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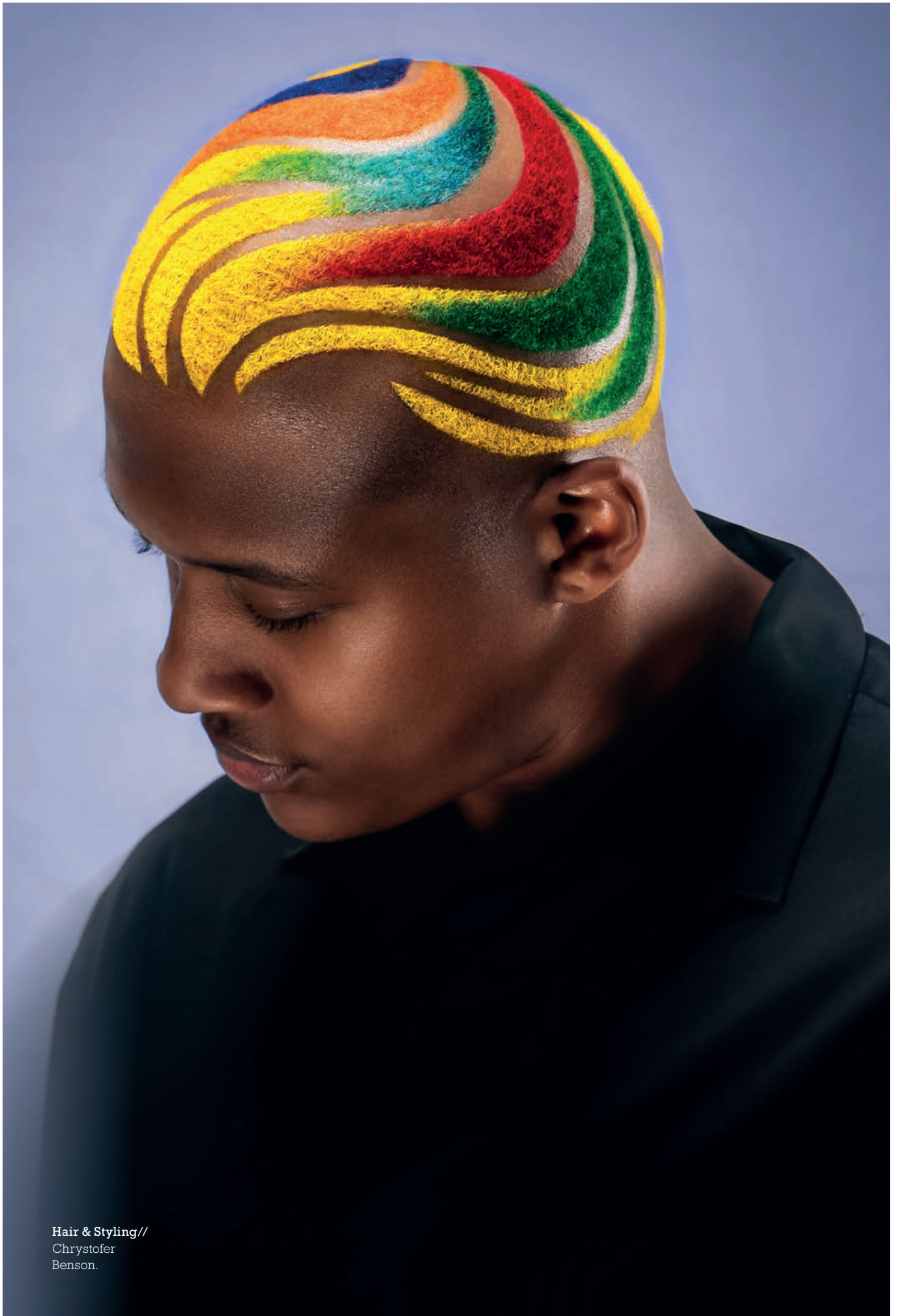
CREATIVE COLOR FINALISTS

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UPCOMING SHOWS

PREMIERE ORLANDO
May 31-June 2, 2025

PREMIERE SAN ANTONIO
September 28-29, 2025

PREMIERE COLUMBUS
September 14-15, 2025

PREMIERE ANAHEIM
February 1-2, 2026

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STAY CONNECTED



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ANDREW BREWSTER & DAVID FOSTER | CO-FOUNDERS

AS THE DAYS ARE GETTING BRIGHTER, AT EVO HQ – WE’RE FEELING A SENSE OF EXCITEMENT LOOKING TOWARD THE SUMMER MONTHS. EVENTS SEASON HAS COME QUICK – AND THERE IS SO MUCH MORE TO COME.

This year has already felt like a whirlwind. The industry has hustled and bustled like never before, and best believe EVO has been there every step of the way. Always keeping our fingers on the pulse, we’re heading to Chicago for ABS and the Global Image Awards. Both of us will be presenting awards, which we look forward to. We’ve been in this industry a long time, and we’ve watched it blossom. Witnessing this growth, the continuous elevation of craft and the artistry that underpins it all – it’s a joy. That’s why we do what we do. Presenting awards is simply the cherry on top.

But as we head into awards season, it’s important to remember, that achieving accolades isn’t what it’s all about. It’s about the people this industry serves. Whether you’re a receptionist in the salon, greeting each guest; whether you’re a stylist, with a full column each day; or whether you’re an educator inspiring the next generation. It’s all about offering up the gift of this craft. But enough philosophical pondering from us

– we have more excitement to share.

