

# SALON

HAIR. NAILS. BEAUTY.

# EVO

◀ NORTH AMERICA



NIKKI LEE &  
RIAWNA CAPRI  
SEAN GODARD  
RICHARD  
MONSIEURS  
GREG GILMORE

LIVING IN  
HARMONY

# Farouk CHI

FEB/MARCH 2025 // ISSUE #THIRTY

\$15

BECOME PART OF OUR  
AWARD-WINNING SERVICES TEAM

# A Joyful Career in Beauty Awaits.

## Learn More

**Industry-leading education:** get paid to take classes.

**Cutting-edge services:** gain income-building expertise.

**Hair for all:** training across all hair textures and types.

**Assistant program:** invaluable coaching opportunities.

## Earn More

**Unlimited earning power:** hundreds of \$100k stylists—you can be next!

**Rewards and bonuses:** including a performance bonus of up to \$5k.

**Best-in-class benefits:** 401K, PTO, healthcare, life insurance and more.

## Love your Career

**Freedom to create:** own your success, your way.

**Be your best with  
Ulta Academy.**



Apply today at  
[careers.ulta.com](https://careers.ulta.com)







THE FINAL CUT.



# ULTA BEAUTY X ABS

GROW COLLECTION



THE FINAL CUT.





**Ulta Beauty  
Pro Team//**  
Nick Stenson,  
Anna Manukyan,  
Sean Godard,  
David Lopez,  
Vernon François,  
Michelle O'Connor,  
Sonya Dove,  
Danielle Keasling,  
Mat Wulff,  
Jaleesa Jaikaran,  
Denev Adam.

**Ulta Beauty  
Design Team//**  
Haley Valadez,  
Reva Haga,  
Brittany Prater,  
Justin Toves-Vincillione,  
Gilad Goldstein,  
Laura Gunter,  
Leonardo Valencia,  
Janelle Eyre,  
Anthony Negron,  
Takeyra Shipps,  
Galyna Poczciwinski.

**Barber//**  
Guzmay Martinez

**Wardrobe//**  
ALTORRIN.

**Nails//**  
Betsy Juarez.

**Photography//**  
Richard Monsieus.

**Production//**  
ISP Creative.





THE FINAL CUT.



**FAROUK CHI**

HARMONY COLLECTION

**Hairstylist//**

Mego  
Ayvazian.

**Assistant  
Hairstylist//**

Lorena  
Guevara.

**Make up//**

Jannette Marin,  
Marlene  
Gallegos.

**Models//**

Samatha W,  
Jade W,  
Rachel F,  
Isabella M,  
Karu K.

**Photography//**

Mohammed F.  
Chanayem.







THE FINAL CUT.



# JALIA PETTIS

MOCHA MOUSSE



**Creative Director,  
Hairstylist, Makeup  
Artist & Wardrobe  
Stylist//** Jalia Pettis.

**Hair Assistant//**  
Laine DeNigris.

**Photographer//**  
De Loré.

**BTS Content//**  
Marlene Cline.

**Models//**  
Jazmine Pettis,  
Phoenix Johnson,  
Shannon Kimora,  
Erika Kagame.



# 30

## DIRECTORS

**Andrew Brewster//**  
andrew@barberevo.com

**David Foster//**  
david@barberevo.com

## EDITOR

**Jennifer Paxton//**  
jennifer@salon-evo.com

## FEATURE WRITERS

**Siobhan Macdonald//**  
siobhan@theevomediagroup.com

**Eva Mackenzie//**  
eva@theevomediagroup.com

## DESIGNERS

**Sarah Slater//**  
sarah@salon-evo.com

**Greg Wickham//**  
design@salon-evo.com

## MARKETING EXECUTIVE

**Emma Doherty//**  
emma@theevomediagroup.com

## ACCOUNT MANAGERS

**Jane Thomson//**  
jane@salon-evo.com

**Mairi Cotter//**  
mairi@barberevo.com

## OFFICE MANAGER

**Elsbeth Foster//**  
elsbeth@barberevo.com

## COVER

**Farouk CHI//** Mego Ayvazian  
**Photography//** Mohammed F. Ghanayem

## STAY CONNECTED



[WWW.SALON-EVO.COM](http://WWW.SALON-EVO.COM)

**COPYRIGHT** All work in this publication is copyright SalonEVO Magazine and Evo Enterprises Ltd.

No part of this magazine may be reproduced without the permission of the publisher.

© Information and product prices are correct at time of printing. Some products may not be available in all stores.

Evo Enterprises Ltd, Torus Building, Unit 6, Rankine Avenue, East Kilbride, G75 0QF UK

# 26



## ANDREW BREWSTER & DAVID FOSTER | CO-FOUNDERS

WELCOME TO OUR BIG 3-0 EDITION! WHAT AN EXCITING WAY TO OFFICIALLY JUMP INTO 2025. WE HOPE YOU ALL HAD A HAPPY AND RESTFUL WINTER, AND ARE NOW READY TO DIVE HEAD FIRST INTO THE YEAR AHEAD.

It's our first official magazine of 2025 – and we just want to start off by saying thank you to everyone who has been following along the SalonEVO journey from the get-go. It has not always been smooth sailing – especially with a global pandemic hitting us less than a year in, but we powered through, and we believe we came into the industry at just the right time. Our mission is to bring the industry together, to inspire, motivate, inform, and uplift – whether that is on the pages of this print magazine, through our digital presence and unique video content, or in-person at events. There is room for everyone in this industry, it's just about finding your tribe, your vibe, and your niche, and we are here to help make that happen.

Speaking of in-person events, we have already been a busy bunch over here at EVO HQ, with Cosmoprof Miami and the Phorest Summit in Dublin already under our belt in January, and Premiere Anaheim, IBS, and ABS coming up quickly. Which events will you be

attending? We hope to see you in person!

As this issue goes to print, the fires in LA are still ongoing, and we want to send out our condolences, love and prayers to everyone affected. With many of our columnists, interviewees and business partners being directly impacted by this devastation – we want to commend their strength, perseverance and resilience. Watching the way this community has rallied amidst chaos, offering things like safe spaces and free hairwashes to anyone affected... it proves that our industry is unified. We recommend anyone who is able to help, donate to the PBA Disaster Relief Fund, to assist our industry peers rebuild.

Whilst this year may not have started off on the right path for many, and there will still be hardships to come, this palpable unity is offering a sense of hope. Hope for the amazing things yet to come, in an industry that will celebrate your wins and carry you through your losses. Stay strong!



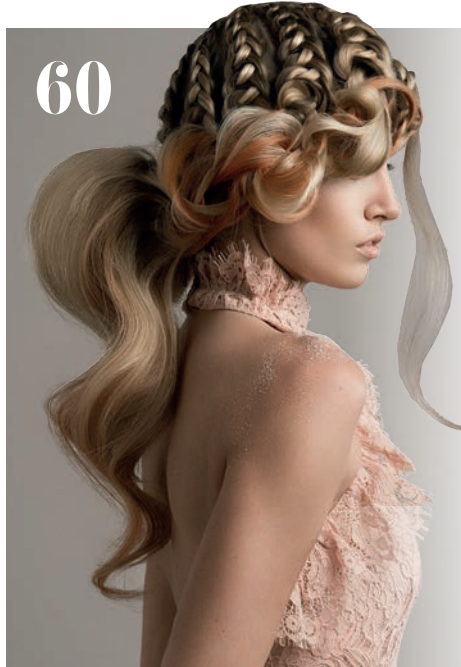
# 52

# 66

# 28



56



60

JENNIFER PAXTON | EDITOR

IT'S ISSUE #30... FLIRTY AND THRIVING! WELCOME BACK TO THE INDUSTRY'S FAVORITE MAGAZINE! READY TO GET INSPIRED? ARE YOU SETTLED? SITTING COMFORTABLY? DRINK IN HAND? GREAT! NOW, LET'S DIVE IN!

In the first official magazine of 2025, I'd love to start out by thanking you guys – our readers and subscribers! Every day we see the hard work, dedication, and passion that goes into building a community. These are bleak times for many, with the LA fires still raging, but our job is to provide you with a welcome respite from your day – offering you a space to reflect, learn and enjoy. This edition, let's appreciate those small moments of joy. But first, let me tell you what we have in store.

Opening the issue, we have the iconic Mego Ayvazian and Farouk CHI showcasing the Harmony Collection. As we get into the edition, we're In the Chair with... Sean Godard – one of our favorite Canadian superstars! We also have our eye on Safiya Warner, who we learn all about, before going full force into 2025 – with the Pantone Shade of the Year, Goldwell Color of the Year, and the WGSN Color of the Year. We also have a very

special shoot from Jalia Pettis – which is the epitome of the Mocha Mousse movement. We also have our esteemed new columnists, Jacob Khan, Ben White, and Michelle O'Connor talking us through the New Year trends – and Vernon François on why he doesn't stick to them. Monae Everett and Richard Monsieurs also talk us through how to make the most of events and competitions in 2025. In haircare, Greg Gilmore tells us about the importance of Texture inclusive haircare, and we speak to Hollywood superstars Nikki Lee and Riawna Capri from Nine Zero One on their take on healthy hair extensions. In business, we have our Diary of a CEO with Ben Barkworth, as well as a host of other must-know

info. In interiors, we visit Jungle – before hopping across the states to get the low down on design.

With all this and SO MUCH MORE... this edition is set to be one you'll love.



82

72



68



42



50

HANNAH AND CHRISTOPHER BENSON

Founders of CBC, Artistic Directors of L3VEL3



46

VERNON FRANÇOIS

Global Ambassador for Olaplex & L'Oréal PPD, Ulta Beauty Pro Team



76

ANNA MANUKYAN

Ulta Beauty Head of Education & Creative, Founder of the Beauty Finance Group



62

JACOB KHAN

Creator of Fancy Scissors, Ambassador for Goldwell & BaBylissPRO



48

MICHELLE O'CONNOR

L'Oréal / Matrix Global Artistic Director, Ulta Beauty Pro Team



24

102



78

premiere show group

PBA NORTH AMERICAN HAIRSTYLING AWARDS

AMERICA'S BEAUTY SHOW®

EXCLUSIVE MEDIA PARTNERS

www.premiereshow.com  
www.probeauty.org  
www.americasbeautyshow.com

# SHORTCUTS

## PBA DISASTER RELIEF FUND

The Professional Beauty Association (PBA), whose mission is to advocate and fight for the rights and professionalism of the beauty industry, is urgently seeking donations for the Disaster Relief Fund to help those affected by the wildfires in Los Angeles.

As an industry built on creativity, care, and connection, it's time for us to rally together and provide the support our peers so urgently need. For many, these fires have not only destroyed homes but also livelihoods. Salons, tools, and products have been lost, leaving countless professionals struggling to rebuild their lives and businesses.

This is where we can step in. The Professional Beauty Association's Disaster Relief Fund is providing critical aid to those affected, ensuring they have the resources they need to begin again. Whether it's helping to replace lost equipment, supporting salon rebuilds, or easing personal financial strain, every donation makes a real difference.

Now is the time to show the strength of our community. Let's come together to make an impact. No contribution is too small—every dollar brings hope.

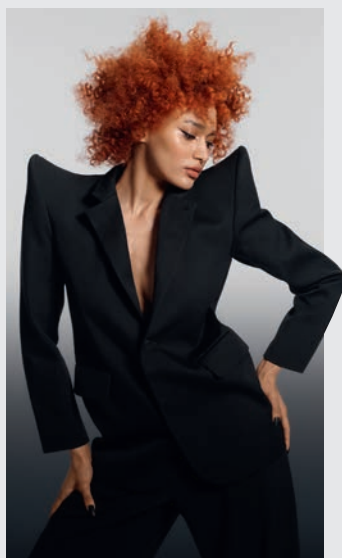
Ready to help? Donate today:  
[probeauty.org/disaster-relief-fund](http://probeauty.org/disaster-relief-fund)

## GOLDWELL'S RIDE OR DYE

Goldwell Education Plus launched its vibrant new YouTube series, "Ride or Dye", delighting hairstylists, colorists, and beauty enthusiasts worldwide. The show, hosted by renowned color experts Jools Purchase (@haus\_of\_jools) and Salome de Wet (@salomedewet), brings a fresh mix of education, entertainment, and community spirit to the world of professional hair artistry.

The premiere episode aired with an exclusive live chat event, allowing colorists and hairstylists from across the globe to connect in real-time. Packed with engaging salon sessions, insider tips, and the latest hair coloring trends, "Ride or Dye" is designed to inspire stylists while offering practical knowledge and a sense of camaraderie.

Jerome Caharel, Associate Director of Digital Education at Kao Salon Division, expressed his excitement about the project: "This series is about more than just education; it's about celebrating the creativity, passion, and collaboration within our beloved hairstyling community. We want to inspire stylists to push boundaries while connecting them to a global network of professionals who share their love for the art of hair."



## THE NEXT STEP IN HAIR INDUSTRY INNOVATION: FASTFOILS LAUNCHES POP-UP FOILS

FASTFOILS, the company that revolutionized the hair industry with its groundbreaking high-performance endothermic foils, is thrilled to announce the launch of its highly anticipated Pop-Up Foils on January 13. This marks another significant leap forward for an industry that has seen little innovation in the foil category in over 30 years.

FASTFOILS' endothermic technology has disrupted the traditional hair color process by delivering unparalleled thermal properties, enabling stylists to speed up processing times by at least 25%. This time-saving innovation allows hairstylists to complete color services more efficiently, helping them generate more revenue while protecting the integrity of their clients' hair.

"Simply put, FASTFOILS is 'Low and Slow in the Fast Lane,'" said Ben Barkworth, founder of FASTFOILS. "My intention has always been to deliver professional tools that help hairstylists like myself work smarter, not harder."

Unlike traditional pop-up foils, FASTFOILS Pop-Up Foils represent the latest evolution in FASTFOILS' mission to provide stylists with tools that combine efficiency and premium performance. It took nine months to perfect the pop-up designed with stylists' needs in mind and key features that include:

- **Endothermic Technology:** Achieve higher levels of lift and

better color deposit faster and more efficiently.

- **Enhanced Embossing:** 30% more connectivity to the hair compared to traditional foils for more even lifts.

- **Convenient Dispensing Format:** Designed for easy dispensing to help artists save more time.

"Pop-up foils are one of the most popular formats in salons, and we've listened to our community to ensure our innovations are available in every format," Barkworth added. "We're excited to help stylists save time, increase their earnings, and provide an elevated service experience for their clients."

FASTFOILS' commitment to innovation continues to shape the hair industry, empowering stylists to deliver exceptional results with efficiency and care. Experience the future of foils starting January 13 with the launch of FASTFOILS Pop-Up Foils.

For more information, visit [www.fastfoils.ca](http://www.fastfoils.ca) or contact [media@jstbprofessional.com](mailto:media@jstbprofessional.com)

### About FASTFOILS

Founded by Ben Barkworth, FASTFOILS is dedicated to creating innovative tools that help hairstylists save time, work smarter, and protect hair integrity. Its high-performance endothermic foils are a testament to its mission to revolutionize the industry, one foil at a time.

# MANIC PANIC<sup>®</sup> N.Y.C.

**THE AUTHORITY  
ON VIVID HAIR COLOR  
SINCE 1977**



## CONTACT US

888-376-2642

customer@manicpanic.com

@MANICPANICNYC MANICPANIC.COM





## VAGARO RELEASE 2025 VANTAGE REPORT

Vagaro, the leading software for beauty, fitness, and wellness businesses, has released their 2025 Vantage Report.

The comprehensive research, conducted with thousands of both business owners and consumers, highlights last year's most popular services, emerging consumer trends, and actionable strategies for businesses to thrive in 2025.

Data points collected include top service appointments booked across industries, popular strategies to incorporate seasonal trends, status of industry professionals' mental health, demand for increased inclusivity and representation, and more.

**Some key findings include:**

- Women's haircuts and extensions lead the way for most popular services booked
- Teeth whitening and cryotherapy are on the rise in medspas
- Pedicures are more sought-after than manicures

- Gen Z and Gen Alpha are dominating the demand in skincare (CeraVe and Drunk Elephant are their top product preferences)
- 90% of professionals reported moderate or high levels of stress
- Almost 80% say inflation was their biggest economic challenge

Several of Vagaro's key industry experts offer strategic recommendations to capitalize on these insights as well as to better serve their consumers. This includes leveraging digital tools, enhancing customer experiences, and adopting forward-thinking practices.

"Vagaro's Annual Vantage Report provides invaluable insights that empower business owners to remain informed and competitive," said Charity Hudnall, Chief Marketing Officer at Vagaro. "We aim for this to help them anticipate demand, refine their direction, and ultimately get the most out of their professional efforts."

## COLLINS ACQUIRES DYERECTOR

Industry renowned salon and barbershop furniture creators, Collins, have acquired the industry's only modular color organizer brand, Dyerector®.

Whether you are remodeling your salon or under new construction, your hair color dispensary is the most important and most costly areas of your shop. This is where Dyerector® comes in.

Dyerector's hair color organizers grow and adapt with you. You never have to tear out your hair color bar just because you decided on using a different color-line.

With over 100 configurations, Dyerector hair color storage organizers are unmatched in their color-management capabilities. With just one unit, you can easily

inventory your hair color boxes, bottles, tubes, or canisters. You customize it to suit your needs.

Dyerector's products are endorsed by professionals such as Olivia Thompson (@omgartistry) and Myles Ochoa, Manager of Ochoa Salon and Spa.

**Check out Dyerector's products on [collins.co](http://collins.co) or at [dyerector.com](http://dyerector.com)**



## ADDITIONAL LENGTHS LTD ANNOUNCES NEW CEO LISA JACKSON

Additional Lengths Ltd., owner of professional extension brand Remi Cachet and direct-to-consumer extension specialist AdditionalLengths.com, announced the appointment of global beauty industry veteran, Lisa Jackson, as Chief Executive Officer. Following its minority investment from Growth Partner, she will lead Europe's most beloved premium hair extension brand, founded by Victoria Lynch, into its next phase of international growth, focusing on building brand awareness and continued global expansion.

"Lisa is joining at a critical time with the brand's debut into the United States, paired with a rebrand, and I could not be more thrilled to welcome her into the world of Additional Lengths and Remi Cachet," said Founder, Victoria Lynch. "Together, we will be a powerhouse for the brands' future and I am excited to work closely, and in tandem, with Lisa to reach all our ambitious international growth and innovation goals."

Prior to joining Additional Lengths Lisa served as the CCO at La Perla Beauty in the UK, and as the GM of Revlon in the UK and Ireland. With an acumen for long-term brand building and sustainability, she will support the brands' growth by exploring new channel opportunities and leading its

strategic business development. Lisa has also served as the GM of Aveda under Estee Lauder in Australia and New Zealand, and worked on global hair brands such as Schwarzkopf.

"I am overjoyed to be joining Victoria and the legacy brands that she has built," said Lisa Jackson, Additional Lengths Ltd. CEO. "I see this role as a tremendous opportunity to scale the international business with an omnichannel approach to reach both professionals and consumers, especially at our debut into the United States."

As CEO, Lisa will define strategies, allowing the company to capitalize on the international expansion opportunity. Alongside the invaluable support from Growth Partner, she will strengthen relations with our trade professional community, develop and implement plans to accelerate sales and build brand awareness for a successful Q1 2025 launch into the U.S., while also bolstering the comprehensive portfolio for Additional Lengths Ltd.

With over two decades of legacy across Europe and the U.K., both Additional Lengths and Remi Cachet have proven that its hair and extension systems quality are unmatched for consumers and professionals alike.



# Save by insuring multiple services

Get WellnessPro Insurance to safeguard your beauty business.  
**Call 800-776-6268**



Scan to visit our website

## WELLNESSPRO OFFERS INSURANCE FOR MULTIPLE SERVICES

Interested in expanding your service offerings, but not sure where to start when it comes to insuring yourself and your business? WellnessPro are there for you!

After doing hair for many years, you may decide you want to diversify your business by offering more services. A few classes and certifications later, and you're adding makeup, waxes, and even spray tans to your service menu.

However, with these new skills comes new worries about how these offerings might cost you more than you're earning. More

services mean more liability. Can you afford potential claims from hair, makeup, waxing, and tanning clients?

With WellnessPro, you can. Instead of charging hundreds of dollars for every service, WellnessPro Insurance offers affordable coverage for one low price. Tell them what types of beauty services you offer and how much coverage you want, and they'll only charge for the most expensive service. That means coverage for multiple beauty services for as little as \$159 a year.

**"INSTEAD OF CHARGING HUNDREDS OF DOLLARS FOR EVERY SERVICE, WELLNESSPRO INSURANCE OFFERS AFFORDABLE COVERAGE FOR ONE LOW PRICE."**



**WellnessPro**  
INSURANCE

# UNLOCK YOUR POTENTIAL WITH PBA

WANT TO GROW YOUR CAREER, BOOST YOUR NAME, UNDERSTAND THE INDUSTRY BETTER, GET AHEAD, OR GIVE BACK? WELL THE PROFESSIONAL BEAUTY ASSOCIATION IS THE COMMUNITY TO BE APART OF! IN EACH COLUMN OF 2025, THE PBA WILL BE SHARING HOW YOU CAN GET INVOLVED, AND TAKE YOUR CAREER TO THE NEXT LEVEL!

## Upcoming Events

February 23, 11:00 am PST- NAHA Finalist Announcement  
February 23-24- Premiere Anaheim  
March 23-25- International Esthetic, Cosmetics & Spa Conference, New York  
March 23-25- International Beauty Show, New York  
May 31-June 2- Premiere Orlando featuring Beacon  
June 1- NAHA, Orlando  
July 15-15- Cosmoprof North America, Las Vegas  
November 17-18- Executive Summit, Phoenix  
For more information, visit [probeauty.org/events](https://probeauty.org/events).  
North American Hairstyling Awards (NAHA) 2025

## Key Updates

For the second year in a row, NAHA 2025 will be held in conjunction with Premiere Orlando on June 1st at the Orange County Convention Center in the Chapin Theater.

**Finalist Announcement:** February 23, 11:00 am PST live at Premiere Anaheim and livestreamed on social!

**NAHA 2025 Award Ceremony:** June 1, Orlando

**Categories for the 36th Annual North American Hairstyling Awards (NAHA) are as follows:**

- Avant Garde
- Barber of the Year
- Editorial/Session Stylist of the Year
- Educator of the Year
- Haircolor
- Haircutting
- Hairstylist of the Year
- Inspiring Salon of the Year
- Makeup Artist of the Year
- Master Hairstylist of the Year
- Student Hairstylist of the Year
- Styling & Finishing
- Team of the Year
- Texture

Save the date of June 1, 2025 for the biggest night in beauty! For more information, visit [probeauty.org/NAHA](https://probeauty.org/NAHA).

## SPOTLIGHT ON: CUT IT OUT®

CUT IT OUT®: The Beauty Community Against Domestic Abuse is a program of PBA Charities. It is dedicated to raising awareness and training salon professionals to spot warning signs of abuse, empowering them to guide clients, colleagues, friends, and family to appropriate local resources. Through this program, stylists, barbers, estheticians, and makeup artists are trained to recognize the signs of abuse in their clients—such as bruises, self-blame, and sudden behavioral changes—and offer a safe space for victims to seek help.

Salons and spas often serve as crucial safe havens where victims can discreetly express their need for assistance. By joining CUT IT OUT®, beauty professionals can receive free training to learn how to:

- Identify the signs and symptoms of domestic abuse
- Respond to victims with empathy and discretion
- Safely refer victims to professional resources for support

As a salon professional, you are uniquely positioned to notice the subtle signs of abuse in those around you. The close, nurturing relationships you build with clients and co-workers make you one of the first to recognize when someone may be in an unhealthy or abusive situation. With the proper training, you can become an invaluable ally in the fight against domestic abuse, helping to save lives and make a difference in your community.

