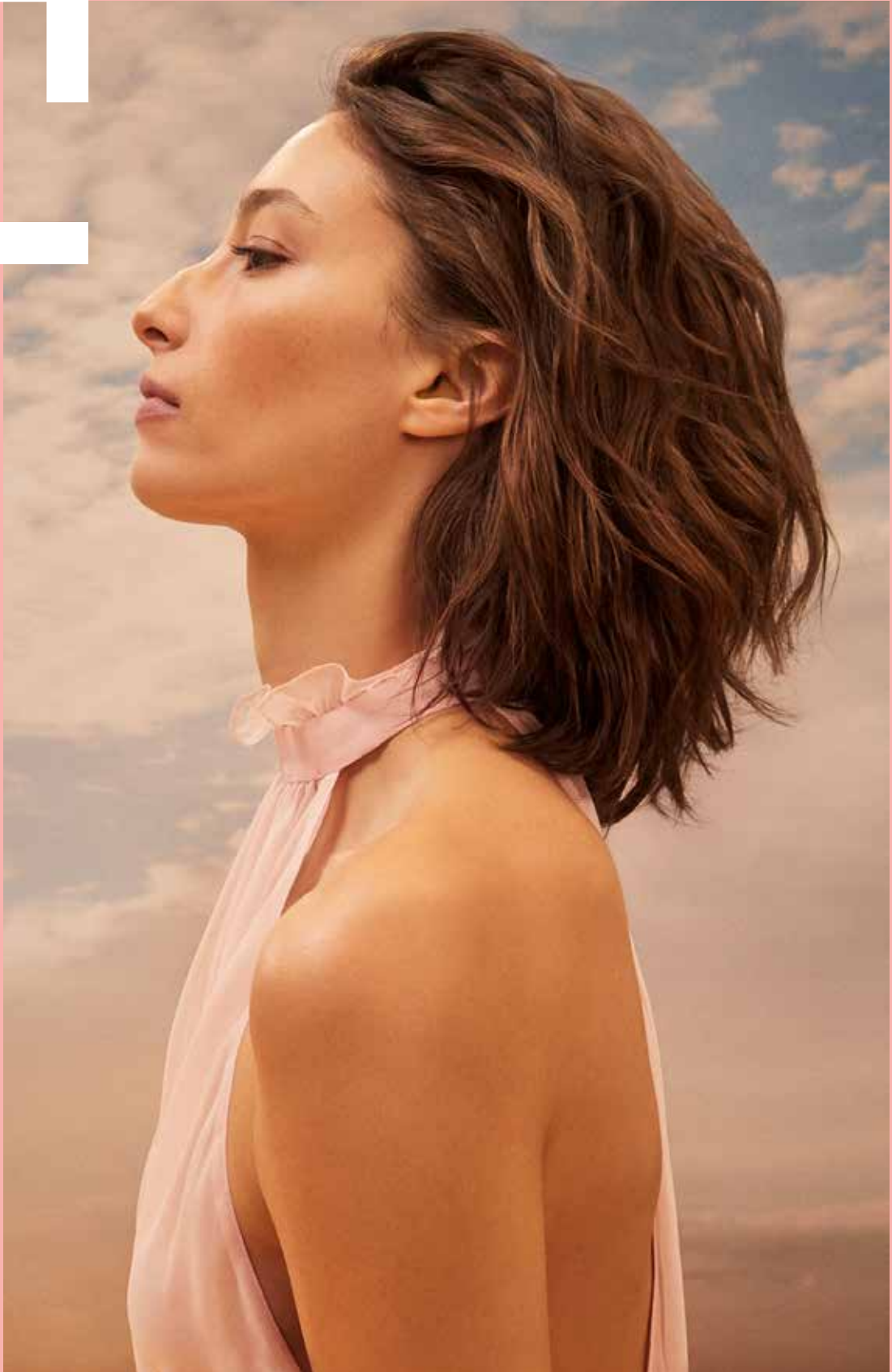


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HAIRCARE — GROUP

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ONE STOP SHOP



PROFESSIONAL
EDUCATION

37

**Moroccanoil
Editorial**



CONTENTS

Editors Note

To say that we are excited for the year ahead is an understatement. With everything that the salon community and wider community has faced over the past 2 years, it's time to look forward, enjoy seeing clients again and focus on the things that matter.

In this issue of The Hub, we focus on sustainability – it's an interesting topic, one that many salons and clients are taking a strong stance on, as are Haircare Group and our brands. To understand more about some of the ways that our brands are paving their own sustainable path, turn to page 18.

We showcase some of the exciting new products coming to salons in 2022, meet our creatively brilliant, super stylin' new Evo Creative Director and spend 5 minutes with the Hair God himself, Mr. Shannon JJ Williams.

We speak with 3 incredible salons across Australia, New Zealand and the US, reveal the new Hue-verse campaign with Evo and showcase the gorgeous MOROCCANOIL imagery that you'll be seeing a lot more of over coming months.

Exploring the new Reshaping Colour launch with Lakmé, we break down their complete, sustainable system and then discuss why Color Wow is the must-use styling range that is designed for colour-treated hair.

Style-wise, we obsess over Lily Collins and her hair evolution, identify the French Bob as the cut for all seasons, and then introduce you to the H Team and our 2022 Education program.

We're gearing up for an exciting year, full of possibilities, reconnection and a whole lot of fun – and we hope you are too!

The Hub

The Hub is printed in Australia by Newstyle Print and in New Zealand by Crucial Colour.

National Library of New Zealand: ISSN 2744-6123



Printed on paper from well managed forests and controlled sources using environmentally friendly vegetable-based inks.

Every Issue

6	Industry News
9	Behind the Lens
12	5 Minutes with: Shannon JJ Williams
13	5 Minutes with: Nicole Kae
23	Get the Look: Philip Kingsley Elasticizer
59	Get the Look: Evo Mister Fantastic + The Shag

Insight

15	French Girl Bob
18	Sustainability
28	Celeb Inspired: Lily Collins
29	Backstage at Eurovision
30	Lakmé Reshaping Colour
46	Hue-verse Higher Ground
56	Social Media: TikTok
64	Meet the Artist: Lucas Croall
65	Trends from the Modern Gentlemen
68	The Barbieri Company

Education

14	Haircare Group Education
26	Meet the Lakmé Academy Winners
44	H Team
61	Philip Kingsley: Academy of Holistic Tricho

Products

10	New Products for 2022
16	Mother's Day Gift Ideas
42	Moroccanoil Blonde Perfecting Conditioner
62	Color Wow: Design for Colour
66	Highlighting Healthy Air

Salon Features

24	Little Birdie
34	Melrose & McQueen
54	Inco Studio

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INDUSTRY NEWS



Shop online with the Haircare Group website

Are you shopping online with the Haircare Group website? With wholesale pricing exclusively for haircare professionals, access to exclusive, market-leading brands and premium products as well as the ability to shop anytime, anywhere. Shopping with us is easy!

We've also created some helpful hints to help you get the most out of our website. Visit the page, and let us know what else we can include!

thehaircaregroup.com/the-hub/helpful-hints



@ellie_gonsalves



@maverickgc

Hair Trends for 2022

If 2022 was a word, it would be 'interchangeable' and that's exactly what these looks are giving. With fashion being more versatile than ever, hairdressers and clients are getting creative with their styles. Dress it up or dress it down. Gravity Defining Bounce and Volume or a Natural airdry. Wash, prod and wear.

Haircare Group Creative Director Peter Beckett is predicting 2022 hair trends over on The Hub blog. If you haven't visited the site yet, it's full of great articles like this one, and our 2022 Hairoscopes!



Haircare Group sponsors Adelaide Festival

Haircare Group is proud to sponsor the 2022 Adelaide Festival in March 2022.

The Adelaide Festival is one of the world's largest international arts festivals, showcasing local and international artists, with 71 events being held across 17 days - spanning opera, dance, music, theatre, literature, visual art and much more.

Haircare Group have supported the festival by providing styling appointments for the Adelaide Festival team and talent as well as Evo product handy for all involved in green room areas and shared artist spaces.



Sustainable Salons

Haircare Group is proud to be partnering with Sustainable Salons in our dedicated education and lab spaces. Sustainable Salons helps salon members reduce their impact on the planet, recycling hair, metals, paper, plastics, chemicals, glass, cardboard, razors, tools and more.

So far, Sustainable Salons have collected over 37,430kg of hair for Hair Booms, have diverted 251,957kg of metal from landfill, have recycled over 38,440L of chemicals and helped provide 169,000 meals to help feed the hungry from proceeds of recycled salon materials.

To learn more about Sustainable Salons, visit sustainablesalons.org



Color Wow Dream Coat wins in Harper's Bazaar 2022 Hair Awards

Winning the award of 'Best Frizz Fighter' in the Harpers Bazaar 2022 Hair Awards, there's a reason why Dream Coat keeps racking up major cred as the ultimate endgame for frizzy hair... because it's so much more than your average frizz product! The beauty gurus at Harper's Bazaar named it a best product of 2022, saying: "This celeb-favourite treatment fights frizz for hours while leaving hair with an Instagram-worthy shine."

Perfect for all hair types, this is an anti-humidity product that is designed for colour-treated hair, without dulling or distorting the colour that you've created. To learn more about Color Wow's design for colour-treated hair, turn to page 62.



Chrissy Zemura joins Denman Global Collective

We adore Chrissy Zemura, founder and Creative Director at Zemura Salon, and are so pleased to announce her inclusion into the Denman Global Collective.

The Denman Global Creative is a team of international brand ambassadors who inspire creativity and showcase their work using the Denman range. We're so excited to see what Chrissy creates - so stay tuned!



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



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NEW PRODUCTS

for 2022



Olaplex No.9 Bond Protector Hair Serum

A multi-benefit healthy hair serum, powered by OLAPLEX® technology. OLAPLEX® No.9 BOND PROTECTOR NOURISHING HAIR SERUM is a silicone-free, weightless, antioxidant-rich serum that enhances any hair routine to protect & perfect all hair types and textures.

COMING SOON!



Reuzel Concrete Pomade

This strong hold, no shine, water soluble pomade Performs like a wax, allowing a reworkable style throughout the day. Provides a strong hold without weighing the hair down.

AVAILABLE NOW

Lakmé Reshaping Colour

Since 1996, Collage has become Lakmé's flagship colour line: permanent colour, perfect coverage and protection for the hair fibre. The main global challenge at present is to produce safe, clean, sustainable and efficient products. Through advanced technology, resulting in unique hair fibre care, Lakmé has now developed their colour system as a solution to these challenges.

AVAILABLE NOW





Moroccanoil Blonde Perfecting Conditioner

Complete your brass-neutralising regimen with Blonde Perfecting Purple Conditioner, the perfect partner to the best-selling Blonde Perfecting Purple Shampoo.

This lightweight, nourishing conditioner deposits violet pigments to counteract unwanted yellow and orange hues in blonde, lightened brunette, and grey hair.

AVAILABLE NOW



Evo Top Drop

A range of in-salon, 3-minute treatments containing highly concentrated active ingredients for instant, ultra-sensitive, professional-strength repairing, toning or hydration.

COMING SOON!



Glister Wider Range

Glister's exquisitely crafted hair tools range is growing and in more ways than one. The range will soon expand to include a larger variety of tool sizes, clip curlers, smoothing brush sets and more. Stay tuned!

COMING SOON!

5 minutes with

SHANNON JJ WILLIAMS



We caught up with the CLOUD NINE ambassador and #HairGod himself and found his secret Sister Act 2 obsession, favourite MOROCCANOIL product and the editorial superstars' secret for getting the most out of your colour.

My drink of choice is: Soy piccolo

If I have two weeks off, you can find me: Getting peels, facial treatments that take a while to heal.