In March, we visited Cosmoprof Bologna – connecting with international brands in the stunning Italian city of Bologna. Not only catching some spring sunshine, we also caught up with some of our favorite industry icons. Earlier in the year, we visited Cosmoprof Miami – which was a tremendous success – and we look forward to Cosmoprof Las Vegas in July. Talking about looking ahead, the NAHA’s at Premiere Orlando are fast approaching, and you can find all the finalists in these very pages.

There are so many more events happening in the year ahead – so get your schedule sorted and start making plans. As always, we’ll keep you updated with all the latest... right here.

We want to thank you for subscribing and reading SalonEVO every second month! We always strive to bring you all the education, inspiration and industry news you need to know to stay up to date!



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JENNIFER PAXTON | EDITOR

SPRING IS IN THE AIR AND WE'RE READY FOR THE SEASON OF RENEWAL. THIS ISSUE WE TALK BRIDAL BEAUTY, STYLING, BUSINESS AND ALL THE EVENTS YOU NEED TO KNOW ABOUT. SO, LET'S GET STARTED.

We are finally out of the winter slog, and with Spring comes so much newness. New trends, new products, and new inspiration. And this issue is jam-packed with all the things you need to bring you into a new era.

Our calendars have been busy, so find out where we have been off to in the last few months, from Cosmoprof Miami, ABS Chicago and the Global Image Awards to London Fashion Week!

Kicking off this edition, we have Ulta Beauty on our cover – with SalonEVO Columnist and Head of Education and Creative at Ulta Beauty, Anna Manukyan, taking center stage. We also delve into Anna's story as she sits down with us for our In the Chair feature. And the One 2 Watch? FASTFOILS ambassador and salon owner, Hunter Walden. After looking over the events of the season, we get into the world of styling. Connecting with

NAHA finalist Erin Fernandez, as well as three of our columnists – Jacob Khan, Michelle O'Connor, and Vernon François – we talk styling in virtually every realm of the industry. Find all this before we introduce three new stylers from Farouk CHI! Next, we launch into the world of weddings – with our bridal feature being kicked off by Bellami Ambassador and bridal stylist, Vanessa Wehbe. Hopping over the rainbow to Ireland, we have our pot of gold waiting for us in the form of Niamh Lee. The bridal expert who is sharing her top tips and tricks. Find this and more in bridal. We then look into the interiors in some of our favourite salons – including Beauty School Salon in Nashville, Mama West in

Australia and The Grove in Vancouver. Looking at chairs and interiors, before launching into business – touching on sustainability; tax and finance; and even scissors. Find all this and so much more!



HANNAH AND CHRISTOPHER BENSON
Founders of CBC, Artistic Directors of L3VEL3



VERNON FRANÇOIS
Global Ambassador for OLAPLEX & L'Oréal PPD, Ulta Beauty Pro Team



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



JACOB KHAN
Creator of Fancy Scissors, Ambassador for Goldwell & BaBylissPRO



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



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SHORTCUTS

FRESHA'S AI-POWERED DEFENSE REDUCES FRAUD BY 99%

Fresha is reinforcing its position as the safest and most secure platform on the market after reducing fraud by an incredible 99% – preventing fraudulent transactions from affecting businesses and clients.

Fresha's AI-powered fraud detection system uses predictive analytics to identify suspicious patterns before they cause harm – going beyond traditional, reactive methods. Advanced transaction scoring monitors multiple parameters to detect fraudulent activity, while automated systems flag and block payment fraud attempts – such as stolen card transactions – before they happen. Furthermore, Fresha's secure messaging infrastructure proactively combats SMS and email phishing scams, ensuring that clients and

businesses remain protected across every interaction.

"As we continue to grow, our responsibility to safeguard businesses and clients grows with us," said William Zeqiri, Founder & CEO at Fresha. "Fraudsters are becoming increasingly sophisticated, but so are we. With our proprietary AI and Machine Learning systems, we don't just react to fraud – we stop it before it even starts. Combined with our robust compliance and security frameworks, this ensures that Fresha remains the safest and most reliable platform in the industry."



OLAPLEX ENTERS NEW ERA

OLAPLEX has announced their new chapter, redefining hair health with a new brand identity, groundbreaking innovation in scalp, and a commitment to empowering stylists worldwide.

"From day one, OLAPLEX has built bonds and broken barriers," said Amanda Baldwin, CEO of OLAPLEX. "This new chapter is about living up to the extraordinary innovation that has always defined us. Our products will repair and transform in the most extraordinary of circumstances but it's their daily power to build foundational hair health and deliver lasting results that makes them truly breakthrough and empowers stylists and customers with the confidence that comes from truly healthy hair."

"We want those two sides of our brand to come forward in our visual identity. We believe that it's a true expression of the confidence in our heritage, our bold approach to innovation, and our passion for the creativity of the professional community. It's a reflection of not only who we've always been, but also an introduction to our future."

As part of this exciting evolution, OLAPLEX introduces the No.0.5 Scalp Longevity Treatment – a unique scalp serum designed to establish the foundation for long-term scalp and hair health. Combined with bestselling No.3 Hair Perfector this innovation is emblematic of OLAPLEX's new vision and its promise to deliver lasting hair health from root to tip.