To become a CUT IT OUT® Ambassador or to donate, visit [probeauty.org/cutitout](https://probeauty.org/cutitout)

## TALENT SPOTLIGHT:

**Byron Marcelle**

**@b\_marcelle**

From joining the PBA Beacon program, to now becoming thriving master cosmetologist and Beauty Changes Lives ambassador, Byron's artistry, vision and determination definitely makes him one to watch.



# PBA FUTURE LEADERS

## Future Leaders Program

The Professional Beauty Association (PBA) is excited to announce that its Future Leaders program is now open to all PBA members. This exciting initiative bridges the gap between those behind the chair and corporate beauty experts, fostering powerful connections that inspire growth and elevate the industry as a whole.

The Future Leaders Program is built on three key pillars: Community Check-ins, Mentorship Circle Webinars, and Live Events. Each element is designed to provide the tools and support you need to thrive in today's ever-evolving beauty landscape.

## Community Check-ins:

At our monthly check-ins, beauty professionals have the opportunity to stay ahead of industry trends, engage in meaningful networking with like-minded individuals, and discover all the exclusive benefits of being a PBA Future Leader. This intimate setting allows you to connect and collaborate with peers who share your passion and vision for growth.

## Mentorship Circle Webinars:

Our Mentorship Circle webinars are a must-attend series featuring industry masters such as Sam Villa and Gordon Miller. These leaders share their career journeys, valuable insights, and expert advice, offering guidance that can help you navigate and accelerate your own beauty career. Don't miss the opportunity to learn from the best and gain inspiration for your own professional path.

## Live Events:

Future Leaders also brings you exciting in-person events, from casual meet-ups to dynamic educational sessions. These gatherings provide a unique opportunity to connect with fellow professionals, form lasting relationships, and become part of a supportive community dedicated to fostering the next generation of beauty industry talent.

## Meet the Future Leaders Task Force

The Future Leaders Task Force spearheads the programming and serves as the go-to group for all things Future Leaders. With the PBA Future Leaders Program, you'll gain access to a network that encourages growth, career development, and connection. Join us and be part of the future of beauty!

"FUTURE LEADERS IS MORE THAN A PROGRAM — IT'S AN OPPORTUNITY TO BUILD CONNECTIONS, SHARE KNOWLEDGE, AND GROW TOGETHER. I'M PROUD TO SHOW OUR INDUSTRY THE VALUE OF FOSTERING COLLABORATION ACROSS ALL ROLES. BRINGING TOGETHER DIFFERENT PERSPECTIVES STRENGTHENS US AS A WHOLE AND INSPIRES MEANINGFUL GROWTH."

**ZOE HYAMS- SENIOR VICE PRESIDENT, MARKETING & PUBLIC RELATIONS, KERATIN COMPLEX**



"I BELIEVE THAT FUTURE LEADERS IS A PLATFORM THAT CAN HELP IDENTIFY, DEVELOP, AND EQUIP THE NEXT GENERATION OF BEAUTY LEADERS WHO WILL SHAPE THE FUTURE OF OUR INDUSTRY."

**VICE CHAIR - AURELE HARROCHE, VP SALES AMERICAS, MOROCCANOIL**

"AS A CANADIAN, I'VE WATCHED PROFESSIONAL BEAUTY BECOME VERY FRAGMENTED OVER THE LAST 15 YEARS. THE COLLECTIVE VOICE OF OUR INDUSTRY HAS GOTTEN QUIETER, AND I STRUGGLED TO FIND CAREER MENTORSHIP AND RESOURCES. JOINING FUTURE LEADERS HAS HELPED ME TO ESTABLISH A NETWORK THAT CROSSES NATIONAL BOUNDARIES AND JOB ROLES."

**CHAIR- WILL SIMPSON, HEAD OF PARTNERSHIPS, VISH**



WITH THE PBA FUTURE LEADERS PROGRAM, YOU'LL GAIN ACCESS TO A NETWORK THAT ENCOURAGES GROWTH, CAREER DEVELOPMENT, AND CONNECTION. JOIN US AND BE PART OF THE FUTURE OF BEAUTY.

To find out more information on the Future Leaders and how you can get involved, go to: [probeauty.org/future-leaders/](http://probeauty.org/future-leaders/)



**EMILY SHAMBLEE- DIRECTOR OF BUSINESS DEVELOPMENT, PREMIER BEAUTY**

CREATING HARMONY IS ALL ABOUT COHESION, SYNERGY, AND CREATING A SENSE OF CALM. VICE PRESIDENT OF SHOWS AND EDUCATION OF FAROUK CHI, MEGO AYVAZIAN AND HIS TEAM ACHIEVED THAT WITH THEIR LATEST COLLECTION 'CHI HARMONY'. HERE, MEGO LETS US PEEK BEHIND THE SCENES.



# CHI<sup>®</sup> Harmony

## { BEHIND THE SHOOT }



"The CHI HARMONY Collection 2025 emphasizes rich, complementary hues that bring out the natural beauty of the individual while offering a variety of looks," shared Mego. "From subtle to bold—depending on how the colors are layered and blended.

"I got my inspiration from the name Harmony itself including nature, the sunset, the sunrise, and the sea. All of them have certain blends of Harmony. We can see different colors blended together to create that gorgeous natural piece of art."

The Harmony Collection features striking black-and-white contrasts, embodying a perfect blend of boldness and subtlety. The collection celebrates individuality through a vivid palette, where each model's unique hair color serves as an expression of personal style and

artistic flair. The interplay of dark and light tones across the models creates a harmonious balance, making a daring statement about identity, transformation, and the beauty found in duality.

We asked Mego which products from CHI's wide range of professional range were essential while on set on shoot day. He told us: "I used my favorite CHI professional products: CHI Ionic Permanent Shine Hair Color, CHI Tone & Gloss, LG CHI Color Master, and CHI Bleach & Shine for all the colors.

"I also used Royal Treatment Bond & Seal and Bond Rebuilder to keep the hair healthy and in better condition even after lightening and coloring. For shampoo, conditioner, and finishing I used the whole CHI Royal Treatment line."

"THE CHI LAVA TECHNOLOGY CREATES HEALTHY AND BALANCED HEAT, DOESN'T CHANGE THE COLOR OR TONER, AND GIVES THE HAIR SHINE AND MOISTURE DURING STYLING DUE TO THE NATURAL MINERALS INSIDE THE VOLCANIC LAVA STYLING TOOL."



“OUR PURPOSE FOR THE **CHI HARMONY COLLECTION** WAS TO CREATE SALON-FRIENDLY LOOKS THAT ANY HAIRDRESSER CAN BE INSPIRED BY AND APPLY TO THEIR CLIENTS.”

So, how did he achieve and create this harmonious collection? Mego let us in on the techniques he and the team used: “We used many different techniques, such as backcombing balayage, free-hand coloring, lightening with color, foil positioning techniques, etc., for color. Our purpose for the CHI Harmony collection was to create salon-friendly looks that any hairdresser can be inspired by and apply to their clients, from short hair to bob to long layers and curtain bangs.”

In terms of color, Mego continued: “At Farouk Systems, Inc., we prioritize quality as our colors and shades have 100% efficiency, with ultimate shine and softness after any hair color. This gives the hairdresser the confidence to proudly apply on the client’s hair giving them the best and healthiest results.”

But Farouk CHI aren’t just known for the high quality of haircare and color products, the team also had their essential collection of styling tools on hand. Mego explained: “The styling tools that were essential for this collection were from the superior CHI LAVA line. The CHI LAVA PRO Turbo Hair Dryer, CHI LAVA AirGlam, LAVA straighteners, and curling irons, were all essential. The CHI LAVA technology, which is patented by Farouk Systems, Inc. worldwide, creates healthy and balanced heat, doesn’t change the color or toner, and gives the hair shine and moisture during styling due to the natural minerals inside the Volcanic LAVA styling tool.”



### MEGO'S TOP TIPS:

“My tips for any hairdresser are to keep educating yourself, stay up to date with trends, try new products, follow the technology, and, most importantly, provide your clients with healthy hair using CHI products.”

**Role//** Global  
Redken Brand  
Ambassador, Ulta  
Beauty Pro Team

**Location//** NYC

**Years in the  
Industry//** 21



# SEAN GODARD IN THE CHAIR



WHEN IT COMES TO HAIR ARTISTRY, FEW NAMES SHINE AS BRIGHTLY AS SEAN GODARD. RENOWNED FOR HIS UNPARALLELED CREATIVITY AND TECHNICAL PRECISION, SEAN HAS CARVED OUT A PLACE AMONG THE INDUSTRY'S ELITE. A CELEBRITY HAIRSTYLIST, GLOBAL REDKEN BRAND AMBASSADOR, MEMBER OF THE PRESTIGIOUS ULTA BEAUTY PRO TEAM, AND NAHA HAIRCOLORIST OF THE YEAR WINNER. SALONEVO SAT DOWN WITH SEAN TO GET THE SCOOP ON HIS SUCCESS.

“WORKING WITH THESE TWO HUGE BRANDS HAS OPENED MY EYES TO THE FACT THAT MOST STYLISTS JUST WANT TO LEARN HOW TO GROW, BE BETTER, BUILD THEIR BUSINESS, AND DO THEIR JOB MORE EFFICIENTLY.”

Sean brings a blend of innovation and passion to every look he creates. From crafting trend-setting styles for A-listers to educating the next generation of stylists, Sean is everywhere – and here, he told us his story from the beginning. “I think my story is similar to a lot of hairstylists,” Sean explained. “It started when I was in school and didn’t know what I was destined for. High school pushes you towards college and becoming a doctor, but I didn’t have those grades.

“I knew I loved art – whether that was painting, drawing, sculpting – and any other class, I could barely pass! I had the realization that when you’re an artist, you only make money when you’re dead, so I knew that wasn’t the path for me,” he laughed. But at the time, Sean expressed that few people saw hair styling as a ‘real’ career.

However, in his spare time, Sean’s creative eye and natural skill with hair would come in handy from time to time. “I was spending a lot of time in the salon environment with my girlfriends, and so many times, I noticed that they would leave, and their hair wasn’t quite what they had asked for.

“So, we would go across to the drug store, buy these at-home box dyes, and I would cut their hair using kitchen scissors. When I noticed I was quite

good with these basic tools, I knew I had to get into cosmetology school and see what I was like with the real tools.”

Sean started his professional journey in 2003 at a cosmetology school in Halifax, Nova Scotia. It was then, after winning a competition at a Canadian trade show, that he saw another world available to hair stylists: “I still remember vividly – to this day – seeing all the models, lights, and stages and just thinking, ‘Damn, this is like a rock concert’.”

Once he was fully qualified, the next step for Sean was a move to Toronto. This is where he started his brand relationship with Redken. “I met a representative for the brand who was looking to grow their artistic team,” he explained. “I had to explain that I was so shy, but they agreed to train me how to speak on stage and to trust the process. So that’s what I did. Slowly but surely, I’ve grown with the brand for at least 18 years.”

Following this, Sean found himself a regular behind the scenes on TV and at editorial shoots before taking the plunge and moving to New York City in 2016. “Since then, I’ve been traveling across the globe for Redken. It was also around this time, that Ulta Beauty came into my life, and later the opportunity to join the Ulta Beauty Pro Team,” Sean added. ▶



## SEAN GODARD'S 2025 COLOR PREDICTIONS

### COLOR BLOCKING

“It’s funny because trends always go in cycles but right now, I think we will see a return to color blocking after so many years of natural balayage and lived-in colors being popular. Now, there are so many big trends starting with color blocking and embracing the addition of bold color to looks.”

### MOCHA MOUSSE

“It’s always interesting to see how the Pantone Color of the Year plays into trends, and Mocha Mousse is such an accessible and salon-friendly color I know we are going to see a lot of it throughout 2025. It’s going to be great to see how different stylists take inspiration from this color and utilize it on their clients in the salon.”



“Working with these two huge brands has opened my eyes to the fact that most stylists just want to learn how to grow, be better, build their business, and do their job more efficiently.

“It’s been great for me to grow within these two roles and improve my skills as an educator. I love being able to give people tips on how to foil or improve their balayage technique, because this is tangible – it’s an immediate return on their investment in education that they can take home with them straight away and use behind the chair.”

When it comes to offering advice to others, Sean has mastered the art of helpful wisdom for stylists. “The first thing is to determine what you are passionate about – do you like to lead a team? Being an educator or salon owner will be great for you. Are you feeling stagnant behind the chair? Enter a competition and get creative! Even if your work doesn’t place, if you feel that fire again, it’s all worth it,” Sean enthused.

“Sam Villa has been a huge inspiration to my career, he has always believed in me and supported me, so find a mentor to help guide you in this industry,” he added. “I never thought I would be good at Avant Garde collections or photoshoots, but getting scared and trying out competition work helped process all the bundles of creativity I had inside.”

And if you keep up to date with Sean, you will know he never stays in one place too long – whether that’s jetting off to help a celebrity get ready for a red carpet or educating on the global stage – and 2025 is no different! “I’m already getting booked up well in advance,” Sean laughed. “I’ll be educating in London and Ireland next year, which is so exciting – I’ve been to London before to visit, but I’ve never taught there or visited Ireland which is a great achievement to tick off the bucket list. I will also be educating for Redken in Madrid, so I’m looking forward to everything this year has in store.” •

“I NEVER THOUGHT I WOULD BE GOOD AT AVANT GARDE COLLECTIONS OR PHOTOSHOOTS, BUT GETTING SCARED AND TRYING OUT COMPETITION WORK HELPED PROCESS ALL THE BUNDLES OF CREATIVITY I HAD INSIDE.”



## SEAN'S DESERT ISLAND PRODUCTS

### Redken Shades EQ

“This has been my favorite forever! It always saves the day – whether that is behind the chair, educating, or on a shoot!”

### Redken Max Hold Hairspray

“This is my go-to for creating and holding any style in place. This is a product that I always reach for, no matter what style I’m working on.”

### Redken Spray Wax

“I always reach for this product when I’m looking to create texture and movement in the hair. It’s great at separating the strands and creating a stunning texture.”

### Redken Acidic Bonding Concentrate Leave-In Treatment

“It’s the perfect softening and repair treatment that works its magic on every hair type.”

### Redken Acidic Color Gloss Heat Protection Treatment

“I use this constantly because when you do lots of beautiful color work, you need to make sure that the hair won’t be damaged by irons and hot tools.”





# COME TO WITNESS HISTORY AT THE NORTH AMERICAN HAIRSTYLING AWARDS

The most prestigious awards ceremony in the beauty industry.



# JUNE 1, 2025

**ALONGSIDE PREMIERE ORLANDO**

ORANGE COUNTY CONVENTION CENTER | CHAPIN THEATER

## TICKETS ON SALE NOW!

Last year's show sold out—secure your tickets today!

**[PROBEAUTY.ORG/NAHA](https://probeauty.org/naaha)**



# SAFIYA WARNER

## ONE2WATCH

Role//  
Stylist/ Educator

Location// NYC

Salon//  
Hair Love NYC

Years Cutting// 10

SAFIYA WARNER'S  
CAREER IN THE HAIR  
INDUSTRY IS ONE  
THAT PROVES THAT  
TENACITY AND TALENT  
COMBINED CAN TAKE  
YOU TO THE TOP. FROM  
HER BEGINNINGS IN  
CORPORATE LIFE TO  
FOUNDING HAIR LOVE  
NYC IN BROOKLYN,  
SAFIYA HAS NAVIGATED  
A PATH DEFINED BY  
HER CREATIVITY AND  
DEEP COMMITMENT  
TO BOTH HER CLIENTS  
AND TEAM. THIS IS HER  
JOURNEY SO FAR.



Safiya Warner's career has blossomed over the past few years. With achievements such as collaborating on BET projects and contributing to braiding for Beyoncé's acclaimed "Black is King," and her involvement in Wella Curl Craft, she has demonstrated an ability to leave a meaningful imprint on the global stage of hair artistry.

However, she didn't start out in the hair industry. In fact, the young Safiya had just attained her bachelor's in mathematics and had begun building a career in corporate America when one day – sat on her couch, speaking to God – she had a revelation.

"I wasn't happy. I was making good money, but there was no fulfillment. I realized I was just living for the weekend. So, I enrolled in beauty school. It's funny though – when I told people I was going to be a hairstylist, they thought I was crazy," she said. "But I knew I needed to do something that made me happy and something where I could connect with people."

And that's exactly what she did. After graduating beauty school, she never halted her education. She would take specialist classes, and network with the course leaders and course colleagues. It meant she started getting noticed.

"Someone passed on my name to Keya Neal, and we ended up building a great relationship, and I even became an educator for Texture VS Race. She

has been an incredible guiding force for me.

"Another time, I was taking a class from Sharon Blain, as was George Alderete. We ended up speaking, and the next thing I knew, he was asking me to work on his collection with him... a collection that ended up winning the Global Image Award at ABS!

"George ended up being one of the best connections for my career. He really opened my eyes to a lot, from a stylist standpoint – connecting me to media, styling concepts – everything. He's been one of my great mentors."

### Know Your Niche

Since beginning her career, Safiya has always been an advocate of protective styling. In fact, her skills in this realm have propelled many of her greatest achievements – including working on Beyoncé's Black is King.

"It's something that I always want to bring awareness to. It's a craft that isn't as valued as it should be. I want to show that protective styling is just as important as color and cutting in straight hair. It's the oldest hairstyle in the world – shouldn't we revere that?"

"My advice to any stylist who wants to grow their skills in protective styling – just do it! Go, take a class. We live in a country where race is too big of a topic, right? So, you're going to feel uncomfortable. But if

there's one place that you will feel welcome is in a class of a bunch of Black women. And I'm speaking to everyone that is not Black when I say that, because people assume that all Black women know how to braid and they don't! Everyone is learning, so it's about finding the confidence to break those uncomfortable barriers and just going for it."


### Going for Gold

Safiya is someone who practices what she preaches, because this year – she's going to take competition season by storm.

"My goals for 2025 are to really push myself when it comes to competitions. I planning to enter a lot this year, and I want to continue building my confidence in that realm. But it's not all about winning for me – it's also about the education that comes along with it all, the connections, the building of a community. When you're authentic to who you are, people who you know work in the same way and are inspired by the same things want to be around you. They want to collaborate with you. They want to build with you.

"At the end of the day – it's all about being unapologetically you. About letting go of caring about what people think of you, and knowing that what you're doing is great. That is if you're doing it from your heart – and if you are, that's a blessing."

"EVERYONE IS LEARNING, SO IT'S ABOUT FINDING THE CONFIDENCE TO BREAK THOSE UNCOMFORTABLE BARRIERS AND JUST GOING FOR IT."



**Role//** Brand  
Ambassador  
Philip Martin's

**Location//**  
Wimbledon, UK

**Salon//** Gina Conway  
**Years Cutting//** 37

**GINA CONWAY**

**OVERSEAS**



FROM STUDYING ACTING AND WAITRESSING, TO BECOMING THE OWNER OF HER RENOWNED EPONYMOUS LONDON SALON AND THE UK BRAND AMBASSADOR FOR PHILIP MARTIN'S – GINA CONWAY HAS MADE HER MARK ON THE UK HAIR SCENE. FOR GINA, IT'S ALL ABOUT DOING IT THE CONWAY WAY... WHICH IS WHY IN THIS ISSUE, SHE'S STYLIST OF THE EDITION.

"I was always that creative, kooky kid in school," Gina told us. "I was always trying out different hair and fashion styles and friends were always asking me to do their hair... I think perming at 13-years-old was pretty naive to try, but try we did!"

Yet, whilst Gina had always had an interest in the craft – she simply 'didn't realize it was a viable option for a career.' And, so, life took her in another direction, as it often does.

"I went into studying acting, and once I had graduated, I was waitressing. It wasn't feeding me creatively – so, I went back to my roots and enrolled in cosmetology school. In my mind, it was only to tie me over 'til I got my big break, but I can look back now and realize that moment was, in fact, my big break."

Gina's career blossomed – with the stylist finding her footing in the world of session styling and editorial work. While on a fashion show in Hawaii, she was scouted by Eileen Ford of Ford Model Agency in New York.

"This really kickstarted my career in the fashion world. In California, my work in fashion was non-stop. But then I met this really cute British boy, and it kind of changed things for me!"

The really cute British boy (Gina's now-husband) definitely did change things for Gina – with the stylist joining him across the pond to set up a new life in the UK in 2001 where she got a coveted role at the John Frieda Salons in London.

"It was incredibly exciting, and something that really shaped my perspective of the salon world. But I knew there was something missing. I really missed that American customer service – and I felt like I could bring that to the UK. So, that's when I decided to open my own salon.

"My first salon was in Fulham, and I just really worked on ensuring every guest got 110%, every time. What made me stand out was that positive, can-do mindset, which I think if anyone is going to open their own business needs to adopt.

"Three years later, I opened my second salon in Notting Hill and then I won the Global salon Business Award for the Best salon in the UK."

Whilst the day-to-day grind has changed for Gina since the beginnings of her career, it still centres around creating a beautiful environment – but not solely for her clients.

"That's one of the most important things. It's a super high priority for me to make sure my team are happy, because if my team have everything they need then to succeed, then we're going to be delivering an amazing service. Business-wise, it's looking at what tools do I have, or do we need to make their lives easier and better? So, a lot of my time is spent doing things like ordering dryers and making call outs for electricians."

Despite constant tasks always arising, Gina still finds time to work three-days behind the chair. But, now she feels a deep personal journey ahead.

"I feel like I'm ready to make the transition into a more creative version of myself. I recently did a three-day Session Styling Masterclass with Anna Cofone, and it was so cool. She's just amazing, and it was great to explore that creative facet of myself with her. It really made me want to get back into session work, and more artistic image creation.

When asked what advice would Gina give someone who wanted to have a successful career in the industry... "Sprinkle some fairy dust every day, and bring some positive energy to the world, take that little bag of goodness wherever you go, and just shake it around." •

"HAVING BEEN BROUGHT UP IN THE U.S, I REALLY MISSED THAT STYLE OF AMERICAN CUSTOMER SERVICE – AND I FELT LIKE I COULD BRING THAT TO THE UK."



**Color of the  
year 2025**

**PANTONE**

ANNOUNCING THE PANTONE® COLOR  
OF THE YEAR 2025: PANTONE 17-1230  
**MOCHA MOUSSE**

RICHLY DELICIOUS AND OH SO DECADENT,  
THIS YEAR'S PANTONE COLOR OF THE YEAR  
IS MOCHA MOUSSE. IS 2025 THE YEAR OF THE  
NATURALS AND NEUTRALS? OR WILL YOU BE  
TEAM WGSN FUTURE DUSK?



ANDREW SMITH

# PANTONE

## ANDREW'S THOUGHTS

Celebrating 2025's oh-so delicious and indulgent Pantone of the Year, milk\_shake Global Ambassador Andrew Smith shares his thoughts.

"I totally welcome these uber versatile tones as I feel they are achievable for the majority. I love the richness which has an elegant

warming affect that connects well to nature with an earthy feel .

"Just like with our coffee drinks we can add more cream to subdued the strength or we can add more chocolate for a warmer more vibrant flavor.

"I see 'mocha mousse' being everywhere this year and once again milk\_shake had predicted this trend with their launch of mocha tones within their portfolio recently."

## FORMULA:

Mocha Mousse made with milk\_shake Smoothies Demi-permanent color...