I've currently got this song on:
For Gerard by Naika.

The title of my autobiography would be: From Low Fash to High.

When I was younger, I wanted to be a: Air Hostess.

My guilty pleasure is: Skin Care Treatments.

A movie that I could watch over and over is: Sister Act 2.

A question I constantly ask myself is: Where's your ideal partner haha.

To me, the most iconic hairstyle in history is: My poodle shoot I did during Mardi Gras.

My top tip for getting the most out of your colour:
Good hair care.

The one Moroccanoil product that should be on everyone's shelf is:
Perfect Defense.

Because: Amazing heat protection - think of it like sunscreen for the hair.

The coolest place I've travelled for work is: Singapore.

The most unique person I've ever worked with is: Megan Washington.

The strangest request I've had from a client: Tight curls not brushed out but sprayed like a 90s formal hairstyle!



@shannonjjwilliams



shannonjjwilliams.com

5 minutes with

NICOLE KAE

The freshly minted Evo Creative Director is known for being a superstar stylist, and below, we spend 5 minutes getting to know her beyond the chair.

My drink of choice is: A good craft beer or red wine.

When I cook for people, they say: Now I need to lie down!

If I have two weeks off, you can find me: Someone sunny and tropical, always near water.

I've currently got this song on repeat: Honestly "Do the Propeller" that's life with a 3 year old!

The title of my autobiography would be: The winding road.

When I was younger, I wanted to be a: Dancer in film clips haha!

My guilty pleasure is: Shopping too much.

The most read book on my shelf is: BLINK - the power of thinking without thinking - Malcolm Gladwell.

A movie that I could watch over and over is: Pulp fiction.

No one knows this about me, but I can: Water ski.

A question I constantly ask myself is: How can I make this better?

To me, the most iconic hairstyle in history is: French bob.

My top styling tip is: Get the right product for you, it will change your hair life.

The one Evo product that should be on everyone's shelf is: Happy Campers.

Because: Everyone needs hydration.

What does sustainability mean to you? Sustainability is a look into the future. Its doing your bit for the greater good of all of our futures. Everyone should be doing their bit, and when you break it down its quite easy. I think there needs to be more education on the topic, so humans can know how to do their bit.

What's your favourite way to reuse your Evo bottles? I like to use the sprays as water sprays for photographic and salon work. The shampoo bottles for planting little succulents.

How is Evo's 'better people, better planet' ethos reflected in their products? Everything we do in the lab is referenced back to our ethos and back to our core

beliefs and intentions. Almost like an imaginary tick list. We always question and push boundaries with ingredients to get the best performance as well as our 'better people, better planet' ethos.

The coolest place I've travelled for work is: Paris - The fashion, culture, FOOD. Perfection!

The most unique person I've ever worked with is: Westwood! SHE is the ultimate definition of unique, quirky and all the things.

The strangest request I've had from a client: To put 3 very different haircuts into one. Not really my flavour.



 @nicolekae_creative

H education

Haircare Group is dedicated to the growth and protection of the hairdressing industry, and our education program supports learning for salon professionals of any skill level, who are passionate and driven to succeed.

Our cutting-edge education program is new for 2022 with key classes across styling, colouring, cutting and business. Below are just some of the classes that we're excited about this coming year, but visit our website for plenty more!



LAKMÉ COLLABORATIVE COLOUR LOOK & LEARN

A long-awaited opportunity to reconnect with passionate industry stylists in this fun, inspiring networking forum.

This live, interactive, technique-driven session delivers a fresh approach with the new Lakmé colour palette. Features on-trend, seasonal shades delivered by a phenomenal lineup of industry-respected, successful, guest salon artists.

[thehaircaregroup.com/
education/hair-colouring/
collaborative-colour/](https://thehaircaregroup.com/education/hair-colouring/collaborative-colour/)



EVO THROWING SHADES

Roll up your sleeves and get those creative juices flowing in this hands-on creative colouring course. Delve into the Hue-verse universe of colour as you master selection, formulation, creative processing and directional application.

[thehaircaregroup.com/
education/hair-colouring/
evo-throwing-shades/](https://thehaircaregroup.com/education/hair-colouring/evo-throwing-shades/)



THE HUSKY BLOKES GREY BLEND

Opportunity is knocking to develop a major revenue stream with men's colouring and this session is a platform to master a simple method that delivers express blokes natural blending of grey hair, avoiding the old school "dyed" results.

[thehaircaregroup.com/
education/barbering/](https://thehaircaregroup.com/education/barbering/)



MAXIMISE YOUR TEAM

Your team large or small are the key to not only maintaining present success on the contrary they are the catalyst to level up your business.

The 5 empowering sessions are designed to be mindful of your time, whilst providing a toolbox of concepts based on the SMART system to maximise staff performance, retention, and revenue.

[thehaircaregroup.com/
education/business/
maximise-your-team/](https://thehaircaregroup.com/education/business/maximise-your-team/)



Scan here to view our full education program or to book your classes:
thehaircaregroup.com/education/



FRENCH GIRL BOB 2022'S COOLEST CUT

A tres' chic twist on the already beloved bob and lob, the French Girl Bob is our trend prediction for 2022. We loved seeing your trend predictions for 2022 on IG (are you following @haircaregroup? If not, you're missing out...) and so many salons said French bobs, bob cuts in general and bangs were all making a comeback for this year.

A cropped bob cut at the chin, this cut frames long and heart-shaped faces, "there are so many ways to wear your Bob and they all come with a head turn in your direction," says Haircare Group Creative Director Peter Beckett.

We love a French Girl Bob with wispy bangs, all one length or grown out curtain bangs (We know you've got a few of those clients!) - and you are too!

Get that French feeling with lived-in texture (Evo The Shag and Color Wow Style on Steroids help create a 'I woke up this chic' vibe.), this nonchalant style is a must for anyone looking to shake up their look and have a low-maintenance style, still with lots of versatility. Oh lá lá, indeed. **H**



Sustainable Trends

SHOPPING LOCAL

After the past two years, clients are looking for experiences when they purchase their products. Shopping local gives a personalised service, and gives your clients information on the brands that they use and buy - ingredients, global footprint and key features of brands are just as important as talking through how to use a product.

Give your clients cool tips and tricks, like how they can reuse their bottles once empty!

INGREDIENTS ARE VITAL

We know that the formulation can make or break a product and now more than ever, your clients are becoming more clued into what's going into their products. Help your clients understand ingredients that have been removed from colour and styling products, or how much safer their hair colour is - for them and the planet!

PLANT PARENTS ASSEMBLE

As we know, plants help to purify the air, absorb noise, relieve stress and boost creativity. As if that wasn't enough, they look beautiful and are somewhat addictive to look after (anyone else have a fiddle leaf fig that gives them anxiety when it droops?).

More than ever, people are becoming proud plant parents - decorating their homes, salons and spaces with greenery. Some salons are even spreading the plant cheer by giving away seedlings and cuttings to clients, which is a great discussion point with your clients, and a nice gift with purchase!

OUR SALONS AGREE



Salon White

@_salonwhite

My favourite hair trend for 2022:
Curtain bands / Shag cuts.

My 2022 hair trend prediction:
Short bobs.



Arcorace

@arcorace_hairandbeauty

A new Haircare product
I tried: Evo The Shag - great for Beachy texture.

My 2022 hair trend prediction: Cool girl French Bobs and Luminated Embracing Natural Bases (including the greys).



Etcher Salon

@etchersalon

My favourite hair trend for 2022:
Shag hairstyles.

My 2022 hair trend prediction: Fringes.

Mother's Day

GIFT IDEAS

With Mother's Day fast approaching, your clients will love these gift sets. Specifically curated for a range of hair types, our gifting range is a great investment to offer your clients gift with purchase deals, or the chance to try a new product when they purchase their existing favourite!



EVO BAG OF GLORY

INCLUDES

- 1 x Evo Shampoo 300ml
- 1 x Evo Conditioner 300ml
- 1 x Evo Happy Campers 200ml or Great Hydrator 150ml
- 1 x Evo Bag

FABULOSO WHIP IT AWAY

INCLUDES

- 1 x Fabuloso Platinum Blonde Shampoo 250ml
- 1 x Fabuloso Platinum Blonde Conditioner 220ml
- 1 x Evo Whip It Good Moisture Mousse 200ml



CLOUD NINE THE ALCHEMY COLLECTION

Original Iron, Wide Iron, Touch Iron, Curling Wand, The Airshot



EVO THIRSTY WORK

INCLUDES

- 1 x Evo The Therapist Hydrating Shampoo 300ml
- 1 x Evo The Therapist Hydrating Conditioner 300ml
- 1 x Evo Head Mistress Cuticle Sealer 150ml
- + Extra Bonus Ettitude Bamboo Organic Eye Mask



MOROCCANOIL MOTHER'S DAY MINI'S

INCLUDES

- 1 x MoroccanOil Extra Volume Shampoo 70ml
- 1 x MoroccanOil Extra Volume Conditioner 70ml
- 1 x MoroccanOil Brumes du Maroc 30ml
- 1 x MoroccanOil Treatment Light 25ml

MOROCCANOIL MOTHER'S DAY

INCLUDES

- 1 x MoroccanOil Hydrating Shampoo 250ml
- 1 x MoroccanOil Hydrating Conditioner 250ml
- 1 x MoroccanOil All in One Leave-in Conditioner 50ml
- 1 x MoroccanOil Body Souffle 5ml



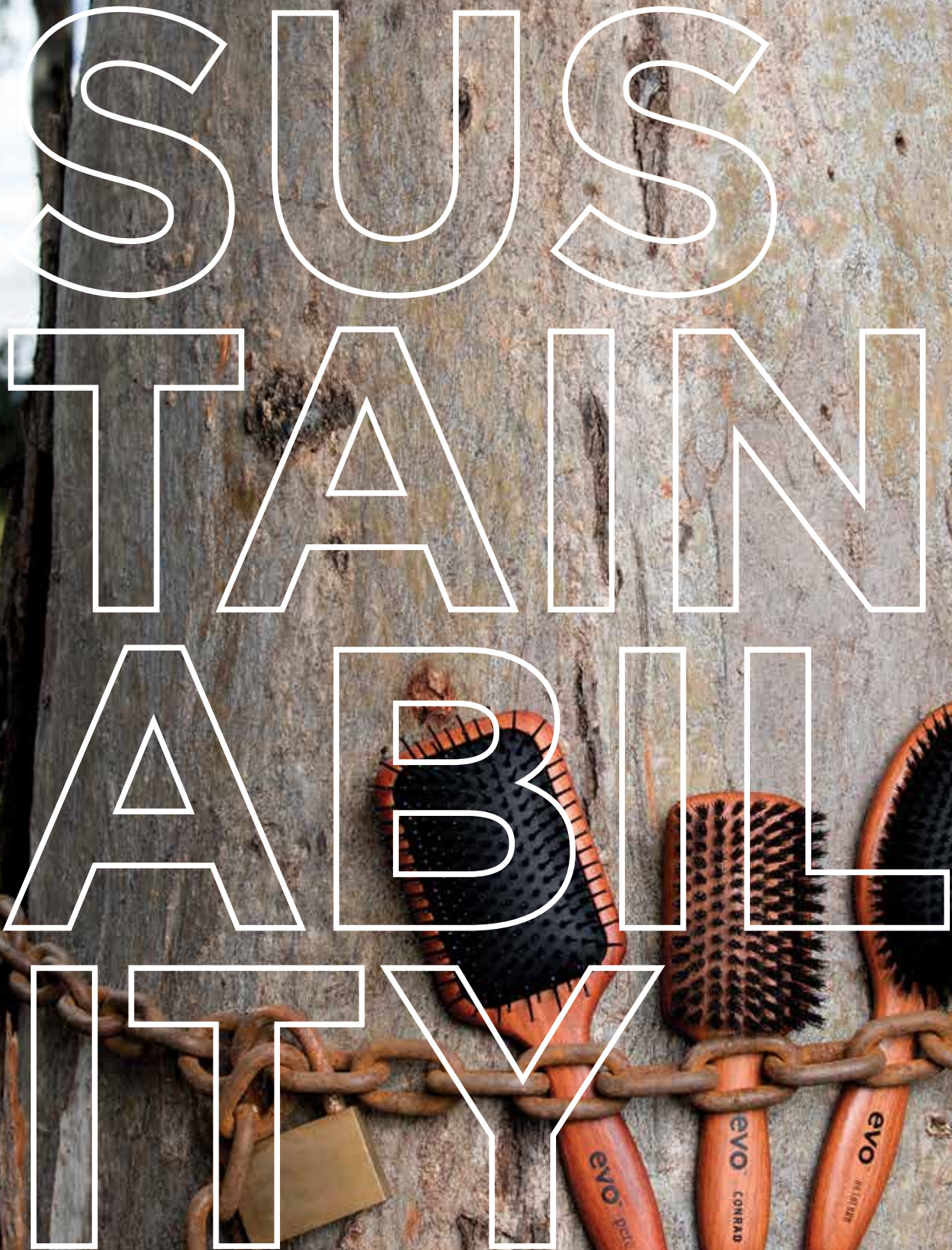
COLOR WOW COCKTAIL PACKS

- Supernatural Kale-Infused Cocktail Pack,
- Supernatural Carb-Infused Cocktail Pack,
- Curly Hair Coconut-Infused Cocktail Pack