TEXTURE VS RACE 2025 SUMMIT RETURNS IN MAY



In an industry historically divided by texture and race, Keya Neal has spent seven transformative years leading a movement that has fundamentally reshaped beauty education and inclusion. As the Texture vs Race Summit prepares for its sixth annual gathering at Baltimore's Frederick Douglass-Isaac Myers Maritime Park Museum (May 4-6, 2025), Keya's vision has evolved from a groundbreaking concept into an internationally recognized force for change.

Since its inception, Texture vs Race has grown from a bold idea into a movement that has trained thousands of professionals, influenced major beauty brands' approaches to inclusion, and sparked essential conversations about equity in beauty education. As the first platform to explicitly address the intersection of texture discrimination and racial bias in the beauty industry, TVR has set the standard for how the industry approaches these crucial conversations. For more information, or to purchase your tickets for the TVR 2025 Summit, visit koulourculture.com

OLAPLEX



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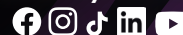
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ANNOUNCING L.I.V.E. 312 AS THE OFFICIAL ABS AFTERPARTY

It's BACK, after an incredible debut year, brought to you by the America's Beauty Show and the Chrystofer Benson Collective, the afterparty of all afterparties is coming back to Chicago. It's L.I.V.E.312!

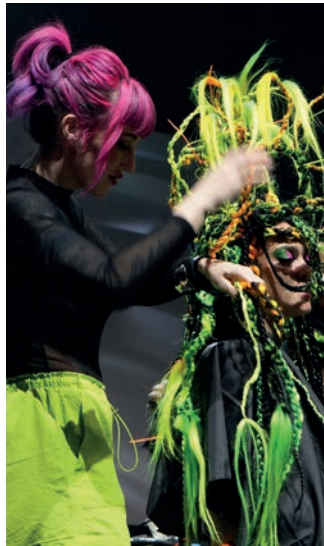
Hosted at the incredible Joe's Live Rosemont, just a stone's throw away from the Donald E Stephens Convention Center, on Sunday April 6th, 2025, from 6:00pm.

During the 2024 event, attendees were BLOWN AWAY with a neon-themed, immersive hair, music, fashion, and creativity-filled evening, featuring artists like Los Cut It, Byrd Mena, Karine Bélanger, Jalia Pettis, J Ladner, and many, many more.

This year, the Chrystofer Benson Collective have teamed up with ABS to ensure that all tickets to

the afterparty event are FREE! All you have to do is register at eventbright.com!

Mark your calendars and we will see you there!



GOLDWELL'S FIRST 'COLOR OF THE SEASON' 2025

Goldwell has launched its first 'Color of the Season' for 2025: ENCHANTED SOLACE. Inspired by a growing recognition of the power that colors can have on soothing the senses. The calming collection of shades features a soft and hazy aesthetic that perfectly blends in this new era of beauty and emotional well-being.

"Enchanted Solace is a testament to the transformative power of color," said Jane Boddy, Global Color Expert. "These shades are meticulously chosen to evoke feelings of calm and comfort, addressing our deep-seated need for emotional well-being in today's fast-paced world."

PINK ICE embodies this trend, offering a fresh, natural shade infused with gentle positivity and joy. Unlike traditional pastel pinks, PINK ICE has a muted, dusted gray undertone. Its mellow charm evokes peace, gently stimulating both the senses and the soul.

BLUE MIST features a barely-there color with a mineral-like essence, transitioning gracefully between blue and gray tones in varying hues. BLUE MIST whispers serenity, exuding a delicate and refined color with a pure, ethereal quality.

LATTE serves as a reminder of warm sand illuminated by gentle sunlight. Airy yet grounded, LATTE exudes effortless naturalness and freshness alongside a sense of modern luxury.



JOICO ANNOUNCE KATE HUDSON AS GLOBAL CELEBRITY SPOKESPERSON

JOICO is celebrating a huge milestone in 2025: 50 years of healthy hair innovations. And as if that wasn't enough reason to celebrate, the brand has also announced Kate Hudson as their new Global Celebrity Spokesperson.

The Golden Globe winning actress – known for her glistening golden blonde locks – has joined the brand as its Global Celebrity Spokesperson. The healthy hair brand is now bringing that same salon-quality experience directly to consumers through multiple channels, making luxury hair care accessible and personal.

The brand's campaign and partnership with Kate Hudson launched in February 2025 and will last through the end of the

first quarter of 2026. She will be prominently featured throughout advertising for the brand in all digital mediums including social media globally, and in print and in-store advertising and merchandising for the brand's global markets.

The creative concept for the campaign, filmed on location in Southern California capitalizes on her innate playfulness and warm nature. This concept, "joi lessons with Kate Hudson," is the brand's take on "finding joi" while staying authentic and delivering an easygoing-chic. The campaign will show a glimpse into Hudson's world and how she finds "joi."



WHERE TALENT BECOMES LEGACY

Immerse yourself in the energy, witness groundbreaking artistry, and be part of history in the making. Don't just hear about it—be there!

JUNE 1, 2025

ALONGSIDE PREMIERE ORLANDO

ORANGE COUNTY CONVENTION CENTER | CHAPIN THEATER

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

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

HAIR BY 2024 NAHA HAIRSTYLIST OF THE YEAR WINNER ERIN FERNANDES



ARE YOU A FUTURE LEADER?

