed to detangle and control frizz, the Moroccanoil Original Treatment not only speeds up drying time but promises up to 118% increase of shine in the hair.

For blondes or those with lighter coloured hair, the Original Treatment comes in Original Treatment Light, to increase elasticity and increase softness without weighing the hair down.

Using Moroccanoil in salon: Keep in your trolley for easy styling prep, at styling bars for finishing and retail to your customers for their everyday use.

testimony

Renée Saville / Frais Studios

What do you love about Moroccanoil Original Treatment?

It's WEIGHTLESS! Not only does it disappear on your hands with a silky-smooth finish, it does the same on your hair. Maximum results with minimal effort.

What is your tip for using the product? I love to use Moroccanoil Original Treatment on damp hair after freshly washed. I apply a pump, maybe two if the density is thick, to the back and front of the palms of my hands. I use a pressing motion into the hair cuticle to apply, rather than a rubbing. Using a round brush and blow-dry I smooth the hair out. You won't notice any residue on the hair, it's seamless once dry.

What is your top tip to combat frizz in hair? To combat frizz it all depends on the hair type. For curly I would use a combination of the Moroccanoil Original Treatment mixed with the Hydrating curl cream (mix the two together in the palm of your hand like cake batter!). Instead of rubbing, twist into curly sections and allow to dry naturally or with a medium heat / air defuse.



Lakmé Aura

An in-salon treatment that lasts for 4-6 months, Lakmé Aura gives x189 the amount of hydration to the hair, reducing frizz in extreme humidity by 25%.

A three-step process starting with a deep cleansing micellar shampoo, followed by the active treatment then protection and sealing of the cuticle with a hyaluronic mask, Aura is the formaldehyde free and leave hair silky, shiny and soft.

Using Lakmé Aura in salon: An addition to your salon treatment menu, Lakmé Aura offers a spa-like ritual for your clients and is a stand-alone service.

testimony

Scissor & Stone

What do you love about Lakmé Aura? Curly/Frizzy hair is one of my own personal #firstworldproblems. For years I searched for a smoothing treatment that actually lived up to its word of creating smooth hair that is still shiny and healthy. Luckily, my prayers were answered and Aura was released. Can you tell I love it?! Aura makes #hairgoals a reality and we all truly love this product at Scissor and Stone.

What is your tip for using the product? Truth be told this product is extremely easy to use, almost too easy that I second guess every time if I have completed each step. Just follow the instructions, IT'S THAT SIMPLE! We always use our Cloud Nine Original or Wide irons as you can adjust the temperature accordingly and it is hugely important to invest in a quality hot tool when completing a service like this. PSA!! At S&S we test strand every client who is having a new service & although Aura is extremely gentle, it's better for your piece of mind.

What is your top tip to combat frizz in hair? Treat yourself to an Aura & invest in Olaplex No. 6. You will be well on your way to living your best frizz free life.

BEHIND THE MASK

Developed to treat the hair shaft, masks condition the hair without leaving thick residue on the scalp and hair strands.

An extra dose of protein, hydration or nourishment can leave the hair more manageable, reduce frizz, enhance shine and can make a client feel like a million dollars.

Here are some of our favourite masks that your clients can use at home, to keep their hair feeling lush and nourished between salon visits.



Moroccanoil

INTENSE HYDRATING MASK

Perfect for dry, coloured or dehydrated hair, the Moroccanoil Intense Hydrating Mask will hydrate and restore shine after just one treatment of 5-7 minutes.



Lakmé

TEKNIA DEEP CARE TREATMENT

Applied to towel dried hair, leave on for 5 minutes before rinsing, TEKNIA Deep Care Treatment replenishes the natural structural substances of the hair fibre, creating an anti-aging effect, whilst increasing resistance and strengthening the internal bonds of the hair.



Philip Kingsley

ELASTICIZER

With one sold every minute, it's easy to see why the original hair mask is so popular. Working in just under 3 minutes, Elasticizer hydrates, deep conditions, restores bounce and adds shine. The best part? It's a pre-shampoo treatment, so simply jump in the shower and shampoo as normal to wash out.



Olaplex

NO.8 BOND INTENSE MOISTURE MASK

New to Australian shores, the Olaplex No.8 Intense Moisture Mask is a highly concentrated reparative mask containing the patented Olaplex bond-building technology, to strengthen the hairs' bonds.



Evo

THE GREAT HYDRATOR MOISTURE MASK

Great for use in the shower, this deeply moisturising mask will add shine, increase softness, detangle and help manageability all in one. As an added bonus, it smells divine!

Want to see more hair treatments and masks?
Simply scan your phone over this QR code to view our full range!



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