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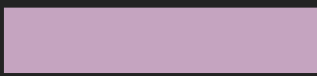
MEANING:

HUB /hʌb/ *noun*

The effective centre of an activity, region, or network.

THE

HUB



The centre for salon professionals: the source of inspiration, education, news and product knowledge, empowering you to make your clients look and feel their best.

COVER CREDITS

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Stylist: Belinda Humphris



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Editors Note

Welcome to the first issue of The Hub!

The Hub is the new centre of everything for hair – inspiration, education, product knowledge, along with advice from the Haircare Group's community and prominent industry talent from across the globe. In The Hub, you'll have access to the industry's top stars, leading brands and cutting edge techniques – we're proud to launch this issue and hope you'll join us with what's to come.

Your Haircare magazine is now one part of the Hub and has undergone some refresh and we are excited for you to read on, see what we have been up to and what is new for 2021 from some of our favourite brands.

In this inaugural issue, we showcase some of the new products coming to salons in 2021, including the out-of-this-world Evo colour line Hue-verse and hotly-anticipated OLAPLEX No.0. We go inside influencer and Miss Universe Australia 2015 Monika Radulovic's home and discuss her love for Moroccanoil products, peek inside Chris Appleton's kit and spend 5 minutes with the Scumbags themselves, Leen and Bertus from Reuzel.

Enjoy this first issue of The Hub – with so much more to be unveiled throughout the year, we are excited about what's to come and are looking forward to sharing this journey with you.

The Hub

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HAIRCARE
GROUP

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INDUSTRY NEWS



Mo' Support Than Ever For Movember

Thank you to all the Mo Bro's and Mo Sister's who supported The Barbiere Company x Movember Real Barbers Real Talk campaign.

A total of **\$22,312 AUD** was raised by The Barbiere Company and participating barbers as part of the challenge, raising awareness, much needed funds and to tackle men's mental health issues.

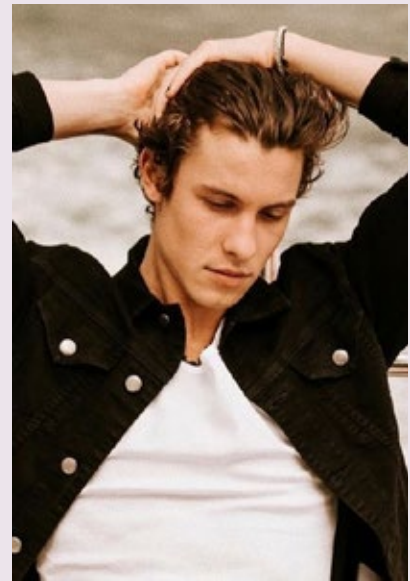
Thanks to all who participated via mo's grown, km's moved, virtual mo-ments held and plenty of conversations had through a month of Movember fun!



Haircare Group Provides First-Class Amenities

A little R&R never hurt anyone - and when it's in a luxe boutique hotel, it's even better! Whether you're having a staycation or venturing further, we love to see products from the Haircare Group portfolio showcased in hotels.

The recently launched Oval Hotel in Adelaide proudly completes their en suites with Evo products for their guests to enjoy a truly South Australian experience, whilst Eos by SkyCity proudly uses Cloud Nine hot tools as part of their unforgettable hair and makeup styling services.



The Secret to Shawn Mendes' Mane

If you've ever wondered how Grammy-nominated pop sensation Shawn Mendes keeps his locks so luscious, we have the answer - **Moroccanoil's Hydrating Style Cream**.

The Senorita singer revealed the Moroccanoil product that he uses to give his magical mane some star power in a text exchange with BBC Radio 1 Host Greg James, who asked for some man-to-man hair care tips. Get this celeb-approved styling cream in your salon, there's nothing holding you back!



Pantone Colours of the Year 2021

Hailing from a simple printing company in the outskirts of New Jersey, the Pantone Color of the Year was first launched in 1999 and continues to unveil its selected colour as a summation of the year that was and an indication of the way forward.

With a selection process that combines macro-level colour trend forecasting and year-round research, the Pantone Color Institute have bucked the single-colour trend and named **Ultimate Gray** and **Illuminating** as the dual Colours of the Year for 2021.

"The pairing of the two colours symbolises a message of strength and hopefulness that is uplifting and enduring; conveying the subliminal idea that it isn't about one colour or person, that it's about more than one," says Laurie Pressman, Pantone Colour Institute vice president.

"We want to ensure that the colours we select reflects what's taking place in the culture at a specific moment in time. With colour and context so intertwined, there really are reasons why a colour family or individual colour comes into prominence what it does." Perfect for two-toned hair, illuminating décor in your salon or a fashion-forward edge to grey colours, look to the Pantone Colours of the Year 2021.



Moroccanoil Professionals Online Education Launches

As a leading creative and education-driven brand, Moroccanoil is excited to launch Moroccanoil Professionals Online Education, rolling out comprehensive programming on MoroccanoilProfessionals.com that provides hands-on, customised education to stylists in this virtual landscape.

"The stylist community has been a key contributor to the success of Moroccanoil from the very beginning... This online forum allows us to further our commitment to the stylist community by providing them with new forms of elevated education," says Moroccanoil Co-founder Carmen Tal. "We are proud to launch this additional platform and expand the reach of Moroccanoil Education, continuing to inspire the next generation of professional stylists."

Dedicated to engaging stylists with fresh formats, Moroccanoil Professionals Online Education will offer a competitive range of courses that empower stylists to advance their expertise. Opportunities span digital subscriptions, à la carte classes, all-day Live-stream Summits, and live-stream education from Moroccanoil Global Educators.

All courses offered by Moroccanoil Professionals Online Education will be led by members of the Moroccanoil Global Education Team, such as Moroccanoil Artistic Director Kevin Hughes and Moroccanoil Global Creative Ambassador Antonio Corral Calero, teaching everything from textured bobs to split-level cuts, merchandising, and business strategies.

To learn more, visit MoroccanoilProfessionals.com



When Zac Met Evo

When a Hollywood superstar walks into your barber shop, what do you do? Give the man a mullet! Zac Efron dropped into Attaboy and took another step in becoming a true-blue Aussie by getting a mullet... then took a turn behind the chair in giving their boss, Robby a trim too! It looks like they were all in this together...



For all current news visit: thehaircaregroup.com

HAIRCARE

GROUP



As we emerge from 2020 and into the new year, the Haircare team is excited to share with you some changes we're making.

Firstly, Haircare Australia and Haircare New Zealand will now be known as the Haircare Group, a unified name and brand to further align the Australian and New Zealand divisions. "We're entering a new era of the business," Says Garth Gauvin, Haircare Group Managing Director, "And as part of this, we want to make sure that we're set up for the future. We currently operate as one across Australia and New Zealand – our teams are fully integrated – and this is a great opportunity for us all to be united not just in our day-to-day roles, but in our overarching brand and vision, too."

This vision has also been driving some behind-the-scenes projects. "Haircare Group's ambition is to become the partner of choice for salon businesses, providing total salon solutions that help our customers to spend more time doing what they love – making their clients look and feel their best" says Garth. Over the next few months, the Haircare Group will be unveiling some exciting digital initiatives, which will streamline how our customers are able to interact with us, making it quicker and easier. "We know this is something our clients have been asking of us, and we are pleased to be able to introduce these technology lead initiatives to our customers through 2021."

A further part of the future direction is the creation of The Hub, of which this magazine is a core part. The Hub will be a centre of inspiration, education and product knowledge for salon professionals, featuring articles from people in all areas of the industry.

"We've been working really hard to understand our customers' needs," Adds Garth, "The Haircare Group is built on understanding and being integrated in the hairdressing industry, so as a company, we want to be the best possible business partner for salon businesses, empowering salon professionals to create their best work and make their clients look and feel amazing."

We're really looking forward to great things for the industry in 2021 – it's going to be an exciting year!

“

As a company, we want to be the best possible business partner for salon businesses, empowering salon professionals to create their best work and help their clients look and feel amazing.

– Garth Gauvin
Haircare Group
Managing Director

BRAND TIMELINE

1972

de Gauvin

1974

The Haircare Company

1988

HAIRCARE
AUSTRALIA

2003

HAIRCARE AUSTRALIA

2016

HAIRCARE AUSTRALIA HAIRCARE
NEW ZEALAND

2021

HAIRCARE
GROUP

EDUCATION 2021

After the Haircare Group pivoted to turn our 2020 education offering virtual, we are proud to announce a hybrid program for 2021 that encapsulates virtual, studio and in-salon education, across all your favourite Haircare Group brands. Below are just some of the courses and classes available for 2021.



Lakmé Raw Co-Lab

COLOUR

Founded by Haircare Group Head of Education Deborah French, the Raw Co-Lab is a Look & Learn happening in each Australian state and New Zealand and is an exciting opportunity to see some of the best colourists in Australia as they take on individual looks, in real time, using the Lakmé range.

"The Guest Colourist team will demonstrate forward focused techniques, formulas and engage the attendees with tips and tricks on sustaining client loyalty," Says Deborah French, Haircare Group Head of Education, "This event is an opportunity to level up your existing skills, be inspired by exceptional colourists whilst sipping on a champagne and connecting up close and personal with your Haircare Group family."



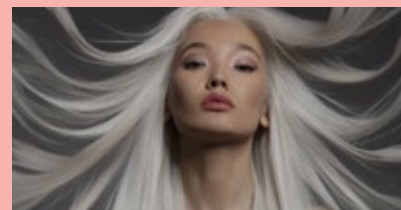
Lakmé Emerging Academy

FUNDAMENTALS

For those who have apprentices who want to fast track their knowledge, the Lakmé Emerging Academy is a 3-day course that gives apprentices clear direction to equip them with competence and confidence in skillsets or polish their current level. The course is broken into 3 days of fundamental skills, covering Essentials, Styling and Colouring.

Whether your apprentice is newly employed or missed valuable floor training due to COVID-19, this 3-day course will fast track your apprentice by underpinning platform knowledge and skillsets with valuable salon communication, body language, client servicing and team alliance practices.

All classes are mapped to Government, allowing where the RTO deems fit to apply unit RPL credits to the apprenticeship course.



Lakmé Advanced Academy

COLOUR

Lakmé Advanced Academy, the crown jewel in the Lakmé education offering is running again for 2021, giving colourists the chance to extend their colouring skills and be part of this exciting and educational opportunity.

The Guest Team session will add further layers to your skills," Says Deborah, "This will lead to the pinnacle day where you are firstly versed by our newly appointed Creative Director Peter Beckett in the best practices to champion your models, then will move into harnessing every learning outcome by showcasing your craft in the Blank Canvas live model competition."

The Blank Canvas model competition will give entrants the opportunity to win the prestigious National Lakmé Trophy, a \$2,000 travel voucher and money can't buy career elevation through trade media coverage.

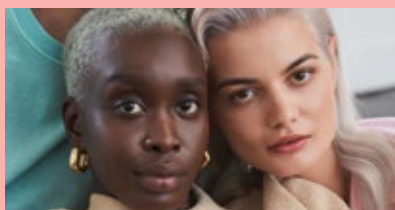


Moroccanoil Essential Foundations

PRODUCT KNOWLEDGE

The Moroccanoil Essential Foundations course is everything you need-to-know about the brand and products to get the best results every day.

Join Violet Sainsbury, Moroccanoil International Account Manager who will provide you with the knowledge, tools and support to make the most out of the Moroccanoil portfolio. Suitable for anyone new to the brand or those who want to elevate their knowledge and use of the Moroccanoil product portfolio.



Evo Base Coat Hue-Verse Foundation Colouring

COLOUR

Go where you've never been before and conquer the Evo colouring portfolio. Learn the science behind the Evo colour wheel and undertones and leave the course ready to squeeze your way into colourful new possibilities. Evo may not possess the answers to the universe but here is your universal answer our to colour.

Learn colour theory fundamentals as well as colour formulations, including correct shade selection, white hair coverage and correct developer usage.

Looking for something more advanced? Try the Evo Not for the Paint Hearted - Hue-verse progressive colouring class.



Reuzel London Calling Schorem Barbering

BARBERING

With every product Reuzel make they keep in the back of their minds: "Yes it works, you can wear it, but can you ROCK it?" No matter what beat you walk the walk to, the Reuzel London Calling Schorem Barbering class has got the juice to keep you covered. Teased or greased, chopped or cropped, the sin in a tin does the job...

Learn about the punk rock, rhythm 'n' blues and seventies rock 'n' roll that were cooked up in the new collection of pork chops long enough to bang your head with. Oh, and learn about length, natural flow and texture cuts.

Understand the Reuzel product range, such as Reuzel Spray Grooming Tonic, Reuzel Surf Tonic and the Reuzel Matte Pomades for that "don't mind me, I just came off stage and I'm ready to bang some groupies" kind of look.