To purchase our Mother's Day packs, please contact your Haircare Group Sales Account Manager:

SUSTAINABILITY



Sustainability is more than a trend, it's a way for businesses of all types to be transparent and accountable for their place and practices. Salons around the world are taking an interest in how they can minimise their footprint on the world, and clients are getting savvier as to business practices that they use, product ingredients and packaging.

In 2022, Haircare Group is making a commitment to reducing environmental impact and increasing our positive impact to the broader community. We support various charities, environmental causes and have a commitment to do better.

And we're not the only ones. At Afterpay Australian Fashion Week back in June 2021, Bassike presented its first carbon neutral runway show. Working closely with Pangolin Associates, an Australian sustainability, carbon and energy management specialist, Bassike were able to offset all emissions created by the show through partnering with Forests Alive Tasmania and Brazil Amazon Rainforest Project.

We understand that the hair industry is complex. That foils are a way of life, that water is a necessity and that salons are reliant on brands to do the right thing so that you can have great products that you are proud of - in performance, style and their sustainable practices.

Well rest assured; your favourite hair brands are doing their part to become more sustainable. Explore a few on the next page...



SUSTAINABILITY



CLOUD NINE

In 2022, Cloud Nine are committed to collecting 1,000kg of plastic waste. Partnering with CleanHub, CLOUD NINE are being plastic responsible by collecting the equivalent of plastic created through their wet line products (not available in Australia).

Their collection partner, Green Worms supports women self-help groups in Edavanna, India and creates critical employment opportunities in the community by providing a stable income.



PHILIP KINGSLEY

With 1 million Philip Kingsley products produced in a year, Philip Kingsley bottles are now crafted from sustainable and recycled materials: Sugarcane bioplastic and Post-Consumer Recycled (PCR) Plastic.

Post-Consumer Recycled (PCR) plastic crafted from discarded plastic such as drink bottles, and sugarcane bioplastic made from sugarcane-derived ethanol, which is better for the environment.

Philip Kingsley have also pledged to:

- ▶ Remove 95% of cardboard product from their shelves.
- ▶ The final 5% of cardboard is FSC-certified stock, supporting sustainable forestry.

Fun Fact: The process of producing plastic from sugarcane is carbon negative. Carbon emissions? How about carbon omissions!



EVO

With packaging that incorporates green PE and PCR, Evo also uses FSC certified recyclable paper for their hardwood brushes and printed materials.

They offset their operational greenhouse gas emissions, utilise solar at operational and manufacturing levels and purchase certified carbon credits to help fund revegetation projects.

Evo also partner with Green Circle Salons to help repurpose salon waste and create a more sustainable professional haircare industry and use their team sessions to plant trees in the community.

MOROCCANOIL

In July 2022, MOROCCANOIL will transition to the use of 50% post-consumer recycled plastic in the bottles for all shampoos and conditioners and combined with the post-consumer recycled plastic already used in the packaging for other MOROCCANOIL products, this will reduce the consumption of virgin plastic across the brand by more than 500 tons over the next five years.

“We recognize as a brand that we have a lot of work to do, and are committed to ensuring we do our part as we actively look for ways we can become more sustainable across all aspects of the brand and contribute to this global movement to save our planet.” said MOROCCANOIL Co-founder Carmen Tal.

In addition to the brand's new initiatives, MoroccanOil continue:

- ▶ The brand's best-selling MOROCCANOIL Original Treatment is sold in glass bottles that contain up to 40% recycled glass and are 100% recyclable.
- ▶ Since 2018, MOROCCANOIL has been a trusted partner of Green Circle Salons, an organisation that aims to recycle and repurpose up to 95% of beauty waste at hair salons.
- ▶ Reducing greenhouse gas emissions by utilising solar power at the primary MOROCCANOIL factory. Since the launch of the brand, this has prevented approximately 80 tons of CO₂e_q per year in GHG emissions.



OLAPLEX

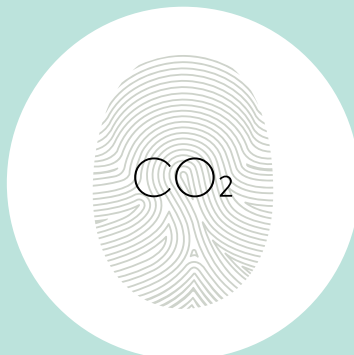
When it comes to environmental matters, prevention is better than cure. OLAPLEX strives to give back to Mother Earth what Father Time takes away. Their mission as a company is to spread wellness, starting with the integrity of your hair and their cruelty-free, non-toxic formula promotes wellness in hair without threatening the environment.

They believe that OLAPLEX benefits go beyond healthy hair; that by providing tools to repair hair, your client will wear their hair more confidently, thus boosting their self-esteem and wellness. OLAPLEX applies that same ethic to the way their company impacts the environment: they understand that they are responsible for creating as little harm as possible to the environment as a company.

OLAPLEX are devoted to developing and maintaining sustainable products with environmental, social, and economic benefits while protecting public health and the environment.

Calculating their positive impact to the environment annually by using their Environmental Paper Calculator, OLAPLEX have a range of sustainable practices and as a result:

- ▶ Save 27m gallons of water.
- ▶ Prevent 17m pounds of GHG (Greenhouse Gasses) from being emitted into the environment.
- ▶ Save 21k trees from being cut down.
- ▶ Save 9k acres of US land from deforestation.
- ▶ Limited secondary packaging.



LAKMÉ

Lakmé are committed to protecting the planet and have made sustainability a central part of their strategy. Believing in sustainability and promoting the creation of products that defend a conscious beauty, Lakmé know that taking care of our environment is an act of responsibility and future. They do this by:

Eco-friendly formula: All Lakmé products are vegan and comply with Ecocert Greenlife Natural and Organic cosmetic standards. And, they are cruelty free.

Sustainable Production Processes: Lakmé develop products according to the protocols established under ISO 22716 Good Manufacturing Practices on Cosmetics. They reduce their consumption of energy resources, such as cold production processes, solar panels to generate clean energy, and the CIP cleaning system to recycle used water.

Green packaging: Lakmé uses packaging made from recycled materials, such as PET, or sustainable sourced materials, such as green polyethylene ('I'm green'). They are all 100% recyclable. Lakmé has carried the Ecoembes symbol since the start since promotes and encourages responsible recycling management.



HAIRCARE GROUP

If you've ever been to Haircare Group head office in Marleston, South Australia, you've seen the state-of-the-art facilities that we have to offer. With dedicated education spaces, semi-automated warehouse, Cash & carry store onsite, as well as office space for 200 employees, we certainly take up our fair share of space.

Built using green features, green buildings reduce the impact on our environment in comparison to other buildings. It's based around the way they've been constructed, materials used, their relationship with the location and surroundings, and the way they function once completed.

What makes this facility even more special is our dedication to limiting our impression on the environment. The building is fitted with solar and 24-hour energy performance monitoring system that outlines daily energy savings due to the solar power system. We can monitor the current state and energy production of the building at any moment, from anywhere in the world and the building automatically calculates the amount of greenhouse gas it avoids and how much of its own renewable energy it creates.

It's a facility that not only supports itself but will continue to support itself well into the future.

Haircare Group is proud to be an innovator and leader in this space with some great initiatives to roll out over the coming months – stay tuned!

Are you looking to take your first steps into becoming a more eco-friendly salon? Here are some of our top tips...

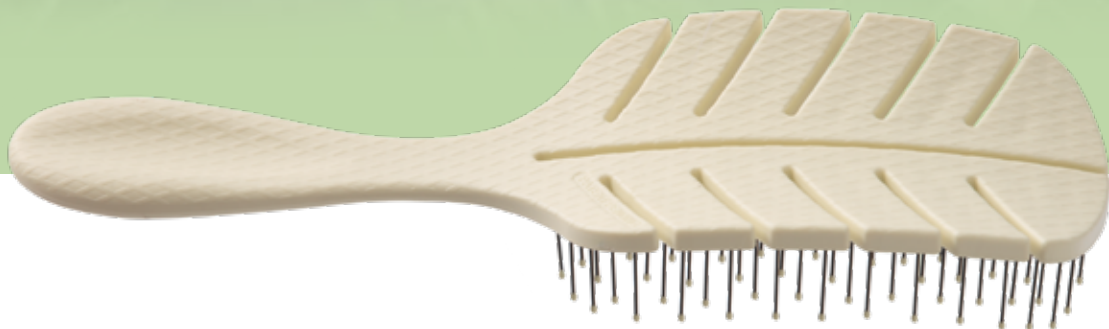
- ▶ Encourage your team to bring their favourite mug, keep cup or water bottle to work and refill as needed, eliminating unnecessary packaging.
- ▶ Make sure what can be recycled, is recycled.
- ▶ Reuse where possible: Ask your customers to return their Evo Fab Pro bottles to be refilled with their customisable colour!
- ▶ Try taking on a new eco-friendly project for each month! A great team building activity, this is a chance to look at kickstarting new initiatives in your salon. 📌

Biofriendly™



HOW IS IT BIODEGRABLE ?

1. Composting condition: temperature 58±2°C; with the action of micro-organism, the body could be biodegraded to CO₂ and H₂O.
2. Landfill: it takes 2-5 years to degrade in landfill. The final outcome causes no pollution to the underground water.



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get the look

PHILIP KINGSLEY ELASTICIZER

with Peter Beckett

@peterbeckett_

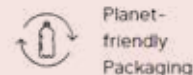
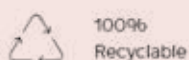


1. Apply before shampooing.
2. Dampen your hair with water and liberally apply Elasticizer in sections to your mid-lengths and ends.
3. Cover your hair with a shower cap or your best cosy towel.
4. Leave for a minimum of 20 minutes - The heat created helps open your hair's cuticles so they can properly absorb the nutrients. There's no maximum time — you can even sleep with it on!
5. Rinse thoroughly then shampoo and condition as normal (those with fine hair should shampoo twice).
6. Suitable for use on colour-treated hair.