**OVERALL:** Smoothies ¼ 5.8 with ¾ 6.81

**PRE-LIGHTENED AREAS** - selected areas of Smoothies 8.41 and selected areas of Smoothies 10.08

ANTOINETTE BENDERS  
& IAN MICHAEL BLACK

Photography//  
Michael Haug.

# PANTONE

## IAN'S THOUGHTS:

"Mocha Mousse is the perfect shade to be translated to hair color. Soft with a hint of warmth, it is beautifully flattering to most skin tones," he explained. "This versatile hue can be tailored to reflect individual style, whether as a perfect base for subtle highlights or as an all-over expression of the shade."

## ANTOINETTE'S THOUGHTS:

"Inspired by the 2025 Pantone Color of the Year, Mocha Mousse captures connection, comfort, and harmony in a rich, velvety hue," she told us. "This color blends timeless elegance with contemporary sophistication, answering the global desire for warmth and comfort. It's a versatile choice for those seeking a refined yet approachable style."

## WHAT'S THE SECRET?

For those eager to embrace Mocha Mousse, the Details campaign provides inspiration for both understated elegance and bold transformations. Think subtle balayage for a soft, sun-kissed effect or a deep, uniform tone that exudes confidence and sophistication.

In the campaign imagery, Antoinette and Ian have curated styles that accentuate the richness of Mocha Mousse, from glossy blowouts to romantic waves. The common thread weaving the campaign together? Healthy, nourished hair that glows with vitality.

Central to the Details campaign is Aveda's Botanical Repair system, a plant-powered technology designed to strengthen hair from the inside out. The system works by building bonds at the molecular level, providing resilience and shine that make Mocha Mousse even more stunning.



"RICH AND  
NURTURING, THIS  
SHADE WILL BE THE  
DEFINITE GO-TO  
COLOR FOR 2025."

TAMARA DI LULLO



# PANTONE

As one of the more muted and natural Pantone Color of the Year selects for the past few years, this offers a beautiful option for clients wanting to go a simpler, chic, and dare we say "demure" option for nail clients (oh that is so 2024!).

Global CND™ Team member, and owner of Candy Nail Bar in Montreal, Canada, shares her thoughts on this year's Pantone, and how you can adapt it for your clientele!

## TAMARA'S THOUGHTS:

"2025's Pantone Color of the Year is here: Mocha Mousse! CND™ has the perfect shade for every occasion. Here are my top 3 favorite picks from CND™ SHELLAC™ and CND™ PLEXIGEL™ to achieve your Mocha Mousse inspired nail looks:

### WE WANT MAUVE

"CND™ SHELLAC™ in WE WANT MAUVE is a creamy dream, this shade has just the right amount of mauve added to the neutral brown base that it makes it universally flattering"

### SATIN PAJAMAS

"CND™ SHELLAC™ in SATIN PAJAMAS is one of my favorite warm sheers of all time. This is the perfect base for brown nail art or a deep classic French."

### SPICED TAFFY

"CND™ PLEXIGEL™ is the perfect builder gel for natural nail overlays or enhancements when you want that taupe undertone."



JANE BODDY

# GOLDWELL COLOR OF THE YEAR:

# ORANGE GLOW

Goldwell, the expert in hair color, is thrilled to reveal its trend color for 2025, COLOR OF THE YEAR: ORANGE GLOW. This vibrant color evokes a sense of beauty and sophistication and has been meticulously selected to capture the essence of 2025's trends, expressing the dynamic spirit of this year.

## COLOR FORMULA

### FORMULA 1: TOPCHIC 40 ml

System Developer  
Lotion 3% (10 vol.)  
+ 30 ml Topchic 8KG  
+ 10 ml Topchic 700@GK  
+ 15 drops System @Pure  
Pigments Pure Yellow  
+ 6 drops System @Pure  
Pigments Pure Orange

### FORMULA 2: ELUMEN

20 ml Elumen GB@9  
+ 10 ml Elumen KK@all  
+ 1 ml Elumen Pk@all

### FORMULA 3: COLORANCE 30 ml System

Developer Lotion 2% (7 vol.)  
+ 10 ml Colorance  
Pastel Peach  
+ 5 ml Colorance 700@GK

## JANE'S THOUGHTS:

Goldwell's COLOR OF THE YEAR is the result of a co-creation process and created in close collaboration with Jane Boddy, Trend Forecaster, Goldwell International Artist, Agnes Westerman from The Netherlands as well as Jools Purchase (Australia) and Kylie Bussing (USA), members of Goldwell's Color Collective, the global community of talented and digital-savvy color professionals.

"ORANGE GLOW is more than just a color; it's a statement. This hue illustrates a perfect balance of warmth, vitality, and elegance. Its glowy undertones and bright energy make it a versatile choice for 2025 to inspire creativity and innovation, making it an essential color for the year ahead," said Jane Boddy.

50 YEARS  
TOPCHIC





# CELEBRATING COLOR EXCELLENCE

Unlock your passion for True Color Excellence with Goldwell.

**Topchic** permanent hair color offers best-in-class performance for true-to-tone results. Discover over 120 shades with superior grey coverage and reliable durability. For an incredibly caring color service and the same trusted performance, try **Topchic Zero** ammonia-free permanent hair color.



# GOLDWELL

#GOGOLDWELL    



MYKEY O'HALLORAN

# FUTURE DUSK

YOU MIGHT HAVE HEARD ABOUT THE PANTONE SHADE OF THE YEAR, MOCHA MOUSSE, BUT HAVE YOU SEEN THE WGSN COLOR OF THE YEAR? IF YOU WANT A LITTLE MORE SPUNK IN YOUR STYLE... WGSN'S FUTURE DUSK IS GOING TO BECOME YOUR GO-TO! WE CAUGHT UP WITH MYKEY O'HALLORAN – MANIC PANIC GLOBAL AMBASSADOR & HEAD EDUCATOR – TO FIND OUT MORE...

While the Pantone Shade of the Year, Mocha Mousse, has been hitting the headlines and the salon circuit – it might not be your cup of tea (or, well, mocha)! In the spunky and punky world of Manic Panic, the WGSN Color of the Year is the shade that's shaking things up! WGSN have crowned Future Dusk as the Color of the Year – with the dark, moody and intriguing

hue offering a fresh take on a dependable dark blue, and manages to feel simultaneously familiar and futuristically otherworldly.

"I'm honestly obsessed," Mykey O'Halloran, Manic Panic Global Ambassador & Head Educator, told us. "I love that it's deep, moody and reflective – the perfect balance of purple and blue to create depth. It's got that

mysterious feel, while being bold.

"The blue and violet base makes the hair really shiny. Because it's an ash base, on a deeper level, it also gives an oil spill effect with a metallic shine. It's chic – in the sunlight, reflecting its full vibrance, but indoors, it appears as a dark base with a subtle hint of color!"

“THE BLUE AND VIOLET BASE MAKES THE HAIR REALLY SHINY. BECAUSE IT’S AN ASH BASE, ON A DEEPER LEVEL, IT ALSO GIVES AN OIL SPILL EFFECT WITH A METALLIC SHINE. IT’S CHIC – IN THE SUNLIGHT, REFLECTING ITS FULL VIBRANCE.”



The shade offers a sense of mystery and escapism, feeding into themes of transition, making it perfect for a period of immense change. But whether your client is starting out the year with a complete image overhaul – or your colorfiend client is ready for their next fix – Future Dusk is set to be the go-to.

“It would be fun to do this color on someone that’s used to being brunette,” Mykey added. “It would add tone and reflection to the hair, as well as vibrance. But what I love about this shade is that there are no restrictions on who can wear it! It would suit any age, any skin tone... well, anyone! It’s also because it’s low maintenance, because blue pigment stays in the hair really well.”

We asked hair and color expert, Mykey, what kind of looks he would create with the tone. He told us the color would look amazing as an ombre

on brunette hair, with color melting from the deep natural hair color to Future Dusk, adding: “It would also be a super effective and striking look as dip dyed ends on a blonde, or even as a money piece in the front on lighter hair for contrast!”

But we know that for all those colorists out there – creative freedom is what gets you going! Mykey is no different – with the educator and master stylist telling us that this shade is ‘so fun’ because you can create custom versions of the color for each client.

“Tweaking the ration of shade can really change up the results,” he said. “It’s great fun! It’s always exciting to offer your clients the latest trending colors, not only inspired by the hair world, but what’s totally trending for that year – such as Future Dusk. I love that you can deliver that to your clients, especially when I know they love it!”

#### MYKEY’S HOW-TO

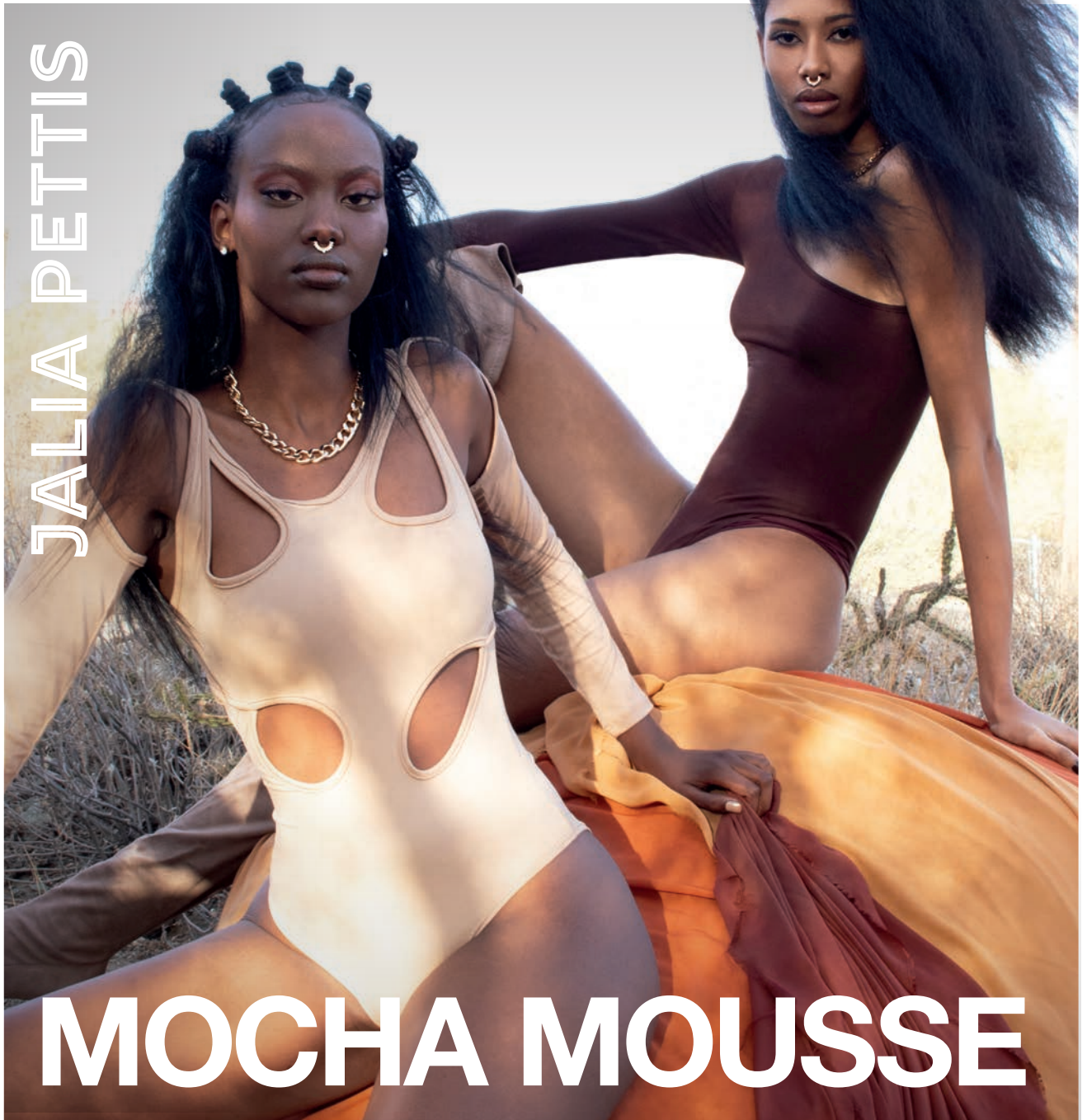
“For my Future Dusk formula, I’d use half a jar of Manic Panic’s deep purples – such as Deadly Nightshade or Deep Purple Dream – depending on the desired result. For the blue, I’d add Shocking Blue for a vibrant reflection or After Midnight for a deeper, richer tone if the client wants something more subtle and moody. In the finished look, I also added highlights of Voodoo Blue throughout the hair to create contrast and dimension. If you want the color an even deeper shade, add a few drops of Manic Panic’s Blue Panther to darken the base. Mix it thoroughly to ensure the color is evenly distributed, swatch it on a piece of white paper, and repeat as needed until you reach your desired depth.”

#### MYKEY’S PRO TIP

“To keep the color vibrant and long-lasting, I recommend washing with Manic Panic’s ‘Not Fade Away’ shampoo and ‘Keep Color Alive’ conditioner in cool water and limiting heat styling as much as possible. Clients can extend the color further by using Manic Panic’s Love Color- Color Depositing Conditioner. For this shade, I’d mix Purple Rose and Blue Valentine in a 1:1 ratio.”



JALIA PETTIS



# MOCHA MOUSSE

MULTIHYPHENATE JALIA PETTIS,  
VISIONARY BEHIND 3JAY PRODUCTIONS  
AND AWARD-WINNING HAIR AND  
MAKEUP ARTIST, STARTED 2025 FEELING  
MOTIVATED. SHE KICKED OFF THE YEAR  
WITH A COLLECTION INSPIRED BY  
THE PANTONE COLOR OF THE YEAR,  
MOCHA MOUSSE.





**Creative Director,  
Hairstylist, Makeup  
Artist & Wardrobe  
Stylist//** Jalia Pettis.

**Hair Assistant//**  
Laine DeNigris.

**Photographer//**  
De Loré.

**BTS Content//**  
Marlene Cline.

**Models//**  
Jazmine Pettis,  
Phoenix Johnson,  
Shannon Kimora,  
Erika Kagame.

## JALIA'S ON-SET BEAUTY BAG

### Hair:

- Nicky Clarke Flat Iron & Blow Dryer
- GHD .5 Curling Wand
- ATIV Edge Control & Hair Oil
- Ouidad All In One Leave In Conditioner
- MoroccanOil Heat Protectant
- Mizani Styling & Finishing Spray

### Makeup:

- Bobbi Brown Cosmetics Foundation,  
Cream Blush & Highlighting Powder
- Visearth Eyeshadow Palettes
- Ardell Lashes
- Made By Mitchell Curve Case
- Beekman 1802 Milkshake Toner
- Skindinavia Setting Spray
- NAILS Inc. – Kourtney  
& Madison



Each year, companies and trend forecasting bodies like Pantone and WGSN announce their predictions for the year to come. For 2025, Mocha Mousse and Future Dusk reigned supreme. But what can you as a creative do with this information? Well Jalia created a whole collection.

"The Pantone Color of the Year, Mocha Mousse, is a cool-toned brown, while the WGSN Color of the Year, Future Dusk, is a beautifully neutral indigo," explained Jalia.

"These two shades complement each other perfectly and will undoubtedly make an impact across the beauty industry. From hair color trends to makeup palettes, as well as fashion and interior design, these colors will be

seamlessly incorporated, offering versatility and sophistication."


Jalia continued: "This collection draws its inspiration from the Pantone Color of the Year, Mocha Mousse. The warm, rich tone instantly evoked thoughts of coffee. I envisioned the mesmerizing swirls that form when cream is added and blended, creating a sense of movement and fluidity."

Sharing a little bit about the process of pulling this collection together, Jalia explained: "The process began with selecting the models. I aimed to feature individuals of varying ethnic backgrounds and hair textures to emphasize diversity and representation. Much like the blending of coffee and creamer, I wanted the

models to complement one another while showcasing their unique qualities.

"Next, I curated their wardrobes to suit their body types, incorporating minimalistic accessories to maintain a clean, cohesive aesthetic. For their hairstyles, I chose looks that not only complemented their natural textures but also highlighted movement and flow.

"The makeup was kept within a monochromatic brown palette to align with the overall theme. Interestingly, none of the models had worked together prior to this shoot. Watching them create a sense of synergy on set was a truly beautiful and inspiring aspect of the process."

A hairdresser wearing a brown hat and a blue vest over a white shirt is styling a woman's long, wavy blonde hair. The woman is looking to the side with a slight smile. The background is a soft-focus salon setting.

WE ARE OFFICIALLY IN 2025, AND IT HAS BEEN  
NOTHING SHORT OF EVENTFUL SO FAR. THIS  
ISSUE, WE ARE EXCITED TO INTRODUCE A  
NEW TEAM OF COLUMNISTS, NEW TRENDS,  
TECH AND TIPS – ALL TO MAKE 2025  
A YEAR TO REMEMBER.

# NEW YEAR



# PASSION, HAIRCARE AND A WHOLE LOT OF HEART

**SUBSCRIBE**  
**\$10.00 OFF WITH**  
**CODE VFEVO**



**ANNUAL**  
**SUBSCRIPTION**

Includes FREE postage

Just \$80.00 with code VFEVO

**VERNON FRANÇOIS**

▲ OLAPLEX Global Ambassador,  
L'Oréal PPD, Ulta Beauty Pro Team.

IF YOU READ OUR LAST EDITION OF SALONEVO, YOU WILL KNOW ALL ABOUT VERNON AND HIS STORY AS OUR STYLIST OF THE EDITION! BUT NOW, YOU'LL GET TO KNOW VERNON FROM A WHOLE NOTHER ANGLE – AS ONE OF SALONEVO'S NEWEST COLUMNISTS!

Let's get one thing straight: hair is more than just hair. It's identity. It's expression. It's history. And for me, it's been my life's passion and purpose. I'm **Vernon François**, and if you ask me, there's no such thing as "good hair" – only hair that's loved, cared for, and embraced for its beauty. My mission is to make sure every person who crosses my path knows that their hair is not only amazing, but also worth celebrating... every single strand of it.

I've spent enough time in this industry to witness a wide spectrum of experiences. From red carpet glam to the chaos of backstage at fashion week, from quiet moments in the salon to high-energy educational seminars in front of thousands, I've had my hands – and heart – fully immersed in all-things-hair. Sure, I'm self-taught (with some certificates to show for it), but being dyslexic has given me a creative edge that I wouldn't trade for the world. It allows me to see hair differently, to approach it with fresh eyes and an open mind, and to connect with people on a level that goes far beyond what's happening on their heads.

But let's keep it real: the beauty industry can be a little intimidating at times. Trends come and go

faster than TikTok challenges, and let's not even start on the endless debates over what products work best for which textures. My approach? Forget the noise. Haircare should feel empowering, not overwhelming. I'm here to make the journey as joyful and intentional as possible – whether that's helping someone rediscover the beauty of their gray hair, demystifying consultations (seriously, they're not as complicated as they sound), or helping professionals and clients alike understand the bigger picture when it comes to hair health.

Speaking of bigger pictures, let's talk about texture for a moment. "Texture" is such a buzzword these days, but what does it really mean? For me, it's about more than just curls, coils, or waves. It's about representation. It's about acknowledging how the language we use – whether in salons, on packaging, or in advertising – shapes perceptions and, yes, even biases. My goal is to spark conversations that challenge these norms, and change them for the better.

And while we're at it, can we normalize talking about topics like hair loss without the awkwardness? Whether it's from stress, aging, pregnancy, or genetics, hair loss impacts so many people, and yet it's often swept under the rug (pun intended). I believe these conversations are necessary – not just for finding solutions but for building empathy.

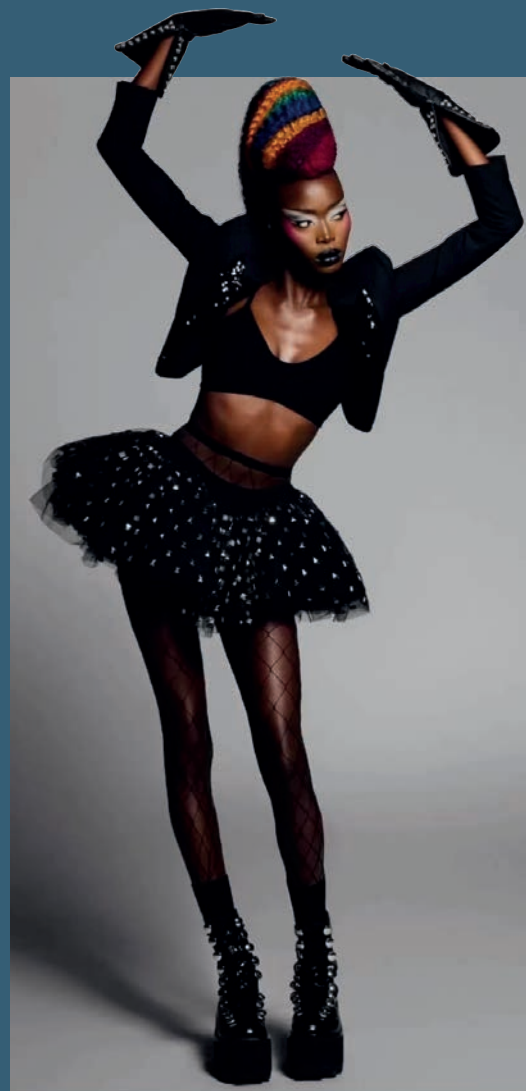
At the end of the day, I'm just a guy who loves what I do. I love the craft, the creativity, and most importantly, the people. Hair is personal, and so is my approach. Whether it's a client in the salon, a celebrity on the red carpet, or a reader of this very column, my goal is always the same: to uplift, inspire, and remind you that your hair is a crown, no matter how you choose to wear it.

So, let's keep the conversations going. Let's keep learning, challenging, and growing – together. Because haircare isn't just about products or techniques; it's about connection, understanding, and a whole lot of love.



"MY MISSION IS TO MAKE SURE EVERY PERSON WHO CROSSES MY PATH KNOWS THAT THEIR HAIR IS NOT ONLY AMAZING, BUT ALSO WORTH CELEBRATING... EVERY SINGLE STRAND OF IT."

By MICHELLE O'CONNOR



SIX-TIME NAHA AWARD WINNER, GLOBAL ARTISTIC DIRECTOR FOR L'ORÉAL MATRIX AND MEMBER OF ULTA BEAUTY PRO TEAM, MICHELLE O'CONNOR ADDS ONE MORE TITLE TO HER BIO: SALONEVO COLUMNIST! THIS ISSUE, SHE TELLS US HER PREDICTIONS FOR 2025, WHILE REFLECTING ON THE WINS OF 2024.

### REFLECTING ON 2024

#### Personal Wins

When you enter a new year, I think it is always good to reflect on some of the successes of the previous year. Here are some of mine!

- 1. Hallmark x Ulta Beauty Commercial:** I was the key hair artist for this commercial, showcasing my expertise on a major platform and collaborating with the Ulta Beauty Pro and Design Hair Team.
- 2. Global Brand Negotiations:** I engaged in ongoing discussions with Bellami, Olaplex, and Wella, solidifying my position as a sought-after artist and educator in the haircare industry.
- 3. Creative Contributions to Black History Project:** Alongside Vernon François, I was selected to contribute to Ulta Beauty's Black History project, emphasizing my influence and representation in the beauty space.
- 4. America's Beauty Show 2025 Prep:** I created imagery for this prestigious event, highlighting my artistry and creativity.

**5. Leadership in Haircare Vision:** I have been shaping the future of my haircare brand with a unique vision that embraces diversity, unity, and global best practices.