The Haircare Group 2021 education portfolio is a great way to expand the product knowledge understanding and skill of your team, as well as being inspired by new techniques and ways of applying your newfound knowledge to your clients.

For more information, contact our Education team. [thehaircaregroup.com](https://www.thehaircaregroup.com)

The Haircare Group is thrilled to welcome our new Creative Director Peter Beckett to the Haircare Group family. Globally celebrated for his styling talents, Peter brings a fresh, artistic approach to our portfolio of brands.

the CREATIVE MR. BECKETT

“I’m excited to be part of the Haircare Group family,” starts Peter Beckett, of his new role, “The diversity of brands within the Haircare Group is something I’m really excited about!”

A force of nature in the industry, Peter is a powerhouse of styling nuance with his fresh, creative editorial looks taking him to the lights of London, where he styled hair for the pages of Harper’s Bazaar, Elle, Marie Claire and campaigns for Roberto Cavalli, Charlotte Olympia, Levi’s, Selfridges, Dove and Britain’s Next Top Model.


Currently in his 22nd year in the hair industry, Peter has been entrusted by some of the world’s top celebrity & fashion talent such as Rita Ora, Ellie Goulding, Poppy Delevingne, Demi Lovato, Monika Radulovic and Behati Prinsloo. Peter is also a fixture at runway shows for fashion houses such as Burberry, Gucci, Alexander McQueen and Christopher Kane across London, New York and Australian fashion weeks.

Most recently, he brought his talents to the Eurovision stage, working alongside Liz Tieu to lead a team of creative stylists at Eurovision: Australia Decides for Moroccan. The Australian leg of the iconic competition saw indie artist Montaigne take out the crown to represent Australia at the global Rotterdam competition to be held in 2021.

At home in Melbourne, Peter is a family man and “an early 80’s baby with a gorgeous wife and 5 year old daughter”. A far cry from his self-confessed clean cut daily style (“Love a button up shirt, jeans or trousers with a blazer – it’s kind of my superman suit!”), Peter loves spending time out of the city with the family, getting dirty amongst nature, taking inspiration from his travels and the world around.

It is his connection to people as a father, husband and hairdresser that is currently inspiring him, “After how crazy 2020 was, relationships are what inspire me at the moment. It has been amazing how friends and colleagues have come together and inspired me in so many ways creatively and emotionally.”

“The Haircare Group is excited to have a stylist of Peter’s immense talent, as our new Creative Director” says Ward Gauvin. He will be working with the Haircare Group team to create inspirational content across all our brands and a multitude of channels, provide expert product knowledge to salons and offering his expert insight into the industry.

As for what 2021 looks like, so far? “2021 is going to be a ride. I’m just going to jump on that bike, peddle fast and have a laugh along the way.” 

“After how crazy 2020 was, relationships are what inspire me at the moment. It has been amazing how friends and colleagues have come together and inspired me in so many ways creatively and emotionally.

Color Wow Dream Coat

"My go to is always Color Wow Dream Coat because it's the foundation for most of my styles - it gives the hair an incredible finish and protects from humidity. It gives the hair my signature gloss and rich texture."



Color Wow Root Cover Up

"I use the Color Wow Root Cover Up powder on almost all my clients. I really love this because it's a stay put mineral powder that doesn't budge, like other Root Cover Ups. I can use it not only to cover greys, but to touch up highlights, fill in hairlines and make hair look thicker."

Mason Pearson Brush

"It's great for brushing out waves and curls."



Evo Mister Fantastic Hair Bungee

"They're key for getting a good tight snatch."



Color Wow Dream Cocktails

"They really are self-care for hair. You can turn your blow dry time into spa time. The Coconut Cocktail especially is great for your hair if it is feeling dehydrated and dry - it really repairs the condition of the hair. Despite being heat activated, you don't need to use a blow dryer, you can actually just sit in the sun to activate which is ideal for summer protection and repair."

IN MY KIT

with chris appleton

Styling A-listers like Jennifer Lopez and Kim Kardashian means being camera ready at all times. Color Wow Global Creative Director Chris Appleton lists his go-to products and tools to maintain his iconic looks.



OLAPLEX.

TAKE HOME • PROFESSIONAL INSPIRED

N°0

INTENSIVE
BOND BUILDING
HAIR TREATMENT



A professional-inspired treatment that primes hair for deeper repair with the highest dose of patented OLAPLEX technology in any take-home product. It rebuilds hair bonds, strengthens and protects hair integrity.



NEW

68%
more repair
& 3x stronger
hair*

Use as the
first step in a
two-part system
with N°3 Hair
Perfector.

To become an Olaplex stockist contact: thehaircaregroup.com
AU — 1300 437 436 NZ — 0800 505 385

*When used as a two-part system in just one use.

AGENT ZERO

Over six years ago, OLAPLEX revolutionised services and at home routines to alter hair health, quality and client expectations.

It has since expanded to over 100 countries and professionals and consumers around the world have never looked back. Constantly innovating, OLAPLEX's latest launch is here to add to the inimitable family, presenting OLAPLEX No.0 Intensive Bond Building Treatment as a reparative companion to the products and regimens you know and love.

OLAPLEX No.0 pairs perfectly with No.3 Hair Perfector, taking from skincare and makeup principles to act as a primer, working on its own but also importantly designed in this two-step process. The at-home retail product is a watery liquid that, combined with its No.3 counterpart, continues OLAPLEX's noted innovations in true hair quality. Clients use it on dry hair to create a wet texture that elevates No.3 even more, combing it through the hair and waiting for ten minutes before utilising the No.3 treatment. Clients can then use the No.4 Bond Maintenance Shampoo and No.5 Bond Maintenance Conditioner for the full OLAPLEX at-home experience.

The No.0 is unique in the OLAPLEX line-up, containing less of the famed active ingredient than the Stand-Alone Treatment of OLAPLEX No.1 Bond Multiplier and No.2 Bond Perfector, OLAPLEX's exclusively professional offering. The new take-home innovation adds to this salon essential, elevating the at-home OLAPLEX haircare regimen and ensuring client hair health stays stellar from the chair, to home and back again. The product works on all hair types for compounding health benefits, allowing

clients to maintain their professional services at home.

The science behind the product explains how it primes and preps the hair for optimal repair, multiplying and reconnecting broken bonds and protecting and securing newly formed disulphide bonds to strengthen, rebuild and protect hair integrity. The two-part system of No.0 and No.3 together is shown to deliver three times the strength and 68 per cent additional repair.

From a business standpoint, this new launch is the latest must-have product to recommend to clients to maintain salon quality hair at home. The OLAPLEX phenomenon is well noted, with the company quickly ascending as one of the largest independent hair care brands in the world, having introduced the bond-building category into the salon market.

OLAPLEX's groundbreaking technology earned it cult status with clients, hairdressers and celebrity stylists such as Tracey Cunningham, Chad Kenyon, Bianca Hillier Justin Anderson and Guy Tang, who have represented OLAPLEX as brand ambassadors. Proudly sulfate-free, paraben-free, phthalate-free, colour-safe, vegan and never tested on animals, the thoughtful collection of now, eight products



discovered and consistently caters to a gap in the market once unidentified and now crucial in salons and homes worldwide.

Generally, OLAPLEX's bold technology is built on a single molecule, made to relink broken bonds damaged through aging, daily stressors, chemical services, heat styling and more. It caters to hair of all types and textures, colour-treated or not. The savvy molecule started as a hero product and active ingredient that has expanded into a full range, acting as both a financial add-on for salon services and retail option.

Leaning into the skinification hair trend that takes from skincare principles for true hair quality, No.0 is a primer, partner to No.3 and your clients' new at-home hair hero, continuing to change the game in only the way OLAPLEX can. **H**

WHAT'S YOUR COMBO?

1 TREAT



NO.0



NO.3

2 CLEANSE & CONDITION



NO.4



NO.5

3 SMOOTH & STYLE



NO.6



NO.7

5 minutes with
**THE SCHOREM
BARBERS**



LEEN *(the bearded bastard)*



Roles: Co-Founder Reuzel (aka drummer of the band).

My drink of choice is: Wine.

When I cook for people, they say: I don't really know, I am so confident with my cooking I just automatically think they like it! LOL.

If I have two weeks off, you can find me: At home.

Last year, I played this song the most: WAR - Bob Marley.

The title of my autobiography would be: Already exists, it's called SCHOREM.

When I was younger, I wanted to be a: Airforce Pilot.

My guilty pleasure is: Farting in a full elevator, and proud of it.

The most read book on my shelf is: Cookbooks & Interior Design books.

A movie that I could watch over and over is: Scent of a Woman.

No one knows this about me, but I can: Play pretty good tennis & I love to cook.

A question I constantly ask myself is: Is my family OK?

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

My top tip for getting the most out of your colour: Go to a hairdresser that does colour...

The one Reuzel product that should be on everyone's shelf is: REFRESH No Rinse Beard Wash.

Because: It smells AWESOME!

My kit isn't complete without: Bertus.

A true Scumbag is someone who: Goes to bed at 9:30 and gets up at 5:30 to watch the sun come up.

The weirdest shoot I've worked on is: Shave an ass for a Peter Greenway movie.

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

The most unique person I've ever worked with is: My partner in crime Bertus.

The strangest request I've had from a client: Too many to count.

Anything else you want to tell us? Stay sexy.

BERTUS *(the bloody butcher)*

Roles: Co-Founder Reuzel.

My drink of choice is: Coffee.

When I cook for people, they say: I can't believe this is vegan!

If I have two weeks off, you can find me: At home reading a book, running, cycling, or at Pele's Surf Shack.

Last year, I played this song the most: INFECTED - Bad Religion.

The title of my autobiography would be: Always Against the Grain.

When I was younger, I wanted to be: Axl Rose.

My guilty pleasure is: LUSH Bath Bombs.

The most read book on my shelf is: "The Stand" by Stephen King, I read it the first time when I was about 12 or 13 years old and it scared the shit out of me... It's more accurate than ever with the whole Corona crisis going on.

A movie that I could watch over and over is: "O Brother, Where Art Thou?" by the Coen Brothers or "Gangs of New York".

No one knows this about me, but I can: Play a mean Didgeridoo.

A question I constantly ask myself is: What's for dinner?

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

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

The one Reuzel product that should be on everyone's shelf is: Grooming Tonic.

Because: We haven't made lube yet.

My kit isn't complete without: Reuzel Pink Grease and my Pink Mizutani shears.

A true Scumbag is someone who: Puts his patron before anything else

The weirdest shoot I've worked on is: cutting pubic hair for Dutch television.

The coolest place I've travelled for work is: Melbourne and Tokyo.

The most unique person I've ever worked with is: David Raccuglia.

The strangest request I've had from a client: It wasn't strange but very emotional, a father asked us to give his dying son his first shave and his last haircut.

Anything else you want to tell us? You will be remembered for the rules you broke...



NEW BEARD RANGE NOW AVAILABLE
To become a Reuzel stockist contact: thehaircaregroup.com
AU — 1300 437 436 NZ — 0800 505 385

Reinvent, Recover &

FUTURE PROOF YOUR BUSINESS



Color Wow Global Director of Training and Education, Giles Robinson talks through the changes that salons have seen faced over the past year and the key skills you need to succeed in the “new normal”. Below, he gives some tips on how you can increase your retail revenue in salon.

Last year was an extremely challenging one for all of us. It's been said that major disruption is what reshapes the world. It exposes our vulnerabilities and forces us to reimagine a new way forward... a fresh, workable “new normal”.

At Color Wow that's where our focus has been. We've been in our “war room”, working on a plan to help resuscitate and rejuvenate our salon community who have so generously supported our family-run business. The Haircare Group has been very much the same, and the way the salon industry has pivoted across varied lockdowns, restrictions and enforced rules has been admirable.

David Steinberg who is John Scully's (of Apple fame) business partner once said “never waste a good crisis”. We've seen many salons heed that advice whether they realised it or not during this pandemic. We've been closely watching the tactics employed by many proactive, innovative salon owners and have identified that it's essential to master this digital age and reinvent the way you retail in order to future-proof your business, period.

Understanding the tools that are available and how to make them work for you is a steep learning curve for some, but it's critical.

I want to focus on two key areas of that class that can help your business rocket ahead!

MASTERING RETAIL

It's important you go the extra mile when retailing products to your clients. You have to create a retail experience and , make a small investment for a big reward.

- Source nice premium- looking and feeling bags.
- Find local businesses that you can team up with and use their products as extra give-aways in the bags when a client purchases. Look for items like, wax melts, eye masks, bath salts etc.
- Have stickers made with your branding to seal the bags, they are easy and cheap to find online.
- Look for nice packing paper, you can even get this branded.

OWNING DIGITAL

You must master today's media in order to succeed in this “new normal”.