The world's first multi-award-winning hair mask, restoring natural bounce and shine to the hair. A luxurious treatment to add to your menu for the client that loves a blow dry, with 1 sold every minute around the world!

1. **Hydrates All Hair Types**
2. **Deeply Conditions**
3. **Nourishes Dry Hair**
4. **Strengthens/Reduces Breakage**
5. **Adds Shine & Gloss**
6. **Adds Flexibility and Bounce**
7. **Reduces Frizz**



NOTE: Do not use Elasticizer 72 hours before or after dyeing your hair, as it may affect how the colour takes during this period only.

salon feature
LITTLE BIRDIE



"We recently won Best Eco Salon for the second year in a row at the AHIA awards! We are so elated - this is our dream award," Says owner of Little Birdie Hair Co, Tenille Lawrence, "Making a difference in the world of sustainable hairdressers is right there at the forefront of everything we do here at LBHCO."

Little Birdie Hair Co in Wynnum, QLD is a leader in the eco-friendly and sustainable salon movement and is a fully sustainable salon. Tenille built it from scratch with everything that was repurposed and reused from old junk yards, steel shops, pieces of old bridges and concrete sheeting. Luckily her Dad hoards a lot of cool things, so anything she wanted was sitting in an old shed somewhere!

In salon, the team are doing their part for the environment by utilising an onsite compost bin for food scraps, DIY natural cleaning products in glass bottles, soap berries and eco-friendly washing sheets for laundry instead of harsh detergents and repurposing magazines for colour or balayage work (so this article will have a second life!). Partnering with Evo Hue-verse fit this mould, with Little Birdie Hair Co making the switch to the range which has removed ammonia, PPD and resorcinol, without compromising on performance.

"We had been with another colour house for 5 years but felt we needed a company that didn't treat us as "just an account", says Tenille of moving across to the Evo colour range, "We wanted to build relationships, we wanted to be a part of a family, we wanted to feel supported and that's exactly what Haircare Group has done. Our rep Jade and educator Reggie are basically an extended part of our team and safe to say we are here with Haircare Group for life." We're obviously stoked to hear that and love working with Tenille and her team of 29 - a fun, creative and supportive team of people who also happen to create amazing work.

Little Birdie Hair Co currently stocks Evo, Fab Pro and Hue-verse in all of their salons and Tenille's favourite product is the Evo Happy Campers - "It's my go-to everyday product and makes my hair feel like heaven!".

Predicting lived-in blondes, muted pastels and money pieces galore as current colour trends, Little Birdie Hair Co are known for their lived-in blondes and signature Birdie balayage, which is a unique way that they colour in salon. Tenille says that Blondes make up about 80% of what we do in the salon - but they also do get a lot of colour correction.



Her tip for colourists to minimise corrections is a great one: "Find a colour brand you absolutely love and trust the product. Read the manual back to front 12 times until you are 1000 percent confident that your colour will be perfect and you can leave that toner on for the full 20 minutes without checking it 5 times...!"

Passion, a genuine love for the craft and the ability to multitask are key traits to being a good hairdresser, but Tenille is also quick to point out that being able to switch off at 5pm is key - citing that salon professionals tend to carry the weight of clients home, and she recognises that everyone needs time to switch off and enjoy life, love and family. Because of that understanding, her team inspires her to do better each day; to keep going on days when she feels like she's drowning. She's incredibly lucky to love going to work each day, and after 24 years, it's still fun.

The team has a strength in their unity and bond that they have created in salon, being one big family. If someone has to bring their child to work for whatever reason, the whole team is out in the back at some point colouring in and making snacks. If someone is going through some stuff, then there are 28 other people there being their hype girl.

Being good to each other, and good to the planet? A Little Birdie tells us that this salon has many, many more wins in their future and we at Haircare Group are proud to be along for the ride. 🇺🇸

/// Making a difference in the world of sustainable hairdressers is right there at the forefront of everything we do here at LBHCO."

- Tenille Lawrence

📍 3 locations across Queensland

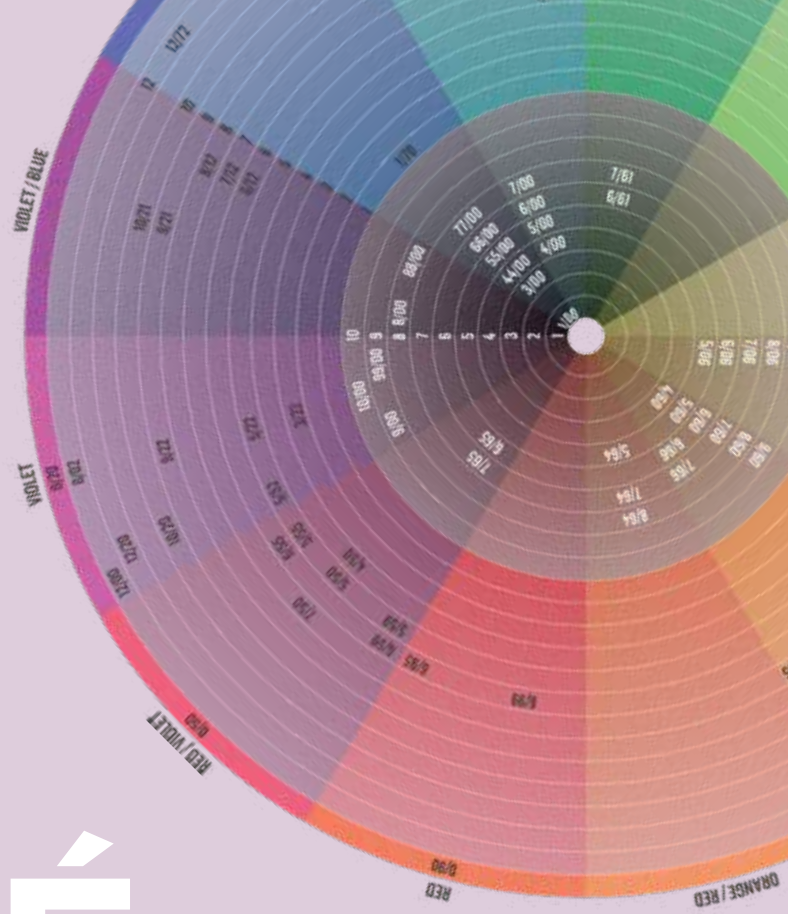
📷 @littlebirdiehairco

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evo™

evo HUEVERSE

evo FAB PRO



meet the LAKMÉ ACADEMY WINNERS

The competition that closes out the Lakmé Academy in each state is an exciting opportunity for colourists to take part in a hands-on competition.

After learning the fundamentals of the Lakmé range and new techniques and tips, students get to use the skills that they have just learned and design their own look, create it on a live model and have the finished result judged by a panel of experts.

In 2021, we're so proud to have 2 state winners in Mya Henderson from WA and Jade Olivia in SA, with Mya taking out the National title for the year. Both looks are gorgeous, technique-driven and showcase the beauty that Lakmé is known for helping colourists create.

Congratulations to all our amazing Lakmé students for 2021, and to Mya and Jade for their wins!



Jade's winning look

JADE ABRAHAMSON

2021 Lakmé Academy State Winner for South Australia

 @jadeoliviahair

Working out of Therapy Hair Room in South Plympton, South Australia, Jade has been in the industry for 4 years and got into the industry through being a client! She saw that the salon was looking for an apprentice, approached the owner and scored the job - we love a client to salon professional story!

Jade's winning look was a mocha-infused brunette colour, with warm, golden blonde highlights to add dimension, depth and warmth around the face.

Styled with voluminous loose waves, a deep side part and a loose plait or two in there for texture, this winning colour and style is a glamorous, bombshell look with a touch of 70s flair. Absolute perfection!

Let's get to know more about Jade:

What inspires you? When your clients have great hair, it gives them confidence

Who would be your dream client? Abby Chatfield.

Tell us about your experience with Lakmé Academy: It was my first real course and completely different to TAFE, exciting and I learned lots of new things!

Why is education important in the hairdressing industry? You can always learn and grow, you can never have enough skills

What is your favourite Lakmé product and why? 10 in 1, there's nothing it can't do!


What's next for you in your career? Just keep doing what I'm doing.

What do you think the trends for colour 2022 will be? Face framing with more natural deep golden blondes.

What is your top tip for colourists? Nail the technique, practice, and find your own way. Be confident in your colouring.

MYA HENDERSON

2021 Lakmé Academy National Winner

 @_bymyah

Before starting her apprenticeship, Mya Henderson completed a health care certificate, before deciding that industry wasn't for her. And a good thing that she made that call, because in 2021, Mya was the National Winner of the Lakmé Academy competition, also being the state winner for WA.

A 3rd year apprentice at Saint & Bridge salon in Carina, WA, we're in love with her winning creation and are predicting big things from this up-and-coming superstar!

Mya's winning look was created using Lakmé Gloss 10/40, 9/33, 7/49 and 10/20, 0/00 for the face frame. Perfectly ethereal loose waves were embellished with pearls around the face, with light texture on the ends.

A brilliant, fashion-forward way to wear the mermaid hair trend for a special event, Mya is setting the trend of pearl embellishments for an extra 'wow' factor.

Let's get to know more about Mya:

Who Inspires you? I will always look up to my two seniors in the salon Ellie and Resha, they are amazing stylists and I'm forever learning great tips and tricks from them. They definitely inspire me every day.

Tell us about your experience at Lakmé Academy: My experience at the Lakmé Academy was amazing. I learned a lot, from going through the fundamentals of the Lakmé colours to learning advanced foil patterns from a very experienced stylist.

Why is education important in the hairdressing industry? The hairdressing industry is always changing and becoming more advanced, so it is very helpful to learn the latest trends and tricks to stay relevant.

What is your favourite Lakmé product and why? My favourite Lakmé product is Gloss. I love the colours and how it leaves the hair feeling so soft and silky.

What's next for you in your career? Finishing my apprenticeship and building a solid clientele would be next for me and my career.

What do you think the trends for colour 2022 will be? My prediction would be natural base colours with lots of dimension. Warmer shades of blonde, and red tones.

What is your top tip for colourists? My top tip for colourist is to know your hair types. Always know the fundamentals of colour theory. And be creative!



Mya's winning look



celeb inspired
**LILY
COLLINS**

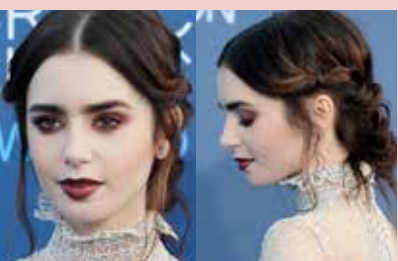


If you're like most of us, you've binge watched Emily in Paris and love or loathe Emily, one thing is for sure: her style is tres chic.



Whilst her super styled, S-shaped curls were created to oppose the tousled and undone look of the Parisian characters on the show, the actress behind the never-ending berets and ruched sleeves is none other than hair chameleon, Lily Collins.

Known for her ever-changing style, Lily Collins is never afraid to shake up her look - think varying shades of brunette, forays into blonde and pink - and her styling is an endless source of inspo for your clients. Here are some of our favourite Lily looks! 📌



Backstage at Eurovision

AUSTRALIA DECIDES WITH MOROCCANOIL

The pioneer in oil infused beauty and global leader in professional haircare, MOROCCANOIL is to be the Presenting Partner of the 2022 Eurovision Song Contest in Turin, Italy and the proud supporter of hairstyling at Eurovision Australia Decides on the Gold Coast 2022.

The last weekend in February saw Australian contestants battle it out as part of Eurovision Australia Decides, awarding Sheldon Riley with the chance to represent Australia on the global stage. Sheldon won over the Australian public with 50 points and a jury of industry experts with 50 points, an impressive 100 points overall.