PBA'S FUTURE LEADERS PROGRAM PROVIDES GROWING PROFESSIONALS THE OPPORTUNITY TO BE A PART OF A UNIQUE COMMUNITY THAT FOSTERS KNOWLEDGE, CAREER PATH, AND CONNECTIVITY FOR THE NEXT GENERATION. IN OUR COLUMN THIS MONTH, WE'RE DIVING INTO IT ALL – FUTURE LEADERS, OUR INDUSTRY SPOTLIGHTS AND THE DATES YOU NEED IN YOUR DIARY.

PBA FUTURE LEADERS

Are You A Future Leader?

The PBA Future Leaders Program is built on three key elements: Community Check-ins, Mentorship Circle Webinars, and Live Events. Each part is designed to give you the tools and support you need to thrive in today's fast-paced beauty world.

The Future Leaders Task Force includes some of the biggest names in the industry, all focused on providing mentorship and connections to help participants grow. We're excited to welcome two dynamic leaders to the Future Leaders Task Force!

Dessirae Sands brings over 20 years of experience in salon management, education, and sales, currently serving as AVP of Omni Channel Education for L'Oréal Professional Brands. Her passion for fostering community, mentoring future beauty leaders, and shaping the industry through data-driven insights will be an incredible asset to the committee.

Jalia Pettis, Visionary behind 3Jay Productions, combines 17 years as a dually licensed beauty professional with over two decades in Corporate America. A dedicated PBA member and NAHA Winner, Jalia is passionate about mentorship, inclusivity, and empowering emerging talent through education and advocacy.

We're excited to see the impact both leaders will have as we work together to shape the future of the beauty industry!



"I'M HONORED TO BE SELECTED AS PART OF THE PBA FUTURE LEADERS TASK FORCE. AS SOMEONE WHO TRANSITIONED INTO THE BEAUTY INDUSTRY FROM A CORPORATE BACKGROUND, I UNDERSTAND THE POWER OF MENTORSHIP, COLLABORATION, AND LEADERSHIP. I'M EXCITED TO CONTRIBUTE TO SHAPING ITS FUTURE BY FOSTERING OPPORTUNITIES FOR GROWTH, INNOVATION, AND INCLUSIVITY."

JALIA PETTIS



Jalia Pettis



Dessirae Sands



TALENT SPOTLIGHT: TINA ALLEN

@cashmerefacesglambar

Tina has transitioned from being a PBA Beacon graduate to a successful salon owner in Atlanta, where she excels in makeup artistry, hair, and lash extensions while delivering exceptional client service. PBA is incredibly proud to include her in our esteemed Beacon class and exclusive SalonEVO/BarberEVO Talent Spotlight!



SPOTLIGHT ON: DISASTER RELIEF FUND AND EMERGENCY FUND

We're beyond grateful to our members, sponsors, and supporters who make it possible for us to help the beauty industry in times of need. Recently, the California Wildfires devastated Southern California, leaving countless people homeless, jobless, and struggling to rebuild their lives. But when disaster strikes, PBA is here to help.

Disaster Relief Fund

The PBA Disaster Relief Fund provides short-term emergency cash for groceries, necessities, booth rent/minor bills and replacement of beauty tools. Thanks to our members and partners, the Disaster Relief Fund has raised over \$200,000 to help beauty professionals impacted by the fires and is still going strong. In 2024, over \$400,000 was awarded to 880 professionals, providing critical support when they needed it most. 100% of donations goes directly to those in need – no PBA membership is required to apply or give. For more information, please visit probeauty.org/disaster-relief-fund.

Emergency Fund

The PBA Emergency Fund supports PBA Licensed Professional Members facing unforeseen challenges that disrupt their ability to work. It is intended for members facing hardships due to

health issues, accidents, or other emergencies such as a medical diagnosis leaving the member unable to work, financial need due to the unexpected death of a spouse or child, house fire, or car accident.

"After my car accident, the PBA Emergency Fund provided me with critical financial support when I needed it most," shared Jalia Pettis, award-winning stylist and Emergency Fund recipient. "Knowing that our industry has resources like this to lean on in tough times is invaluable. I'm grateful for PBA's commitment to beauty professionals and encourage others to explore the assistance available."

For more information, please visit probeauty.org/pba-emergency-fund.

"WE'RE BEYOND GRATEFUL TO ALL OF OUR MEMBERS, SPONSORS, AND SUPPORTERS WHO MAKE IT POSSIBLE FOR US TO HELP THE BEAUTY INDUSTRY IN TIMES OF NEED."

Ready to take the next step in your beauty career? Visit probeauty.org/future-leaders to learn more and sign up!



For more information, visit probeauty.org/events.