- Build an online profile using Facebook and Instagram. Make sure you've downloaded your copy of the Social Media Guide available from the Haircare Group website.
- Collect emails! Ask your clients to provide their email address when they book their appointment with you, especially if they book online.

- You can encourage clients to follow you and share their emails by doing a monthly product give-away or small hamper they can win. Put it in a prominent position in the salon and to enter every client writes down their email, follows you on Instagram and checks in on Facebook.
- Once you have gained the follows and emails you can use this to influence your clients. Share new products, services, deals and competitions you may be offering in your salon.
- If you feel confident create your own video content. Clients love to see how you style your own hair and achieve certain looks, make sure it's clear which products you are using. Post the video to your social platforms and use it to direct clients to your website shop and your salon to make retail sales. For our tips on how to use Reels, turn to page 38.

If you see an opportunity to join our Reinvent to Recover and Rocket Ahead class in 2021, please come and join us for a more in depth look at rocketing ahead and future-proofing your business. [H](#)

 **Make sure to follow @colorwowhair and Giles Robinson @mrgilesrobinson**



INSPIRATIONAL LEADERSHIP

Whether you own your salon, are a salon manager or have leadership aspirations for your career, how we inspire others is a large part of motivating your team and clients to a positive outcome, no matter the situation.

Christine Ireland, Head of People and Culture for the Haircare Group talks through inspirational leadership traits and how you can make them part of your everyday leadership role.

Inspirational leaders can be seen from miles away!

As we welcome in 2021 with positivity, we are aware that there will be challenges ahead, something 2020 taught us many times over! While we can't control what the year will bring, we can own how we lead through the year, to achieve great success.

If 2020 knocked inspirational leadership off your agenda, then here are a few reminders on how we can all reset.

Optimism, authenticity and **resilience** are some of the key ingredients to inspirational leadership and what the hair industry is renowned for. We were reminded last year that some things we thought were impossible are more achievable than we realised, which is where optimism and resilience starts.

I like to think of optimism as looking for the silver lining in the situation and resilience as the ability to adapt to what the situation is. For me this is understanding the full scenario (positives and challenges), then making the most of it with what you have, who's around you and thinking differently to create new opportunities.


Continue sharing your optimism with others (your team, clients, community and loved ones). Sometimes we forget the positive influence our behaviour has on others. We all know our positive approach is infectious - the great variety of infection that is!

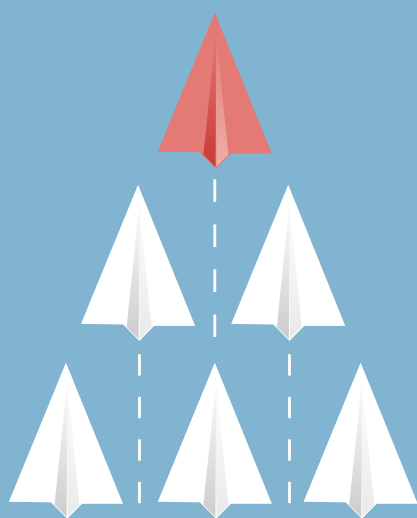
Maintaining authenticity is another key agenda item - authentically connecting with others, checking-in with them, creating space to listen, having open conversations and genuinely expressing gratitude and appreciation in the moment. Staying consistently true to your values and core priorities as a business when you make decisions, problem solve and communicate.

Make sure you also schedule regular personal time for yourself to stay healthy and regenerate, for things that are important to you.

As an industry we have again shown how resilient we are in adjusting to new situations and congratulations for adapting to the new landscape. It was great to see news articles highlighting and acknowledging the significant role hairdressers and barbers play in the space of optimism and authenticity. As salon professionals, you are emphasising the client value of 'in the chair' moments, talking to someone they trust through personal trying times.

As a community, lets continue to collectively shine and inspirationally lead the way.

At Haircare, we endeavour to put our customers at the heart of everything we do, and we look forward to working with you and your team for a monumental 2021. 



salon feature

MY DARLING IVY + SILVER VINE ROOM



Between New York City and New Jersey, respectively, discover My Darling Ivy and Silver Vine Room: two salons structured around the seamless connection between functionality and design, an international connection with Evo and an ambitious, connected team, the heart of both spaces.

When asked why clients should book at My Darling Ivy and Silver Vine Room, the trio of salon owners, VJ Moscaritola, Manny Rolon and Mark Bustos, answered in the simplest and most powerful of terms - "because we care."

"A good hairdresser means having plenty of experience in all types of hair situations," added Manny. "Being willing to be honest and understanding to their clients needs and taking educated risks to ensure constant growth."

Beyond this warm and professional spirit is their penchant for skill and technology, seen in their stellar colour work, where they work with Evo to provide the care that constant colour requires.

"My top tip in colour is to make sure to have a good consultation, it sounds like beauty school info but it is literally the foundation to a great hair service. A good consultation leaves no stone unturned," Manny said. "Our team is versatile in all colours, however we do put out a large majority of blondes. Personally I'm always a fan of any colour that has a natural feel, I like to give longevity and soft grow-out in colour."

The salon works with Evo to ensure hair maintains its quality within these lightening services, citing Happy Campers as a hero product.

My Darling Ivy is one year old while Silver Vine Room has been around for four years, and the team atmosphere is what keeps both salons constantly thriving.



"We have an amazing team of fifteen stylists and five currently going through our in-house education program in New York and ten stylists with three going through our in-house education program in New Jersey," Manny said. "Most of our stylists work at multiple salons throughout the country. We find it great working at different salons with different stylists. It keeps things fresh and not complacent. A lot of our staff also work in editorial, TV, and film."

"Our strength as a team is always being able to communicate to each other on personal levels and professional situations. We also have a strong team environment where no matter the seniority or circumstance we all help each other out," he continued.

This vibe in salon can be further understood with the pot of coffee constantly brewing, and 24/7 access to the space for the whole team. With key in hand for every member of the salon tribe, camaraderie is vital and the team members help each other to grow.

"Collectively through the team we have many years of education that we pass down. We also have a lot of educators for different brands who help us collectively create our in house education, it keeps us inspired and up to date" Manny said, adding that a team member, Cristie Carwell, educates for Evo.

With this unbreakable team bond, important technologies and bold skills uplifting both The Darling Ivy and Silver Vine Room, the teams continue to support their clients and go from strength to strength. **H**

GO-TO PRODUCT

“Happy Campers by Evo. As many lightening services as we do, this wearable treatment is a given for us. It’s a product that everyone can use and outperforms all others. Its lightweight moisturising cream that can be used in hair while wet or dry, it’s basically lotion for hair while having all of the reparative properties that a majority of clients wind up needing.”

📍 New York, USA

f /MyDarlingIvyNYC /SilverVineRoomSummit

📷 @mydarlingivy @silvervineroom

🌐 mydarlingivy.com silvervineroom.com

evo™

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FAB PRO

STAINO™
by evo

KEY TRENDS FOR 2021

textured bob

Tendrill fringe pieces and Shinier finishes. Short hair on the gals is huge. Blunt bobs worn with naturals textures and all haircuts for that matter are being embraced with natural hair texture, which has taken decades for people to stop using so many hot tools, instead getting the right hair products to compliment and accentuate what they already have.

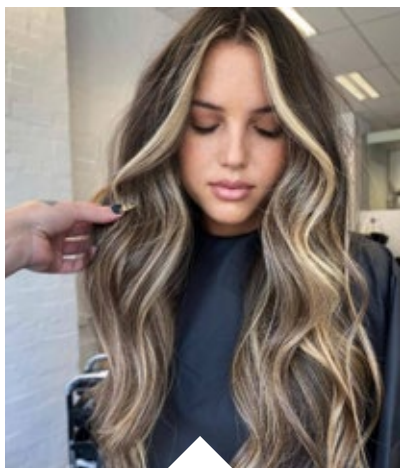
Nicole Kae
Evo Creative Team



pixie crop

Remembering the trajectory of the last few big haircut trends helps us to predict what is ahead. The mullet's predecessor was the shag – a rounded, layered shape with heaps of head hugging texture all the way through. Before that, cuts had slightly taken a backseat to colour for a moment and shapes were long and layered. If we continue on the same path, it's likely that 2021 will see a continued embracing of shorter textured shapes. Perhaps variations of pixie crops will return. Once thing is for certain, it seems texture in general and natural waves and curls are being fully embraced and I'm sure that will continue.

Tom Smith
Evo Creative Team



tousled waves

In 2021 we're going to see people embracing their natural texture a lot more, we'll see people rocking natural waves and curls, think the beachy tousled look. I love Color Wow Dream Coat Curly for this as it's so lightweight and can be scrunched and air dried into any texture wave or curl. On the flip side the bombshell is back, big bouncy voluminous lux hair, beautifully finished, shiny and fun! My go to for this look is Color Wow Raise the Root and Dream Coat, major volume and shine.

Giles Robinson
Global Director of Training & Education, Color Wow



fresh blonde

70's hair is having a real revival; lots of texture, layers with long face framing and curtain bangs is the new go too! Embracing the golden summer tone types of blonde which is very complementary to the 70's style. In the fashion movement we are seeing lots of flared jeans, flower patterned blouses, mustard burnt orange and brown tones are all on show too which is complementary to hair trends. We anticipate less one length icy blondes this season, in place of width, volume and golden hues.

Chantelle Cowcher
Telleish Hair Studio



matte pastel

The direction of pastel and vivid is headed into a much more de-lusted vibe with colour that looks washed and worn. We are anticipating an emphasised focus on intentionally lived-in looks or more dynamic face frames and zoned blocks of colour. We'll see less conventional shades such as mustards, khaki olive, denim and mellow yellow with orange tones. Faded reds that take on melon hues and crystalline purples and violets.

Martin Richter
MABE Hair

STYLE WITH STAYING POWER

Moroccanoil is continuing its style ascendency, launching two new products that speak to its luxury persona and style expertise.



Built on the Moroccanoil Original Treatment, the brand continues to expand by constantly delivering products that clients and stylists love, and its **All in One Leave-in Conditioner** and **Volumizing Mist** are the latest launches on the list.

The All in One Leave-in Conditioner works to detangle and hydrate hair as a lightweight, multitasking spray. It protects against breakage and thermal damage, nourishing and softening the hair as it showcases Moroccanoil's perennial dual commitment to both care and style.

The new Moroccanoil All In One Leave In Conditioner is the holy grail," Says Moroccanoil International Account Manager Violet Sainsbury, "It's SUPER hydrating, very lightweight and makes your hair oh-so-soft. I use this after I apply the Moroccanoil Treatment for added hydration and protection from thermal damage.

I'm a minimalist when it comes to hair so the only other product I typically use is the Mending Infusion to finish. This three-product combo feels like nothing and makes my hair look like it's naturally a 10/10."

Best used at the beginning of your clients' styling routines on towel-dried hair and combed through, this intelligent styling product can also be used on dry hair and to add life to second-day hair. The product is built from Argan Oil, naturally derived sugars, Pure Amino Acids and superfoods such as Sunflower Seed Oil, Quinoa Extract and Barley Extract. These components serve to nourish, hydrate, shield and strengthen the hair, while providing elasticity,

comb-ability, shine and antioxidant activity. For stylists and consumers, the versatile product preps hair, equalises porosity before technical services and gives long-lasting results.

The all-new Volumizing Mist boosts body in a weightless formula, infusing fine hair with body. The tailored product allows buildable style for the user, meaning you can apply as much as you want, and even pair it with other volume



products, to amplify its effects tailored to each clients' needs.

The product is careful to cater to texture, never leaving hair sticky or stiff, while building aesthetic volume that looks up to 50% fuller with long-lasting results. Clients simply need to spray it through towel-dried hair at their leisure for top-tier texture and style.

"The Volumising Mist is perfect for effortless volume," Says Violet Sainsbury, "It has a soft texture to it which makes it super easy to use as the foundation to a twisty blow-dry or before a dry off if

you're going to be waving with irons and finishing with a little Dry Texture Spray."

The ingredients list for the Volumizing Mist adds to its luxurious DNA, harnessing the power of Rice Amino Acids and a low concentration of Dead Sea Salt, which is infused with restorative minerals that include calcium, magnesium and potassium, to provide improved manageability, volume and texture. The product's hero Argan Oil is rich in Vitamin E for nourished hair. This intelligent combination of ingredients means it's safe for keratin and colour-treated hair. Violet suggests pairing it with Moroccanoil's Thickening Lotion, Root Boost or Dry Texture Spay to build on fullness, life, volume and texture as necessary, but it achieves full-body volume as a standalone product as well.

Says Violet, "The Volumizing Mist is VERY easy to layer with other products too, so start with the Moroccanoil Treatment Light and then get creative. It's definitely a product that has been missing for Moroccanoil. You'll love it!"