While Australia was watching the wonderful performances from the 11 acts, we were watching the hair.

Supporting hair styling as part of the Australia Decides weekend, MOROCCANOIL provided a team of stylists and products to bring to life the vision of Liz Tieu, Hair and Makeup Director for the event. Haircare Group Creative Director, Peter Beckett partnered with representatives from Halo Hair, Bleach Sunday, Stellar Salon & Stefans to work their magic on this year's contestants. We had a superstar team braid, pony and 'zhoosh' the excited contestants.

Peter Beckett breaks down three iconic looks from the night...



Jaguar Jonze

JJ has a strong hair design she has worked with for a while. She is always open to variations around this image and for Eurovision we worked with braids and ribbon to create a very strong powerful statement style. Not to mention keeping the hair as far away as possible from those open flames.

The key product for this look was MOROCCANOIL Smoothing Lotion. With its rich nourishing ingredients and small amount of hold it is perfect for glossy controlled plates and braids.



Erica Padilla

Erica was the wild card for Eurovision. Being on that stage pumping a ballad is so important to have your hair making a statement. She wore an amazing, snatched pony with a voluminous pony. This statement pony was powerful and elegant.

The key products for this look were MOROCCANOIL Volumising Mist, All-In-One Conditioner and Smoothing Lotion. These are the perfect combo for a look that has control and volume combined.



G-Nation

G-Nation are an up-and-coming band that are a delight to work with and very open to having creative discussion around their styling. Working on a band it is really important to create individuality whilst keeping a theme across the group. Their look was about being fun, strong and directional. A mixture of East London attitude with polished MOROCCANOIL tones.

The key products for the Group was the MOROCCANOIL Brumes Du Maroc fragrance mist - they are obsessed with the smell of MOROCCANOIL.



LAKMĒ
INSPIRED HAIRCARE

RESHAPING COLOUR



New to Haircare Group in 2022, Lakmé Reshaping Colour is an evolution of the colour brand that you know and love.

Since 1996, Collage has become Lakmé's flagship colour line: permanent colour, perfect coverage and protection for the hair fibre. The main global challenge at present is to produce safe, clean, sustainable and efficient products. Through advanced technology resulting in unique hair fibre care, Lakmé has now developed their colour system as a solution to these challenges.

Lakmé is a brand with a strong heritage in colour, a strong heritage in professional and now, has created the integrated colour system. Lakmé Colour System guarantees a colour that is gentle on hair fibre, as well as persistent quality and vivid colour.

Lakmé has consolidated their range with Collage's combined application method for first-time colour, Gloss, the demi-permanent, ammonia-free colour made for maintaining colour in the mid-lengths and ends, together with Chroma, the ammonia-free alternative for permanent colour.

With Reshaping Colour, Gloss becomes Collage and Chroma's best ally, consolidating the Lakmé colour system.

Learn more about the Lakmé Reshaping Colour range by contacting us.





Safe

Arginine is a mild, 100% natural, hair-friendly alkaline amino acid that has been integrated into the Collage and Gloss formulations.

The purpose of arginine is to contribute to the process of opening the hair cuticle when applying the colour, without damaging the hair fibre. It is a natural alkalizing agent, to reduce the number of traditional chemical alkalines, to:

- Same effectiveness
- Minimise damage to the cuticle

The combination of arginine and the hydrating action of the AQ-Save™ complex increases the level of softness and conditioning* in hair while visibly improving its quality.

** 25% increase in the conditioning effect on hair after the colour service. Study carried out with the shade 6/00 before and after the optimization of the formula.*



Clean

Lakmé's hair colour is vegan, therefore has no ingredients of animal origin, no ingredients generated by animals and is never tested on animals.

Collage's flagship formula is now more sustainable. By working under the most sustainable parameters possible, petroleum derivatives such as petroleum jelly have been removed.

The formula contains AQ-Save™ complex, a product with hydrating properties that is sourced from sweet chestnuts, an organic active ingredient, which retains water in the hair fibre maintaining the hair hydration.

This is a natural active ingredient obtained thanks to patented enzymatic treatments, which enhances the activity of the protein, fatty acids and polysaccharides found in sweet chestnuts.



Sustainable

As well as sustainable and clean ingredients, Lakmé have ensured that their packaging is eco-friendly, also. Their packaging designs are focused on minimising the impact that the products have on the environment, to help reduce pollution that stems from their carbon footprint. This includes:

- Recycled plastics (PET TEKNIA)
- Bioplastics (PE TEKNIA)
- Biodegradable (Colour Developer) / Compostable



Efficient

With Reshaping Colour, Gloss becomes Collage and Chroma's best ally, consolidating the Lakmé colour system.

The Lakmé lineup also includes the k.blonde range, the Master Care system and the TEKNIA range, giving you full flexibility to create beautiful colours and maintain your clients' hair health at the same time.



Technology

Collage, the permanent colour, is formulated with high-performance technology to enrich its colour power, intensify hair fibre care and guarantee impeccable performance with genuine long-lasting results. Collage meets the aspirations of the most professional, perceptive colourist whilst delivering;

- 100% coverage
- Exceptional shine
- Spectacular softness
- Maximum long-lasting colour

OF5 is a molecule derived from plants and is 100% compatible with hair fibre. Its main characteristic is the ability to enhance colour.



Hair Fibre Care

The success of the Collage, Gloss and Chroma formulas is in direct relation to the ongoing and consistent focus on sourcing active ingredients that increase hair fibre care.

Lakmé applies Fibre Architect Technology through the addition of Ceramide III, which penetrates the layers of hair fibre, before densifying and repairing the fibre.



AURA

THE EVOLUTION OF STRAIGHTENING



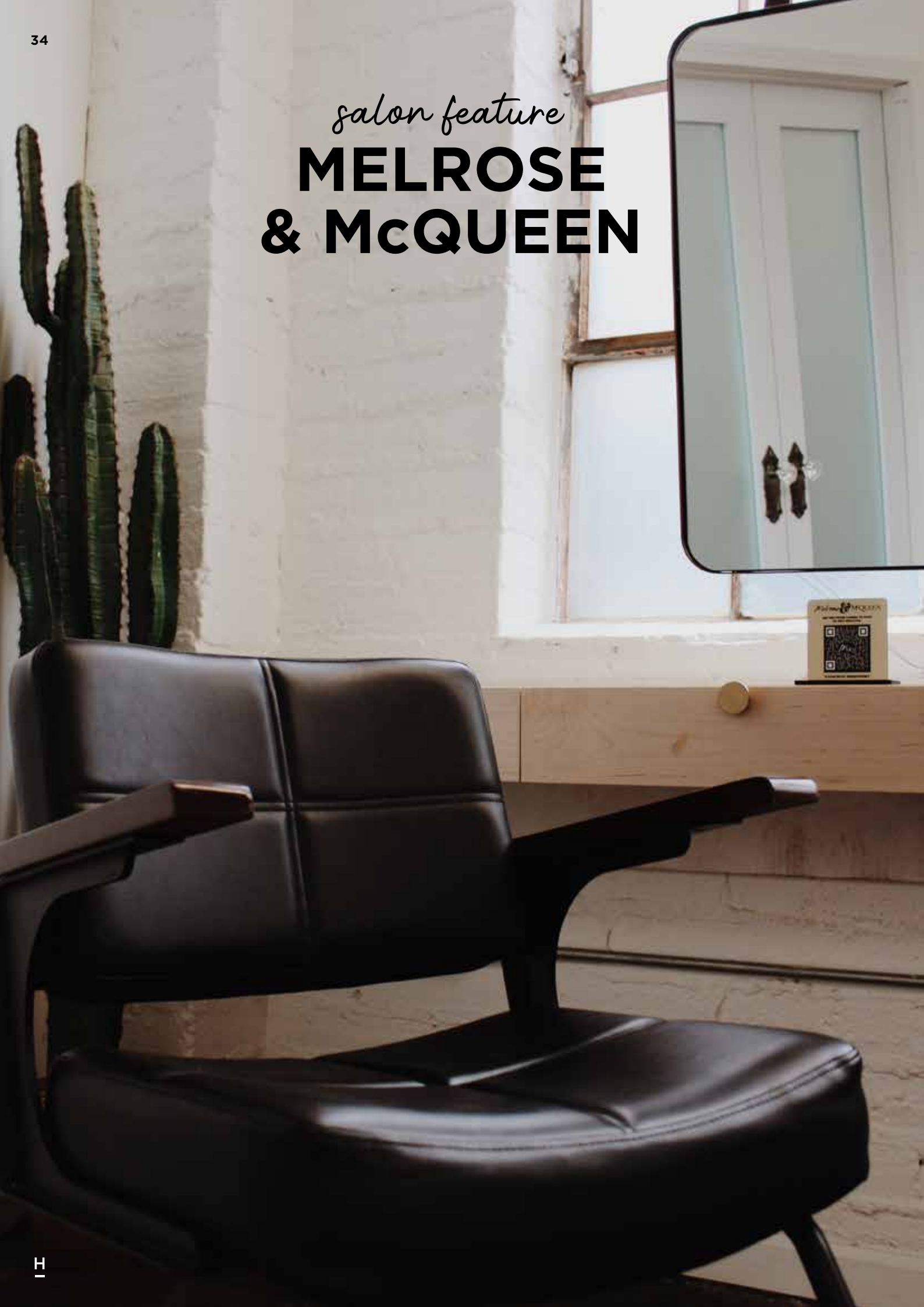
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salon feature
**MELROSE
& McQUEEN**



M eet Kristo from Melrose 7 McQueen, a salon in Georgia, USA. After 11 years in business, Melrose & McQueen are set to embark on a journey like no other, by taking on Evo Hue-verse colour. Already part of the Evo family, we're proud as punch to talk with Kristo about his salon, his team of 30, and why Melrose & McQueen is named so.

This is part 1 of the interview, so to learn more about Melrose & McQueen, including why a 90's laugh track plays into the salon vibe, visit our website!

Tell us about your relationship with Evo:

You know how people say "Don't kiss and tell"? Well, I hope you're ready for the T, because I'm going to tell all. We first hooked up 10 years ago. Evo was fresh meat in North America, but so were we. It was fun, raucous, dangerous, sexy, and rough! And the rumours are definitely true (wink).

As we matured, and the world grew dumber, we knew we were headed to something more official, together. But, we had a little too many shoeys with Hue-verse. Things got a little out of hand, and I think I'm in love.

xoxo Gossip Curl

Congratulations on bringing Hue-verse into your salon! Tell us why you made the change to Evo colour:

It wasn't a difficult choice to be honest, we've been waiting for this since the initial launch of Fab Pro. One of our favourite things about Evo is its ability to keep such a low number of SKU's while maintaining its quality. So, it would only keep true when releasing a colour line, the quality would be of the utmost importance, while keeping the line simple.

Over thinking or second-guessing themselves is common amongst hairdressers, especially younger hairdressers. Knowing the line is of the highest quality, and easier to navigate helps to simplify the formulation process, while still leaving adequate space for creativity.

What excites you about Hue-verse? The unknown of what my team is going to do with it. Put something this good in their hands, I just know they're going to have fun with it. Also, can I just say how much I love that Evo opted not to send full tin refills of lightener. Instead, they went with a more environment conscious refill bag. Solid move, Evo.

Have you created any out-of-this-world colours yet, with Hue-verse? If so, do you have any amazing formulas that you'd like to share? Not yet, haven't gotten it in yet, it's actually in route right now. Stay tuned to our IG, @melrosemcqueen. Just ask, we always share formulas.

What is your favourite Evo product and why do you love it? Builders Paradise will always be the best Evo product. You can use it wet, dry, prep, touch-up, and as a set spray. All of that, but its ability to be so malleable on set really takes the cake.