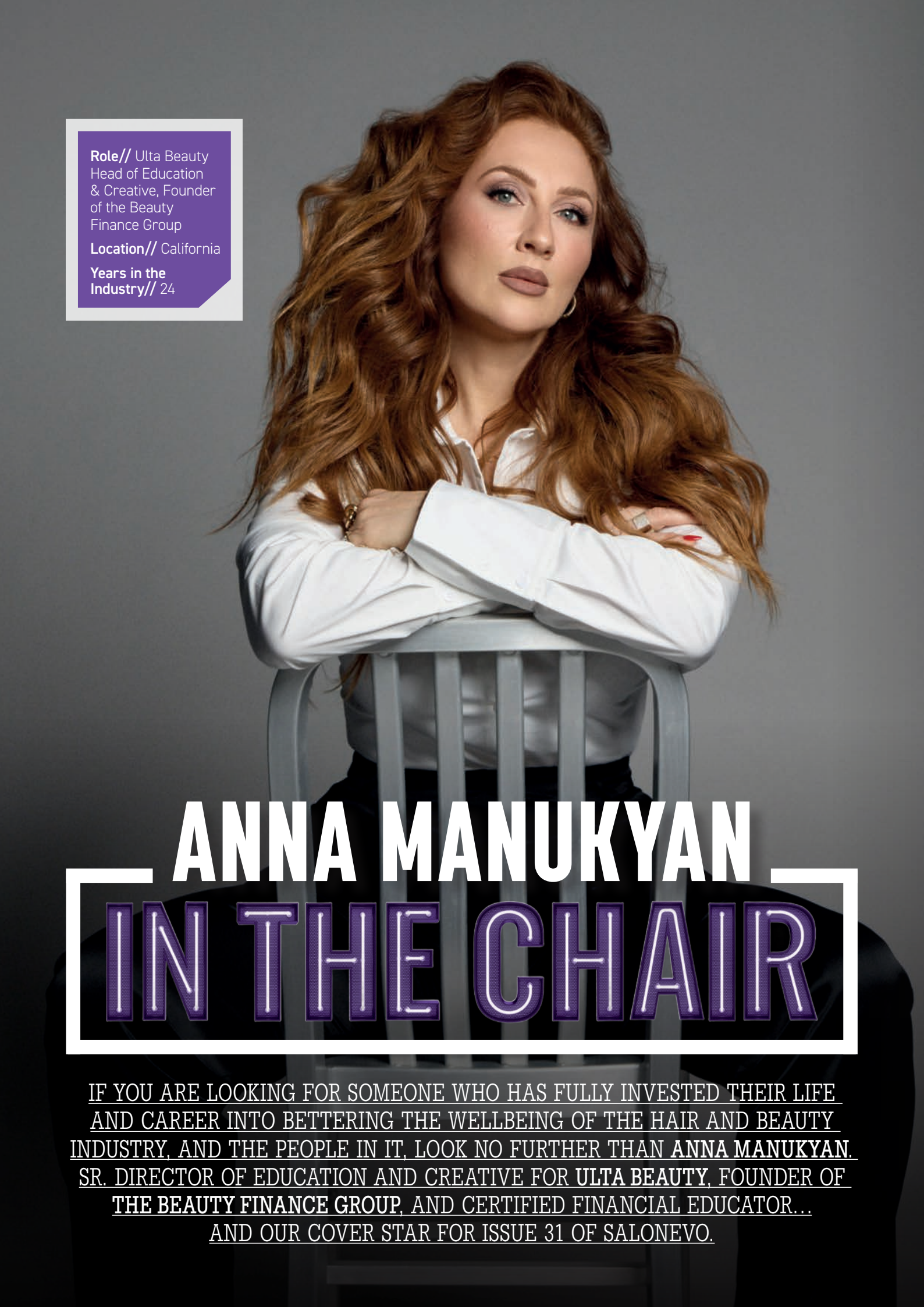
UPCOMING EVENTS

May 31-June 2
Premiere Orlando featuring PBA's Beacon Student Program

June 1
NAHA, Orlando

July 15-17
Cosmoprof North America, Las Vegas

November 17-18
Executive Summit, Phoenix



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

Location// California

**Years in the
Industry//** 24

ANNA MANUKYAN

IN THE CHAIR

IF YOU ARE LOOKING FOR SOMEONE WHO HAS FULLY INVESTED THEIR LIFE AND CAREER INTO BETTERING THE WELLBEING OF THE HAIR AND BEAUTY INDUSTRY, AND THE PEOPLE IN IT, LOOK NO FURTHER THAN ANNA MANUKYAN, SR. DIRECTOR OF EDUCATION AND CREATIVE FOR ULTA BEAUTY, FOUNDER OF THE BEAUTY FINANCE GROUP, AND CERTIFIED FINANCIAL EDUCATOR... AND OUR COVER STAR FOR ISSUE 31 OF SALONEVO.



This issue, we have turned the tables on Anna. Usually, she is behind the keyboard writing her educational, information-filled columns for each issue. But this time, we are featuring Anna's story, her inspirational journey through the industry, and how she became the multi-hyphenate powerhouse she is today.

So, let's start at the beginning. "This is a fun journey to reflect on!" Anna started. "My first memories of being aware of the transformative power of beauty goes back to being about five or six years old. All of the girls in my class had long hair, Long braids, ponytails, bows. You name it, they had it, and I wanted it! What I had instead was a pixie cut. I laugh with my mom about it now, her mentality was that her life was hard enough without having to do my hair every morning. So I improvised by creating hair braids from tights and stocking and wearing them as soon as I got home from school everyday. When I started to get insistent about leaving the house with them on... my mom agreed to stop cutting my hair.

"This story has many layers, the most topline one being the origin story of my love of having autonomy to choose what makes you feel beautiful."