Within the context of Moroccanoil's acclaimed full range, both new products fit in seamlessly. They can be layered with the brand's pinnacle Original Treatment, and even used in conjunction with each other, as all products in the Moroccanoil range are made to functionally interact.

Both launches fit the needs of modern hairdressers and clients, offering a double duty that masters style and puts luxury in your hands. Welcome your new go-to favourites. **H**



To become a Moroccanoil stockist contact: thehaircaregroup.com
AU — 1300 437 436 NZ — 0800 505 385

evo

HUEV

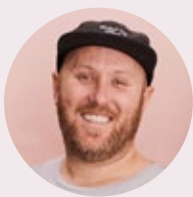
CREDITS

Hair styling: Lauren McCowan
Hair colour: Jay Kownacki, Melissa Chaplin,
Tom Smith and Olivia Taylor
Photographer: Jonathan Van Der Knaap
MUA: Samantha Vlassis
Stylist: Belinda Humphris

VERSE







Jay Kownacki
Evo Head of Education

evo HUEVERSE

Q&A

The Hub: Tell us about the concept of Hue-verse...

Jay: Hue-verse represents a new frontier for professional colour. It's the first professional colour range to truly offer everything a colourist could need from a performance perspective without compromising on ingredients. As something that has never been done before, it's only fitting that it gets its own universe named after it.

H: Why launch a colour range?

J: Everything we have created in the colour space was a progression towards a complete colour portfolio, and as a full concept professional haircare brand, a colour range was the natural next step. Fabuloso, Fab Pro, Staino and now Hue-verse all perfectly complement one another, and together with our portfolio of colour-safe care and styling products and colour maintenance shampoos and conditioners, we're now offering colourists every tool they could ever need.

H: Tell us how the range was created...

J: Hue-verse was made for colourists, by colourists. After three years of in-depth ideation, numerous trips to Italy and hours of testing in the lab and on the salon floor with a core group of colourists in Australia and the UK, Hue-verse came to be. It was worth every second.

H: What makes Hue-verse different to other colour ranges?

J: When looking at other colour ranges, we felt there was always a compromise. There are some amazing colour ranges out there from a performance point of view, as equally, there are some great ranges that offer cleaner ingredients... but there weren't any that did both. We wanted to show the world that maximum performance doesn't have to come with a compromise on ingredients.

H: Tell us about how you approach colour education...

J: As with our existing education offering, our approach to colour education is to keep things simple, fun and innovative. With fundamental courses to help you conquer the basics and creative courses that offer hands-on practical, we aim to get those creative juices flowing with transferable techniques that you can take to the salon floor. We've been busy building our global education team to support the launch of Hue-verse and although I may be biased, our Australian and New Zealand team members are some of the best in the world.

H: Can you tell us about getting acid into the demi?

J: We always knew we wanted to create an acidic liquid demi-permanent gloss to perfectly match the permanent shades. A demi-permanent that never breaks the base, and can be applied quickly at the basin with an applicator bottle, or with a brush to root shadow or stretch is essential with current colour techniques. True acidic formulations, of which there are few in the market, help ensure the hair is kept in the best condition while offering incredible shine. Plus, the pigment load of Hue-verse demi-permanent gloss is very high, allowing for beautiful toning on all levels of undertones, and matching our permanent shades identically. It even has the same numbering system!

H: What makes the permanent colour so out-of-this-world?

J: To put it simply, it works... every time. We spent countless hours testing so that colourists can achieve complete coverage, longevity, vibrancy and shine like never before. To have an ammonia-free colour line that outperforms ammonia colour, with an ingredient list that is cleaner than anything you may have used, combined with a formulation viscosity ideal for modern colouring techniques, colourists can be sure they're reaching for a colour that is truly innovative.

H: Finish this sentence:

A salon that uses Hue-verse...

J: Will never change. I've never been more confident of anything we have created.

H: Tell us about the ranges in Hue-verse...

J: Hue-verse is broken into four series: natural, tonal, mix and high lift. The natural series offers neutral, warm and intense coverage options. We've included three different cool families within our tonal series, giving the colourist a unique palette designed to help neutralise all undertones. Our fashion tones are packed with pigment and result in incredible longevity, and with an array of mix tones, colourists have the ability to customise any shade. Our high lift series gives beautifully toned results with 4 levels of lifting power, which is incredible considering the ammonia-free base.

H: What are the key features of the colour?

J: Hue-verse formulas are free from ammonia, PPD, resorcinol, mineral oil, silicones, sulfates and parabens. Instead, we were able to put in more of the good stuff including low levels of allergen-free fragrance to create a colour that is so gentle on the scalp, the hair and the senses. It's a more pleasant colouring experience for all.

H: What's next for Evo?

J: We have an incredible product development team here at Evo, so I can assure you we are working on some big things, particularly in the colour space... stay tuned.



WHAT THE SALONS SAY..



Blake James
Mr Burrows
SALON MANAGER

What do you think of Hue-verse so far?

The whole team have loved the simplicity and ease of using the range. The timings of the range are great and has allowed us to increase our productivity.

What's your favourite thing about the range?

Bottle Blonde is my most favourite product of all the range, the ease and consistency gives an amazing even lift. And the shine we have achieved from the demi-permanent range is undoubtedly also one of the most impressive things about Hue-verse.

How have clients responded to the colour?

Every client has been positive, "My hair feels great!", "My hair is so shiny!", "It's so soft!" are phrases we keep hearing all of the time from our clients.

Favourite Bottle Blonde lightener mix...

Bottle Blonde - I have used a 1:2 ratio with 20vol for my client and applied to regrowth for a maximum of 40mins.

Clear Lifter was mixed 1:2 with 6.5vol cream developer for 5min to remove build up on toner and silver shampoo before toning.

Toner - 10.81 + 10.37 + clear equal parts with 6.5 vol cream developer.

📍 @mrburrowshair



Lauren Cooper & Matthew Stadler
Etcher Salon
CO-OWNERS & DIRECTORS

What do you think of Hue-verse so far?

We absolutely LOVE Hue-verse! Our team couldn't be happier with how seamless the transition to the new colour range has been. The colour portfolio is easy and straightforward to understand, and the tones are beyond stunning.

What's your favourite thing about the range?

The shine and gloss of the demi-permanent range is literally out-of-this-world. It leaves the hair feeling so soft and smooth, and is incredible to use after pre-lightening to tone hair. We are huge copper lovers in our salon. The warm pigments and shades are beautiful and totally true to swatch!

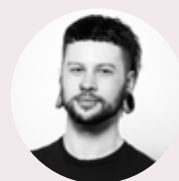
How have clients responded to the colour?

Clients have absolutely loved the results of Hue-verse and many have commented on how they have had no sensitivity or irritation after having the colour on scalp. They have also commented on the longevity of the toners and how they have noticed less fade. We have also had clients comment on the range not having any strong smell whilst processing.

How was the install process?

The install process was super easy and the Evo and Haircare Group family took such great care of our team to make it as smooth as possible. We had multiple test days to trial the colour on models to make sure we were happy with the results, then we had theory education with our wonderful Evo educator Mel. The Evo and Haircare Group teams have been checking in constantly and making sure they are there to answer any questions or queries! We cant thank them enough for their amazing support!

📍 @etchersalon



Pete Koziell
Analog Hair
CREATIVE DIRECTOR

What do you think of Hue-verse so far?

We have had Hue-verse for a month, since changing from our previous colour, we instantly noticed a huge positive difference in our work.

- Hue-verse permanent looks beautiful and youthful. The tones are rich and full. True to swatch and reliable grey coverage. An amazing ammonia free colour. I will never go back to older colour technology now.
- Hue-verse gloss is what I personally am most excited about introducing to my salon. An acid based demi-permanent with cutting edge technology. This won't break base, and leaves the hair feeling and looking amazing. Great for colour glossing, low lighting in foils, root melts and blonde toning. I have never worked with a Demi with such beautiful tones.

What's your favourite thing about the range?

The product performs. Period. There is nothing you can't do with it. The packaging is beautiful. Simple, appealing to the eye and above all, environmentally friendly. I can see that Evo have worked very hard to make a colour line for what elite stylists demand now, as well as being considerate of their carbon footprint and holding high ethics.

The lines are the perfect size. Compact enough to keep track of a simple inventory, but vast enough to have a full range of options when formulating colour, there is literally nothing you can't do with Hue-verse, Staino and Fab Pro in your salon.

How have clients responded to the colour?

One thing I found especially surprising was how easy it was to change. We have had no re-colours or issues with formulas. The product is the most reliable I have ever worked with. A true colour artist's line that is easy to understand and will get beautiful results.

How was the install process?

We installed Hue-verse during the recent COVID-19 shutdown in Melbourne. So all of our training and product knowledge classes were done via Zoom. This isn't normally what happens, but regardless, the support from the Evo team and our technician Karen was enough for us to feel confident re-opening with a brand new colour line. Their transparent approach to education and ongoing support has honestly been amazing.

📍 @petekhair, @analoghair

FORMULATION
Evo Hue-verse Demi 10.47





FORMULATION
Evo Hue-verse Demi 10.6

DEMI-GOD

M meet the Hue-verse demi-permanent range from Evo. "A demi-permanent line is essential to any colourist. It's the answer to colour balancing, toning, blending, root stretching and colour correcting." Announces Jay Kownacki, Head of Education for Evo and creator of the Hue-verse range. As part of the Hue-verse range comes a demi-permanent line, that puts performance, people and the planet first.

"When creating Hue-verse, we spent countless hours perfecting our toning shades to ensure we were giving colourists a vast array of toning options, not just in depth but in tonality. Our soft coppers and pearls are truly out-of-this-world and the shine is next level."

Alongside the 85 cream-based permanent colours in the Hue-verse range are 48 demi-permanent gloss shades, with the permanent and demi-permanent colours all complementary.

"Hue-verse demi-permanent gloss delivers a full spectrum of true acidic, zero-lift liquid shades that are designed for contemporary colouring," Adds Jay, "The demi works hand-in-hand with our liquid and cream developers, giving colourists adjustable viscosity and versatility like no other as they're able to colour with a bowl and brush or an applicator bottle."

Formulated using natural oils as key ingredients, and made without ammonia, resorcinol, ppd, fragrance and allergens, the demi-permanent range is "a zero-lift, acidic formula that doesn't break the base," Says Jay, "The formula is incredibly gentle on the hair, delivering even colour results on the most porous hair and epic shine."



FEATURES & BENEFITS:

-  Free-from ammonia, ppd and resorcinol
-  Even and vibrant tone-on-tone results
-  Zero-lift, acidic formula doesn't break the base
-  Adjustable viscosity for easy brush or bottle application
-  Blends greys
-  Low levels of allergen-free fragrance
-  Perfectly complements permanent colour shades
-  60ml bottle + 350ml clear
-  1:1 mixing ratio

WHAT'S IN

- ✓ Organic Avocado Oil
- ✓ Organic Yellow Chamomile Extract
- ✓ Organic Sunflower Seed Oil
- ✓ Coconut Oil
- ✓ Plant-derived Glycerin
- ✓ Allergen-free fragrance
- ✓ Vegan + cruelty free

WHAT'S OUT

- ✗ Ammonia
- ✗ PPD
- ✗ Resorcinol
- ✗ Mineral Oil
- ✗ Silicones
- ✗ Sulfates
- ✗ Parabens



To become a Hue-verse stockist contact: [thehaircaregroup.com](https://www.thehaircaregroup.com)
 AU — 1300 437 436 NZ — 0800 505 385



FORMULATION

Far Left - Evo Hue-verse Demi 6.84

Left Centre - Evo Hue-verse Demi 10.6

Right Centre - Evo Hue-verse Demi 8.81

Far Right - Evo Hue-verse Demi 6.7





FORMULATION
Evo Hue-verse Demi 7.44





**SCULPTS THE PERFECT
SHAPE IN THE HAIR**

Half-round brush head

**NO CATCH OR DRAG
IN THE HAIR**

7 rows of perfectly smooth,
round-ended pins

**OPTIMUM GRIP
AND CONTROL**

Staggered pin pattern

ICONIC RANGE

**COMFORT
AND BALANCE**

Unique 'tear-drop'
handle with longer,
more rounded shape

D3

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salon feature
GANG HAIR



Your chosen family with a bold sense of humour that boasts a statement space in the South Australian hairdressing community, you'll never want to go back once you're part of the GANG.

True to its name, GANG salon is a community and family affair that makes you feel included and part of the group down to every aspect. There's salon owner James Knight, his three team members, Jhai, Jade and Pasquale, two dogs and Pasta the cat. Salon snacks are baked by James' dad, Mark, and this inherent casual camaraderie extends to their long relationship with the Haircare Group.