What kind of colour is your salon known for? For example, are you amazing with blonde colour? Love a good vibrant hue?

To be honest, we do everything. Foundation and thorough knowledge is absolutely of the utmost importance. Being able to range from Fab Pro to Bottle Blonde is one of the more attractive things about Evo colour.

What are the current colour trends?

Balayage seems like it's NEVER going to go away, but those strong face framing high contrast pieces seems to be staying around. I would love to see the potential of that unpacked a little more. Also, TIPS. Creative coloured tips are making their way up. Can't wait to see how that goes.

What is your top tip for colourists?

KNOW YOUR UNDERTONES, and CORRECTIVES. 📌



To read the full, hilarious interview with Kristo, visit The Hub online: thehaircaregroup.com/the-hub

// We first hooked up 10 years ago. Evo was fresh meat in North America, but so were we. It was fun, raucous, dangerous, sexy, and rough!"

- Kristo



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THE ORIGINAL BOND BUILDER

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MOROCCANOIL

A nod to our Mediterranean roots, this new campaign celebrates the sensorial journey of the MOROCCANOIL hair and body collection. These dreamlike images feature a soft golden sky and warm reflective details — capturing the transportive qualities of the Moroccan oil brand.

CREDITS

Photographer / Emma Summerton
Makeup / Deanna Hagen
Wardrobe / Natasha Royt











MOROCCANOIL

M

703

BLONDE PERFECTING
PURPLE CONDITIONER
APRÈS-SHAMPOING
VIOLET BLOND PARFAIT

For blonde, lightened or gray hair
Pour cheveux blonds, éclaircis ou gris

COLOR CARE

Nourishes and enhances tone
Nourit et intensifie les couleurs

6.7 FL.OZ. / 200

MOROCCANOIL

BLONDE PERFECTING CONDITIONER

MOROCCANOIL Blonde Perfecting Purple Conditioner is the perfect partner to the beloved Blonde Perfecting Purple Shampoo, for continued benefits throughout the conditioning process.

This dynamic duo completes the brass-neutralising regimen for the most cool-toned colour, while leaving hair nourished, softer, and healthier-looking.

MOROCCANOIL Blonde Perfecting Purple Conditioner nourishes the hair and reduces brassiness, with this formula specially designed for the unique needs of blonde, lightened (including brunette), or grey hair.

When used alongside MOROCCANOIL Blonde Perfecting Purple Shampoo, this lightweight and nourishing conditioner enhances tone and vibrancy while gently detangling and softening for improved manageability.

Deposits violet pigments to help counteract yellow and orange hues. The result: brighter, more radiant colour that is locked in to help prevent fading. Features ArganID™ technology, with positively charged micro-capsules that are attracted to the negatively charged hair fibre, infusing the antioxidant powers of argan oil deep into the cortex.

- Lightweight nourishing formula
- Conditions, enhances tone & shine
- For blonde, lightened, or grey hair
- Sulfate, phosphate, and paraben-free
- Color-safe

HOW TO USE

After shampooing with MOROCCANOIL Blonde Perfecting Purple Shampoo, massage into hair for 1-2 minutes. For enhanced toning, leave on for up to 5 minutes. Rinse well.

KEY INGREDIENTS

- **ArganID™ Technology:** positively charged micro-capsules are attracted to the negatively charged hair fibre, infusing the antioxidant powers of argan oil into the cortex of the hair while simultaneously helping to repair and seal the cuticle.
- **Amino Acid Blend:** offers colour protection and repair benefits to strengthen the hair structure. Improves colour retention and enhances shine while detangling the hair.
- **Violet Pigments:** impart colour and visual effect, enhancing depth and dimension while providing a natural-looking sheen. These rich, iridescent pigments also have a satin lustre and superior coverage properties. **H**



To become an MoroccanOil stockist contact:

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



H team

The H Team is a powerhouse of superstar stylists from salons across Australia, coming together to create one fresh and modern education program.

A choose-your-own-adventure style of training, simply select the look or technique you want to learn, then the H Team comes into your salon to upskill your team! With a menu of looks and techniques to choose from, each offering is created to be versatile and accommodating to your needs and expectations, and brands.

Lead by Haircare Group Creative Director Peter Beckett, the H Team is fashion-forward styling direct to your salon, giving your team front row access to the latest trends from around the world.

The H Team's menu of classes are below and to book this education in your salon, please contact the Haircare Group education team.

FAB FINISHED

Want a perfect blow-dry no matter the hair texture? We have you covered to make your clients feel exceptional!

With Fab Finished, Tongs and irons are not needed - you'll learn fundamental and structural tips to a long-lasting blow-dry to give your clients an experience that shows off their individual beauty.

CHOOSE FROM:

Smooth

Sleek and weightless with a mirror finish.

Twisted

Moveable soft texture with a difference. No tong needed.

Bounce

Expansion in every direction. Volume through roots to ends.

FEELING FRESH

A fresh modern collection of cuts that are client-friendly and ready to wear.

With versatility in length and shape (including bangs!), Feeling Fresh is a no-fuss way to cutting hair that won't box you in. It's wearable, touchable hair that is the way forward for salon hairdressing.

CHOOSE FROM:

Luscious

A long-layered cut that keeps healthy bulk at the length, but releases some of that unwanted weight to show off the movement.

Oui

Modern French-inspired bob that is cheeky, shapely, and outrageously gorgeous.

Layered & Banged

You really want those layers but not that mullet. This type of shag keeps all those important bits where they should be, so you still feel sensational.

Pix-me

A Pixie cut has always been a statement piece. This versatile option lets you and your client detail to perfection.

Banged Up

Bring emphasis to your client's features that need to be focussed on with face-framing fringes. 📷

H I G H E R



G R O U N D

evo
HUEVERSE
 OUT-OF-THIS-WORLD COLOUR

CREDITS

Photographer/Tim Ashton **Makeup**/Cat Smith
Styling/Monica Russel **Hair**/Nicole Kae & Stevie English
Talent/Emma, Tegan, Caera, Karly, Alice, Madi





FORMULATION

Formula 1: Bottle Blonde Clay Lightener + 30 vol
Formula 2: 6.55 + Intense Red + 6.5 vol

FORMULATION

Formula 1: 4.1 + 4.84 + 10 vol

Formula 2: 7.84 + 10 vol



FORMULATION

Formula 1: Bottle Blonde Powder Lightener + 20 vol
Formula 2: 7 + 8.1 + 6.5 vol
Formula 3: 10.37 + Clear + 6.5 vol



FORMULATION

Formula: Bottle Blonde Powder Lightener + 20 vol
Formula 1: 10.7 + 6.5 vol
Formula 2: 9.77 + 6.7 + 6.5 vol
Formula 3: 9.77 + 6.5 vol
Formula 4: 6.7 + 6.5 vol



FORMULATION

Formula 1: Bottle Blonde Powder Lightener + 20 vol
Formula 2: 10.7 + 10.1 + 6.5 vol

FORMULATION

Formula 1: Bottle Blonde Powder Lightener + 30 vol

Formula 2: Intense Gold + 6.5 vol

Formula 3: Staino Jade



salon feature
INCO STUDIO



INCO Studio is the first New Zealand flagship Hue-verse salon and for good reason – obsessed with fashion and influenced by art, interior design and texture, owner Zoe Clark has created a space that inspires creativity.

Innovation is important to Zoe, and making sure that INCO Studio stays true to its intentions is vital. As a leader, she cites creating and maintaining a great culture, values and ethos as vital for everyone involved in her business. With a team of 11, including a mix of hair stylists, nail artists and a brow/lash artist, the INCO Studio team embrace individuality, are strong in their communication and have each other's backs as a team – which means that everyone can have fun whilst they're at work.

With a motto of 'how can we do better', Zoe first decided to bring the Hue-verse colour range into salon because of the performance and feel of the hair post-colour ("absolutely stunning!") and is excited for her team to represent the brand.

She doesn't have a favourite Hue-verse formula yet, but Zoe can confirm that the .6 reflect is definitely one of her favourites from the out-of-this-world range, and she and the INCO Studio team have so much excitement to share about being a flagship salon for Hue-verse.

Known for their blondes and dimensional brunettes, Zoe predicts that chocolates and rich, nutty tones are becoming post-summer inspo, alongside bold flashes of colour.

Her top tip for colourists? "Don't overcomplicate your techniques. Less is more – especially for your brain! Keep your work clean and your results will always be clean."

If you were to visit INCO Studio, there would be a mix of playlists, curated by one of their talented FOH girls to reflect the time of day, mood of the salon and different times of the week - think lo-fi beats to hip-hop to urban beats and some indie in the mix. There would



be coffees scattered in the backroom from one of their neighbours (#supportlocal!), and on the salon floor, the booths are hand painted by a local artist to suit different personality types.

The salon floor has booths handpainted by a local artist, and plenty of natural light and personality about the space that makes every client who comes to INCO Studio feel welcome and as though they're surrounded by friends from the moment they walk in the door.

The team have always been proactive at being aware of the latest trends and techniques as a team and individuals – constantly sharing ideas and watching demos, understanding that in the hair industry, you can never stop learning.

"Education is key for growth and development," Says Zoe, "Expanding your toolbox is a never-ending journey."

Starting their journey with Hue-verse is an exciting one, and we can't wait to see this team of New Zealand superstars take on whatever comes next. [H](#)

Education is key for growth and development. Expanding your toolbox is a never-ending journey."

- Zoe Clark

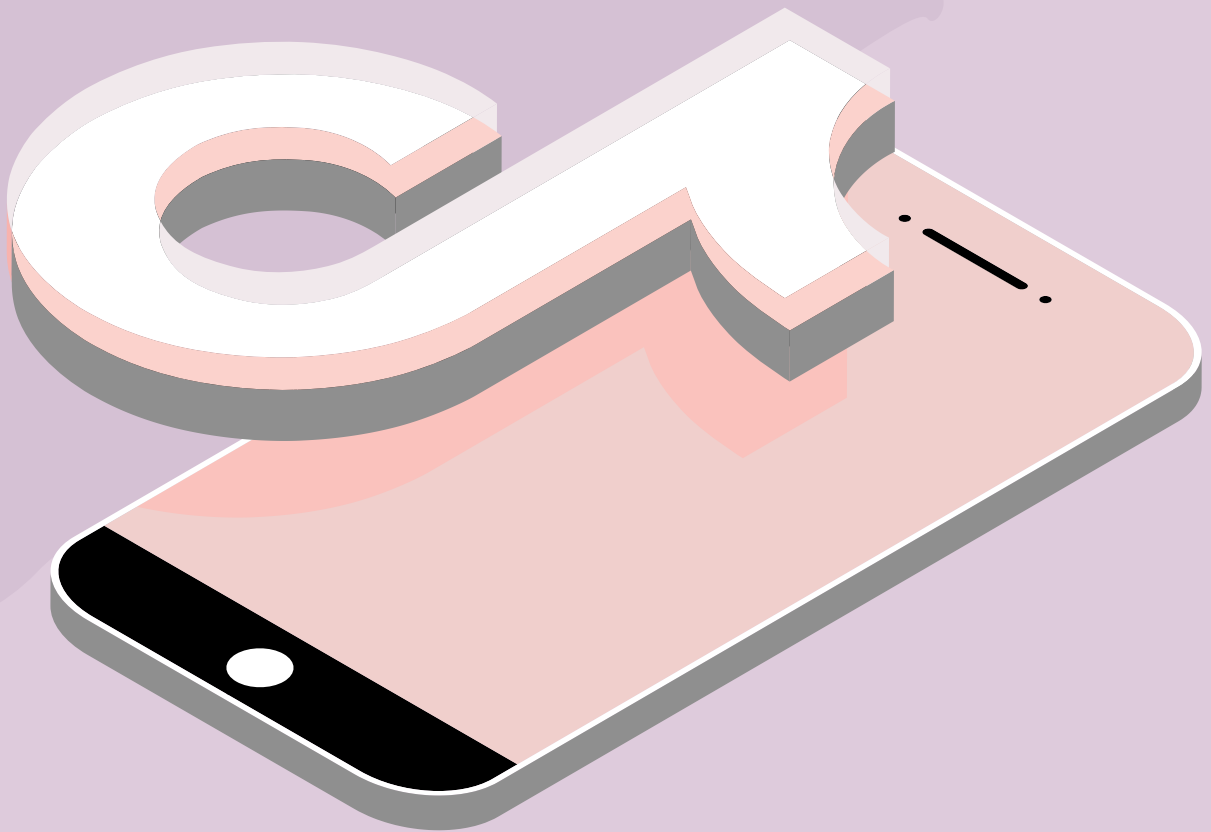
[182 Ponsonby Road, Ponsonby, Auckland, NZ](#)

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**THE CLOCK IS TICKING!
IS IT TIME TO JOIN**

TIKTOK?