Anna continued: "My first client was my grandmother, who selflessly let me cut her hair with house shears when I was seven, I really must have been the favorite grandchild looking back on that! Formally, I started my career in beauty as a receptionist at a hair salon in Burbank, CA. I was 15 and was thrilled that I was able to get such an adult job, and quickly fell in love with the creativity, flexibility, culture and balance the stylists had, all while making a great living. I graduated high school a semester early, signed myself up for beauty school and excitedly told my parents the news of my career choice. They did not share my enthusiasm. My dad's exact words were, 'We brought you to this country for you to CUT HAIR? Don't embarrass me'. That interaction has fueled a 25+ year career of

proving just how beautiful and sustainable a career in beauty can be. My situation is not unique, many parents and partners have a similar reaction to their loved one going into this industry, and it's all of our responsibilities to change that narrative.

"I have traveled the world and have been to most states in the US, have helped hundreds of businesses and thousands of stylists, have worked for major corporations, have learned more about business, people, human nature and empathy than I could have ever dreamed of... and I'd like to think that I've barely scratched the surface."

Forever holding onto her beautiful outlook on life, Anna had to face a lot of difficult circumstances and challenges from an early age. She shared: "We came to the US as political refugees when I was nine years old. The Soviet Union was collapsing, and violence was escalating, and we were fortunate enough to have my dad's sister who was already in the US help us apply for protection. It would be many years later that I would know the impact of that experience. It was a dehumanizing and very sobering journey, you are at complete mercy of who you meet in the process, how they feel that day, and what they think they strip you of. We came to this country with the clothes on our backs and \$7 to our name. My dad started work the very next day, he has a physical disability from having polio as a child and he would walk with a limp 10 hours a day delivering flyers. I learned very early in life the importance of hard work, of sacrifices one has to make to change their reality, of not staying a victim of circumstance and of doing what it takes to get beyond the fear of the unknown.

"I am a true believer of the fact that power and growth don't just come from knowledge, it's the application of that knowledge, the dedication to learning and the desire to improve is what makes us powerful. Never lose your curiosity and drive and you'll never stop growing." ▶

"I PROMISE YOU; YOU CAN MASTER LEARNING ANYTHING YOU PUT YOUR MIND TO... FINANCIAL CONCEPTS ARE EASY NEXT TO A COLOR CORRECTION!"





“MY GOAL IS THE SAME AS IT HAS BEEN FOR THE LAST TWENTY-FIVE YEARS, TO CHANGE THE NARRATIVE OF WHO WE ARE, WHAT WE DO, AND HOW SUCCESSFUL WE CAN BE, SO NO PARENT EVER HAS TO TELL THEIR CHILD ‘DON’T EMBARRASS ME’ WHEN TALKING ABOUT THEIR CAREER CHOICE.”

Becoming the Certified Financial Educator, Sr. Director of Education and Creative at Ulta Beauty, and Founder of Beauty Finance Group, takes a lot of knowledge and a combination of different skill sets. We asked Anna to tell us a bit about her journey in becoming an expert in the various fields of finance, education, and hair and beauty.

“I consider myself incredibly fortunate to have had the journey that’s led me here. Malcolm Gladwell coined the phrase that it takes ‘10,000 hours of practice to truly master something’, I tend to think that my time in this industry has followed that concept. My first three years was dedicated growing my technical talent, the next 10 were leaning into developing business acumen, growing my leadership style and focusing on leading national education teams. 15 years in, I started to really think about what I was next and how could leave a lasting impact on the industry that has been so good to me. I was keenly aware of how many salon professionals were struggling financially, how few people were able to retire after a life of service,

how many people lost it all because of one bad day and just how hard it was to get any financial education that didn’t feel condescending, defeating and overwhelming. I started to learn, to get better at asking questions, and at being keenly aware that even as a ‘successful’ woman I still felt very small and insecure when I spoke to any finance professional. If I was feeling that way, I knew thousands of salon professionals must be feeling the same. So, I decided to change that, I dove into learning, got my accreditations and became a Certified Financial Educator and started to have the conversation on a national and industry level about how we spend our careers taking care of others, and it’s time to start taking care of ourselves.

“We carry a lot of shame in our industry about the things we weren’t taught, we say things like ‘I’m JUST a hairdresser,’ ‘I’m not good at math,’ ‘I’m a creative not a numbers person.’

“If you’re reading and you’ve ever done a color correction or helped your guest through illness or life change. I promise you, you can master learning

anything you put your mind to... financial concepts are easy next to a color correction!”

All the different paths Anna has gone down finally brought her to Ulta Beauty in 2022, a position which she says has been the highlight of her career. “I joined Ulta Beauty three years ago and it’s been the highlight of my professional career, my younger self couldn’t have ever imagined just how good it could be! What attracted me to Ulta Beauty was how disruptive they were in both the pro and consumer beauty space. Nick Stenson had created the first of its kind , multi-branded Pro team, there was so much beauty and creativity being produced, coupled with the fact that there were over 1,400 salon locations across the US, it was a fantastic opportunity to leverage my industry knowledge, pro hair background and business acumen to add to the next chapter of success for Ulta Beauty. I get to lead creative teams, help people find their beauty , shape how education comes to life for salon professionals and lead how fun, creativity and success can come to life in one place.”

“THIS STORY HAS MANY LAYERS, THE MOST TOPLINE ONE BEING THE ORIGIN STORY OF MY LOVE OF HAVING AUTONOMY TO CHOOSE WHAT MAKES YOU FEEL BEAUTIFUL.”