**6. Published Articles:** I worked on insightful pieces like 'Curly Bob Ideas' and 'What Is a Fluffy Silk Press,' reinforcing my role as an authority in hairstyling and textured haircare.

**7. Social Media Success:** I consistently created engaging content, including reels and carousel posts, earning recognition for my artistry and collaborations.

#### Industry Wins

**1. Legislative Wins for Textured Hair Education**  
This year marked a pivotal shift in inclusivity as several states required cosmetology schools to include textured hair education in their curricula. These changes ensure future stylists are equipped to work with all hair types, breaking down barriers and biases. Notable states like California, Connecticut, Minnesota, and New York led the

way in passing legislation to mandate textured hair training. Movements like L'Oréal's 'Texture of Change' emphasized the need for standardized education to cater to diverse hair textures.

**2. Innovations in Technology for Haircare**  
Technology continues to redefine haircare, making it more personalized and accessible. AI-driven diagnostics allow apps and tools to analyze hair health and suggest personalized care routines. Multifunctional styling tools, like smart hair dryers and automated curlers, enhance convenience.

**3. The Social Media Revolution in Haircare**  
Social media platforms like Instagram, TikTok, and YouTube amplified education, artistry, and community connection in the hair industry. Short-form content showcased techniques like silk presses and curly bob transformations. Campaigns like 'Texture Tuesday' expanded awareness about natural and textured hair. Virtual consultations allowed stylists to connect with clients globally, offering expert advice in real-time.

#### 4. Scalp and Hair Health Innovation

2024 saw a surge in products addressing scalp care, emphasizing its role in overall hair health. Micellar and clarifying treatments maintained clean, healthy follicles, while growth serums and biotin-infused treatments became popular. The industry embraced holistic approaches, mirroring trends in skincare.

#### 5. Inclusivity and Diversity in Product Development

Brands made significant strides in creating products for textured and curly hair. Customizable solutions that cater to curl type and porosity gained traction. Clean and ethical haircare products, using natural and sustainably sourced ingredients, resonated strongly with consumers.

#### 6. Global Collaboration and Knowledge Sharing

The industry's movement toward cultural and global inclusivity has been inspiring. Professionals embraced shared best practices across continents, blending techniques from diverse haircare traditions.

#### 7. Artistic Expression on Digital Platforms

Social media continued to drive artistry in 2024. Stylists used platforms to share innovative techniques, offering inspiration to both professionals and consumers. Your contributions-through reels, articles, and campaigns-highlighted the limitless possibilities of textured hair styling.



**SUBSCRIBE**  
\$10.00 OFF WITH  
CODE MOEVO



**ANNUAL  
SUBSCRIPTION**

Includes FREE postage

Just \$80.00 with code MOEVO

**MICHELLE O'CONNOR**

Global Artistic Director for  
L'Oréal Matrix  
@michelleoconnorbeauty



## LOOKING FORWARD TO 2025

### Trend Predictions:

#### 1. Hair Color: Dimensional, Healthy, and Artfully Placed

Hair color will center on wearable elegance, strategic boldness, and health-first techniques:

- **Blonde Evolution:** Creamy blondes, golden highlights, and reverse balayage for depth and shine.
- **Dimensional Naturals:** Rich brunettes, glossy espresso, and muted coppers offer understated luxury.
- **Bold Reds:** Burnt copper, cherry cola, and plum reds bring vibrant sophistication.
- **Strategic Placement:** Face-framing highlights, peekaboo tones, and subtle block coloring add creative, low-commitment accents.
- **Texture-Safe Innovation:** Color processes tailored for curl and coil patterns prioritize moisture retention and bond protection.

#### 2. Hair Extensions: Seamless Transformation and Texture Inclusivity

Extensions will serve as versatile styling tools for length, volume, and color experimentation:

- **Texture Matching:** Brands like Bellami and True + Pure Texture expand offerings for kinky straight, coily, natural wave, and fine textures.
- **Invisible Applications:** Techniques like hand-tied wefts, micro-links, and tape-ins deliver seamless, natural results.
- **Extensions for Color:** Low-commitment options for highlights, balayage effects, and bold tones avoid chemical processing.

#### 3. Haircuts: Tailored Shape, Precision, and Movement

Cutting trends prioritize shape, movement, and customization for all hair types:

- **Blunt and Structured Cuts:** Sharp bobs and polished lobs for clean, minimal finishes.

- **Soft Layers:** Invisible layering enhances movement and weight balance.
- **Modern Shags:** Volume-driven cuts adapted for waves, curls, and coils.
- **Curly-Centric Shapes:** Rounded and tapered cuts tailored for natural movement and volume.

#### 4. Braids, Locs, and Protective Styles: Tradition and Innovation

Braids and locs embrace cultural roots while evolving with modern artistry:

- **Modern Braids:** Knotless boho braids, tribal-inspired patterns, and accessorized finishes.
- **Loc Trends:** Sister locs, micro locs, freeform locs, and loc extensions offer versatile options for clients embracing natural styling.

#### 5. Care: For Curls, Natural Texture & Scalp

Curl care will celebrate softness, definition, and hydration:

- **Fluffy and Frizz-Forward Styles:** Voluminous wash-and-gos, twist-outs, and tapered Afros embrace fullness.
  - **Hydration-First Products:** Advanced masks and leave-ins address high-porosity curls and coils.
  - **Definition and Movement:** Techniques like finger coils, braid-outs, and twist-outs refine texture while maintaining health.
- Styling will evolve to meet the needs of natural clients and a growing "straight hair naturals" category:
- **Straight Hair Naturals:** Non-chemical smoothing techniques like silk presses deliver sleek results while preserving natural integrity.
  - **Fluffy Natural Movement:** Controlled frizz and texture styling celebrate softness, volume, and natural patterns.

Scalp care will become a cornerstone of professional services:

- **In-Salon Therapies:** Detox treatments, exfoliation, and hydration masks promote scalp balance.

# THE COLOR OF 2025

THERE IS NO QUESTION THAT HAIR COLOR WILL BE REVOLUTIONIZING THE BARBER WORLD THIS YEAR – AND CHRYSTOFER AND HANNAH BENSON, THE MASTERMINDS BEHIND L3VEL3 KRAY COLOR KNOW MORE ABOUT CREATIVE AND COLOR TRENDS THAN MOST. THIS YEAR, THIS POWER DUO WILL BE SHARING THEIR INSIGHTS INTO THE CREATIVE WORLD OF MEN'S HAIR.

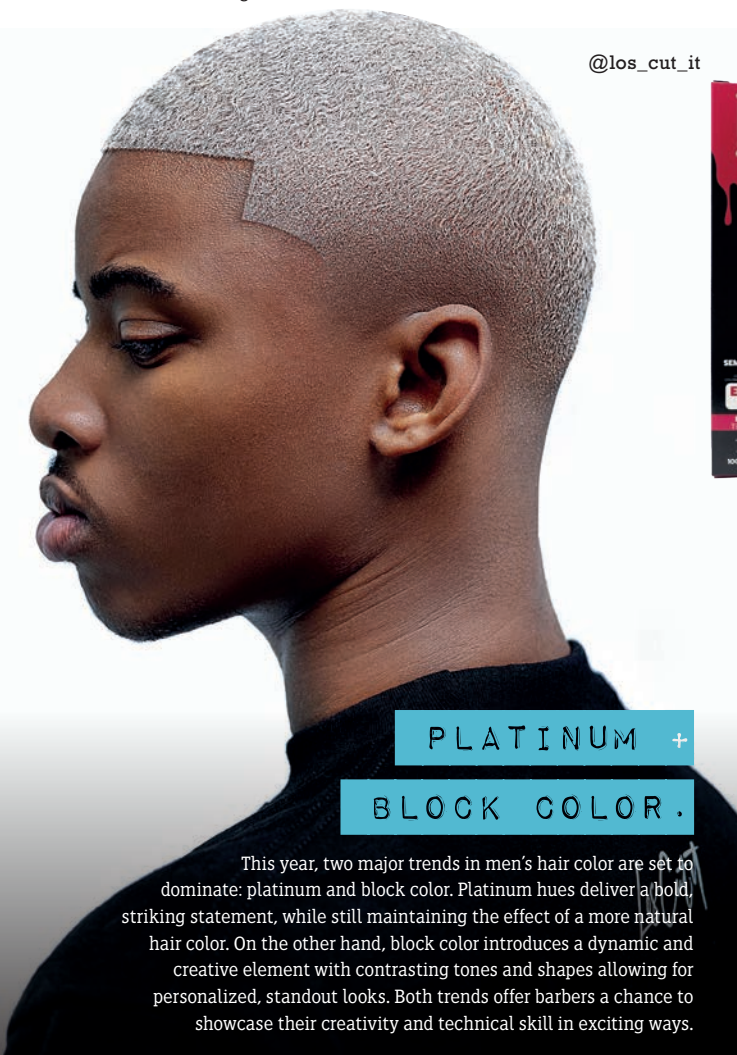
There's no question that hair color will be revolutionizing the barber world this year. Barbering has been front and center over the past few years, leading the charge in grooming and men's styling. Now, barbers are expanding their creativity and services into the color world, leveraging this exciting medium to elevate their artistry and business offerings. This shift signifies a monumental opportunity for barbers to diversify and deepen their connection with clients while pushing the boundaries of traditional barbering.



Cut: @los\_cut\_it  
Color: @taylormade\_46



@los\_cut\_it



PLATINUM +  
BLOCK COLOR.

This year, two major trends in men's hair color are set to dominate: platinum and block color. Platinum hues deliver a bold, striking statement, while still maintaining the effect of a more natural hair color. On the other hand, block color introduces a dynamic and creative element with contrasting tones and shapes allowing for personalized, standout looks. Both trends offer barbers a chance to showcase their creativity and technical skill in exciting ways.



GAME CHANGERS.

When talking about color, a few key products stand out as game-changers for 2025:

- **LIT Lightener** - The ultimate tool for barbers and stylists, LIT delivers incredible lifting power while protecting the hair's integrity. It's a must-have for creating those stunning platinum looks.
- **L3VEL3 Violet Shampoo** - Incredibly pigmented and designed to neutralize brassy tones, this shampoo is essential for achieving the perfect cool-toned blonde or maintaining a platinum finish.
- **KRAY Color** - Offering an endless palette of vibrant hues, KRAY empowers barbers to bring their most creative visions to life. Whether it's bold block colors or subtle

- accents, KRAY delivers consistent, high-quality results.
  - **L3VEL3 Sulfate-Free Shampoo** - Designed to maintain vivid colors and extend the life of bold, creative looks, this shampoo is gentle on the hair while preserving its vibrancy.
  - **L3VEL3 Hair Serum** - Essential for post-color care, this serum protects against heat, locks in moisture, and leaves hair looking healthy and polished.
- By incorporating these products into their repertoire, barbers can ensure their clients' hair not only looks incredible but also feels amazing – setting the standard for 2025 and beyond.

**SUBSCRIBE \$10.00 OFF ANNUAL SUBSCRIPTION** Just \$80.00 with code CHBEVO Includes FREE Postage

▲ CHRYSTOFER AND HANNAH BENSON L3VEL3 Directors @cbensonhair, @hannah.patricia.benson



# HI-FIVE FOR '25

## NAIL TRENDS //

## MICHELLE SOTO.

Nail art extraordinaire and Booksy Global Ambassador, Michelle Soto is back with her vision for nails in 2025. Cat eyes and chromes... oh we are just scratching the surface.

### Look Back to Look Ahead – Michelle's fave trends of 2024:

"In 2024, I absolutely loved the chrome trends, encapsulations with gels, and abstract designs. Cat eye effects also stood out as one of my favorites – they're so mesmerizing and versatile."

### Michelle's Crystal Ball

"I think chromes, iridescent finishes, and cat eye effects will continue to be huge in 2025. Additionally, designs inspired by sea vibes are timeless and will remain a popular choice."

- Nail shape: Classic almond is a clear favorite for its elegance and versatility, especially among consumers.

- Nail length: Short to medium-long lengths will dominate as they balance practicality with style.

- Advanced nail art: Realism and cartoon-inspired nail art will continue to shine. These designs consistently deliver eye-catching results and allow for endless creativity.

- Simple nail art: Simplicity will always have its place. Cat eye effects, chromes, and colorful variations of the classic French manicure will remain favorites for their timeless appeal.

- Colors/sparkles/chromes/gems: 2025 will be all about iridescent finishes, glitter, neutral tones, and rich mocha shades. Gems are also making a big comeback, adding a bold yet sophisticated sparkle to nail designs.

### What's in Michelle's Kit?

"My must-haves include builder gels, acrylic and acrygel for its durability, cat eye effects for that mesmerizing look, and gel paints for creating groovy and intricate nail art. These staples never fail to deliver stunning results."



## MAKE UP TRENDS //

## COOL GIRL NUDE.

With the Pantone Shade of the Year being Mocha Mousse, and the '90s supermodel look filling our FYP's and runways once more – it's easy to see that the Cool Girl Nude is going to be your go-to this year. Cooler, grungier, and more ethereal than the warm teddy-nudes we've seen the past few years – we're breaking down how you can get the look for your client.

2025 is the year where Angelina Jolie (in her Billy Bob era) is the ultimate inspo. Stars such as Gabriette, Amelia Gray Hamlin, and Charli XCX, are our favorite referenceS... which means that Cool Girl Nude is the way to go. Cool, grungy, and verging on gray – the Cool Girl Nude palette is not only a whole vibe, but a whole look.

Lips are the key part of the look, and can look different on everyone.

Remember, nude shades look vastly different depending on skin tone. But never fear, MAC is here! The iconic brand has just recently released their updated Nude Collection. Some old favorites, such as Velvet Teddy, have returned with a twist. Say hello to Cool Teddy! The iconic shade Spice, worn by '90s icons, such as Pamela Anderson, Linda Evangelista, and Naomi Campbell, has also had a comeback, with Cool Spice set to shake up the beauty scene.

Another hallmark of the Cool Girl Nude look, is the eyes. The look is decidedly moody and conjures the quintessential '90s grunge muse vibe. Morphe's 18CT Matte Essentials Artistry Palette is the perfect addition to your kit, giving you the freedom to play with your client's style.



DIVERSIFYING YOUR SALON OFFERINGS ISN'T JUST ABOUT ADDING A SERVICE – IT'S ABOUT TRANSFORMING YOUR BUSINESS. FOR VIRGINIA BEACH-BASED BARBER, CAITY, THIS EVOLUTION CAME THROUGH MASTERING MEN'S CUTS AND DISCOVERING THE RIGHT TOOLS.



# EXPAND TO ELEVATE

We all know that in the ever-evolving world of hair, versatility is inherently important. As we move into 2025, it seems that many in the hair milieu are discovering the value of diversifying their skills – not just for their clients but for their business. One pioneer of this ethos is Caity...

Caity started her career in women's hair after earning her GED and attending cosmetology school. She had built a flourishing career in the salon world, but left it to walk another path.

"I stayed home with my kiddos for eight years," she shared. "I kept my license current and did hair on the side, but the industry had changed so much by the time I was ready to come back. I didn't want to go back to apprenticing in a salon, so I decided to teach myself men's hair."

And despite starting her journey into men's hair with nothing more than YouTube tutorials and practice on her ex-husband, Caity managed to land her first job at a men's hair franchise.

"I taught myself everything – how clippers work, how to use them – and within six months, I became really good. I moved on to a barbershop, which was the best thing for me, because I got to work with such a diverse clientele. I also learned so much from everyone there," she explained.

### Stylist to Educator

Caity's reputation as a versatile barber and stylist quickly caught the attention of local salon owners.

"One day, a salon owner reached out and asked if I'd teach her team how to use clippers and cut men's hair," Caity recalled. "I said yes! I was so excited when I got the feedback from that first class – it was incredible. The stylists told me it was the best class they'd ever taken."

Since then, Caity's work in education snowballed. Now Caity is hosting regular workshops, and teaching stylists how to integrate barbering techniques into their salon services.

"A lot of my students are colorists looking to make use of downtime. While their clients' color processes, they can fit in a quick men's cut. That's how you double your income, without extending your hours," she said.

Her workshops also include a crucial segment

on tools. "I always tell my students, 'You need a high-quality clipper that's versatile and reliable. It's an investment that will pay off quickly.'"

And #1 recommendation? Heiniger clippers, which she uses exclusively in her own shop.

### Homing In on Heiniger

Caity discovered Heiniger tools after being recommended them by Lee Resnick, founder of Barbershopconnect, and she hasn't looked back.

"Some clippers are great for fades, but struggle with bulk, or they can't handle textured hair. With Heiniger, I tested the tools on every hair type in my chair, from straight to curly, fine to coarse. They worked flawlessly on all of them.

"The Sirius, which is a bladed clipper – a style of tool that is not as common here in the US – is incredibly powerful, without being bulky or overheating. It's really changed my mind about bladed clippers as a whole."

But it's the Tauro that has become Caity's cutting companion. The Tauro's lightweight design has been a game-changer for Caity, with the tool optimising her work – despite her 'small hands' and packed schedule.

"I'm a one-clipper girl," Caity said. "The Heiniger Tauro has become my go-to. It's lightweight, fits perfectly in my small hands, and stays cool even during back-to-back appointments. When you're using the same tool back to back, you need something that's not going to overheat or get uncomfortable in your hand.

"The Tauro is so quiet and cuts like butter. It doesn't matter if I'm trimming fine hair or working with coarser textures; it handles everything. That's why it's the only clipper I need. But, even with the Sirius, you can swap blades quickly and easily. It also doesn't get hot like other clippers. It's perfect for detailed work

and stays cool throughout your service."

### Efficiency X Versatility

Caity's ability to manage a diverse clientele with just a few tools is a testament to her expertise and her trust in Heiniger.

"I've tested these clippers on every hair type – fine, coarse, straight, curly – and they've never let me down. That's why I recommend them to my students. They're versatile, reliable, and make your job easier," she said.

### Efficiency and Expertise

For Caity, the Heiniger tools align perfectly with her swift, but meticulous approach – with the hair artist telling us: "I work quickly – 30 minutes per appointment – but my clients never feel rushed because these clippers make my job seamless. I can focus on the artistry, not on switching between tools."

Whilst this is in part due to the elite engineering of the Heiniger tools, it's also due to the trust she has in them.

"I tell my students that a good-quality clipper is an investment in your skills and your business. Cheap tools create mistakes that cost you time and stress. With Heiniger, I can trust that every cut will be smooth and precise.

"Not only that, the Tauro's quiet motor and ergonomic design has my clients commenting on how gentle and relaxing the experience is. For me, it's about delivering that confidently, without compromising on speed or quality.

"Good tools are an investment that pays off," Caity added. "When you have a tool you trust, it shows in your work. Clients pick up on that energy. Confidence isn't about being cocky; it's about knowing your tools won't let you down."

"WHEN YOU HAVE A TOOL YOU TRUST, IT SHOWS IN YOUR WORK. CLIENTS PICK UP ON THAT ENERGY. CONFIDENCE ISN'T ABOUT BEING COCKY; IT'S ABOUT KNOWING YOUR TOOLS WON'T LET YOU DOWN."





YOUR SHEARS ARE YOUR VEHICLE TO BUILD YOUR SKILLS AND YOUR REPUTATION – NO MATTER WHAT STAGE OF YOUR CAREER YOU'RE AT. SONYA DOVE, WELLA HAIR USA GLOBAL ARTIST, ULTA BEAUTY PRO TEAM MEMBER AND ARTISTIC DIRECTOR OF INTERCOIFFURE NORTH AMERICA, KNOWS THIS MORE THAN ANYONE. THAT'S WHY SHE CHOOSES TONDEO.



# TAKE IT TO THE TOP WITH TONDEO

Sonya is a veteran in the industry – a revered one at that. The guiding influence, across both the US and UK, knows every part of the hair industry like the back of her hand, so when she recommends something – we listen! As we head into the new year, we know that it's a chance to start afresh, and what better way to do it than with a brand-new set of shears. Sonya's go-to? It's Tondeo.

"I started using Tondeo years ago. I was educating on stage for Wella all the time, and one day I tried out Tondeo shears – and that was it! I was hooked. I just loved them. Everything about them," Sonya told us.

"And it's not just the tool for me, it's the customer service and genuine care for each Tondeo customer. They support the hairdresser – always reaching out to check in with me to see how the shears were doing. So, it's not just like you buy them and it's done. Tondeo

see each customer as an investment, because they know that each customer invests in them."

The key word for Sonya? Investment. She believes that your shears are an investment into yourself, and the career you're building.

#### EVERY STEP OF THE WAY

Having worked with people at every stage of their career – from student, to apprentice, to session stylists, to icons – Sonya believes that great shears are the best business partner you can have, every step of the way.

"That's why I always recommend Tondeo. We have something for everyone. Much like there is a shoe in every size, with countless styles – Tondeo have shears that meet you where you are. We have great quality, but basic shear – simple, but the

creme de la creme. I would recommend this to every person starting out in their career, because just like getting a car as a young person provides you with that independence, great shears allow your career to flourish.

"I find with cheap shears – they break, they fall apart, they have no longevity. By spending a little bit extra you can have quality and longevity. I actually still have my original Tondeo shears from 25 years ago and they're in brilliant condition! I still remember the satisfaction of getting my first pair of shears. It was a proudness that you have the money to buy your own shears – just the same as getting your own car. Feeling that independence, that sense of achievement? It's unbeatable. And when you can look back years later, and know you made the right choice to invest in yourself... even better."

“YOU CAN FEEL A QUALITY TOOL IN YOUR INTERNAL SYSTEM. HAVING A GREAT QUALITY TOOL IS SOMETHING WE CAN FEEL – AND THE WAY **TONDEO SHEARS** ARE, THEY’RE FAR GREATER THAN ANYTHING ELSE ON THE MARKET.”



**20% OFF**  
SHEARS USING CODE  
SALONEVO20

# TONDEO

TRADITION  
OF MASTER  
CRAFTSMANSHIP.

**SOLINGEN SCISSORS  
MANUFACTURED SINCE 1928**

DISCOVER  
OUR PREMIUM  
COLLECTION



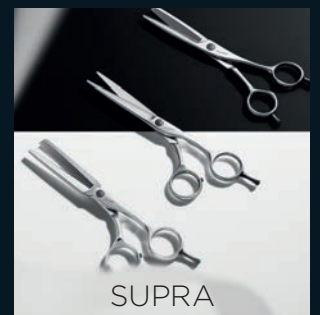
THOR DAMAST



COUNTESS



ZENTAO



SUPRA

Not only do Tondeo offer tools for those just beginning to make their mark on the industry – they have the top tools for those at every end of the industry spectrum.

“Even with travelling... for those educators and session stylists, you know how easy it is for your shears to get damaged when you’re on the go. But with Tondeo, you have them protected, not only with the case, but with the understanding that they’re not fragile or flimsy,” Sonya said.

However, true quality in shears isn’t solely defined by the breakability of the tool: particularly

in an industry where your hands are everything. It’s the feeling of being one with your tool.

Sonya continued, telling us: “You can feel a quality tool in your internal system. Having a great quality tool is something we can feel – and the way Tondeo shears are, they’re far greater than anything else on the market. It’s small things that make a huge difference – like the way they open close! The metal glides, like putting a hot knife through butter. They’re light, but with the weight of quality... it’s truly something else.”

[www.TondeoNorthAmerica.com](http://www.TondeoNorthAmerica.com) //  
[@tondeo\\_north\\_america](https://www.instagram.com/tondeo_north_america)

**Ulta Beauty Pro Team//**  
Nick Stenson,  
Anna Manukyan,  
Sean Godard,  
David Lopez,  
Vernon François,  
Michelle O'Connor,  
Sonya Dove,  
Danielle Keasling,  
Mat Wulff,  
Jaleesa Jaikaran,  
Denev Adam.