TikTok has quickly become one of the most popular social media platforms in the world, but is it worth using for your business?

Since its launch in 2016, TikTok now has over 1 billion users, and the brand estimates the same 1 billion being active per month. The exposure is truly next-level.

And while these numbers may sound intimidating or like it's too late to get in - that is certainly not the case, and you're certainly not alone.

In fact, many business owners are now starting to see that they could be missing out on this major marketing opportunity because TikTok attracts a different client from other social media platforms.

The time is now, and Haircare Group Social Media Manager Ashleigh Bailey is here to tell you why and how.

"I Already Have Enough Social Media"

You may be thinking, "My business already has enough social media, I don't need to add another account to my list." And while that is a completely valid initial reaction, we would argue that it is still an investment worth making for your brand long-term.

Even if you don't create tons of content from the start, we'd encourage you to at least create an account to reserve your business' username on the platform in case somewhere down the line you choose to begin creating content.

Maximise Creativity

The great thing about TikTok is that it's not just a platform where you can share content with your followers, but it actually allows users to create their own content with the app - which is more exposure for your brand.

If you have a younger clientele its likely they are making TikToks whilst sitting in your chair, if you have set up an account, they can tag you correctly in their posts which is basically free advertising for your business.

Using TikTok is also a great way to engage with junior staff members, many apprentices' will be active themselves on the platform. They have an innate interest in it which as a salon owner you can nurture and use to your advantage. Allow them the creative freedom to create content for your salon and share content creation ideas with the team. They will see this as a rewarding perk or their employment and it takes the pressure off you as an owner to be across everything.

Why Now?

If not now, when? That's the question to ask yourself when considering TikTok for business.

The first thing to note is that TikTok is not going away anytime soon. In fact, the platform is so successful that other social media platforms feel threatened by the competition, and are shifting their focus to video to keep up with TikTok.



"Isn't It just for Gen-Z?"

Another reason to get in the game now is that we have seen repeatedly over time that an excellent indicator of 'the next big thing' with social media platforms, is where the younger generation puts their time and attention into.

While initially, it's easy to rule TikTok for business out with thoughts like, "TikTok is just for Gen-Z, my target audience isn't on there", you'd be surprised. If we take a look back on other social media platforms that are major for marketing in 2021 like Instagram, Facebook, and Twitter - these also all started off as very 'young' platforms, with little-viewed value for businesses. Obviously, these platforms are now full of multiple generations and serve millions of businesses as a marketing tool.

The same is to be expected with TikTok, as it's already happening and increasing every second.

If anything, a more accurate thought about TikTok for your business might be, "My target clientele isn't on there - yet". As we've seen time and time again, the businesses and personal profiles that get in early and post consistently valuable content are extremely likely to be rewarded short-term and long-term.

Trends

TikTok has evolved into an app that showcases millions of trends that allow for endless creativity. By the time you see a trend on Instagram, its already done the rounds on TikTok. We know that jumping on trends early is how to get noticed so it makes sense to be doing your content ideas research on TikTok initially before Instagram.

TikTok has implemented an effective algorithm to show users trending videos relevant to their interests, making it easy to create content that is relevant and on-brand to your industry without having to do too much research.

The best part about TikTok trends is that there is always a new one. This makes content creation easier since there are never-ending fun trends to create and apply to your bus. The For You Page is the app's 'explore page', which showcases an endless feed of trending videos for users to enjoy and engage with. It becomes apparent that a certain style of video is 'trending' when there are multiple videos using the same sound and structure.

In Summary...

...don't fear TikTok but instead focus on the amazing opportunities It could give your business. The hair community has been successfully using Reel videos on Instagram for over a year now and TikTok videos are a very similar concept. The key is just to get started, make a plan to post weekly and engage your staff to be a part of the channel. **H**

evo™ the shag

hair like you've been there

perfect beachy texture with a matte finish... now you too can have that do'er look - just by washing right, blowing right and following it up with a good shag.



the shag

beach paste
plage collar

In an age of powdered muscles and package tours to everest, it makes sense that your lived-in look comes in this jar (to be applied in your porcelain kingdom).

net wt. 50 g / 1.76 oz. (1)

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get the look

MISTER FANTASTIC + THE SHAG



We love The Shag, a beach paste that creates touchable texture and builds body and gives your style a dry, matte finish.



1. Spray Mister Fantastic through wet hair. Mister Fantastic improves styling and adds shape memory, while providing medium hold.
2. Blow dry with your preferred hair dryer (Mister Fantastic also provides heat protection, so no other product is required!).
3. Take a small amount of The Shag and work into the palms of your hand.
4. Work the product to feel the paste break down.
5. Distribute through the hair as desired - use at the roots for volume and lift, and through the mids to ends for texture and definition.



Evo The Shag
Beach Paste



Evo Mister
Fantastic
Blowout Spray

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Formulated to refresh, soothe and comfort the scalp, our award-winning Flaky/Itchy Scalp Range offers immediate relief from dandruff, flaking and itching, while restoring your scalp's microflora balance.

Exclusively distributed by Haircare Group

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education

ACADEMY OF HOLISTIC TRICHO

The Philip Kingsley Academy of Holistic Tricho is a remarkable opportunity to add an academic layer of hair science integrated with the Philip Kingsley holistic approach to hair and scalp care.

Philip Kingsley are leaders in hair and scalp. Trichological hair care and expertise built over 60 years and dispensed through their world-renowned and exclusive treatments for all hair and scalp concerns, from alopecia to an itchy scalp. Philip Kingsley formulations are informed by their Trichologists' specialist knowledge in hair growth and scalp care, whether you are looking for a hair thickening shampoo or styling products for everyday use.

OVERVIEW

The Academy of Philip Kingsley Holistic Tricho is a remarkable opportunity to add an academic layer of hair science integrated with the Philip Kingsley holistic approach to hair and scalp care. The 8 part series advances you to become an accredited Philip Kingsley in-salon consultant. This inspiring pathway of holistic hair and scalp nutrition, biology and wellbeing is a unique opportunity to level up your knowledge and skills, adding a layer of expertise to your career.

OUTCOMES

- Discover the unique story behind this world-renowned brand and the holistic approach to hair and scalp concerns.
- Gain valuable insight into the complete range of shampoos, conditioners, intensive hair and scalp treatments and styling products.
- Learn the methods to create holistic hair and scalp programs to help solve concerns.



This course is available exclusively to Philip Kingsley stockists.
To qualify for this Academy please contact us.
Email: sales@haircare.group

COLOR WOW

DESIGNED FOR COLOUR

The entire Color Wow range is formulated with only good-for-you ingredients. No harmful ingredients would ever make it into a Color Wow formula, plus, they take it one step further - they have banned over 60 ingredients commonly found in other hair formulas that can darken or distort your colour.





Designed to protect your colour, keep it vibrant, toned and preserve your hair health, Color Wow are fanatical about the ingredients that go into their products. But not all of them can be measured in a lab. Their "secret" ingredients are the intangibles...the "people" part of formulations. The passion, purpose, heart and caring they pour into every product.

It all starts at the top with their unique collaboration of experts: Color Wow founder and CEO Gail Federici, their in-house chemist, Dr. Joe Cincotta, and their Global Creative Director, Chris Appleton, rockstar celebrity stylist.

Dr. Joe Cincotta, PhD Organic Chemistry, interacts with hair on a micro-molecular level.

Always researching safer, more efficacious ingredients to strengthen, repair and bring hair to a whole new level of health and vitality. He and Gail Federici have made history over the years, developing the first product ranges for frizzy hair, for blonde hair and for beachy hair. They are problem solvers to their very core.

Together, those three make for some pretty good chemistry! A rare cross-pollination of expertise from different hair gurus, each obsessed with creating new products that really make a difference to all women (and men).

Only Good-For-You Ingredients



NO COLOUR
DISTORTION



CRUELTY
-FREE



SULPHATE
-FREE



GLUTE
-FREE



NO
PHTHALATES

PRESERVE YOUR CLIENT'S COLOUR WITH THESE COLOR WOW PRODUCTS:



Dream Filter Pre-Shampoo Mineral Remover

This detox spray removes dulling mineral and pollutant buildup, revealing lighter, brighter colour instantly.

Working in just under 3 minutes, this treatment sprays easily into the hair and removes the minerals found in well, hard or copper pipe water, chlorinated pools or river water, that darken or distort colour. A great way to remove build up prior to colour processing!



Color Security Shampoo

100% clean, residue-free, sulphate-free shampoo for glossier, healthier hair, the Color Security Shampoo is perfect for all hair types, including colour-treated hair as it safeguards against colour fade. Also Keratin-safe and extension-safe, this formula also works well on curly, coarse, frizzy, oily and damaged hair.



Color Control Toning + Styling Foam

An easier, friendly way to instantly neutralise brassy tones in the hair, whilst adding bounce and style memory. This leave in toning foam is lightly tinted and helps neutralise brassy, yellow tones in blonde hair and orange tones in brunette and dark hair shades.

A great take home option to recommend to your clients as this leave in treatment renews elasticity whilst boosting volume and bounce in the hair, without any messy, dark stains on hands or towels!



To become a Color Wow stockist contact:

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

meet the artist
LUCAS CROALL



Creativity comes in many forms and whether you're behind the chair or in front of a mural, the process and drive to create something amazing is common. Here, we talk with Lucas Croall, an artist who specialises in printmaking and interior mural works, about his creative process and approach to artistry.

Tell us about yourself: Renegade. Studio junkie. Hate it or love it, it's happening. And every day it grows a bit more. Incremental gains.

Your artwork is stunning - can you tell us about how your pieces are often created? With love for the process. I'm hooked on the moment that inspiration strikes. Everything else is an 'any means necessary' attempt to capture that spark and cast it in a cultural artefact.

Describe your art in three words: Close to home.

Where do your concepts come from? Is it a collaborative approach with the business owner, or something that you work on to start with? It's hard to say where things begin. Every so often the components of a project are so minimal, that you can jump on the opportunity to try out fully formed ideas. Ones that you have been experimenting with privately and are looking to realise. More often the project has a lot of moving parts and demands. Under those circumstances the solution is usually more subtle and calls for constant brainstorming, conversations and revision.

Often it's a mix of the two, but it has to be practical. Sometimes I have to stop myself from chasing a carrot that isn't there.

I have some go-to formulaic principals that I lean on to get things moving on projects - which ones get pulled out and put to work depends on the vibe we are chasing. Almost always it's a bit of improvisation that ties it all together after the central idea is in place. The central idea is the bit that makes you go 'huh, ok'. Then when you notice the improvised bits you go 'oh, right'.