Anna's Career Highlights

“There are so many through the years. Reflecting on all of it, I'd have to say that starting to work for a major beauty brand at 19, just ten years after landing in the US at the age of nine is the most significant one. I was able to learn two languages, get my cosmetology license, start making a living, financially support myself and help my family when they needed it. Looking back at that now, that foundational decade is what I'm most proud of. Some others include representing the US at Global events, having artists on my team win multiple awards, and starting an industry wide conversation about financial literacy make the list.”

What's Next for Anna

“In so many ways I feel like I'm only getting started! Ulta Beauty's tagline is “The possibilities are beautiful” and I believe that wholeheartedly to be the case for me as well. My goals for myself are to live fully, create a lasting impact, and enjoy what now is vs what is next. My goal and hope for Ulta Beauty is to continue to create a space of creativity, success, and security for thousands of stylists looking for a career destination. For the industry as a whole, my goal is the same as it has been for the last twenty five years, to change the narrative of who we are, what we do, and how successful we can be, so no parent ever has to tell their child ‘Don't embarrass me’ when talking about their career choice.”



What's in Anna's Beauty Bag?

SO MANY!! Here are some of my faves you can grab the next time you're in an Ulta Beauty!

- Shu Uemura Eyelash Curler, OG best-in-class must-have!
- Pat McGrath Labs Dramatique Mega Lip Pencil
- Redken One United Multi-Benefit Treatment Spray
- Benefit Cosmetics BADgal BANG Volumizing Mascara
- Nick Stenson Beauty Light Hold Hairspray.





Role// Texture &
Curl Specialist &
Freelance Educator

Location//
Beverley, UK

**Years in the
Industry//** 23

RICK ROBERTS OVERSEAS

FROM UNDERDOG TO NATIONAL AWARD-WINNING STYLIST, NOW IN THE BRITISH HALL OF FAME, RICK ROBERTS STORY IS TRULY AN INSPIRATIONAL ONE. AND AT HIS SIDE THROUGH ALL HIS SUCCESSES HAS BEEN HIS WIFE AND PARTNER, ZOE ROBERTS.



Before Rick felt the spark for hairdressing, he was pursuing a career as an electrician. He told us: "I was an apprentice and nearly qualified electrician, but the firm that worked for went bust, so I had to look in a different direction.

"A friend of mine was a hairdresser, and I really admired what she did and the buzz she got from hairdressing, so I decided that's the direction I would take my career. I started in a very small town and slowly became so passionate about the industry where I decided to push myself even further into the smallest competitions. My first show was in Athens with a local college, and I just got the buzz for hairdressing and showing people and educating."

Throughout his career, Rick Roberts has won multiple of industry renowned awards, leading him to becoming a freelance educator, Texture specialist, and Art Team and Education Ambassador for Schwarzkopf Pro, while running the Rick Roberts Hair and Beauty Salon in Beverley.

"Fast forward to today it is kind of crazy. I've always been the underdog but to now be a multi award-winning hairstylist, six times British Hairdresser award winner and two times British Hall of Fame is only what dreams were made of.

"My responsibilities in the industry and the company are to keep the creativity flowing, trying to come up with new ideas and keep people inspired about the industry.

"My day-to-day role is being a father and a husband looking after two boys a household but also running a salon with Zoe, my wife, working behind the chair and running a creative team."

As someone with such a varied skillset in session styling, education, and business ownership, I asked Rick what elements of his job keep him most passionate. He said: "I'd say that I am most passionate about education and being a mentor to people, helping people be the best they can.

"I get such a buzz when I see my students or mentee smile when something has clicked in their head, because they realize that something is actually simple when it's broken down for them to understand. It is just a great feeling for them to walk out and think 'I can do this now'."

But we cannot talk about all of Rick's wins without mentioning his wife and business partner, Zoe Roberts. I asked him what it has been like to grow in your careers and accomplish your goals together as a family. He said: "Zoe has been the backbone of this business, and a lot of our accomplishments have been together where Zoe has been my right-hand girl all the way through. She grounds me, she comes up with creative ideas and helps me become a better person outside and inside the industry. We've always said to our boys anything is possible if you put your mind to it."

Now that so many of Rick's goals have been checked off, what's next? "The next step to our career is I would love to become British Hairdresser of the Year, not just for myself but for the people that didn't start off in a big salon but started off in a little town like me. I want to do it for the underdogs; the people that are never seen, but are great at what they do. Also, we want to build our brand in different parts of the world starting with the United States and help to mentor the next generation of hairdressers."

"WE WANT TO BUILD OUR BRAND LARGER IN DIFFERENT PARTS OF THE WORLD STARTING WITH THE UNITED STATES AND HELPING TO MENTOR THE NEXT GENERATION OF HAIRDRESSERS."

What's in My Toolkit:

"I work with Schwarzkopf Professional, and I love the Schwarzkopf OSiS+ Air Whip Flexible Mousse, and the Fibre Clinix Bondfinity Light Oil 100ml. They're some of the biggest sellers in the salon. I always have them in my kit, and they keep their hair absolutely feeling beautiful.

"I am also working closely with a company called Hanzo Shears and we just building a great relationship in the USA and the UK, and wherever it takes me around the world."