"I worked with Evo on editorial shoots fifteen years ago doing hair and art direction, we've had a close relationship ever since," James said. The salon stocks Evo, OLAPLEX, Cloud Nine, Lakmé, Staino and Fab Pro under the Haircare Group umbrella, defining their salon technology.

The salon aesthetic has been described as "70s Memphis", as anchored by lush greenery, with interior design by Claire Markwick-Smith. The salon playlist ranges everywhere from Fleetwood Mac to Kanye West ("depends on our mood every morning and how hungover we are," James explained) and the back room stocks wigs and treats for the aforementioned dogs. It's an eclectic mix all sewn up into the distinctive DNA that is GANG.

Creatively, the salon's aesthetic can take from its own retro design. "The trends that I like are heavy shaggy 70s layers, scruffy 80s mullets and teen vogue blow outs. A great tip I've picked up is to use clippers not scissors," James said.

In cut and colour, GANG works with the personal look of each client, while James



believes less is more. "Personally, I hate vibrant hues - I'm bored of them. I'm all about natural colour. The other kids in the salon are into blonde, non-blonde and the on-trend colours like Staino," James said. "It all depends on the client and what kind of person you are. We love to work with each individual to find their own personality in colour. I'm into natural colour and understated elegance."

The team builds on this artistry with salon shoots, which provide the opportunity for each hairdresser to creatively push their skillset. For his part, and drawing again on a retro vibe, James is inspired in his garden and kitchen, and by 90s supermodels and icons. The Spice Girls are some of many dream 90s clients if a time machine were ever to become available in salon.

James has been hairdressing for 22 years, something he discovered after rocking "sassy haircuts" as a kid, and leading GANG for two. It's not just family that defines GANG, it's also a definitive sense of humour. For example, when asked what makes a good hairdresser - well, observe.

"Gentle bullying," James answered. "Jokes - taking the customer on a journey just out of their comfort zone often gets the best results."

This means the their diverse clientele trust GANG implicitly. It's a bona fide community based on hairdressing but intrinsically about so much more. "We will get you," James said. "If not, we're probably not for you." **H**

GO-TO PRODUCT

“Evo Haze - I love it for all of the obvious reasons.”

📍 Norwood, SA

f /GANG-76788210649

📷 @gangsucks

🌐 gangsucks.com.au

evo™

**evo
fabuloso™**

**LAKMÉ
INSPIRED HAIRCARE**

OLAPLEX.

FAB PRO

new product

CULT STATUS



Color Wow continues to turn heads and fill chairs as a haircare and styling brand making waves. Continuously innovating, lead by stylist-to-the-stars and Color Wow Global Creative Director Chris Appleton.



With a host of market leading products under its ever-expanding umbrella, the Haircare Group is launching a range of new styling products that are sure to – as the title suggests – wow your clients with a brand that has launched a global phenomenon.

A range from Color Wow that covers gaps in the market for core and style, with transformative products that are importantly sulfate-free, paraben-free, cruelty-free and gluten-free, continuing Color Wow's stance that no harmful ingredients ever make it into any of their formulas.

"I've spoken about the importance of ingredients. A lot of people say to me 'how do you get that finish?'" Chris said. "I think I've become known for the texture of hair being really smooth and perfect, and for me it's just about using products that give you that appearance."

One of Chris' must-have products is the Color Wow **Style on Steroids** Color-Safe Texturizing Spray, which offers volume and texture, built to deliver instantly fuller hair to anyone with naturally fine hair. Catering to clients with any hair length or texture, the spray creates beachy waves, boasts heat protectant qualities ensures ease for heat styling.

The **Raise the Root** Thicken and Lift Spray also gives volume for long-lasting lift that isn't stiff, sticky or brittle and won't affect colour. Clients can use it on damp or dry hair as a solution to flat hair concerns.

Truly unique innovation is the brand's **Color Control Toning + Styling Foam** which in care and colour, neutralises brassy tones while also elevating bounce and style memory. For lighter hair shades ranging from blonde, to white and grey, the product's Purple variation neutralises yellow tones, in a lightly tinted formula that doesn't stain. In its bold Blue permutation, the product neutralises orange tones for brunette and dark hair shades. Both products are leave in and easy to apply, with the product also helping to renew elasticity and build volume.

Significantly, Color Wow offers a hairspray for every need. Their **Speed Dry** Blow Dry Spray can cut heat styling times by 30%, offering an alcohol-free formula that saves time and protects against damage. The hydrating and strengthening product helps to prevent damage and colour fade for all heat styled hair types.

The range expands even further, with the **Pop & Lock** Frizz-Control and Glossing Serum, which smooths, seals and adds shine. The product works on wet and dry hair to tame frizz and seal split ends, while offering UV and heat protection, ideal for styling braids and aesthetically reviving dull, faded hair.

In the pursuit of fighting frizz, Color Wow also presents the **One Minute Transformation** Smooth, Tame & De-Frizz Cream, to be used on dry hair to instantly de-frizz or revive second day styles. Avocado Oil and Omega 3s hydrate and nourish the hair, creating a silky feel without a greasy look or texture, as the ideal antidote to dry hair.

Lastly, the brand's hero **Extra Mist-Cal** Shine Spray is a best selling tool described as 'diamonds in a can'. The unique product is a breakthrough lightweight shine spray, delivering gloss and hydration for healthy looking hair in a formula that's both non-greasy and non-drying. It won't flatten style, instead creating dimensional radiance for all hair types.

These hero products are heading straight for our kit, but be sure to also set them on shelf and introduce your clients to Color Wow, helping them join what can only be described as the Color Wow revolution. **H**

**To become a Color Wow stockist contact: thehaircaregroup.com
AU – 1300 437 436
NZ – 0800 505 385**

guide to

INSTAGRAM REELS FOR HAIRDRESSERS



Have you embraced Reels on your social media yet? Keeping up with social media trends and changes can be daunting, but never fear, we've got you. Haircare Group Social Media Marketing Manager Ashleigh Reinboth has put together everything you need to know about the new feature.

In August 2020 Instagram launched Reels: a new way to record 15 to 30-second clips set to music on Instagram. Similar to TikTok, Instagram users can record and edit together 15 to 30-second video clips set to music and share them to their Stories, Explore Feed, and the new Reels tab on a user's profile.

If TikTok's rise to popularity is anything to go by, this new feature is worth getting in on the action, and quickly! The feature is being favoured by the Instagram algorithm, which means that Instagram will let more people see your Reels video compared to an image or news feed video post. Reels are being heavily featured in the "Explore" tab which means your Reel can be shown to new accounts who aren't following you already.

The hair industry is also a perfect fit for Reels. Hair content is very visual and video content is deemed to be more thumb-stopping and effective at demonstrating product results.

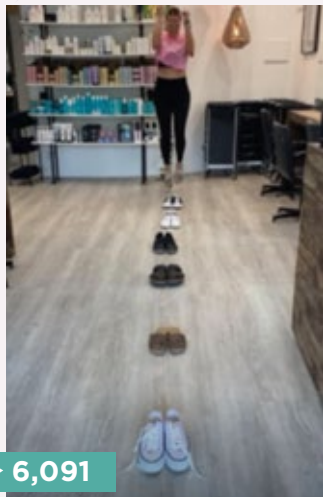
So how can you use them in your salon marketing strategy? Find out everything you need to know in our Guide to Instagram Reels for Hairdressers.

1 Film Like a Pro!

First things first, we want to make high quality, beautiful video content. There are many tips that will help set you up for success and ensure the footage you film is going to be engaging.

Here's our video content creation checklist:

1. Wipe your camera lens of any finger marks or dirt before hitting record.
2. Natural light is a must! Avoid grainy or hazy footage by filming with your face facing a window. Always test out your light and move to another location if the footage does not look crisp.
3. Stabilise your footage. Film with a steady hand or using a tripod.
4. Film on an iPhone 7 at a minimum (anything higher is a bonus). Make sure your IOS Apple software is up to date.
5. Ensure you capture on camera the before, during and after hair.
6. At each of these stages (before, during, after) also film a consistent "transition". A transition could be putting your hand up to the camera, jumping in the air, clicking your hands, zooming into the hair, covering the camera with a cape... keep an eye out for trending ones!
7. Once you've got your footage, we recommend editing it in an app called InShot. When editing footage, make sure you cut out any repetitive sections and speed up the footage if needed.
8. When uploading your video, ensure you choose a cover image that's attention-grabbing. Don't let it default to the start of the video. Add a trending song and make sure the caption is punchy.



▶ 6,091

Credit: @lasorella

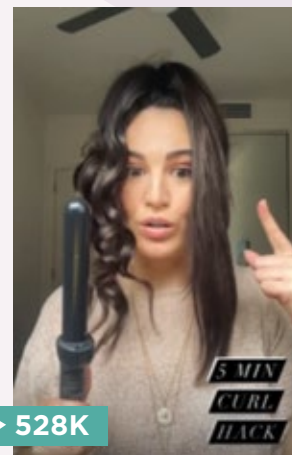
2 Make It Relatable

Make people laugh and see themselves in your content by focusing on topics and hair problems that are relatable to everyone.

This offers a great opportunity for your business to show a more human, less picture-perfect side — which can be great for building genuine relationships and strengthening your own client and salon community.

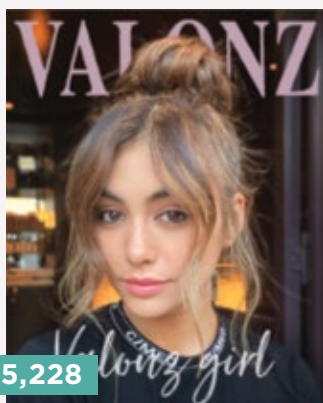
↳ EXAMPLES

- Content that celebrates #hairdresserlife or #hairdresserproblems
- Videos that feature salon staff and salon owners.



▶ 528K

Credit: @ashaslittlesecret



▶ 5,228

Credit: @RenaXydis

4 Make it Uniquely You

Create a consistent format & theme that people can easily recognise as yours. This means shooting your content in the same space, with similar edits and common content threads. These social branding elements subconsciously remind your followers to stop scrolling and tune into another episode.

↳ EXAMPLES

- Staff Styling Series
- Product Tip of the Week

3 Make it Easy to Recreate

Think about virality. What is easy for others to recreate (both hairdressers and clients) and put their own spin on? The more accessible your Reels are, the more likely they are to turn into trends. Posting educational content is a great place to start.

↳ EXAMPLES

- How to curl your hair with a straightener
- Top 3 tips to maintain blonde hair at home



▶ 2M



▶ 10K

Credit: @thatssojen @salonwhite

5 Jump On The Trends

This doesn't mean you have to learn dance choreography (but it doesn't hurt to try!). Trying out a trending video style and putting your own spin on it has huge opportunity for virality. There's trending content specific to the hair industry like the "Toast Test" where you can demonstrate the power of heat protection in hair products. Spend time looking at Reels on the platform from across the globe as well as industry peers and gather inspiration and ideas from what is working on the platform.

YOUR BEST FILTER GAME FOR INSTA-WORTHY HAIR

The filter everyone is using for picture perfect hair



“

For anyone who's experiencing dullness in colour, or simply, just needs a little bit of a refresh you **MUST** try Dream Filter... the colour transformation is literally night and day. It will change your life.”

– Chris Appleton,
Color Wow Global Creative Director

If you're a filter freak when it comes to posting on Instagram, you know what we're talking about. Whether you're amping up your vibrancy, adding an artsy twist to your image or carving contoured cheekbones, filters can make any picture instantly Insta-worthy. But here's the thing... what if there was an IRL filter for your hair that brightens dull colour, refreshes faded highlights and gives your hair a picture-perfect edit in just three minutes? Meet Color Wow Dream Filter Pre-Shampoo Mineral Remover: The first breakthrough spray that works like a real-life "edit function" for your hair, giving you a lighter, brighter results in mere minutes.

How does Color Wow Dream Filter work?

Dream Filter targets and removes minerals and metals found in tap and well water and copper pipes that build up in your hair. In a few minutes, it gently works like a magnet to take out calcium, magnesium, copper, and a whole bunch of elements commonly found in water that mess with your colour and weigh your hair down. It even reverses the colour-distorting effects chlorine can have when it reacts with copper (like when blonde hair turns green).

The truth is, most people don't even know that this hair-wrecking build up is happening over time. But if you're feeling frustrated with your hair because the colour looks dingy and dark, kind of discoloured (greenish, brownish or orangey), or the texture feels rough and coarse, it's very likely that minerals and metals are to blame.

How do I use Color Wow Dream Filter?

Using Dream Filter is as easy as 1-2-3! Before jumping in the shower, section out your hair and spray Dream Filter evenly throughout on dry hair, making sure to saturate it thoroughly. Then wait 1-3 minutes while this super gentle spray does its thing, extracting minerals and metals from your hair. (BTW, Dream Filter won't hurt or change your chemically coloured hair, but it WILL uncover and reveal your best first-day, fresh colour tone). Plus, it's safe to use as often as you want or need to, even every day if you swim in a chlorinated pool or have super hard water.