Which have been your favourite pieces to work on, and why? I

love any project where you come out the other end with a relationship. Tearing a cheque for a cut and dry thing, that's one way to do it. But nothing compares to that feeling of mutual benefit, where the client has approached you with respect and is interested in you as a person as well as an artist.

That opens up space for you to become interested in their goals and motivates you to start and end on a positive note. Then we're on the same page, now we're talking the same language.

I appreciate it when people who are looking for something hyper specific communicate that from the get-go. There is nothing worse than being approached by someone who 'loves your work' but cringes when you offer a genuine slice of it.

Being upfront about exactly what you want out of the artist can be really

helpful and save everyone a lot of hassle. Having full faith in an artist's taste though, that's like the ultimate patron. The record label were appalled when Air came back with 10,000 Hz Legend, now it's a cult classic.

You've just worked on a stunning mural for SA salon, BORIS the Cuttery. Tell us why businesses should be embracing large, eye-catching murals: Paint is another material. Interior design is so dependent on materiality. Art direction in that context should be a response to the agenda set by the architecture, or should be in communication with its logic. Know when to serve, know when to dictate. The application of murals is meditative for me, it isn't a 'f*ck you' thing.

I would never say that every space needs a mural, that's just clumsy. But sometimes, there's just an untapped section, or a little pocket of space where



you can do something strategic with the surface treatment. Bold can be great in certain contexts, but sometimes a subtle invitation is all it needs. I love Paul Smith socks, but I also love the breathy murals of Turner prize winner Richard Wright.

BORIS was actually my very first mural though. That was a real gem of a project, I couldn't have asked for a better entrée into the game than that. My work has changed a bit since then, but the spirit is still there.

Hairdressers are creative by nature. Tell us about your creative process:

Being creative is like having an ongoing task that never gets boring. I'm chasing the excitement of striking that mysterious chord where intent and output hum on the same frequency.

There's so many different ways to slice into the matrix. Too many to name.

Creativity is something we recognise in all kinds of places. When you recognise it, you think, someone with passion crafted this.

Where do you source your creative inspiration from? It's pretty rare that I'm not thinking about creating. More and more I try to pay attention to the little things that go on in my internal chatter and search for ways to summarise them.

Every time I have an emotional response to anything, I think, there's something here. Another element of my story. The simpler, the better. The more relatable, the better. I make no concerted effort to 'be original', or force something disingenuous. K.I.S.S.

When it comes to colour, do you have any rules that you can share? Fear no colour. You might think you don't want to use maroon or grey, but it has its place.

Be selective. Using every crayon in the box can look like you didn't actually make a decision at all. Know when to up the contrast or make everything more tonal.

I dunno, use your eyes. Sometimes the best colour schemes are the most unexpected ones. Finding those is a special feeling. Paul Smith knows this. This is all A B C intuitive stuff.

What is your ultimate goal for your art? Expand and conquer. I know that I'll never connect with people if I don't take chances relentlessly. My genuine belief is that it's worthy enterprise and I'm invested in the task.

Art is born in the mind of the artist, but it lives and breathes in the minds of the audience. All I want to do is find ways to communicate the ideas that come into my mind. It's an obsession - I've never been content with wasted potential.

My goal is to keep the faith and maintain the right to externalise the imagination.

Finish this sentence: To me, an artist is... Someone who is actually immersed in their practice. Who has momentum

in abstraction and spends time in the trenches with their ideas. You have to be IN it. As soon as you are OUTSIDE of it, you are no longer making art, you are no longer an artist, you're doing something else.

An artist is someone who is true to their imagination and doesn't spend all their time looking for reasons not to do something. We live in a time where art practices can be entirely theoretical.

Having opinions on other people's practices isn't enough to call yourself an artist. It bemuses me that this isn't obvious to people. Hate it or love it, it's happening. **H**

 @lucascroall

 lucas.croall.com.au

HIGHLIGHTING HEALTHY AIR

No-fuss air purification

Picture your client settling into their chair, relaxing because they know the air they're breathing is safe and clean from the nasties of the world.

The pandemic has made us all the more conscious that our wellness is impacted greatly by having clean air around us.

Proactive businesses are taking extra steps to assure clients their health is being prioritised and, as a result, air purification has never been more topical.

Here's a secret: most air purifiers have little to no effectiveness once the air leaves the machine.

But what if there was a no-fuss air purifier that continuously cleaned the air in your salon even after passing through the machine?

Clean Air Care

Airofresh provides an effective and environmentally and financially sustainable way to clean the air in your salon, assuring the health of your greatest asset, your clients.


The result of health science and technological adaptation, Airofresh is organically certified and has won Environmental and Sustainability awards across Australia.

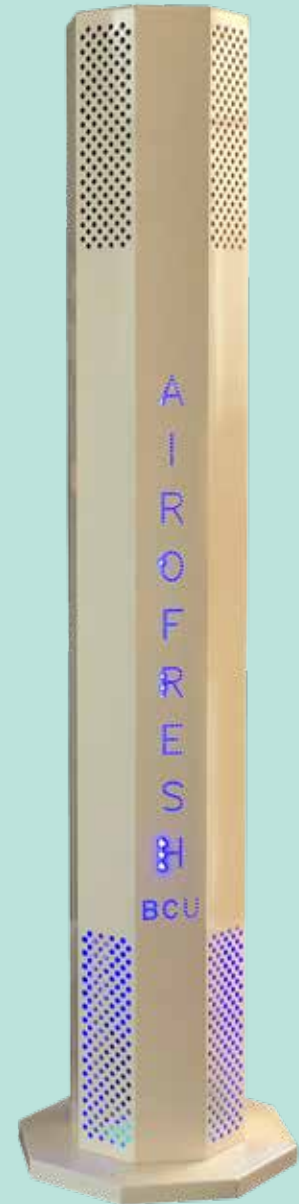
Locally invented, manufactured and distributed, the Airofresh unit has the unique capability to destroy airborne contaminants without using chemical applications or physical capture and store filters.

This Infection Control technology can be used front or back of house and its capability is broad, proven, unique and effective in destroying:

- **Airbourne viruses/pathogens**
- **Fungi**
- **Mould**
- **Bacteria**
- **Gases**

Airofresh uses water vapour in the shared air to destroy organic contaminants as they pass through the device and utilises no filters, no chemicals and leaves no residues on furniture or fittings.

It is completely safe and chemical free – the ultimate in clean air. 



Questions & Clarity

We know you'll have lots of questions to ask about Airofresh and how it can help you.

Look us up here:

 servicefm.com.au

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TRENDS FROM THE MODERN GENTLEMAN

Dude Hues

From the runways to the red carpets, men are becoming bolder with their colour - think Pete Davidson, BTS, MGK, Zayn, Pharrell Williams, Jared Leto - the list goes on.

Whether it's a bleach, pastel colour or something bold and bright, it's fair to say that dudes are getting into their hues.

Mastering the art of colouring is a daunting task for any salon professional - and at Haircare Group, we're seeing so many new colour trends being picked up by men.

"Barbers are out there mastering their craft, mastering the perfect cut and style," Says Justin O'Daniel, Lead Educator at the Barbieri Company, "But what is the next step? Colour gives the opportunity to add another dimension."

This year, The Barbieri Company is excited to offer colouring classes specifically for barbers such as The Prick, The Husky and The Himbo, with each class developing barbers in a new colouring skillset. Also starting in 2022, all Evo education classes are made to be gender neutral, so can be applied to any client who sits in your chair - it's a choose your own adventure!

Not only for barbers, but men's colouring is also an added revenue stream for your salon, and a chance to grow your clientele.

So, if your client is looking to lighten their locks, cover some greys or be wild with their colour, it's official - men's colouring is growing in popularity and we're all about the dude hue.

What is Brotox?

Another service that barber shops and medi-spas are offering is Brotox - a play on the name for Botox.

Men want to take pride in their appearance too, and in-office procedures such as Botox and Juvederm are growing and becoming more mainstream. However, as with any other procedure, if you are looking at getting injections, look at the competence of the injector and not the price. Our top tip before you Brotox? Do your research!

A barber shop is a comfortable space for most men and offering an experience like Brotox gives men a chance to have their procedure administered by trained experts, who can provide expert advice and support... all alongside a haircut and craft beer! 

THE
BARBIERE
COMPANY

DEVOTED TO THE CRAFT OF BARBERING

M eet The Barbieri Company, the rebellious little brother of Haircare Group. This little brother is still quite young so we're showing it the way of the world, but it still wants to read our diary and leaves its dirty dishes everywhere.

An importer and distributor of professional barber brands, men's grooming products, barber tools, sundries and equipment; The Barbieri Company was born from a dedication to the craft of barbering and a desire to champion, support and understand barbers – we understand that barber shops are wildly different from salons and require products, services and an attitude to match.

It's about the right blade, scissor, pomade, wax or chair; but also about the finer details – the bean, the beer, the whisky. Our Barbieri team enjoy the finer things in life... and products that do the job.

Dedicated to supplying the products and tools that allow Australian barbers to perfect their craft, The Barbieri Company helps deliver the perfect experience, so clients leave a barber shop looking and feeling great.

With brands such as Reuzel, Evo, Suavecito and Andis in their stable, this cheeky ratbag of a company has gone from strength to strength over recent years, from sponsoring awards at the AMBA's (Australian Modern Barber Awards), running education events in breweries (shoutout to our friends at Pirate Life!) and generally causing a raucous... as all little brothers should.

If you want to be the best, you've got to work with the best. The Barbieri Company offers:

Brands with Spice

A range of specialist barber brands to suit the personality of any barbershop. Unleash your inner scumbag through Reuzel, stay firme with Suavecito and challenge the status quo with Evo.


The Full Toolbox

Knowing how important being equipped with the right tools is for barbers, The Barbieri Company offer a full range to meet your every need from clippers, capes, scissors, sundries and more.

Devoted to the Craft

Committed to improving themselves and the craft, they provide cutting edge courses to take your craft to the next level.

Community of Barbers

The Barbieri Company live and breathe Barbers. Their team specialises in barber needs and are committed to helping men look and feel their best, by partnering with the barbering community. 



Want to learn more about The Barbieri Company?

Scan here to contact the team.



evo™

REUZEL

SUAVECITO

ANDIS

DENMAN

LAKME
INSPIRED HAIRCARE

WAHL

FUSION

YOGA FOR SALON PROFESSIONALS

Hairdressing can be physically brutal – standing for long periods of time, using repetitive motions and not taking proper breaks can wreak havoc on your body.

We love to start or end the day with a good stretch sesh, opening up the body and releasing tension, unwinding and taking a moment to breathe.

Below are 5 yoga poses that target key muscle groups for hairdressers.



WARRIOR 2

Fantastic for strengthening the quads. The deeper you sink into the move, the more power you build in your legs.



SIDE ANGLE POSE

Also opens up the chest and stretches the upper side oblique (great for hairdressers who are hunched over all day, so opening up through the chest and side body will help alleviate tension and improve rotary stability/mobility).



HIGH LUNGE (or Crescent Pose)

Will also open up amazingly through the chest. To advance, extend the spine back towards the back leg. This movement helps activate the back extensors to get some spinal mobility (another great thing for hairdressers, who are usually bent forward in spinal flexion for most of the day).



TRIANGLE POSE

Will also release through the lower back, obliques and glutes, which get tight from being on your feet all day.



WARRIOR 3

You can even come over the front leg into a forward fold to stretch out the grounded leg hamstring and release through the raised leg's hip flexor.

evo™ curl

curls need curl-centric products. products that are made specifically for curls. to nourish and feed them. to enhance, not alter them. products that empower the natural curl pattern of each and every curl type.



**treat your curls to five courses
and be twisted for life.**

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