**Ulta Beauty Design Team//**  
Haley Valadez,  
Reva Haga,  
Brittany Prater,  
Justin Toves-Vincilione,  
Gilad Goldstein,  
Laura Gunter,  
Leonardo Valencia,  
Janelle Eyre,  
Anthony Negron,  
Takeyra Shipps,  
Galyna Poczciwinski.

**Barber//**  
Guzmay Martinez.

**Wardrobe//**  
ALTORRIN.

**Nails//**  
Betsy Juarez.

**Photography//**  
Richard Monsieurs.

**Production//**  
ISP Creative.

# LET'S GROW TOGETHER

THE THEME OF THIS YEAR'S AMERICA'S BEAUTY SHOW IS GROW – A FITTING CONCEPT TO REFLECT ON AT THE START OF THE YEAR. ONCE AGAIN, THE ULTA BEAUTY PRO AND DESIGN TEAM HAVE PULLED TOGETHER TO CREATE A SHOWSTOPPING COLLECTION FOR ABS, AS SHOWCASED IN THIS EDITION.

"The theme GROW resonates seamlessly with **Ulta Beauty** as it is in line with one of our main values," **Nick Stenson** SVP of Ulta Beauty shared. He continued: "We want all of our associates to grow and prosper. We want to see all of our salon professionals thriving in their salons. As far as the Pro and Design teams, they work to support and challenge each other on a daily basis, in order to grow their skillsets and inspire all of our stylists that work in our 1400 salons nationwide."

We asked Nick why he believes it is so important to get the teams together for the ABS collection shoot. He said: "Bringing these teams together to create this collection, provides an opportunity to not only inspire each other but the entire industry by creating on-trends looks that are transferable to salon guests every day."

Megan Goggin, VP of Marketing with ABS said: "The Ulta Beauty Pro Team, in collaboration with ISP Studios, has created breathtaking imagery that brings these visionary concepts to life. The final photography and videography are magnificent. They capture ethereal looks that once existed only in our imagination, brought to life with extraordinary artistry. Together,



the teams work in perfect harmony, I am truly honored to work alongside such talented and kind individuals.

"This campaign is a team effort of talent, collaboration, genuine support, and LOVE for our industry. America's Beauty Show remains a constant and beholds the mission to nurture the future of Beauty.

"Our collective growth is driven by the strength of our connections. By coming together as a community, we cultivate a shared environment that nurtures both individual and collective success. Together, we lead change. YOU are an integral part of our community, and we welcome you to experience this ethereal campaign ABS for yourself!"

### Inspiration

Anna Manukyan, Ulta Beauty's Head of Education & Creative and Ulta Beauty Pro Team member and the creative lead and director for this campaign, David Lopez told us a little bit about the inspiration behind the shoot and how they brought it to life.

Anna said: "We were thrilled to bring this campaign to life, we took inspiration from the creations of nature and how they can be reimagined through the lens of AI."

David added: "The inspiration behind this shoot stemmed from the theme of GROW and the dialogue between technology and humanity. As the creative director, I was captivated by the growing presence of AI in our world and wanted to explore how it intersects with the deeply human art of hairstyling. While AI offers incredible tools and possibilities, I believe there are aspects of our craft – connection, intuition, and artistry – that will always require a human touch.

"This shoot aimed to celebrate that balance, showcasing how technology and humanity can coexist and elevate one another. Through the visuals, we blended futuristic elements with organic textures, juxtaposing sleek, AI-inspired precision with the raw emotion and creativity that only human hands can bring.



"Bringing this vision to life was a collaborative effort with an incredible team. We drew inspiration from the work started at America's Beauty Show, reimagining it to tell this layered story. Every detail – from the lighting to the hair design – was a testament to growth, innovation, and the limitless potential we can achieve when we honor both technology and the human spirit."

We asked David about the technical skills, products, and techniques used to create the looks for the shoot. He shared: "Creating the looks for this shoot required a combination of precision, creativity, and innovative techniques. Each hairstyle was designed to embody the balance of humanity and technology, showcasing structured forms alongside organic movement.

"The Ulta Beauty Pro Team utilized advanced cutting and styling methods to bring these concepts to life. Techniques like the sculptural pieces Vernon did, intricate braiding by Michelle, and polished wave formations and blowouts I created were key to creating the juxtaposition of AI-inspired precision with the human touch of hairstyling. For texture and finish, we leaned on products from the Kenra Professional portfolio, including high-hold stylers for sharp, futuristic shapes and lightweight texturizers for softer, more natural finishes. Hair color played a transformative role, and Sean Godard's artistry took center stage here. He collaborated with fellow NAHA Nominee Janelle Eyre and used bold color placement and blending techniques, using high-shine glosses and multidimensional hues from Redken and Pulp Riot to highlight the interplay of light and form in each style. These colors were selected to seamlessly enhance both the structure and fluidity of the designs." ►



## What does it mean to GROW?

"GROW to me means, never stop learning. Every day we have an opportunity to learn new things and get better at our craft, which ultimately provides a better experience for our guests in our chair. I find it exciting that we are in an industry that is constantly growing and evolving." – Nick Stenson

"To me grow means to evolve into your best self and to refine what makes you uniquely you." – Anna Manukyan

"To me, GROW in this industry is about so much more than technical skill or career advancement—it's about embracing transformation on every level. As hairdressers, we have the unique privilege of helping others grow into their confidence, identity, and sense of self-expression. But true growth starts with us. It's about challenging ourselves to stay curious, adaptable, and inspired, no matter where we are in our journey. GROW also means fostering community and lifting each other up. This industry thrives on collaboration, shared knowledge, and the understanding that there's room for everyone to shine. When we create space for inclusivity, mentorship, and creativity, we set the stage for not just individual success, but collective evolution. Ultimately, to GROW is to recognize that we're all works in progress—artists, humans, and change-makers who have the power to shape not just hairstyles but lives. Growth is messy, beautiful, and ongoing, and it's what keeps this industry so dynamic and alive." – David Lopez

"To me "grow" means developing yourself as stylist by continuing education to be at the top of your game to be able to create the best experience for all of your guests in the salon. Being educated in all the latest techniques and trends helps you feel confident in choosing the best methods and knowing what is right for each client which in turn



leads to less stress and more fun while working. Be the difference your clients notice, that's what keeps them to coming back and referring you to all their friends." – Sean Godard

"At this point in my career, the growth I've been experiencing has brought me to a place where I firmly believe that if joy is not at the center of everything I do, then it's not purposeful. Growth, for me, means aligning with what truly matters and finding fulfillment in the process." – Vernon François



"Growth in the professional hair and beauty industry means mastering your craft, embracing creativity, building meaningful connections, and making a lasting impact through innovation, leadership, and adaptability." – Michelle O'Connor

"To me, GROWTH in this industry is a multifaceted journey – it's about evolving as a professional, an artist, and an individual. It starts with mastering the technical skills that make us experts in our craft but doesn't ever stop there. True growth happens when we push past the boundaries of what we know and open ourselves to continuous learning, innovation, and reinvention. GROWTH also involves teaching and giving back. It's the act of empowering others to succeed that elevates our industry as a whole. I've found that by sharing knowledge and helping others rise, I grow the most. It's a ripple effect – every skill passed on, every confidence instilled, leads to a stronger, more vibrant community." – Danielle Keasling

"To grow in this industry is very important to me, as my growth both personally and professionally enables me to grow other people in my community through sharing my passion for photo shoots, mentoring, education and love for this wonderful industry." – Sonya Dove •



PRODUCED BY  
\*\*\*\*\*  
COSMETOLOGISTS  
CHICAGO

GET TICKETS  
NOW



FOR TICKETS & HOTEL

ALL NEW!  
GET INSPIRED!  
GROW!

AMERICA'S  
BEAUTY SHOW®

GROW

APRIL 5-7, 2025

DONALD E. STEPHENS CONVENTION CENTER  
ROSEMONT, ILLINOIS

800.648.2505 | AMERICASBEAUTYSHOW.COM



ROSEMONT  
CONVENTION TOURISM BUREAU

enjoy  
illinois

America's Beauty Show is a registered trademark of Cosmetologists Chicago. Model Photos by Ulta Beauty Pro Team for America's Beauty Show.

# COHESIVE



IF YOU STAY UP TO DATE WITH THE WORLD OF COLLECTIONS AND COMPETITIONS, YOU WILL SEE THE NAME RICHARD MONSIEURS EVERYWHERE. THE AWARD-WINNING PHOTOGRAPHER AND VIDEOGRAPHER IS THE GO-TO GUY FOR CREATING WINNING COLLECTIONS, AND HERE, HE SHARES HIS TOP ADVICE AND TIPS FOR SALONEVO READERS.

Starting his photography journey in 2001, it wasn't until a decade later that Richard found his feet in the world of hair and beauty. Now, it's hard to imagine an awards season without seeing Richard's work across the stages at the Global Image Awards at America's Beauty Show (ABS) or PBA's North American Hairstyling Awards (NAHA) with a client list spanning some of the biggest names in the business from the Ulta Beauty Pro Team to Great Lengths USA, and Danielle Keasling to Sean Goddard.

In preparation for the big event season, we speak to Richard to understand how he works with stylists to create award-winning work, and how you can too! "It happens a lot where stylists are creating their first collection and tell me they want to get nominated or win, and I think that's wrong," Richard told us. "You should always make a collection for yourself to be proud of, not to win, because if you win for something inauthentic – where is the joy?"

Hair//  
Danielle Keasling  
Photography//  
Richard Monsieus

# VISION



Hair//  
Ultra Beauty Pro Team  
Photography//  
Richard Monsieus

“NO COLLECTION IS MADE BY JUST ONE PERSON; IT IS THE ENTIRE TEAM BEHIND A CONCEPT THAT MAKES IT SUCCESSFUL.”

## An average shoot day with Richard

- **Morning brief:** “Firstly, we usually start with a coffee and a briefing. This is where the hair stylist will talk the team through the theme, aesthetics, and mood board, and I will work on the lighting set-up.”
- **Preparation:** “Next, it’s time for the team to start the prep. The hair stylist will start working on the style for their models one at a time, while the stylist and make-up artist will get organized and prepare the models.”
- **SHOOT:** “Now, this is the best part. We begin the shoot as soon as the first model is ready as the collection comes together.”
- **Selection:** “Once the shoot is over, we will look at the images from the day and select the best. After we make that selection, it’s up to me to edit these images and make them even more beautiful.”

## Richard’s shoot day essentials

- **Teamwork:** “No collection is made by just one person; it is the entire team behind a concept that makes it successful. It’s great for salons to work together, creating a collection as team building.”
- **Clear communication:** “When the concept is clear, it makes everyone’s job easier. You don’t want to see the make-up artist doing bright red make-up if that distracts from the hair. It’s important to establish a clear brief early in the day.”
- **Energy:** “It’s so important for the energy on set to be good. When everything is nice – from the teamwork to the models – and it fits together well, it creates a great environment for everyone to do their best work in.”
- **Setting:** “Not every shoot I work on is in my studio, but I have created this environment to be very cozy and homely, where it now resembles more of a living room vibe. Creating a good environment sets the tone to help the entire team get in the zone.”

## Richard’s collection advice

- **Be prepared:** “Everyone works differently but I think preparation is key. So much has already been done, and there are so many different collections out there – so my biggest advice is to research and find your style. Create a mood board, find your aesthetic, and research the work that speaks to you. Then train to create it.”
- **Be true to yourself.** “One of the most important things in creating a great collection is staying true to yourself and your vision. Always try to make something that you like and can be proud of, not creating something with the sole purpose of winning a competition. If you work towards something with the only goal of winning, then you aren’t being honest to yourself and creating something that you like.”

## • Get inspired.

“I love seeing where people’s inspiration comes from because you should be able to tell a story through your collection so that everything fits together cohesively. I worked with a stylist who created a collection based on their holiday in Vietnam, they were inspired by the culture, so the wardrobe, hair, and color scheme were totally in line with Vietnamese culture.”

## • Creative, but cohesive.

“It can be difficult to toe the line of showcasing a variety of your work while maintaining a cohesive theme. Don’t have four of the same images, in the same style – showcase your talents! Show off variations of your work, different textures, colors, or styling techniques! In saying all that, stay in line with your theme, and don’t forget that it should all blend nicely together.”

# TREND TALK



Photography// Jennifer Daniels

IT'S OUR FIRST OFFICIAL MAGAZINE OF 2025 AND WE'D LIKE TO WELCOME OUR NEWEST COLUMNIST TO THE SCENE... JACOB KHAN. OVER THE PAST 18 YEARS WITH HIS ELEVATED, YET PUNKY TECHNIQUE MAKING HIM A STAPLE OF THE US HAIR WORLD. AND NOW... HE'S A STAPLE OF SALONEVO. SO, NOW IT'S TIME TO GET TO KNOW THE MULTI-HYPHENATE STYLIST AND MAGNATE... JACOB KHAN.

So, I've been doing hair for 18 years... honestly, it's my life! I've got my own education and tool company called Fancy Hairdressers; I'm an ambassador for Goldwell; I'm also an ambassador for BabylissPRO; and lastly, I'm the Creative Director for Hairbrained. Phew! So, as you can probably tell, I'm immersed in hair daily – and that's why for my first SaloneVO column I wanted you to get to know me a bit better as a hairdresser. My trend predictions; my likes; my dislikes; my desert island tools; and the skills that I know YOU need to know... So, let's get started!

### Talking Through The Trends

For the longest time we've seen undone hair and lived in hair being very popular. I think everyone has already noticed the shift to big, glam blowouts. 'Done' hair is the popular thing with celebrities, like Sabrina Carpenter. But I'm noticing a shift in a different direction... we're heading into a more low-maintenance realm, with short hair taking centre stage. I'm hoping that this will be a trend – and in 2025 that we'll see short, cropped, messy hair, such as pixie cuts, becoming popular for women. But

then, they'll be over it, grow it out, and the bob will be back in for fall! Haha!

But in all seriousness, we have seen Emma Stone recently come out with a gorgeous, cropped pixie that looks stunning on her that I'm hoping inspires more people to take the leap be brave and cut off their hair to do something a little bit different. We've also seen Zoe Kravitz with a similar pixie. These are two A-list celebrities with absolutely gorgeous hair – really they're for their hair as well – that are both wearing really cool pixie cuts.

Part of what makes it cool is that we see this rebellion against traditional beauty standards – 'this long, gorgeous hair is what every woman needs to have. A big blowout is what you have to have, because that's what everyone's doing.' Sure, these are great looks. There's nothing wrong with feeling your best when you have long, gorgeous hair – but it's also about knowing that you can have short hair and still be feminine.

### Khan On Color

When it comes to color, I can be a little bit boring. I love natural things. I like color that looks like it

could actually be your color. I've never been that partial to Vivid even though there was a time in my career where I was doing a lot of them – I always found myself happiest when I was doing natural, subtle things with people's color. But I still have my 'emo' roots that show every now and again. And one thing that I've liked that I've seen recently is the return of some tasteful placements of block color! Creating big, bold panels of blonde, with the juxtaposition of the high panel on the left side and a low panel in the back on the right side, but still working with natural colors... it's been fun.

### What You Need To Know

There's a lot of hype around trendy haircuts, trendy haircuts, trendy looks and all this stuff. But what you always have to remember is that no matter what haircut, how creative or wild it is – it's just mixed-up fundamentals. So go back to your ABCs, practice your baseline techniques, and the better you are with those, the more prepared you'll be for any trend that comes along.



"I'M HOPING THAT THIS WILL BE A TREND – AND IN 2025 THAT WE'LL SEE SHORT, CROPPED, MESSY HAIR, SUCH AS PIXIE CUTS, BECOMING POPULAR FOR WOMEN."

**SUBSCRIBE**

**\$10.00 OFF WITH CODE JKEVO**



**ANNUAL SUBSCRIPTION**

Includes FREE postage

Just \$80.00 with code JKEVO

**JACOB KHAN**  
 Creator of Fancy Scissors, Ambassador  
 Goldwell, BaBylissPRO  
 @jacobhkhan



# MAXIMIZE YOUR EXPERIENCE

INDUSTRY EVENTS AND TRADE SHOWS ARE MORE THAN JUST A GATHERING OF PROFESSIONALS – THEY'RE AN INVALUABLE OPPORTUNITY TO LEARN, CONNECT, AND GROW. CELEBRITY HAIR STYLIST, SPEAKER, AUTHOR, AND FOUNDER OF THE TEXTURE STYLE AWARDS, MONAE EVERETT, IS NO STRANGER TO THE EVENTS CIRCUIT – AND HERE, SHE SHARES HER BEST TIPS TO ENSURE YOU GET THE MOST OUT OF THIS EVENT SEASON.

"I started Texture Style Awards because I had the dream of seeing more diversity in our industry," Monae explained. "I wanted to see the varieties of different hair textures, so I focused on turning it into a competition to open the doors for talented people who want to feel represented in another way."

As an event founder, educator, and attendee – Monae is an expert at getting the most out of these experiences. "The first thing you're going to want to do is look up all of the upcoming events that you're going to be interested in," she told us. "Then find out who is leading those shows – whether individual educators or speakers and brands – reach out to them on social media."

"As soon as you start reaching out to the people and brands you want to connect with, you immediately stand out. Just a quick message to say, 'Hey, I can't wait to see you at the event'. The

best thing is to download the event app, check out the education schedule, and sign up for their classes! Look up the people you want to meet and network with whether that's an educator, stylist, or brand rep so you know what they look like," she explained. "Create a 15-second elevator pitch, grab photos with these people, and tag them on social media. That is a great way to stand out."

For Monae, how do you define a successful event? She told us: "An event is a success when attendees have a lesson to take home, and they leave feeling accomplished. That could be what they learn in education sessions, witnessing the latest trends, networking and meeting new people, or even taking home any awards. Events like America's Beauty Show (ABS), International Beauty Show (IBS), or Premiere Show Group Events are so important for the industry because so many

stylists can't envision a future in the industry outside of the salon. I'm actually teaching at both IBS and ABS this year!" Monae explained. "I always say networking is your main job at any event – anything else comes secondary. The best way to learn is by engaging in conversations with your fellow professionals and, secondly, by entering competitions – whether that is the Global Image Awards at America's Beauty Show (ABS) or PBA's North American Hairstyling Awards (NAHA). You want to enter these competitions to get your creative juices flowing, and to get in front of the decision-makers behind brands."

Monae added: "Finally, the real key method to get the most out of events is to be organized and be open to possibilities. Go into these weekends with a plan, and a smile on your face, and make the most of every opportunity presented to you!"

"AS SOON AS YOU START REACHING OUT TO THE PEOPLE AND BRANDS YOU WANT TO CONNECT WITH, YOU ARE IMMEDIATELY STANDING OUT AMONGST THE CROWD."







HEALTHY HAIR IS THE  
FOUNDATION OF ANY  
GREAT HAIR LOOK –  
AND THAT'S WHY  
HAIRCARE IS THE  
KEY TO KEEPING  
YOUR CLIENTS  
FOREVER.  
IT'S TIME  
TO TAKE ON  
TEXTURE, TALK  
HYDRATION,  
AND HEAL YOUR  
CLIENT'S HAIR.



# HAIR CARE



# TALKING TEXTURE

WHEN IT COMES TO ELEVATING HAIRCARE, FEW KNOW THE CRAFT BETTER THAN GREG GILMORE, GLOBAL COLOR AMBASSADOR FOR MOROCCANOIL AND OWNER OF MODERN HAIRITAGE. KNOWN FOR HIS EXPERTISE BEHIND THE CHAIR, GREG IS AN EXPERT AT KEEPING TEXTURED HAIR HEALTHY – AND HERE, HE SHARES HIS TOP TIPS.



When you think of a stylist who is an expert in textured hair, out-of-this-world editorial styling, and a color whiz – Greg Gilmore will likely come to mind. The multi-hyphenate talent has made a name for himself in this industry as someone who can get results without compromising the quality of the hair. “I come from a lineage of professional cosmetologists, so this industry is in my blood,” Greg laughed.

“I began my career at 18, and I always marveled at the skillset it took to understand the anatomy of hair; especially how to transform damaged hair to healthy flowing locks again.”

He continued, noting: “I spend more time at my salon than at my home because there is such a high demand in Los Angeles for my skillset. A lot of my clientele come to me wanting a dramatic change – whether that’s their first short cut or a new color. Especially with color, you must be careful working with textured hair because the fabric is different – plus, many of my clients have had trauma surrounding color services at salons.

“I’ve spent a lot of time working with women to overcome that trauma and in my consultations, I work to establish a hair transformation that will make them feel good and represent who they are in their daily life. This is why proper haircare and education are so important because otherwise, your clients will suffer.”

Despite being one of the go-to stylists for editorial shoots, Greg admits that his biggest passion is to work with regular women and transform their hair healthily. And how does he achieve this? He told us: “The first step is just analyzing the hair and knowing the hair history. With textured hair, you need to work low and slow with color. I always use the MoroccanOil Rhapsody Permanent Cream Color because this is softer on the hair and can provide at least four to five levels of lift.

“When working with bleach or a strong lightener, it is vital to use bond builders to help preserve the integrity of the hair. I always opt for the MoroccanOil Blonde Voyage Lightener for this type of work, as it is full of argan oil, antioxidants, and it already contains bond builders within it.

“When working with textured hair, patience is key,” Greg enthused. “As a stylist looking to give your all to each client, you should schedule more time to work one-on-one. Make sure to do a lot of elasticity tests while the color is processing and triple-check how the hair is developing.

“Always make sure to use some kind of filler when working with color, so either a demi or semi-permanent color to fill that hair cuticle up with weight, because otherwise, it runs the risk of getting dry and damaged.”

## Greg Gilmore's top picks for textured haircare

### 1) MoroccanOil Dry Texture Spray

“I love Dry Texture Spray. Most of my African American clients, especially ones that get relaxers done, have a smooth, slick, short style but we need a product that can provide some lift.”

### 2) MoroccanOil Molding Cream

“I use the Molding Cream most to show off when I am proud of a cut and want to highlight the finer details.”

### 3) MoroccanOil Treatment Original Hair Oil

“This is great for textured hair because it is so light. The Argan Oil has a reparative ability, so it’s just a great everyday oil to use because it is so lightweight.

### 4) MoroccanOil Perfect Defense

“I love the Perfect Defense because it does what it says on the tin. It’s a thermal protection spray, and it is amazing at protecting the hair. And textured hair needs thermal protection.”

# HAIR JUST WANTS TO HAVE FUN

HAIR HEALTH DOESN'T HAVE TO BE BORING. INFUSE A LITTLE FUN INTO YOUR CLIENTS' CARE ROUTINE. LEADING HAIRCARE BRAND, MILK SHAKE, MAKES HEALTHY HAIR DELICIOUSLY FUN.

Getting clients excited about transforming their look with a new color or cut is one thing – who doesn't love the immediate gratification of a dramatic change? Exacting that same level of excitement from repairing damage or restoring resilience, however, is another. However, caring for hair can be just as enjoyable and rewarding as changing it—the secret is in what you use to do it.

If the products that clients are using to achieve healthy, gorgeous hair are enjoyable to use, they will want to use them.

**milk\_shake** puts this ethos at the heart of everything that they create. While the performance of each individual product is primary, the experience of using it follows very close behind. This is how the brand has developed such a loyal and devoted following – the products are effective and create a highly unique sensorial experience.