As the first step of the Color Wow Dream Regime, we recommend following with the Color Security Shampoo and Conditioner for a truly deep clean of your hair.


So step aside VSCO, log off Lightroom - we've got a real life Kira Kira for your hair! Color Wow Dream Filter Pre-Shampoo Mineral Remover is your key to sparkling clean hair and clear, brilliant colour that looks salon fresh. Lighter, brighter and selfie ready hair... no filter required. 📱

👉 To become a Color Wow stockist contact:
thehaircaregroup.com
 AU — 1300 437 436
 NZ — 0800 505 385




BEHIND THE LENS



 **@fullspectrumhair**
#lakmecolour




 **@saintandbridge**
#lakmecolour




 **@jadeoliviahair**
#lakmecolour



 **@_salonwhite**
#moroccanoilau



 **@boho.blonde.perth**
#olaplexau



 **@bella_thesocietysalon**
#evohair




 **@pipsqueekinsaigon**
#evohair



 **@thebeardedmanmelbourne**
#reuzel



 **@etchersalon**
#evopro

showcase your work

#haircarecareaustralia — @haircareaustralia
#haircarecarenz — @haircarenz

JUST CAN'T WAIT TO BE KING



The Australian and New Zealand hair industry is being treated to a gift in 2021, with the launch of celebrated Trichotherapy brand Philip Kingsley. As its hero product Elasticizer makes its way into salons.

Philip Kingsley is a brand renowned as a global leader in scalp and hair science, with clinics in New York and London, pioneered by Philip Kingsley himself in his 65-year career in the hair industry.

The celebrity and royal Trichotherapist, who passed away in 2016, famously found solutions to hair and scalp concerns, dedicating his career to innovation in this space. Because of this, he was the first hair professional to encourage hair health through nutrition and wellbeing, was recognised as a globally significant hair expert and created the aforementioned Elasticizer, the world's first pre-shampoo conditioner, which is loved by celebrities and stylists around the world.

Philip's daughter Anabel is now a Trichologist in her own right and the Philip Kingsley brand president, having grown up in the Philip Kingsley culture. "I have worked in all aspects of the business," She says, "I started in the mail order room in our New York Clinic packaging products, working on and then managing reception, later going on to oversee social media and marketing from our London office and to study Trichology."

Having been around for over 60 years, Anabel attributes this longevity to the Philip Kingsley company ethics and unrivalled expertise. "Collectively as Trichotherapists, we have over 200 years of experience of dealing with hair and scalp on a daily basis."

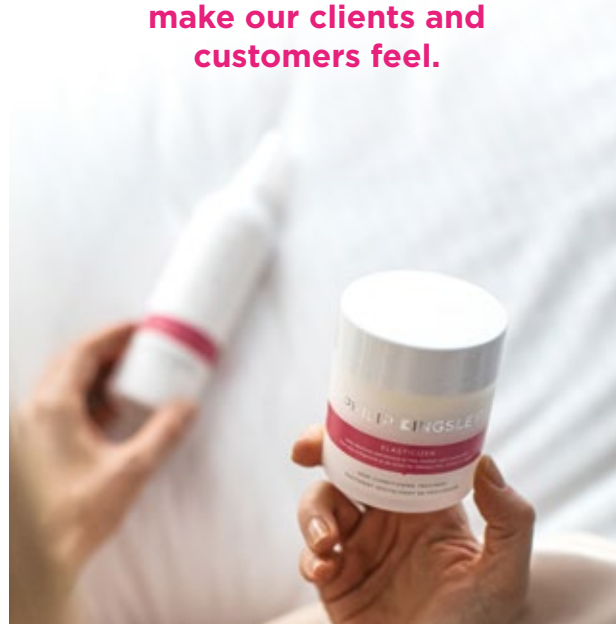
The family legacy continues as products continue to be created to provide solutions based on problems presented by clients at their exclusive clinics. "We don't simply test on hair-swatches in climate-controlled laboratories," Adds Anabel, "We test our products on our Clients, and in real circumstances - trialling our formulas during humid NYC summers and rainy London autumns."

"We put a huge amount of care into each product we formulate, as we are only as good as how we make our clients and customers feel."

Merging science and wellness, the brand fuses expertise and longevity in the field of hair for a multi-faceted approach to life changing hair and scalp treatments. The range provide solution for dryness, split ends, breakage, dandruff, scalp sensitivity and hair loss, improving long-term appearance, strength and health. Within this mentality, Philip Kingsley is also eco-conscious, with packaging that is made from



We put a huge amount of care into each product we formulate, as we are only as good as how we make our clients and customers feel.



HOW TO USE ELASTICIZER



1 Before shampooing dampen the hair.



2 Apply Elasticizer liberally, in sections, to the mid-lengths and ends.



3 Cover with a shower cap or towel.



4 Leave for a minimum of 20 minutes or overnight.



5 Wash hair as normal, shampoo twice to ensure any residue is fully rinsed off.



6 Style as required. Hair will be left full of bounce and shine.

renewable resources and with a carbon negative footprint, in an environmental mantra that is constantly evolving.


The multi-award winning Elasticizer is now available in Australian and New Zealand salons, with one being sold every minute across the world.

Elasticizer is a pre-shampoo intensive conditioning treatment, nourishing hair with ingredients such as Castor Oil, Olive Oil, Glycerin and Hydrolyzed Elastin which combine to increase elasticity without weighing hair down. "Elasticizer adds elasticity, bounce, strength and shine to even the finest of hair textures," Reveals Anabel, adding that the ingredients work together to nourish all hair textures.

The bold product must be applied to damp hair, left under a towel or shower cap to absorb for anywhere from 20 minutes to overnight and then shampoo and conditioned out, continuing the hair routine as normal. The versatile product can work as well in quick treatments, penetrating the hair shaft in just three minutes, and can be used regularly with immediate results that build over time.

Elasticizer has a famous history, as the world's first deep conditioning pre-shampoo treatment. It was originally designed by Philip for Audrey Hepburn, who felt that her hair was becoming damaged while filming *Breakfast at Tiffany's*. This celebrity aspect continues to this day, as Cate Blanchett, Kate Winslet, Chiwetel Ejiofor, Richard E Grant, Robbie Williams, Mick Jagger, Georgia May Jagger and many others cite the product, brand and clinics as part of their hair health solutions.

Give your clients the gift of celebrity-inspired, bouncy, healthy hair with Philip Kingsley Elasticizer - a great in-salon treatment and take home retail line. Decades of international history that has found favour from your everyday consumer to Hollywood's historical elite, Philip Kingsley is set to stay king as it arrives in Australia and New Zealand.

Make room on your shelves for Elasticizer, coming soon. 

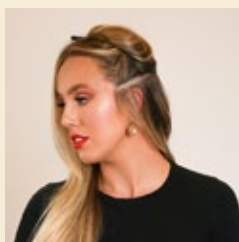
**To become a Philip Kingsley stockist contact: thehaircaregroup.com
AU - 1300 437 436
NZ - 0800 505 385**

how-to

CLOUD NINE TEXTURED MESSY WAVES

with Kirsty Anne Sage

@kirstyannehair



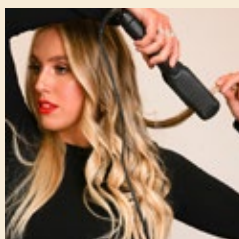
1

Select the preferred temperature setting on the Cloud Nine Wide Iron, then section off the hair.



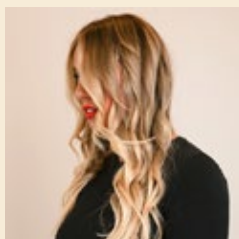
2

Taking fine sections, curl hair by twisting the iron away from the face.



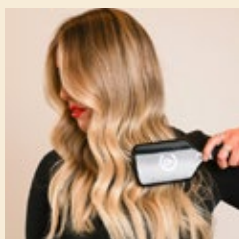
3

Continue this technique around the head.



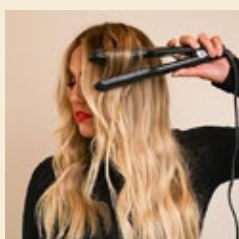
4

Allow all curls to cool.



5

Brush out the waves with the Cloud Nine Pin Bristle Paddle Brush.



6

Add in a few random zig-zag waves by flicking the Wide Iron from one side to the other through the hair.



The Wide Iron
for long hair, loose waves

CLOUD NINE®

Leading the way with their Kinder Styling Technology, Cloud Nine are celebrating all kinds of beautiful by releasing the Sericite Collection, a new range for professional use only and the Alchemy Collection which is now available exclusively for retail sales only, to ensure your customers can purchase their favourite Cloud Nine hot tools.

ALCHEMY

The new exclusive retail line for salons, The Alchemy Collection is finished with rose gold embellishments and packaged in bright boxes with luxe gold trim to stand out on shelves. Featuring your favourite Cloud Nine hot tool functions such as temperature control, mineral-infused plates and a broad range of tools to create every kind of style, The Alchemy Collection represents the gold standard in hair styling.

A salon exclusive
GIFTSET finished with
rose gold embellishments.
Everything your clients
need to get their look.



Styling essentials,
created exclusively for
PROFESSIONAL stylists,
salons and trainees.

SERICITE

New for professional use only, the Sericite Collection brings Cloud Nine's award-winning innovation to your salon. Created with the Cloud Nine Kinder Style Technology for healthier, stronger, shinier hair, the Sericite Collection is finished in sericite grey to represent the minerals infused within the plates, ensuring your clients' hair is healthy, smooth and shiny.



To become a Cloud Nine stockist contact: thehaircaregroup.com
AU — 1300 437 436 NZ — 0800 505 385

MONIKA X MOROCCANOIL

Go inside former Miss Australia and mama-to-be Monika Radulovic's home, see how she achieves her effortless waves and her must-have MoroccanOil products.

CREDITS

Model Monika Radulovic

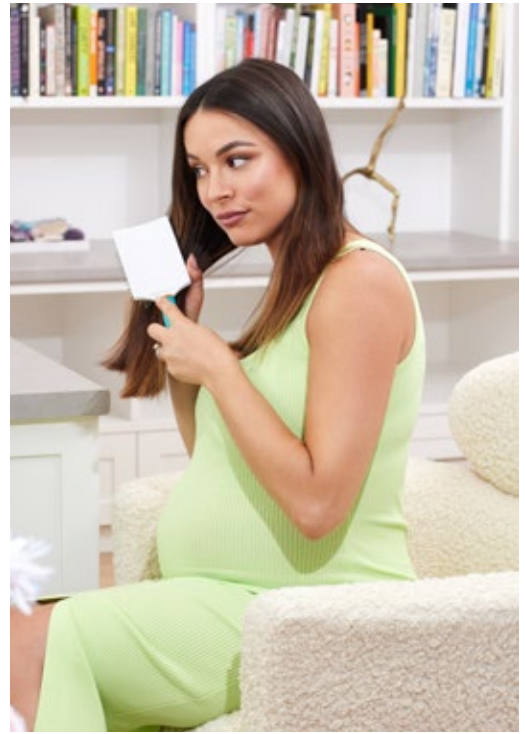
Photographer Lucy Alcorn

Producer Danielle Williams at the Concierge Agency

Originally appeared on en-route.com.au







GO-TO PRODUCTS

- MoroccanOil Dry Texture Spray
- MoroccanOil Original Treatment Oil
- MoroccanOil Luminous Hairspray Medium
- MoroccanOil Ceramic Paddle Brush

LAKMĒ
INSPIRED HAIRCARE

WHY DOES CURLY HAIR NEED SPECIAL CARE?



Curly hair is very trendy, and the curly look — from an afro to the most subtle waves — will be one of the most indemand looks of the year. Lakmé's curly method is a technique developed for hair care and styling that defines curls and enhances their natural beauty.

The Three Phases of the Curly Method

Curly and wavy hair requires very demanding care. Because of its structural shape, its texture tends to be drier, less hydrated, and lacking in nourishment. The hair fiber in curly hair does not distribute sweat and sebum in the same way as it does in straight hair.

Hydration and nourishment are therefore the fundamental basis of this curl-enhancing technique, regardless of whether we're talking about natural curls or a perm. Hair with the right levels of hydration and nourishment will have a defined, elastic, and shiny curl.

For the method to work, three essential requirements must be met:

01 /

Restoring the scalp's balance and repairing the hair fiber.

We recommend a detox treatment, as this will remove impurities, restore the hydrolipidic layer, and facilitate both more extensive hydration and natural nourishment.

02 /

Maintaining hair's hydration and nourishment levels.

To maintain optimal hydration and nourishment levels, we recommend using products that don't contain any substances that aid hydration loss, form a barrier, or prevent the hair from absorbing water and lipids from the scalp. For example, we recommend using sulfate-free shampoos, and avoiding silicone oils or products that contain alcohol, etc.

03 /

Protecting the hair.

It is very important to ensure that external factors do not prevent you from achieving the best result possible; damage may be caused by a lack of proper UV protection, free radicals, or heating tools.



CURLY METHOD

step by step

1 / Diagnoses - Hair Hygiene

Carry out an initial diagnosis and find out if there is excess sweat or sebum on the scalp or if these elements are not fulfilling their protective function for the hair fiber. To do this, assess your clients' hair by feeling it and looking at it to see if it is dry, matte, and frizzy. If the hair demonstrates these three conditions, the quality of the hydrolipidic layer needs work.

The best allies: TEKNIA Perfect Cleanse Shampoo / K.therapy Repair Shampoo.

You need only wash the roots/scalp. Your hair will be cleaned when you rinse out the shampoo. Don't scrub your hair, as this could cause cuticle damage.



FAQ

What is a clarifying shampoo?

In addition to the cleansing action provided by surfactants, these shampoos contain ingredients that promote the elimination of other substances that may be attached to the hair fiber or the scalp, preventing hair from receiving proper hydration and nourishment.

Though there are some clarifying shampoos that work well, their alkalinity and formulation can actually damage hair. TEKNIA Perfect Cleanse shampoo is a good ally for the curly method. Thanks to its antioxidant properties and its balanced pH, this product covers the basic needs of the curly method without damaging the hair fiber, and ensures that the scalp is properly cleaned.



2 / Hydrate & Nourish

Having used your chosen Lakmé TEKNIA shampoo and conditioner, it's time to give your clients' hair hydration and nourishment.

The best allies: TEKNIA Organic Balance Treatment / TEKNIA Frizz Control Treatment / TEKNIA Deep Care Treatment.

FAQ

Why is the use of silicones in the Curly Method not recommended?

The use of silicones is not recommended as some of these silicone molecules form a layer around the hair that prevents it from absorbing hydration and natural nourishment. As a result, it is increasingly necessary to provide these properties artificially, while at the same time preventing hair from naturally regenerating. This effect is known as the "makeup effect."

*To give the curls greater definition and achieve more volume, we recommend using products that are free of silicone oils (high molecular weight polymers) **that form a hydrophobic layer on the hair and prevent it from absorbing its own natural hydration.** TEKNIA Frizz Control products are a good ally.*

Lakmé does not use silicone oils that form a hydrophobic layer and create a buildup effect. Lakmé products are developed with smart silicones: cationic (amodimethicone) or volatile silicone emulsions, both of which evaporate.





3 / Maintain

For the first three weeks, only wash your hair once a week. It's normal for clients to notice a "dirtier" scalp in the days following a wash; this means that the treatment is working.

Wash hair with sulfate-free shampoo or with a co-wash* method. Shampoo should only be applied to the scalp via a light massage with your fingertips. The mid-lengths and ends will be cleaned when rinsing.

*Co-wash - 1:1 Mixture TEKNIA Frizz Control Conditioner and Shampoo.

FAQ

What is co-washing?

Co-washing is washing your hair with conditioner. Co-wash products do not foam and are formulated with a type of surfactant that is different from sulfates. Lakmé does not have a family of co-wash products in its portfolio, but we can use certain products to implement this technique. Like a 1:1 Mixture of TEKNIA Frizz Control Conditioner and Shampoo.

4 / Style

To give your curls greater definition, we recommend using products that are free of silicone oils that form a hydrophobic layer on the hair and prevent it from absorbing its own natural moisture. TEKNIA Frizz Control products are a good ally.

Comb the product through your hair with your hands, making sure to distribute it evenly. Fans of this method use the word "scrunching" to refer to this process.

Avoid using heat to dry the hair: using maximum power on a cool setting is ideal. If you use heat, you can lose hydration, and this is exactly what we want to avoid.

Revive curls with TEKNIA Frizz Control Protector when necessary. Using water should be avoided because of its pH factor and the impurities and residue that it may contain, all of which would only stand in the way of our end goal.

The best allies:

TEKNIA Frizz Control Cream is the most suitable ally thanks to its active ingredients that maintain and provide hydration and nourishment to curly hair. TEKNIA Frizz Control Conditioner is a leave-in conditioner, recommended for fine hair.

FAQ

Why is the use of sulfates in the Curly Method not recommended?

In cynotric or ulotric hair, it is more difficult for sebum and sweat—which provide hair with hydration and nourishment properties—to move through the hair fiber towards the mid-lengths and ends, providing them with the appropriate levels of hydration and nutrition. The use of sulfates in the Curly Method is not recommended, as this can lead to a greater loss of hydration and nourishment in the hair fiber. As a result, hair treated with a sulfate-containing shampoo will remain dry, frizzy, and fragile.

Why is using protein treatments recommended?

Keratin is a protein and, like any protein, it is made up of amino acids. If you have amino acids which, according to their molecular weight and origin, are similar to those naturally found in hair, they will trap the molecules and promote their regeneration. The technologies we have within TEKNIA Body Maker (organic microproteins derived from soybeans and rice) are an example of this.



FRIZZ CONTROL, THE SECRET TO A FLAWLESS CURLY LOOK

TEKNIA Frizz Control Shampoo, sulfate-free. Moisturizes and restores hair's softness.

TEKNIA Frizz Control Treatment, disciplines hair and provides natural movement and manageability.

TEKNIA Frizz Control Conditioner, is a leave-in conditioner that is highly recommended for fine hair.

Finishing products

TEKNIA Frizz Control Cream, to define curls. Thanks to its active ingredients and its ability to maintain and provide hydration and nourishment, it will become your closest ally.

TEKNIA Frizz Control Protector to revive your hairstyle and apply extra protection.



INGREDIENTS

Fusion containing a high concentration of biotechnology-derived hyaluronic acids. It creates a hydrating barrier around the fiber which increases softness. Reduces and resists against random frizz. It keeps straight hair in shape and prevents frizz in curly hair types.

Organic chia seed oil is an extra virgin oil from botanic origins. The seeds are an excellent source of proteins, essential for nourishing the hair. It creates a protective layer that prevents the loss of proteins from the fiber. Instills more intense moisturization and luminosity in the hair.

LAKME
INSPIRED HAIRCARE

Mother's Day

GIFT IDEAS



Fabuloso Pure Platinum

1 x Fabuloso Platinum Blonde Toning Shampoo 250ml
3 x Fabuloso Platinum Blonde Colour Intensifying Conditioner 30ml

AVAILABLE APRIL 2021



OLAPLEX Complete Styling Kit

No.4 Bond Maintenance Shampoo 250ml
No.5 Bond Maintenance Conditioner 250ml
No.6 Bond Smoother 100ml
No.7 Bonding Oil 30ml

AVAILABLE FEBRUARY 2021



Moroccanoil On the Go Pack

Blonde Perfecting Purple Shampoo 70ml
Weightless Hydrating Mask 75ml
Protect and Prevent Spray 50ml
Treatment Light 25ml

NOW AVAILABLE



Color Wow Supernatural Carb-Infused Cocktail Pack

Dream Coat Supernatural Spray 200ml
Dream Cocktail Carb-Infused Spray 50ml

AVAILABLE MARCH 2021



Evo Happy Go Lucky

The Therapist Hydrating Shampoo 300ml
The Therapist Hydrating Conditioner 300ml
Happy Campers 200ml

AVAILABLE MARCH 2021



Evo Mane, Set, Match

Ritual Salvation Repairing Shampoo 300ml
Ritual Salvation Repairing Conditioner 300ml
Icon Welder 200ml

AVAILABLE APRIL 2021

the show MUST GO ON



MOROCCANOIL

PRESENTING PARTNER

EUROVISION
SONG CONTEST
ROTTERDAM 2021

Despite the Eurovision Song Contest taking a pause in 2020, the Eurovision Broadcasting Union (EBU) have confirmed that the show must go on in 2021.

We'll see the 65th edition of the Eurovision Song Contest presented by MoroccanOil go live with two Semi-Finals on 18th May and 20th May and the Grand Final on 22th May, 2021, broadcast by SBS. Whether the show comes to us live from host city Rotterdam, the Netherlands as initially planned or live from each of the 41 participating countries will have everything to do with ensuring the safety and security of the many artists, performers, presenters, backstage teams, producers and spectators that come together to make this event come to life. The EBU have been working behind the scenes on 4 basic event scenarios, depending on the status of COVID-19 to ensure that all contestants, from Albania to the United Kingdom can participate without any safety risks.

Not to fear, we're still guaranteed to see all the glitz, glamour and prestige that the Eurovision Song Contest brings to our screens, along with the 180 million plus global viewers expected to tune in for a slice of the entertainment in support of their home countries.

MoroccanOil is the proud Presenting Partner of the 2021 Eurovision Song Contest and will support the contest with global get the looks, ambassador teams backstage and limited edition MoroccanOil packs, available in Australia. The partnership with Eurovision builds on MoroccanOil's success as a celebrity and fashion industry favourite, with a team of MoroccanOil world-class professional hair stylists to perform expert hair care and innovative styling for participating artists at Eurovision dress rehearsals and live TV shows.

Montaigne, the winner of Eurovision Australia Decides 2020 has her eye on the prestigious trophy, confirmed once again as the Australian representative at the global Eurovision Song Contest in 2021. We wish Montaigne every success as she takes to the stage to make Australia's proud.

Good luck, Australia!

In celebration of Australia's journey to Eurovision 2021, MOROCCANOIL are giving you the chance to go beyond the chair and experience a world of editorial styling in a full day photoshoot. Be part of the winning hair team, lead by Haircare Group Creative Director, Peter Beckett and bring MOROCCANOIL's editorial vision to life.

RETURN
ECONOMY
FLIGHTS



PREMIUM
DINNER
EVENT



HANDS-ON
EDITORIAL
PHOTOSHOOT



PRIZE INCLUDES

- ♥ **FULL DAY HANDS-ON EDITORIAL PHOTOSHOOT** experience with Peter Beckett
- ♥ **RETURN ECONOMY FLIGHTS** from your nearest capital city to shoot location (TBD)
- ♥ **2-NIGHTS ACCOMMODATION**
- ♥ **EXCLUSIVE PREMIUM DINNER EVENT**
- ♥ **ALL ON GROUND MEALS AND TRANSFERS**
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For blonde, lightened or grey hair
Four cheveux blancs, mèches ou gris

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BLONDE PERFECTING PURPLE SHAMPOO
SHAMPOING VIOLET BLOND PARFAIT

Neutralizes brassiness
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PLATINUM BLONDE BLONDE PLATINE TONING SHAMPOO SHAMPOING TONIFIANT

hey there going nowhere blonde, what's new in your life? nothing? been a while since you visited old pierre at the salon and now your hair colour resembles a bundle of hay? maybe, just maybe, it's time for fabuloso!

250 ml/8.4 fl. oz.e

evo fabuloso®

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TEKNIA®

WHITE SILVER SHAMPOO

Toning shampoo for blonde, highlights & white hair
Shampoo tonalizador rubios, mechas y cabellos blancos
Shampooing nuance cheveux blancs, à mèches et blancs

VEGAN FORMULA
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10.2 fl.oz./300ml

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BLONDE PERFECTING PURPLE SHAMPOO
SHAMPOING VIOLET BLOND PARFAIT

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PURPLE REIGN

If diamonds are a girl's best friend, the number one, irreplaceable companion of blondes can't be disputed – purple shampoo has been a long-held go-to for blonde haircare. We're taking a look at this staple category and the advancing technologies that make it continuously relevant.

A refresher purple or blonde shampoo works to tone blonde hair, increasing the colour deposition of the violet pigments in the hair. On the colour wheel, the opposite of yellow is violet, therefore the violet pigments in purple shampoo help to remove unwanted yellow tones in the hair, reducing brassiness and keeping hair bright by prioritising both hair quality and colour.

Clients should use a purple shampoo in conjunction with their regular professional cleansers, working with the products intermittently, to different levels and as necessary to elevate, lengthen and care for their blonde hair tone and texture. As experts, colourists and clients will tell you from history and experience – there's a reason it is now an iconic category with, on many levels, no fading in sight.

Within the category, a range of blonde shampoo products are available to suit various blonde hair tones. For example, **Moroccanoil's Blonde Perfecting Shampoo** offers blue-violet suited to blonde, lightened brown and grey hair, **Evo's Fabuloso Platinum Blonde Toning Shampoo** cleanses and tones all blonde and lightened hair and the **Lakmé Teknia White Silver Shampoo**

caters to targeted white and platinum blonde hair. Products address colour while also focusing on the feel, texture and quality of the hair, nourishing it without stripping it of its blonde hue.