What starts with powerful ingredients and formulas ends with unforgettable fragrances, delightful textures and results that speak for themselves. Take **milk\_shake's** most consistently favored products: **leave-in conditioner, whipped cream, and incredible milk**. All three products deliver amazingly soft, shiny hair that is free of tangles and frizz. They also impart a delectable fragrance that clients absolutely adore.

**milk\_shake's leave-in conditioner** is a lightweight hydrator that has found a deeply devoted fan-base. The easy to spray formula and delightful fragrance makes conditioning and detangling hair a much more enjoyable experience.

**milk\_shake whipped cream** is a unique and decadent leave-in with a rich, foamy texture. Not quite a mousse and more substantial than a traditional foam, this luxurious, silky leave-in expands as it dispenses for a sensational dose of weightless hydration.

Those who know about **milk\_shake incredible milk** know that this is no ordinary care product. Boasting twelve incredible benefits, this leave-in spray is potent and powerful, without weighing hair down.

At the end of the day, everyone wants healthy, beautiful hair and as stylists, we want to help them get there. Who's to say that we can't have a little fun along the way? ▶



“IF THE PRODUCTS THAT CLIENTS ARE USING TO ACHIEVE HEALTHY, GORGEOUS HAIR ARE ENJOYABLE TO USE, THEY WILL WANT TO USE THEM. **MILK\_SHAKE** PUTS THIS ETHOS AT THE HEART OF EVERYTHING THAT THEY CREATE.”

**milk  
shake<sup>®</sup>**  
incredible

**Super-charged** care  
for **incredible** hair.

Deliver stronger, softer, shinier hair  
from **root-to-tip**.



follow us:



@milkshakehairpro

learn more:



# NOW THAT'S INCREDIBLE

THESE PRODUCTS DELIVER A SUPER-CHARGED BOOST TO ANY HAIRCARE ROUTINE AND A FANTASTIC FOUNDATION FOR SALON RETAIL.

The **milk\_shake** incredible collection is not your average, everyday product line. This collection consists of a fortifying serum, a nourishing leave-in spray, and an illuminating oil. While each of these products stands alone as an incredible addition to any existing haircare routine, they can also be combined to deliver a super-charged boost to dry, brittle, lackluster locks.



## DID YOU KNOW?

**milk\_shake's** incredible milk has a seriously devoted fan-base. Extending beyond a cult-following, this hero leave-in spray remains a consistently top-selling product year after year.

All three products are infused with a delightful, sweet vanilla fragrance for an added sensorial boost.

### INCREDIBLY STRONG:

**milk\_shake incredible serum** fortifies hair at the root, while **milk\_shake incredible milk** delivers intense nourishment to strands. Top-off any style with the protective power of **milk\_shake incredible oil** for a radiant finish.

### INCREDIBLY FLEXIBLE:

The products in the **milk\_shake** incredible collection can be used independently or together, depending on clients' individual needs. They can be incorporated into *any* existing care routine or used as the foundation to build a new one.

### INCREDIBLY ENJOYABLE:

Besides radiant results and fantastic finishes, the **milk\_shake incredible collection** is simply a joy to use. The fast-acting **milk\_shake incredible serum** invigorates and promotes scalp health while **milk\_shake** leave-in spray and oil creates a silky-smooth foundation with zero residue.

# EVERY STYLE NEEDS AN INCREDIBLE START... AND FINISH

AT THE HEART OF THE MILK SHAKE  
INCREDIBLE COLLECTION IS THE  
POWER OF THE BRAND'S  
SIGNATURE INGREDIENTS.

## TAKE A PEEK INSIDE

### Milk proteins

A foundational ingredient that provides deep conditioning and restores vitality to hair.

### Fruit extracts

Powerful antioxidants from blueberry, raspberry, papayas, and mango rejuvenate dull and weakened hair for a radiant glow.



### milk\_shake incredible milk

**What it does:** This deeply nourishing leave-in spray boasts 12 incredible benefits.

**Why you'll love it:** A proven fan-favorite, it makes hair softer, increases shine, prevents split ends and smells amazing.

**The perfect solution for:** Hair that is dry, damaged and needs multiple benefits.

### milk\_shake incredible serum

#### What it does:

A fast-acting scalp serum that fortifies hair.

**Why you'll love it:** Fortifies hair at the root and promotes an ideal scalp environment.

**The perfect solution for:** hair that is weak or brittle and needs strengthening with added shine.



### milk\_shake incredible oil

**What it does:** A blend of powerful oils illuminates and strengthens with protective benefits.

**Why you'll love it:** Softens hair, protects color and absorbs quickly with no residue.

**The perfect solution for:** Hair that is dull and needs additional shine and softness.



Ready to bring these incredible products into your salon? Visit [milkshakehairpro.com](http://milkshakehairpro.com)

# THE 411 ON 901

WHEN YOU SEE CELEBRITIES WALK THE RED CARPET WITH THEIR LOCKS FLOWING BEHIND THEM, OR STYLED IN ELABORATE UP-DOS, YOU MAY NOT REALIZE THEY ARE WEARING HIGH-QUALITY HAIR EXTENSIONS FIT TO PERFECTION. THE PEOPLE BEHIND MANY OF THOSE LOOKS? GAME CHANGERS NIKKI LEE AND RIAWNA CAPRI. AND THE BRAND OF EXTENSIONS? GREAT LENGTHS.



## The Roots

These days, if you peek behind the scenes of any celebrity's beauty regime, you'll usually find that hair extensions play a constant role. But if we rewind the clock 10 – 20 years, finding a hair extension expert with the skills, professionalism, attention to detail, and care fit for an A-list celebrity was hard to find. That was until Nikki Lee and Riawna Capri came onto the scene in West Hollywood.

Nikki and Riawna met in 2003 when they were both working at Fred Siegel Beauty. "We were practically cleaning ladies," said Riawna. "Yeah, it was boot camp for sure," added Nikki.

Riawna had always dreamed of one day becoming a hairstylist – she even wrote 'Hairstylist for movie stars' as her dream job in her journal when she was in the third grade. But for Nikki, the path wasn't

as clear. "I thought I wanted to become a dental hygienist. But when I went for a trial shift and realized how many people don't brush their teeth! No thank you," Nikki laughed.

Eventually, they both found their way into the beauty world, to California, and eventually, to Hollywood. After meeting at Fred Siegel, Nikki and Riawna decided they needed something to help them stand out in the competitive beauty world. Nikki said: "In this industry, there are a lot of really talented people, but what we quickly realized was there weren't that many people crushing it in the world of extension, even though the demand for experts was rising. So, we decided to go and take the Great Lengths course and become certified together."

"As we were taking the course, we were like, 'God extensions take a long time.' So, we asked our

instructor if we could do it together. We realized that by teaming up, we could do a full head of extensions in half the time and in the fast-paced world of Hollywood, that would prove valuable. As we all know, time is money."

As a dynamic duo, Nikki and Riawna began to soar in the celebrity world as the go-to girls for extensions. Their client list grew and grew, capturing the attention of all the hottest and most in-demand celebs of the time, from Nelly Furtado, Brittany Murphy, Lindsay Lohan, Britney Spears, and many more.

In 2009, Nikki and Riawna decided it was time to change things up and create a place of their own where clients could come. So, they created the Nine Zero One salon in West Hollywood which has become the hotspot for anyone who's anyone for the last 15 years.



### Authenticity, Honesty, Trust

We asked Nikki and Riawna what they felt they did differently over the years in terms of their service and their business that has allowed them to stand out amongst the crowd and make such an impact.

Riawna said: "I think one of the big things that set us apart from other people was that at Nine Zero One, we treat everyone equally. To us, it doesn't actually matter if you're a celebrity or if you're a student at UCLA. Everyone who walks in our doors is treated with a smile and the same respect as everyone else."

Nikki added: "We have always been authentic to ourselves. We were never paying attention to what everyone else was doing. It has helped us both to stay ahead of the trends, rather than just chasing them, and our authentic and honest nature also has helped us build trust with our clients, which is what everyone is looking for in a stylist, whether you're a celebrity or a regular person, someone you can trust and connect with."

It is this ethos that led Nikki and Riawna to Great Lengths as a brand, as they wanted a brand not only they could trust, but wouldn't break the trust between them and their clients. Riawna said: "First and foremost, the most important thing that connected us with Great Lengths was the fact that they are 100% transparent with where their hair comes from and that they have an ethical and sustainable production process. Especially these days, you hear so much about black market hair. Over the years we have had so many companies come to us, asking us to use their extensions. But when we asked where their hair came from, they couldn't tell us, and they couldn't prove it. Great Lengths is the first hair extension brand to become B Corp certified, which is huge. It really sets them apart."

"The other thing for us was the quality of hair," Nikki added. "Great Lengths' quality is so different than any other brand. No one else has the full root-to-tip density that Great Lengths' extensions offer. The quality is just incredible, and knowing how carefully and ethically the hair is processed, just makes it incomparable to anything else out there."

"I think even just understanding the history of the Great Lengths brand made us fall in love with it. It wasn't just a company that appeared overnight with ten different methods to give celebrities impossibly long hair. It was actually created in the 1980s for Cancer patients who were losing their hair due to treatments. ▶

"GETTING CERTIFIED BY A WELL-KNOWN AND REPUTABLE EXTENSION BRAND LIKE **GREAT LENGTHS** GOES A LONG WAY. THEY OFFER MULTI-DAY, HANDS-ON CERTIFICATION CLASSES WHERE YOU CAN REALLY HONE YOUR SKILLS AND ASK QUESTIONS."



They wanted to create a bond that was safe and healthy enough to not damage the remaining hair. To us, that should be the standard, because healthy hair is paramount in our practice."

### Health is Wealth

"For Riawna and I, our foundation is healthy hair. We will never use extensions that increase the chances of damage, like ones with metal clamps or beads. We also believe very strongly in educating our clients about aftercare and maintaining their extensions. If we ever have a client who has not followed our care instructions and has caused damage to their own hair, we just won't put them back in.

"But luckily, with most of our clients, by the time they come back to us for a refit, their hair has grown longer, thicker, and fuller. Our clients never have a bad thing to say about their Great Lengths extensions, and our clientele speaks for itself. For example, we have been doing Selena Gomez hair extensions for over 15 years now, and it's only gotten healthier."

### Education is Everything

We asked Nikki and Riawna what advice they have for stylists wanting to build and expand their extension business and establish themselves in the market as specialists. Riawna said: "Getting certified by a well-known and reputable extension brand like Great Lengths goes a long way. They offer multi-day, hands-on certification classes where you can really hone your skills and ask questions. There are too many brands out there that either don't require certification or just offer a few videos online as their education. But really practicing and understanding the 'why' behind your techniques is essential. You'll either learn these lessons the easy way – during a hands-on course on a mannequin or model, or the hard way, on a paying client. And

trust us, you'll want the former, 'cause if you go down the other road, it's a headache."

Nikki continued: "I also think it is very valuable to master the art of cutting extensions. It truly is a different skill than cutting normal hair, and I think that's where a lot of people are going wrong, and where extensions become a dead giveaway."

Ultimately, for Nikki and Riawna, mastering extensions comes with time and practice. Riawna said: "After our certification course, it probably took us about a year until we felt like we had mastered everything. But also, back then there was nowhere near as much education and information out there, so we had to do a lot of self-learning.

"We also learned the value of listening to our clients and getting their honest feedback. We wanted to hear from our clients if the extensions didn't feel right or if they had issues between appointments. We would take careful notes on every single client and ensure that we gave them our full attention and care. That not only helped us hone our skills, but it helped to create that trust and strong relationship with all of our clients."

Finally, I asked Nikki and Riawna where they see the future of hair extensions going. Nikki said: "Here's the thing, Riawna and I laugh about this, but we always call ourselves drug dealers because once you get in a set of hair, you'll be hooked. So, I don't think extensions are going anywhere. I do think that more people are leaning towards individual extensions, rather than hand-tied and other methods, just because it is better for the hair. I think going forward, it's all about being health-forward with extensions. Using high-quality products, and creating beautiful, natural-looking, healthy, and seamless results." •



**"GREAT LENGTHS' QUALITY IS SO DIFFERENT THAN ANY OTHER BRAND. NO ONE ELSE HAS THE FULL ROOT-TO-TIP DENSITY THAT GREAT LENGTHS' EXTENSIONS OFFER. THE QUALITY IS JUST INCREDIBLE."**



# GL TAPES

BY *Great Lengths*<sup>®</sup>

ROMA 1992

## GL TAPES CERTIFICATION Online certification

- Two tape-in extension collections offered:  
Double-drawn ends and natural cut
  - Same premium quality hair
  - Medical grade adhesive
- More than 50 color options including rooted
  - Reusable up to 3 times



# *Great Lengths*<sup>®</sup>

ROMA 1992

## PRE-BONDED KERATIN STRAND CERTIFICATION

2-day in-person class\*

Your choice of application machine

Dallas, TX	Feb. 16th & 17th
Nashville, TN	March 2nd & 3rd
Las Vegas, NV	March 30th & 31st
New York, NY	April 13th & 14th


\*Payment plans available.

**TO LEARN MORE CALL 800-999-0809**



Scan the QR code to request more information on Great Lengths certification.





WE ARE A MONTH  
INTO 2025, HOW ARE  
YOUR RESOLUTIONS  
AND GOALS GOING?  
STUDIES SHOW THAT  
43% OF PEOPLE  
GIVE UP THEIR  
RESOLUTIONS WITHIN  
THE FIRST MONTH,  
SO HERE'S YOUR  
SIGN TO KEEP  
GOING! HERE IS  
THE MOTIVATION  
YOU NEED!

# BUSINESS NEWS

# PLANTING THE SEEDS FOR GROWTH

WITH SPRING ON THE HORIZON, IT'S TIME TO START PLANTING THE RIGHT SEEDS TO SEE YOUR GOALS FLOURISH IN 2025. WHAT GROWTH, EVOLUTION AND NEW HORIZONS DO YOU HOPE TO SEE IN THE YEAR TO COME? INTENTIONS ARE EVERYTHING, SO GET GARDENING NOW!

**SUBSCRIBE**  
**\$10.00 OFF WITH CODE AMEVO**



**ANNUAL SUBSCRIPTION**  
Includes FREE postage  
Just \$80.00 with code AMEVO

---

**ANNA MANUKYAN**  
▲ Ulta's Head of Education & Creative. Founder, Beauty Finance Group @amanukyan



## Growth Mindset

Having a growth mindset is incredibly important in the beauty industry because it helps professionals stay adaptable, creative, and resilient in such a dynamic field. Trends, techniques, and client preferences are constantly changing, and being open to learning allows you to keep up with these shifts while staying ahead of the competition. It's not just about mastering your craft but also about seeing every challenge as an opportunity to improve, whether it's trying out a new technique, refining your customer service, or embracing constructive feedback. A growth mindset fosters resilience, helping you navigate setbacks like slow business periods or difficult clients with grace and determination. It also fuels your passion and creativity, keeping the work exciting and inspiring as you explore new ideas and push boundaries. By continuously evolving and improving, you build stronger relationships with clients, earn their trust, and ultimately grow your business.

For me, 2024 was a rollercoaster of a year, with many twists and turns! It felt anticipatory, exciting and sometimes a bit scary. There were many professional highlights, relaunching Ulta Academy, seeing my team thrive, becoming a board member, speaking on industry panels, teaching thousands of stylists about finance and meeting so many new people across the industry.

The challenges of 2024 have planted seeds of growth for the year ahead, I am looking forward to finding more balance, learning new lessons, having more personal adventures, and challenging myself and my team to keep evolving and creating transformational moments for the thousands of salon professionals we have the honor of serving.

## Get Growing

### Growth in Revenue/ Income

How much do you want to earn and keep this year? Establish clear goals of what you need to make monthly, weekly, daily and hourly to get to the number you want to get to and be clear on your operating costs and expenses. There are two ways of having more money: 1. Make more 2. Keep more of what you make. The second is almost more important than the first. 2023 and 2024 dramatically showed us the impact of inflation and how it weakened our purchasing power, yet inflation is a constant factor, even in a good economy. So be clear with tracking what things are costing you, what your wants and needs are and what is true waste in your operating expenses.

- Establish your expertise. What do you want to be known as the expert in? Color Correction? Extensions? Natural Hair? Showcase how and why you are the expert in this area and start increasing your prices and client focus in that category.

- Certifications and New Services. What are you clients asking for that you are currently not offering? This is a great time of year look ahead, learn and offer something new.

- Clients are always saying... "I wish I could take you home with me." Teach them how to perfect their style so their hair looks great every day, which is always a great way to build referrals!

### Growth in social media / marketing reach

**Just do it:** Post that video! Tutorials, How-to's, transformation videos, or sharing your expert tips is still as relevant and important as ever. Don't let perfection stop progress, people want authentic content to relate to... just do it and keep it up.

**Post Consistently:** not only does it good for the algorithm, but it's also a good practice to keep your relevance as the expert in what you do.

**Stay Engaged:** Respond to comments, be friendly with other accounts and collaborate with your peers. Remember that most of the time, there is another person on the other end of that comment.

### Growth as a Leader

Keep your evolution and growth front of mind. Leadership takes focus, empathy, drive, care, dedication and a strategic viewpoint. Take stalk of what you need to do so that you can be your best as a leader. As they say it's hard to pour from an empty cup!

### A few areas I find helpful for growth are:

**Mentorship:** Have a mentor and be a mentor. It's as helpful to have someone to exchange ideas with, learn from and be challenged by as it is to provide mindful guidance to anyone you are mentoring. We're never to seasoned to have someone trusted that we can continue to learn from.

**Stay a learner:** There is always something to learn, try and adapt to. The minute one thinks they know it all, is the minute they start to lose relevance.

**Work on Communicating** effectively across generations: There is so much conversation about the differences of work ethic, communication and motivation across different generations.

# DIARY OF A CEO

FROM STARTING AS A SIDE HUSTLE,  
TO GROWING A GLOBAL BRAND  
IN THE SPACE OF A FEW YEARS  
– BEN BARKWORTH'S RISE WITH  
FASTFOILS IS NOTHING SHORT OF  
ASTOUNDING. WE HEAR FROM THE  
AWARD-WINNING HAIRSTYLIST AND  
ENTREPRENEUR EXACTLY HOW  
FASTFOILS GREW FROM AN IDEA  
DURING A BUSY FASHION WEEK, TO  
A REVOLUTIONARY PRODUCT NOW  
IN SALONS ACROSS THE WORLD.



## BEN BARKWORTH

Unless you've been living under a rock, you'll have seen or heard of the stratospheric rise of **FASTFOILS**. And where did it all begin? Ben Barkworth tells all... "I've been in the industry for 17 years," he told us. "I remember I was working backstage at London Fashion Week in 2018 – I was wearing all black and couldn't believe the heat that was generated in the room from all the bodies; hot tools; cameras; lighting; and more.

"It was like a lightbulb moment, thinking to myself, 'My black clothes are absorbing my warmth and the warmth around me... when lightener and color are living in a warm environment, it speeds up the processing time and opens the hair cuticle for better color penetration.'"

Like a dog with a bone, once Ben realized he was on a mission and couldn't be stopped. "The next day, I was on my flight to Toronto, and I started writing out my notes about what this product would look like," he explained. "I got back and thought, 'There has to be something like this already out in the market,' and crazy – there wasn't.

"That was how it all started. Once we launched the business and our first order came in, I thought, 'Oh my god, people are ordering it!' At the time, our salon staff were helping ship out the products and we didn't do much marketing – it was a side hustle and a concept I didn't want to let go of," Ben added. "It wasn't until 2020 that I wanted to take the business to the next level because I knew the idea had legs... plus, I finally had the time to focus on the brand, with salons closing due to Covid."

### RE-FOCUS

"At that point, my business partner wanted out and didn't want to invest," Ben told us. "I bought them out and took it on solo. I used this as an opportunity to rebrand and refocus – this is when we became **FASTFOILS, High-Performance Foils** – because it's not just about getting the color developed faster, it's about protecting the integrity of the hair.

"During our closure in Covid, I poured blood, sweat, and tears, into the relaunch of **FASTFOILS**. In 2022, I reached out to J Ladner with the new packaging. Our first hair show, *Premiere Orlando*,

"IT WAS LIKE A LIGHTBULB MOMENT, THINKING TO MYSELF, 'MY BLACK CLOTHES ARE ABSORBING MY WARMTH AND THE WARMTH AROUND ME... WHEN LIGHTENER AND COLOR ARE LIVING IN A WARM ENVIRONMENT, IT SPEEDS UP THE PROCESSING TIME AND OPENS THE HAIR CUTICLE FOR BETTER COLOR PENETRATION.'"



“YOU CAN’T DO EVERYTHING YOURSELF, SO YOU NEED TO BUILD A TEAM AROUND YOU THAT YOU CAN RELY ON. LETTING GO IS HARD, AND THERE WILL BE MISTAKES, BUT NO MISTAKE IS AN ERROR. IT’S AN OPPORTUNITY TO LEARN FOR THE FUTURE.”

was a huge investment to us and we had this 10x20 booth – which was an amazing experience. This is a moment that I look back on and feel so proud of us,” Ben enthused.

“It’s a huge commitment to get a booth at a trade show, but we got a lot of brand awareness. It was hugely important for us and the brand to get involved in the hair show circuit to get the stylists to try the foils backstage and introduce the product to them.”

**LESSONS**

Throughout this period of massive growth, we had to ask Ben what his biggest takeaways were – and it was time, health, and letting go. “The growth of FASTFOILS was rapid, and we had to adapt quickly,” he told us. “I knew that I had to manage my time appropriately if I was going to make this business successful.

“Setting boundaries was huge for me because if I’m run down working constantly, I’m not going to be clear-headed to make the correct decisions. But, perhaps the hardest lesson was letting go. You can’t do everything yourself, so you need to build a team around you that you can rely on and trust,” Ben continued, noting: “Letting go is hard, and there will be mistakes, but no mistake is an error. It’s an opportunity to learn for the future.”

**INNOVATION**

For any budding entrepreneurs who are reading, Ben offered his advice: “Follow your dreams and believe in yourself – because there will be people who don’t. It all starts with an idea, come up with that initial concept and develop it. There is enough room in this industry for everyone to succeed and thrive, especially in our

category where there wasn’t any further innovation in 30 years. So once that idea has been sparked, develop it, and nurture it because you never know how it will turn out.

“After putting everything into FASTFOILS, we won the Best Brand Launch for the Readers Choice Awards in 2022, and that same year, I also won Inventor of the Year for the Daytime Hollywood Beauty Awards. Then in 2024 we won the Readers Choice Award for Best Foil Brand. We’re changing the industry one foil at a time by helping stylists work smarter, not harder.”



# UNFORGETTABLE CLIENT EXPERIENCE

CREATING AN ELEVATED EXPERIENCE FOR YOUR CLIENTS IS SOMETHING MOST STYLISTS STRIVE FOR, ENSURING THAT FROM THE VERY FIRST APPOINTMENT YOUR CLIENTS WILL BE LOYAL. THIS IS SOMETHING THAT SARA BOTSFORD HAS PERFECTED ACROSS HER CAREER, AND HERE WE FIND OUT HOW SHE DID IT.

"I moved to Denver two and a half years ago," Sara told us. "I had to start from scratch and build up a new client base which was nerve-racking, especially later in my career. I would think, 'How can I make sure that my clients want to continue a journey with me instead of just becoming a one-time appointment?'"

Because of this, Sara became increasingly aware of the experience she offered each individual client, ensuring that they were not only happy with their hair, but also felt listened to, seen, and cared for.

For Sara, a great client experience always starts at the consultation.