Moroccanoil's Blonde Perfecting Shampoo harnesses some core tenets of the category. It is recommended for use on an as-needed basis, usually about every three cleanses, to be left on for three to five minutes so the pigment can deposit. Users can tailor this to their needs, as the porosity of the hair will influence the visual intensity of the blue-violet tone and should be adjusted as needed. The product uses a gentle, sulfate-free cleansing system plus ArganID™ to seal the cuticle and protect the life of the hair colour, reducing brassiness in blonde, grey or lightened brunette hair.

In-keeping with the benefits of purple shampoo, **Evo's Fabuloso Platinum Blonde Toning Shampoo** treats clients suffering from brassy, dull and dry hair, neutralising yellow hues to cleanse, revive and tone hair at once. The sulfate-free formula protects against colour fading, and can be used at varying levels for tailored results, leaving hair soft, nourished and strengthened for improved manageability. Pair this with the Evo Fabuloso Platinum Blonde

Colour Boosting Treatment for amplified toning and shine. Both Evo products are created with a professional-standard pigment to neutralise unwanted brassy, yellow tones in the hair.

The **Lakmé Teknia White Silver Shampoo** eliminates yellow specifically in white hair, preventing the emergence of undesired warm tones while reviving the hair's purity and shine. The vegan formula is paraben-free and mineral oil-free, instead using the active ingredients of lotus and cationic polymer derived from plants to moisturise, condition, protect and care for the scalp. The product caters to all the senses, with a green, antioxidant scent with lemon essential oil and citrus fragrances, caring for even more than feel and aesthetic.

Using these shampoos intermittently in your clients' haircare regimen, in order to personalise results, is the at-home hair necessity that protects and elevates your stellar colour work. Harness your salon expertise to recommend the purple shampoo that works for your clients' haircare needs and make this year one of brighter, better, touchable blondes.



PURPLE SHAMPOO WHAT THE SALONS SAY...

Whitney Vincent

Blondie Salon

SENIOR COLOURIST

What do you love about Fabuloso Platinum Blonde Toning Shampoo?

What isn't there to love about the Fabuloso shampoo?! Cool bottle, highly effective tonal properties, it's super easy to use and smells AMAZING! I love that I can use this product at the basin when toning my blondes replacing the need to mix a traditional toner, saving me time at the basin. I can then send my client home with the same product that I have used in salon to maintain their blonde, ensuring the client achieves the same tonal result they achieved in salon, at home.

Are you pleased with the results of the shampoo in your clients' hair?

Absolutely! Most blondes lack the shine factor, however Fabuloso leaves your hair looking clean, super bright and shiny, which is the why it's my go-to! I find I get great results with Fabuloso to clean up and remove brassiness from dull grown out blondes and balayage in between colour sessions.

Do you recommend it to your clients as part of their in-salon service, their take home regime, or both?

Definitely both. I feel as a colourist if you are using it in salon and are absolutely loving it, that you should share that knowledge with your clients, they can then use it themselves as an easy part of their 'at home routine. Your clients will love it as much as we do as stylists.

What is your tip for using Fabuloso Platinum Blonde Toning Shampoo?

Fabuloso has exceptional toning properties but always ensure you wear gloves as this product is highly pigmented and could stain your hands. I would suggest using it every second/third time you shampoo your hair, this will avoid over toning. If you require more tone, then pressing it into the hair rather than lathering it will give a stronger tonal result, remembering with the Fabuloso Platinum shampoo that a little goes a long way. I find this product works best if you apply it to your mid lengths and ends before applying onto your freshly coloured root area, this creates a beautiful even result.

Mia Doak

The Mia Collective

OWNER & CREATIVE DIRECTOR

What do you love about MoroccanOil Blonde Perfecting Shampoo?

I love the MoroccanOil Blonde Perfecting Shampoo it has a fantastic violet-toned pigment keeping unwanted brassy tones in blonde hair away. Plus it features Argan ID technology repairing the hair from the inside out - genius for our blonde clients!

Are you pleased with the results of the shampoo in your clients' hair?

Absolutely I am. It's a beautiful and much needed addition to the MoroccanOil range. I love that it's not only working on the health and integrity of the hair but also keeping those unwanted brassy tones at bay.

Do you recommend it to your clients as part of their in-salon service, their take home regime, or both?

It's amazing to have as part of an in salon pre toning service. We also have our clients maintain their blondes with it at home. So far we have had really positive feedback from all our clients and especially our signature beach blondes.

What is your tip for using MoroccanOil Blonde Perfecting Shampoo?

Always remember to do 2 shampoos as a minimal for a squicky clean finish. Create a thorough lather and gently emulsify through mids and ends for an even tone. Finish with MoroccanOil Intense Hydrating Mask, Smoothing Mask, Restorative Mask or the Weightless Hydration Mask for an added treat.

Rianne Panayiotou

Hair Union

EXECUTIVE STYLIST

What do you love about Lakmé Teknia White Silver Shampoo?

It's light, strong and cleans blondes beautifully! The smell of it is amazing too! All my clients comment on its fragrance.

Are you pleased with the results of the shampoo in your clients' hair?

Absolutely! The shine and texture is wonderful. I use the white silver on all different hair types and it has never let me down.

Do you recommend it to your clients as part of their in-salon service, their take home regime, or both?

Both! We use this at the basin and I recommend it to all my blondes. It's such a beautiful product!

What is your tip for using Lakmé Teknia White Silver Shampoo?

I love doing 2 shampoos on my clients with the white silver and I leave the second shampoo on for 5 minutes. Be sure to wash your hands straight away.

White silver is also great to clean or cool extensions, I pump the white silver into a lukewarm sink of water and leave the extensions to bathe for 5-10 mins. You can control the strength of the tone by using more or less white silver on both clients and extensions. **H**

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WHITE SILVER SHAMPOO & WHITE SILVER MASK

A toning shampoo that gives blonde hair back its clarity and cool luminosity – neutralising and eliminating undesirable warm yellow tones. Pair with the brightening mask to repair and revive shine and luminosity. Formulated with organic white lotus flower for softness, hydration and enhanced purity.

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salon feature

ROSE QUARTZ HAIR STUDIO



The one-woman operation that is Michaela Powella at Rose Quartz Hair Studio offers an inimitable dose of trending hair, stellar products and true customer connections with a glass of rosé on the side.

A taste of unique New Zealand cultures comes courtesy of Rose Quartz Hair Studio, a bold enterprise in Parnell, Auckland powered solely by Michaela Powell. The salon is predicated on its important relationship with the Haircare Group, client connections, pure hair skill and its distinct personality. When you get to know the space, you'll see what we mean.

"The salon's a little quirky which was my non-negotiable," Michaela shared. "Being located in an old villa in Parnell Village, I love the personality and character that it brings. It also has rosé on tap all year round!"

Michaela has been hairdressing for twelve years, and has been the personification of the Rose Quartz space for two years. However, she's not alone, as her partnership with the Haircare Group means she's always looked after as part of the brand tribe.

"Opening a salon can be super overwhelming and the Haircare Group has been there since day dot. To find a brand that totally fits your salons vibes is a dream. The people, the brands and the education are all completely on point. I love being apart of the Haircare Group family," Michaela enthused.

Stocking both OLAPLEX and Evo, Michaela credits the OLAPLEX No.6 Bond Smoother and No.7 Bonding Oil as hero tools for creating silky texture, heat styling ease and heat protection. Beyond that, she considers the Haircare Group's regular education courses a game changer in progressing her brand.

"Education keeps you current," she said. "Clients have so much more knowledge about their hair than ever before, if you don't keep up you get left behind. I understand that learning never stops and being able to connect and learn from other stylists is amazing. Ask questions, who cares if you have asked it 100 times? We are apart of such a cool community and people are so willing to help."



In her storied career, Michaela has picked up crucial tips in cut, colour and client service. Michaela is inspired by changing pop cultural hair trends and the desire to push boundaries. She's currently exploring 70's inspired curtain bangs and Miley Cyrus mullets, as well warm colour tones and face framing highlights, but the salon is generally known for its versatile colour application, think beautiful brunettes, vibrant reds and coppers and lived in blondes, as well dry cutting, which comprises 80 per cent of the cuts in salon.

"I love dry cutting, I like to see how the hair is sitting, feeling and moving. I also find it makes clients feel super confident in what you are doing as they can see what's going on also," Michaela shared.

The Rose Quartz DNA is palpable, from 90's throwbacks blaring on the speakers to go-to Prosecco in the fridge, and Michaela is at the heart of that, providing a valuable one-on-one experience for clients.

"I enjoy clients who understand the value of a good colour and cut and how that makes them feel, and who hold so much love and respect towards their stylist," she said. "Communication equals confidence. Being able to make a client feel completely confident and relaxed with you builds such an amazing relationship."

"I'm most creatively inspired in my studio, being with clients, feeding off each other and going on their hair journey with them. It creates such a vibe," she continued. "Clients should make an appointment with me if they want to feel welcomed, heard and leave with beautiful hair." **H**

GO-TO PRODUCT

“ OLAPLEX No.6 Bond Smoother and No.7 Bonding Oil are the actual dream team for super silky hair, being amazing to blow dry with and for added heat protection.”

 Parnell, Auckland, NZ

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HYGIENE RANGE

The Haircare Group Hygiene Range offers a variety of products that are non-invasive and easy to use, ensuring that your salon is of the highest possible hygiene standard ensuring clients and your team can feel confident and comfortable to create their best work.



Disposable
Class 1 Type IIR
Level 3 Medical
Face Mask



Maine
Disposable
Towels



Touch Free
Table Top Hand
Sanitiser Dispenser



HAIROSCOPES 2021

Whether you're a fiery Aries, sultry Scorpio or loud Leo, your star sign can help illuminate your personality type, traits and style. Between finding your new must-have product or deciding on a fresh new colour, read below to see what do the style stars hold for you in 2021?



ARIES MARCH 21 - APRIL 18

Fiery and commanding attention, Aries are always on the go. A Glisten Compact Travel Straightener to create ever-changing looks from everywhere and anywhere gives Arians a chance to create your looks on your terms.



LIBRA SEPT 23 - OCT 22

Though glamorous, Librans tend to be indecisive. You need a product that can change with your moods and the Alchemy Original Iron from Cloud Nine, a salon-exclusive range, will take you from poker-straight locks to beach babe waves in a matter of minutes.



TAURUS APRIL 20 - MAY 20

A lover of peace, quiet and relaxation, the Lakmé TEKNIA range will recreate that spa-like feeling that a Taurus craves, from the salon chair to the comfort of your own home.



SCORPIO OCT 23 - NOV 21

Mysterious but charismatic, Scorpios need a product that brings that drama with a capital D. You love the moody fragrance of the Moroccanoil range, and the Moroccanoil Original Treatment is a perfect match.



GEMINI MAY 21 - JUNE 20

Since Gemini is the sign of pairs, the Urban Alchemy Salt Scrub and Conditioner set are the perfect cleanse and condition duo to refresh your hair and make it feel silky smooth, soft and manageable.



SAGITTARIUS NOV 22 - DEC 21

Adventurous and outgoing, Sagittarians can pull off bold looks. The Evo Staino range with its super-bright, intense colours gives Sagittarians the chance to express them to your fullest.



CANCER JUNE 21 - JULY 22

Genuine and intuitive, those born under the Cancer sign are often protective of their friends, family and loved ones. It makes sense that you would need a powerhouse heat-protector to protect your hair when heat styling, and Moroccanoil Perfect Defense is just the thing.



CAPRICORN DEC 22 - JAN 19

You're smart, pragmatic and always take your makeup off before bed. A rule-follower like you needs a practical product to make styling a breeze. A Pure Beauty Award winning-product in the Denman Power Paddle offers gentle grip, controlled styling and reduced drag to make your styling effortless.



LEO JULY 23 - AUG 22

With a 'go big or go home' attitude, your ultimate Leo hairstyle is the Lion's mane - think bombshell waves, a killer blow dry and Color Wow Dream Cocktail - Carb Infused, for that va-va-voom volume.



AQUARIUS JAN 20 - FEB 18

A water sign, laidback and casual Aquarius needs a no-fuss product to keep your hair blissfully happy. Incorporating OLAPLEX No. 6 Bond Smoother into your hair routine is the perfect all-rounder for shiny, healthy hair.



VIRGO AUG 23 - SEPT 22

A perfectionist and hardworking, Virgo's are always on the go. You need a product that works just as hard as you do, and Evo Happy Campers Wearable Treatment hydrates, reduces frizz, provides UV protection, volume and hold. A match made in heaven!



PISCES FEB 19 - MARCH 20

A rose-coloured view of the world deserves rose-coloured hair. Pisces are dreamers and love romantic colour palettes, so an Evo Fab Pro mix in a pastel hue to maintain your rose-hued hair is a must.