## CONFIDENT CONSULTATION

"To start, I would start every client relationship with a one-on-one personalized consultation where I would explain my process as a stylist and how I see that as a journey – rather than a one-time thing."

If you look at Sara's social media, you can immediately tell that her clients are comfortable in her chair – and on camera! If you're interested in recreating this relationship with your clients, Sara



has the answer. She said: "It helps to approach each client as if you have known them for a long time. We would talk about their hair, but also themselves and their lives. I'd always say to a new client, 'Look, this isn't just a haircut – we are hanging out for four to five hours at a time. It's important that yes, I get along with you, but equally that you get along with and feel comfortable with me'. It's something that clients appreciated too, so I trust that they're feeling comfortable and at ease."

"Following that, I would take notes about what we had discussed – from our hair plans to their life plans! This all helps in properly assessing how to execute a client's desired haircut and color." As stylists you know, sometimes what the client wants, and what they ask for, doesn't always marry up.

After developing her skills, Sara can see how her approach to clients has evolved. "This has all changed as I've got more confident in my career," she explained. "Earlier on, I had a very people-pleasing mentality which I have worked on as I grew my skills, techniques, and continuing education. As I advanced in my career, I could provide more value to my clients which is how I've developed my go-to routine to ensure excellent customer service."

### FIVE STAR EXPERIENCE

"It's got to be all about the experience," Sara enthused. "Having simple procedures like offering your clients a beverage or a snack when they sit down makes such a difference. I start all my services with a compliment – whether that's commenting on their outfit, or how they've styled their hair, helps them feel seen and not just one of a dozen clients in a day."

"Adding details like a scalp massage or having nice music on in the background also does enhance the experience. I read that for an experience to be truly memorable, you must hit on all five senses. To do that, I ensure that the music creates a nice ambiance in the background, the salon design is stunning

like a boutique, the products we use smell nice, the chairs are comfortable, and so on. To create my five-star service, I'm homing in on the five senses."

To fully embody that five-star goal, a key part of Sara's method is her go-to Redken products. "I will always reach for Redken because I know these products will respect and look after my client's hair," she explained. "You're only as good as the products and tools that you use, so if my clients are bringing in inspiration photos from TikTok or Instagram. I need to trust the products that I'm using, so I know what I'm choosing is delivering and giving results."

"As stylists, we're in this privileged position where we are crafting confidence," Sara enthused. "It's not just hair; we're making our feel differently on the outside and the inside. Once they see that result, they feel powerful, they feel good, and they are excited. And that's what creates a great, flowing experience. We start with the consultation and this great atmosphere, but then we deliver on the results and it's about how they feel. Stylists touch on people's emotions."

### LISTEN AND UNDERSTAND

"One thing I've noticed since getting an assistant is that people talk when they're nervous, so it's vital to step back and listen," Sara explained. "The most important thing for someone new is to listen more than they talk – let the client do 70% of the talking, and you about 30%. A great service starts with understanding the client's specific and unique needs while ensuring they feel heard."

"It's easy to want to jump in with suggestions immediately, but paying attention to the small details is more important. As a stylist, we should understand a client's lifestyle and how much time they spend styling their hair. Are they active parents? Or are they a working professional? Find out these factors and then offer suggestions."

## SARA'S TOP PICKS FOR A GREAT CLIENT EXPERIENCE

### Redken Acidic Bonding Concentrate Leave In Treatment

"I swear by this entire range. But I use this on almost every client to protect their hair."

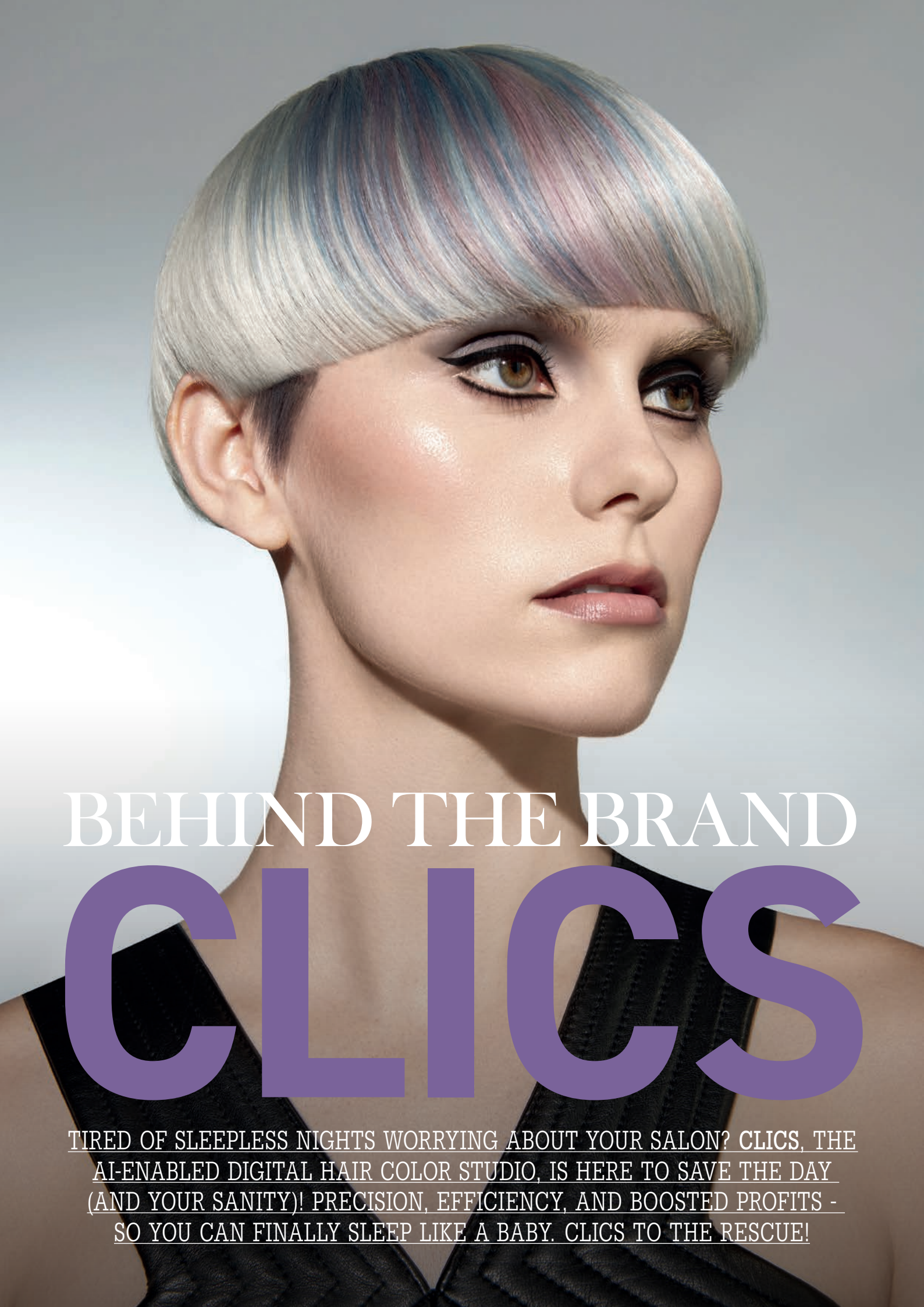
### Redken Stay High Mousse

"I'm a huge fan of big blow-outs so having a reliable hair mousse is something so needed. I could not live without this product."



"I WILL ALWAYS REACH FOR REDKEN BECAUSE I KNOW THESE PRODUCTS WILL RESPECT AND LOOK AFTER MY CLIENT'S HAIR."





BEHIND THE BRAND

# CLICS

TIRED OF SLEEPLESS NIGHTS WORRYING ABOUT YOUR SALON? CLICS, THE AI-ENABLED DIGITAL HAIR COLOR STUDIO, IS HERE TO SAVE THE DAY (AND YOUR SANITY)! PRECISION, EFFICIENCY, AND BOOSTED PROFITS - SO YOU CAN FINALLY SLEEP LIKE A BABY. CLICS TO THE RESCUE!



Every professional in this industry has something that keeps them up at night. You worry about the health of your business, or you get anxious that tomorrow's color service might displease your client. In the back of their minds, your clients might worry that an 'off' day for you turns into a beauty disaster for them. No matter what the concerns are, they all eventually point to one thing: money – profitability, income, cash spent.

Leilani Macedo, a former salon owner turned tech entrepreneur, spent her career tackling the frustrations of salon life. First and foremost, having cash flow tied up in buying color inventory upfront, only to watch 30% get dumped down the drain. Then there's the time-draining inventory management, cleaning up messy backbars, lack of accurate

formula repeatability, and being tethered to big brand color companies who control color trends and availability.

To solve these issues, Leilani invented CLICS® (Color Lab Inventory Control System), the industry's first AI-enabled digital hair color studio that dispenses and tracks color formulations and inventory by the gram, with near 100% accuracy and repeatability. Built to her and tech partner Charles Brown's vision, CLICS combines an AI-powered mobile app with a smart technology precision dispenser and the proprietary CLICS color line. All designed to lift operational burdens that suck time, money, and creativity:

#### Automatic Inventory Availability

All 23 natural and pure tone canisters, creme lightener, developers, etc., are housed within the dispenser itself. Smart technology tracks every gram dispensed per color canister in real-time, calculating your inventory needs and sending replenishing stock well in advance (at no cost). No more burning the midnight oil doing inventory. No more worrying if you'll have the color needed for your next service or taking that last minute trip to the store. And definitely no more stress formulating around missing color shades.

#### Freeing Up Cash Flow and Space

Leilani implemented the industry's first Pay-As-You-Go system, charging salons per gram dispensed. She wanted to eliminate the frustration of paying for upfront inventory, only to watch it sit on shelves, go unused, and age out. Depending on the salon, this can free up thousands of dollars a year. Imagine repurposing that backbar area into an additional workstation, or other revenue and atmosphere-enhancing visions you have for your business.

#### Precision Dispensing

From the mobile app, CLICS precision dispenses formulations by the gram into the SMARTBOWL® (CLICS' proprietary color mixing bowl). A simple touch of the button will dispense more on the spot – exactly as you request it. Part of the CLICS workflow includes reweighing bowls after each application, calculating the exact volume of product used. This automatically saves to your client's profile in the mobile app. For their next visit, simply dispense the same amount, or adjust as needed. No more running to the back to (over) mix more color. Fewer messy bowls in the sink and up to 30% less color waste... a huge impact on your bottom line. ▶

“CLICS COMBINES AN AI-POWERED MOBILE APP WITH A SMART TECHNOLOGY PRECISION DISPENSER AND THE PROPRIETARY CLICS COLOR LINE.”





### Formula Repeatability

Whether you choose from any of the 600+ formulations in the CLICS app or create your own, everything is saved by client and date. So, if a client requests last year's holiday party look, you simply task the app to dispense the exact same formulation again. This saves up to an hour a day in formulating, tossing, reformulating, etc. And since CLICS canisters are airtight, color shades don't degrade or change performance over time. Toss the guesswork – cue the confidence.

### Time-Saving Client Management

All client data, from consultation through service histories, are stored in the cloud and accessible through the mobile app anytime, anywhere. A CLICS colorist can review their upcoming appointments in the morning from home, get organized, color create, and send formulations ready to dispense, all before setting foot in the salon.

### Salon Performance Tracking

The AI-powered mobile app and smart dispenser gather over 1,500 detailed data points, providing salon owners with 220 KPIs (key performance indicators) to help track their salon's performance. In real time, you can review purchases, activity, usage, inventory, services rendered, invoices, credits, and more.

One particularly useful feature is tracking how much product is dispensed by each stylist (by the gram) and for which clients. This allows you to pass along those costs accurately. With CLICS, you have full transparency of your color business, ensuring efficiency and profitability every step of the way.

### Free of Color Limitations

Both Leilani and Charles knew their AI-powered precision dispensing technology would revolutionize the salon industry but not if it stifled creativity or forced colorists to completely

abandon their preferred color brands. They engaged a highly specialized engineering team to create an AI-based digital color lab that can match most of the industry's biggest color brands. The mobile app currently features over 300 competitive color shades replicable with just 23 CLICS color canisters. Another benefit is that you can create unlimited numbers of your own colors and dispense any time of year, regardless of which shades other manufacturers currently have on shelves. You can even share your formulations with other stylists in your salon, or create and advertise your own salon trends. Boom. No one can compete with that.

### The Industry's First FREE Unlimited Swatching

With the CLICS mobile app, stylists can swatch an unlimited number of color formulas, giving you the freedom to experiment with different shades and confidently choose the perfect color for your clients. Prior to performing a color service, simply select or create a formula, press "swatch" and the appropriate amount is dispensed. Apply to a swatch that closely matches your client's natural hair, and process as directed by CLICS for optimum results. Your color exploration options are endless, and all swatching formulations are free! This program reduces waste, increases creativity, and enhances your ability to color match each individual client. Swatch away!

The salon industry is constantly evolving, and staying ahead of the curve is essential. Embrace CLICS. Let its cutting-edge technology simplify your operations. Save time, boost profitability, and enhance creativity, all while delivering consistent, high-quality results for your clients. With CLICS, you can focus on what you do best – creating beautiful hair and unforgettable experiences.

Keep thriving, keep creating, and let technology put those worries to rest. •

"WITH THE CLICS MOBILE APP, STYLISTS CAN SWATCH AN UNLIMITED NUMBER OF COLOR FORMULAS, GIVING YOU THE FREEDOM TO EXPERIMENT WITH DIFFERENT SHADES AND CONFIDENTLY CHOOSE THE PERFECT COLOR FOR YOUR CLIENTS."

# CLICS®

COLOR. CREATIVITY. TECHNOLOGY.

# CLICS **TO THE** RESCUE

AI-Powered Solutions for Real Salon Problems



[www.clips.com](http://www.clips.com)



# FORGIVE & MAKEUP

## MAKEUP ARTIST POLICIES ON REFUNDS AND CANCELLATIONS

LAST-MINUTE CANCELLATIONS, UNHAPPY CLIENTS ASKING FOR REFUNDS... THESE ARE WORDS THAT MAKE MOST BEAUTY EXPERTS' STOMACHS TURN. THIS IS WHY HAVING THE RIGHT POLICIES AND PROCEDURES TO KEEP YOU AND YOUR BUSINESS SAFE IS ESSENTIAL. OUR EXPERTS AT WELLNESSPRO TELL ALL.

"I don't like her lifestyle." This is how one bride on Facebook justified canceling her appointment with a well-reviewed, skilled makeup artist, NyRee Ausler explains in a *Your Tango* article. The "lifestyle" she referred to was that the makeup artist was unmarried, without kids, and seemed happy with it.

While her complaint was surprising and unique, her request was not. She wanted her 50 percent deposit returned to her.

This isn't the first time someone ignored a makeup artist's booking policies. Many brides and clients will assume getting a refund is easy. If they're not getting their makeup done by you, they shouldn't have to pay you, right?

You know it isn't that simple. If a client cancels without enough notice, you usually don't have enough time to schedule someone else in. That's money walking out the door.

### Why are makeup cancellation and refund policies so important?

People cancel appointments for all kinds of reasons, like:

- No more budget for professional makeup, so they decide to DIY.
- Groom no-showed, so the wedding's off.
- Sister's an aspiring makeup artist and will never forgive your client if she uses you instead.

- Getting sick.

If you think it won't happen to you, remember: Big moments like weddings and celebrations spell big pressure, big emotions, and big misunderstandings. To deal with appointments that unexpectedly fall through, you need policies for cancellations and refunds.

### According to QC Makeup Academy and Legal Lotus, helpful policies address:

- Deposits, including when that deposit is refundable.
- Your cancellation window.
- Late cancellations, including what they pay—usually 25 to 50 percent of the cost of their service, Carrie Cousins says in a *Square* article.
- Rescheduling. You might cap how many times they can reschedule within a certain timeframe and charge for additional rescheduling.
- No-show cancellations (some policies charge up to 100% of the service fee if a client ghosts you).

But how can you help clients understand these policies?

And what can you do to enforce your makeup artist policy if someone wants to fight it?

IT'S ONE THING TO SAY SOMETHING TO YOUR CLIENT'S FACE. IT'S ANOTHER TO PUT IT IN WRITING. DO YOURSELF A FAVOR, AND GET SOME RECEIPTS!

“YOU DESERVE TO FEEL PROTECTED AGAINST THE UNEXPECTED, AND **WELLNESSPRO INSURANCE** CAN GIVE YOU THAT PEACE OF MIND.”

Here are some tips.

**1. Put your policies in your service contract.**

It's one thing to say something to your client's face. It's another to put it in writing. Do yourself a favor, and get some receipts!

When someone books an appointment with you, have them agree to your policies in your service contract. This gives clients time to read them. It's also proof if a client feigns ignorance later.

**2. Get those initials.**

While your clients are booking online, make them check a box or initial by your cancellation policy. By making them click something to agree to the terms, you make it more likely your policies sink in.

**3. Put your makeup artist policies on your website, too.**

Did your bride-to-be book you in a frenzy at 2 AM? Or did a busy mom of four slide into your schedule while wrangling toddlers at the grocery store?

Give them another chance to read your cancellation and refund policies by putting them on your website.

**4. Ask a pro.**

Beauty school ain't law school, and Google, Esq. isn't always right. So if you're worried about your makeup artist policies, or you're struggling to start, call a local attorney. They can help you write a makeup artist service agreement that spells out your cancellation and refund policies and abides by any laws or requirements your state might have.

**5. Be prepared for disagreements.**

When working with clients, the unexpected happens much more often than you'd think. Maybe today they're asking for a refund because they "don't like your lifestyle." Tomorrow, it could be a client threatening to sue because you "ruined" an important day.

You deserve to feel protected against the unexpected, and WellnessPro Insurance can give you that peace of mind.

Scan the QR code to visit our website and start your coverage journey with WellnessPro.

# Insurance as good as your go-to lipstick

Get WellnessPro Insurance to safeguard your beauty business.  
**Call 800-776-6268**



Scan to visit our website



# TAKING ON TECH

WHILST WE ARE ALREADY INTO 2025, IT'S NOT TOO LATE TO GIVE YOUR BUSINESS A SPRUCING UP! KATI WHITLEDGE, PODCASTER, FOUNDER OF MYA AND SALON OWNER, IS AN ADVOCATE OF TAKING YOUR BUSINESS TO THE NEXT LEVEL – AND USING SOFTWARE TO HELP YOU DO IT. WE CAUGHT UP WITH KATI TO LEARN MORE ABOUT HER PIONEERING SOFTWARE AND WHY YOU SHOULD BE TAKING IN TECH THIS YEAR.



“LEAN INTO TRAINING RESOURCES AND PRIORITIZE TEAM BUY-IN BY SHOWING HOW THE TECHNOLOGY WILL MAKE THEIR JOBS EASIER AND THEIR CLIENTS HAPPIER.”

Business management is everything in this industry. No one knows this more than **Kati Whitledge**. The marketing mogul has built her business and her brand on the concept that clients are key to building a blossoming salon business – and with her very own software mya, she’s proved it!

In 2010, Kati opened Be Inspired Salon – her upscale salon boutique located in Madison, Wisconsin. Since, Kati managed to grow her team of two into a team of over twenty – with that number consistently rising. During these growth stages of her salon business, she created a one-of-a-kind client recruitment and marketing software – which is now known as mya. mya is an all-inclusive digital sales funnel with a proprietary matchmaker based on neuromarketing. Their software pairs clients with the right professionals the first time, helping businesses grow their revenue with clients they love who spend more and stay longer.

mya was such a success for her own salon, Kati knew she had to share her software technology with beauty industry businesses across the US.

As the CEO of mya, Kati has played a pivotal role in transforming how salons approach customer recruitment. And Kati believes that AI is the next transformative factor in the customer buying cycle for the beauty industry.

“AI-driven solutions are set to completely redefine the customer buying cycle in beauty. They’ll help salons understand client preferences on a deeper level, delivering hyper-personalized recommendations and experiences at

every stage of the journey – from discovery to booking, and beyond. AI can anticipate client needs, suggest tailored services, and even optimize follow-ups, making every interaction feel intentional and valuable,” she said.

“Over the next few years, salons using mya will not only attract their ideal clients but also build loyalty and maximize lifetime value through seamless, client-first interactions,” Kati added.

## Winning and Keeping Clients

Whilst AI is set to revolutionize the industry – winning and keeping clients by mastering the customer buying cycle is key to keeping your business moving, according to Kati. Later this year, she’ll be taking to the stage at the Phorest Salon Owners Summit to delve deeper into this. Luckily, Kati gave us a preview into her talk – just for you!

“At the Summit, I’ll share how salons can guide clients through every stage of the buying cycle with intention, from building awareness to retaining their loyalty. It’s about creating systems that not only attract the right clients but also ensure they keep coming back.

“The top three tools I recommend for salon owners are firstly, Client Recruitment Platforms, like mya, to attract clients that are aligned with your brand and services. Secondly Integrated Salon Management Software, like Phorest, to centralize bookings, inventory, and client data while offering actionable insights. Lastly, Automated



Communication Tools, like mya that personalize messaging, such as reminders, follow-ups, and promotions, ensuring clients feel valued without extra effort from the team.

“With the right tools, salons can improve their profitability while maintaining exceptional service standards,” she explained.

### **Integrate, Don't Wait**

For Kati, whose software is revolutionizing client recruitment – she believes the only way to make a software even better is by integrating with other softwares, such as Phorest.

Integrating mya with platforms like Phorest creates a powerhouse combination for salon success. mya helps salons generate leads and convert website visitors into lifetime clients, while Phorest’s management features ensure seamless service delivery.

“Together, we improve client experiences by ensuring clients are paired with the perfect professional and receive

tailored service recommendations. For salon owners, this means increased efficiency, higher retention rates, and a boost in revenue and client count. It’s about making every client interaction meaningful while optimizing operations.”

### **The Biggest Challenge and How You Can Overcome It**

“The biggest challenge is adoption. New technology can feel overwhelming for busy salon owners and their teams. To overcome this, I always recommend starting with a clear goal – whether it’s improving client retention or streamlining scheduling – and choosing one tool that addresses that need. Lean into training resources and prioritize team buy-in by showing how the technology will make their jobs easier and their clients happier. Staying competitive requires a willingness to adapt, so approach technology as an opportunity, not a hurdle.”

“TOGETHER, WE IMPROVE CLIENT EXPERIENCES BY ENSURING CLIENTS ARE PAIRED WITH THE PERFECT PROFESSIONAL AND RECEIVE TAILORED SERVICE RECOMMENDATIONS.”

### **TUNE IN**

**Check out Kati Whitledge’s podcast: Beyond the Technique**

In her podcast, Kati aims to provide salon owners and their teams with the most innovative business and marketing strategies. Kati’s mission is to bring the most forward-thinking industry professionals to the mic to share their insights.

With special guests such as CEO of Spark Pro Global, Heather Harris, Vish’s Head of Partnerships, Will Simpson, and other educators such as Jennifer Alvarez, and many more.

# Interiors



## **WISH DRY BAR**

**Established//** 2021

**Owner//** Sogol Clark

**Location//** Vancouver,  
BC, Canada

**Furniture//** Gamma  
& Bross, bespoke

**Brands//** Davines,  
Kevin Murphy, and  
Kerastase

**Stations//** 8



## SALON OF THE EDITION

Established// 2024

Owner// Aaron LaCava

Location// California

Furniture// Minerva

Brands// Davines,  
Wella, Amika,  
Innersense

Stations// 10

# Hair Jungle

NESTLED IN THE HEART OF CALIFORNIA, HAIR JUNGLE HAS CEMENTED ITSELF AS A STAPLE IN THE HAIR WORLD FOR THE STYLIST'S IMPECCABLE ARTISTRY – AS WELL AS THEIR STUNNING INTERIORS. AARON LACAVA, OWNER OF HAIR JUNGLE, TALKS US THROUGH THE JOURNEY TO CREATING HIS CALIFORNIA DREAM SPACE.



"I had a little salon suite before I opened Hair Jungle, and it was always my dream to own a salon," Aaron told us. "It took six months to open – which is longer than the heart wants, but to make sure everything was compliant with the city; it was important to make sure it was perfect."

"When it came to selecting the name for the new space, I wanted something to fit in with the earthy tones I had envisioned. Eventually, Hair Jungle came to mind, and I knew that was it. I thought it was a really sweet way to branch out the salon, keeping with the plant theme that I love, and tie in with our space as an earth conscious salon."

Aaron continued: "I wanted my clients to feel comfortable and welcomed like this salon is their safe space. We make sure to greet every single person who walks in the door, offering refreshments and try to deliver a five-star experience from the get-go – and I think the care put into the interiors helps reflect that too. We want every client to feel refreshed, listened to, and pampered."

Prior to Hair Jungle's inception, Aaron saw potential in an unlikely place and just let his creative vision guide the way. "The space was initially an old T-Mobile shop," Aaron laughed. "I saw the open space and large windows, and thought I could work with this. I had a tour of the building and visited a few times on my own. I'd look through the windows and almost instinctually start planning where I would put furniture, what I would change, and it just made sense in my head."

Transforming the old phone shop into the stunning salon we know today took time and wasn't an easy process. "Immediately, I wanted to rip out the ceiling and open up an additional three to four feet of clearance," Aaron told us. "Once that was opened, we saw this dusty wooden beam across the ceiling and once we tidied it up, it now works as a feature in the shop. ▶"



"IT WAS REALLY IMPORTANT FOR ME TO SEE EVERYTHING IN PERSON BEFORE PURCHASING, AND MEETING WITH THE REPRESENTATIVES OF THE BRAND TO MAKE SURE EVERYTHING WAS PERFECT."



“IT WAS REALLY IMPORTANT FOR ME TO SEE EVERYTHING IN PERSON BEFORE PURCHASING, AND MEETING WITH THE REPRESENTATIVES OF THE BRAND TO MAKE SURE EVERYTHING WAS PERFECT.”

We cleaned and painted all the piping alongside to match the shop colors, while matching the wooden beam to the other tones in the columns.”

Aaron added: “I also love the signage in front of our salon, it’s bold while still matching the aesthetic inside. It also has lights behind the text, so the sign is lit up at night, and we often change the colors to match different holidays like red and green for Christmas.”

When furnishing the salon, there was an obvious choice for Aaron – Minerva. “Minerva was great and couldn’t have been more helpful when I visited the warehouse,” he told us. “I took a three-hour flight to Georgia and then drove for another few hours to meet the team in person and see the furniture in the flesh before purchasing anything.

I went in there with a list of items I’d selected on their online shop, which ended up completely changing once I was able to sit down and see the furnishings for myself.

“I kept the original stations that I picked out, but the initial chairs were not as comfortable, so I went for a different model. It was really important for me to see everything in person before purchasing, and meeting with the representatives of the brand to make sure everything was perfect.”

The long days travelling was all worth it in the end when Aaron placed his order for the chairs, shampoo and workstations in the salon – keeping everything in line with his vision. “What I really like about the stations specifically is that they’re dual sided with storage to the right of the mirror for

the stylists,” he told us. “It means we can have an interesting layout in the salon so it’s not just the standard against the wall station and keep things clean and tidy with the built in storage.

“Another key part that we love about the stations is that we have all the electrical assets on top of the stations, as we didn’t want to dig into the concrete to add electricals there. This means we can move the stations out of the way for classes.”

From a lifelong dream of Aaron’s to a reality now – Hair Jungle is a staple in the California hair scene. “I’ve been in the industry for 13 years, and it’s been incredible to see my vision come to life,” he added. “I’m just so excited for what else is in store for Hair Jungle.” •



# Not Another Salon

Established// 2015  
Owner// Sophia Hilton  
Location// London UK  
Brands// Crazy Color  
Stations// 6

## SHOREDITCH, LONDON, UK

NOT ANOTHER SALON IS JUST THAT. THIS IS NOT YOUR ORDINARY SALON WITH MUTED COLORS ON THE WALLS AND INTIMIDATING, PERFECTLY COIFFURED, STYLISTS MAKING YOU FEEL LIKE YOU OUGHT TO BE BETTER DRESSED TO WALK IN THE DOOR. THIS IS A COLOR-CRAZY HAPPY PLACE WITH VIVID HAIR COLOR EXPERTS AT THE HELM.

Salon owner **Sophia Hilton** or The Boss Lady as she is known was aiming for a salon that exudes a welcome with lots of fun color, that still held onto the village salon feel and a place of safety for all her clients. And that is exactly what she has created.

Sophia is known for her creative color skills, she is a long-term supporter and now a brand ambassador of Crazy Color, creating stunning, high-polish, high-

shine creations with immaculate application every time. It is her chosen color brand for as long as she can remember – and you are going to be slapped in the face with some serious color when you walk in the door of Not Another Salon.

“My salon was created to be a safe space where people felt free to be themselves. I personally experienced a lot of intimidation when walking

into salons, particularly around London, and I didn't want that for clients coming into my salon.

“My salon was made to be quite childlike, and colorful, not clinical. What I see with other salons is an attempt to look professional and grown up. I wanted to prove to everyone that we could be childlike and fun and silly, and still be really good at our jobs.”



“MY SALON WAS MADE TO BE QUITE CHILDLIKE, AND COLORFUL, NOT CLINICAL. WHAT I SEE WITH OTHER SALONS IS AN ATTEMPT TO LOOK PROFESSIONAL AND GROWN UP.”



Sophia’s color work is renowned – but she reminds us that there are many limitations to vivid color and that’s where every consultation should start.

“When a client comes in, it is less about creative freedom and more about understanding their lifestyle, their budget and what they are prepared to do, maintenance wise. That all sounds a bit dull doesn’t it, but in all honesty, we have to work backwards, and ask some really important questions like, do you want the color to remove, are you prepared to top up the color every week and do you have the budget for this? These questions are more of the driving force for the creative look than creativity by itself. Ultimately, my clients pay a high price for our services, and therefore, I need to make sure they get their monies worth.”

Sophia is a born educator, and she has her own Not Another Academy, which specialises in being a ‘no judgement policy’ hair academy helping hairdressers overcome the impossible Instagram era that is upon us. Sophia said: “The color industry has dramatically changed leaving many stylists behind, feeling outdated or just plain incapable. My academy helps stylists who feel intimidated watching these all-day transformation videos online, when clients clearly can’t afford to book us for a whole day.

“We build new skills but that’s not the most important thing we do. The most important thing we build is confidence. The ancient color technique of ‘crossing your fingers in the staff room’ will finally not be needed any more.”

“As an educator to try not to come across as too professional. I’m really chatty and relaxed, and that’s a hard-balancing act to do, when you are a younger educator, but I really believe in being more human, and conversational. Also, I always pick up on any of my faults, so that if I do anything wrong when I am demonstrating, I never hide it. I will always point it out to the audience and tell them what mistake I made, and how I would avoid it next time. It’s a great way to educate for me, as we all make mistakes.

“Here at Not Another Salon, we are all a bunch of misfits, who came together to one place to be accepted for who we are, and our aim is to make you feel as ‘you’ as we feel every day. My salon is about regressing back to your childhood, a time where you didn’t feel the social pressure you feel today. Our purpose in life goes much deeper than great hair, it’s about a change in mentality. Spreading the idea that it is in fact ‘cool’ to be kind.”



# Design & Layout

Established// 2019  
 Owners// Trudy and Kuan Yuan  
 Location// Hawaii  
 Furniture// Collins  
 Brands// Keratase, Virtue  
 Stations// 20

## Style Loft

STYLE LOFT IS A SALON BUILT ON THE BALANCE OF INDEPENDENCE, CONSTRUCTED BY HUSBAND-AND-WIFE DUO TRUDY AND KUAN YUAN.

Despite having a background in finance, tax, and accounting, through helping Trudy's brother Howard within the process of becoming an independent stylist they decided to build a salon built on the principle of helping freelance stylists thrive.

"We honestly did not have a strong sense of what we wanted the space to look like, just that it needed to be chic and inviting," they explained. "With our location just outside of the world-famous Waikiki, real estate is expensive, so we needed to maximize the number of stations for the best use of space without feeling cramped or crowded."

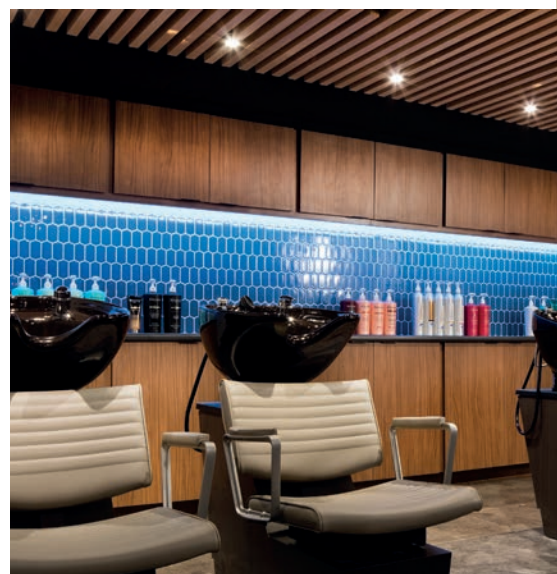
The couple worked with Rachel Pfister of District Architecture + Design based in Honolulu, Hawaii, who was able to help Trudy and Kuan transform the space using rich colors, textures,

and integrating tall decorative wood screens elongating the ceiling heights and breaking up the repetition of each salon cubicle.

"The styling chairs and shampoo shuttles are by Collins," they continued, noting: "We chose them because of their reputation for producing high quality salon equipment manufactured in the USA. Our designer wanted a specific color palette which Collins was able to provide. We used the Aluma Styling Chair in the fun and bright 'Honeydew' shade, and we chose the Aluma Backwash Shuttle in 'River Rock'.

"All other furnishing such as the salon stations, cabinetry, the oak screen walls and reception desk were custom built by a local contractor, O'Donnell Construction."

"THE STYLING CHAIRS AND SHAMPOO SHUTTLES ARE BY **COLLINS**. WE CHOSE THEM BECAUSE OF THEIR REPUTATION FOR PRODUCING HIGH QUALITY SALON EQUIPMENT MANUFACTURED IN THE USA."



# Base Coat

BASE COAT MADE A NAME FOR ITSELF AS THE FIRST NON-TOXIC NAIL SALON IN DENVER, COLORADO, AS TRAN NGUYEN-WILLS CREATED A MOVEMENT TOWARDS A HEALTHIER SALON ENVIRONMENT.

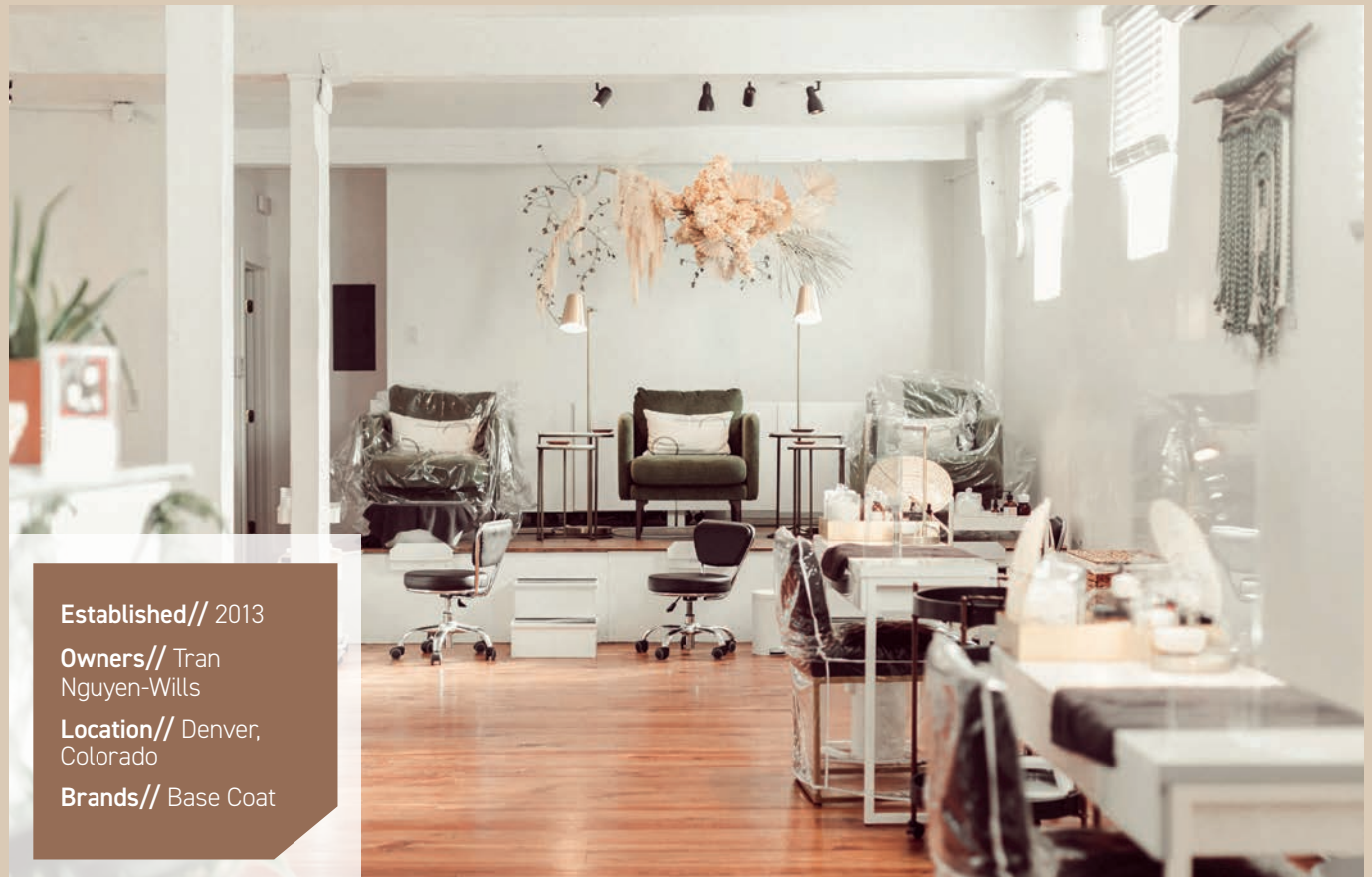
With interiors to match her clean-living and non-toxic products, inside Base Coat Nail Salon, clients are transported to a bohemian oasis.

With plants dotted around the salon and fairy lights to embody that cozy, homely feel, it's no surprise to see why the Denver-based nail institution has gone nationwide. Following the success of Tran's business model, she launched 16 salon-in-shop experiences in Nordstrom across the country. "Being a salon-owner and nail brand owner was not something that I initially set out to do, but it eventually found me," she explained.

In addition to being a health-forward salon, Base Coat Nail Salon embodies an aura of inclusivity

and friendliness. She maximized space by having a communal nail bar and adopting a platform pedicure section with contrasting black chairs and basins to stand out against the clean-cut white and beige interiors.

"Growing up, I watched my mom and aunts work in nail salons which gave me an intimate understanding of the conditions associated with the industry. When I was pregnant with my fourth son, I waited for a pedicure at my local salon when the smells overtook me. I immediately had to leave. From that moment, I set out to create a nail salon environment that was less toxic and safer for a larger community of people to enjoy."



**Established//** 2013

**Owners//** Tran  
Nguyen-Wills

**Location//** Denver,  
Colorado

**Brands//** Base Coat

# Tender Lovin' Care

EST// 2017 Location// 21 Chairs// Galaxy MFG Stations// 6 Products// Brow Tini

A one-stop shop for serenity, TLC and, of course, a little beautification... it's what we all want, right? Well, in Baltimore, MD – they have it, in Crystal Swinder's The Browtender Studio. If you're an avid reader of SalonEVO, you might remember we popped by the studio in 2022 – so, we went back for an update!

For professional esthetician, waxer, and business owner, Crystal Swinder – creating a space of serenity where clients can escape city life and engage in some TLC was a lifelong goal. Enter The Browtender Studio – Crystal's stunning multi-hyphenate studio space, that clients have described as a 'hidden oasis.'

"Our main room is designed with a brow station, two hair rental stations, and multiple seating areas. Our esthetician area has two treatment rooms where we perform full-body and brow waxing treatments, as well as full facial treatments and customized skincare regimens. We also use LED lights by LightStim™ and various skincare modalities, including our Zemitz skin analysis machine," Crystal said.

In the studio that can snap you up to shape in an afternoon, sans trailing and traipsing across town, Crystal believes that aesthetics and décor can have

a huge impact on your client base.

"As an esthetician, I firmly believe that the environment in which we work should harmonize with our creative impulses. The Browtender Studio is, in fact, a direct manifestation of my passion and soul," Crystal explained. "I've created a unique collection that features vintage Rattan furniture, adorned with vibrant shades of greens and golds."

But not only is this solely for aesthetics – it's to aid in the 'haven-like' experience.

"The moment you step through our doorway, you're enveloped in our signature scents, meticulously curated throughout the entire studio," Crystal added.

Perhaps it's time we all take a page out of Crystal's book, when it comes to TLC.

"AS AN ESTHETICIAN, I FIRMLY BELIEVE THAT THE ENVIRONMENT IN WHICH WE WORK SHOULD HARMONIZE WITH OUR CREATIVE IMPULSES."



## BARBERSHOP



# Buffalo Co

EST// 2022 Location// 2 Chairs// Keller Stations// 6 Products// Kevin Murphy

When it comes to creating a standout barbershop experience, interiors play a pivotal role. For Buffalo Co, an elevated space isn't just about aesthetics – it's about creating a welcoming space while utilizing the environment around you, something that Jess and Travis have mastered.

"We were drawn to the history of the building, but from a design element we loved the big windows that provided so much natural light," she continued. "The space is smaller than our other location, with six chairs, but we continued the hybrid salon and barbershop concept like our original location. We wanted our interiors to reflect that welcoming environment that we provide and for our barber and salon clients to feel at home and comfortable in the space."

"We kept the brick exposed but aimed to warm up the space with the décor. It's a similar vibe to our other shop, but a slightly different aesthetic."

And one of the ways Jessica and Travis made their space stand out? Their Keller Maverick barber chairs. "Because the space is so light and bright, we thought that adding a little moodiness with the black Keller chairs was a great addition," Jessica told us. "We wanted that little bit of drama which the chairs provide."

You can immediately tell that all the details at Buffalo Co were hand-selected with the same level of care as the chairs, with every corner of the space thought out. "The round mirrors at the stations add a modern look and a contrast to the large rectangular windows. We have small touches dotted throughout the space too; like the guitars and flags on the wall to add some personality to the space. I also added plenty of plants as I know they will thrive amongst the natural lighting environment."



"WE HAVE SMALL TOUCHES DOTTED THROUGHOUT THE SPACE TOO; LIKE THE GUITARS AND FLAGS ON THE WALL TO ADD SOME PERSONALITY TO THE SPACE."

# INTERIORS

## KELLER

Chic Salon Chair

\$319.00,

[keller4salon.com](http://keller4salon.com)



## DYERECTOR BY COLLINS

ModCab+™ Modular  
Color Cabinet

\$899.00, [collins.co](http://collins.co)



## MINERVA

Avant Salon Styling  
Chair

\$364.00,

[minervabeauty.com](http://minervabeauty.com)



## TAKARA BELMONT

YUME Head Spa™

[store.takarabelmont.com](http://store.takarabelmont.com)



**CONFIGURE TO  
ORGANIZE ANY COLOR-LINE  
WITH ONE UNIT.  
BOXES, BOTTLES OR CANISTERS**

**HAIR-COLOR  
STORAGE  
SOLVED**

**dyerector**  
by *collins*

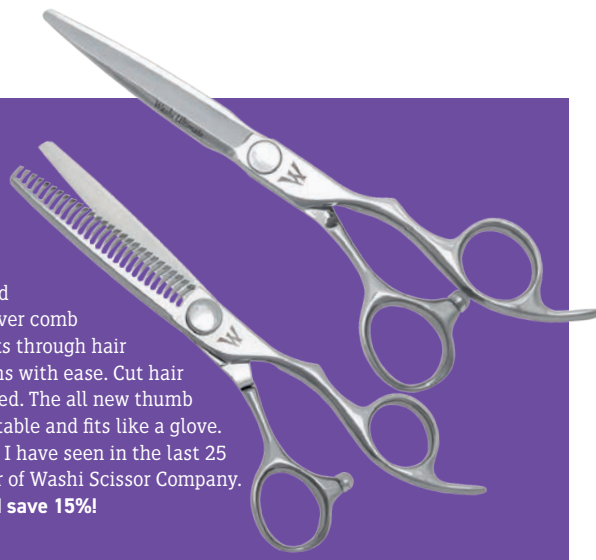
[www.dyerector.com](http://www.dyerector.com)

**WASHI SCISSORS**

Ultimate Silk

This shear is razor sharp and amazingly strong. Scissor over comb feels like a dream as it melts through hair while flying through sections with ease. Cut hair like you've never experienced. The all new thumb design is extremely comfortable and fits like a glove. "This is the best edge work I have seen in the last 25 years". Marc Milman, owner of Washi Scissor Company. **Use EVO15 at checkout and save 15%!**

[washiscissor.com](http://washiscissor.com)



ULTA BEAUTY  
COLLECTION  
**Oh My GLOW**

Baked Bronzer  
Poudre bronzante cuite

**ULTA BEAUTY**

Oh My Glow Baked Bronzer

\$12.00, [ulta.com](http://ulta.com)



**A CUT ABOVE**



**GOLDWELL**

Pure Pigments  
[goldwell.com](http://goldwell.com)



**HEINGER**

Sirius  
[heinger-barber-stylist.com](http://heinger-barber-stylist.com)



**FAROUK CHI**

Royal Treatment Pearl Complex  
\$37.50,  
[chi.com](http://chi.com)

**ULTA BEAUTY**

Cherry Crush Lip Treatment Kit  
\$16.00, [ulta.com](http://ulta.com)



**FASTFOILS**

FASTFOILS Pop-Up Foils  
[fastfoils.ca](http://fastfoils.ca)



**MANIC PANIC**

Love Color™ Orange Crush Conditioner  
\$16.99,  
[manicpanic.com](http://manicpanic.com)



**MILK\_SHAKE**

Incredible Serum  
[milkshakehairpro.com](http://milkshakehairpro.com)



**Heiniger**

Power. Precision.  
Performance.  
Swiss.



@ r.braid | Robert Braid  
Award winning barber & Artistic Director for Heiniger

📷 📺 heinigerprofessionals  
heiniger-barber-stylist.com



# FIRST AMMONIA & PPD FREE HAIR COLOR

— NOW WITH —

**Hue Definition  
Technology™**



**CHI** IONIC  
PERMANENT SHINE

**INTENSE MOISTURE  
COLOR LONGEVITY  
MAXIMUM SHINE**



LEARN MORE

100 SHADES AVAILABLE



**FAROUK**  
CHI | BIOSILK™

[PRO.CHI.COM](http://PRO.CHI.COM)

©2024 Farouk Systems, Inc. 880 E. Richey Road, Houston, TX 77073.  
For more information on any Farouk Systems, Inc. product call: 1.877.652.0817



@FAROUKSYSTEMS