The Best Advice I've Ever Received:

"The best piece of advice someone has given me is: when you are building the ladder of success, make sure that the ladder is leaning against the right wall with a great foundation. If not, the wall will collapse."

My Best Advice:

"Biggest advice I could give somebody, especially someone who's wanting to get into session or editorial styling, is reach out to people that you admire. Go to the shows and introduce yourself to them, maybe shake the hand, maybe go up to them and say 'I admire your work if you need any assistance, please let me know'. But never give up, because you're the only person that will stop yourself. Do not listen to anybody else that doubts you, listen to the people that want you to succeed, and surround yourself with the right people that want great things for you."

Role//
Salon Owner
(the walden.),
Educator for
FASTFOILS
& Keune
Haircosmetics.

Location//
Nashville, TN

**Years in the
Industry//** 10

HUNTER WALDEN

ONE2WATCH

IN THE EVER-EVOLVING
WORLD OF HAIRDRESSING,
TRUE TALENT SHINES
THROUGH PASSION,
INNOVATION, AND
DEDICATION TO THE
CRAFT. AND NOW, WE SEE
HUNTER WALDEN AS ONE
OF THE PIONEERS MAKING
WAVES IN THE INDUSTRY
WITH THEIR UNIQUE
APPROACH TO STYLING.



"It all started with my mom," Hunter told us. "I grew up watching her work in the salon, completely mesmerized by her passion for hair. She dreamed of becoming a celebrity stylist, a platform artist, and traveling the world – she still loves hair shows and classes. I wanted to be just like her. She was (and still is) my biggest inspiration."

"Growing up in the salon, hair was always part of my life – but the moment I knew this was what I wanted to do came when I left my small town for college. I wasn't excited about school. I missed the salon, the smell of hair color, even the perm solution (yes, I LOVE it)."

Hunter added: "More than that, I missed the community, the energy, the gossip. That's when it clicked: I could do this. I could be good at it. My mom never had the chance to chase her dreams beyond our small town – but I could. My dream now is to one day take her around the world with me, so she can experience her dreams coming true through me."

This personal connection to the industry and deep love for his mom inspired Hunter to become the stylist he is today. "It took me a while to fully realize it, but her strength and resilience shaped my biggest career philosophies. After six years in the industry, I discovered a deep passion for helping others achieve their dreams. That's when I knew my calling extended beyond the chair – I became an educator for Keune Haircosmetics, sharing my love for hair color with other stylists."

After starting his career as an educator, Hunter would find another brand that would push him to even higher heights... "A few years later, I started looking for ways to become more efficient behind the chair," he explained. "That's when I stumbled

upon FASTFOILS, and it was a game-changer.

Through their mentorship, I had the opportunity to educate on some of the biggest stages in the industry alongside my idols.

"Now, a decade into my career, I felt that itch for growth again, which led to the creation of the walden. I've surrounded myself with some of the most inspiring and talented people, and together – though I might be a little biased – we create magic. Our salon is a community-centered, inclusive, luxury space, and one of the things I'm most proud of is our 'Pay What You Can' day, where proceeds go to local charities in the Nashville area."

If you look at Hunter's social media, you will see some incredible work from editorial collections, gorgeous bridal looks, and stunning color work. So naturally, we had to ask him where he finds inspiration for his creations: "Nature is my biggest inspiration," he told us. "I love gardening – getting my hands in the dirt, grounding myself. It's the perfect reminder that beauty isn't uniform."

"When you look at a treeline, all the trees may look similar, but each is unique. That's how I approach hair color – each stitch, each brushstroke mimics the natural movement of the hair."

And when it comes to inspiration from nature, Hunter has two people in mind whom he takes influences from. "I love J Ladner and his work because his approach to efficiency has been something I've admired my entire career," Hunter explained. "And Ben Barkworth, Founder of FASTFOILS, because his innovation, forward-thinking, and leadership inspire me every day. He uplifts voices that might not have otherwise been heard, and that's something I deeply respect."

HUNTER WALDEN'S DESERT ISLAND TOOLKIT

FASTFOILS – We all hate talking about it, but love making it... and these have seriously increased my revenue behind the chair.

ERGO Styling Tools – I can't pick just one! Their original and gentle bristle brushes have saved my wrists, and the even heat distribution makes blowouts perfectly smooth and bouncy every time.

Keune Haircosmetics Power Blonde + Cream Blonde – My go-to lightener combo.

Keune Get A Grip Texture Spray – I cannot live without this.



SHAKING UP COLOR

DID YOU KNOW? THE INCREDIBLY POPULAR HAIRCARE AND STYLING BRAND MILK SHAKE ALSO OFFERS A FULL PROFESSIONAL HAIRCOLOR PORTFOLIO AS WELL? WELL, NOW YOU DO! FIND OUT MORE ABOUT WHAT MAKES MILK SHAKE'S COLOR LINE OH-SO DELICIOUS.

Internationally adored professional hair brand, **milk_shake** is well known in the world of styling and hair care, but did you know that your favorite haircare brand also has an equally excellent line of professional haircolor, including Permanent, Demi-Permanent, Acidic Color and Lighteners too?

All of milk_shake's color lines leverage Italian haircolor expertise along with milk_shake's signature active ingredients, including:

- Milk proteins for strength, nourishment and repair
- Honey for soothing and protection of the scalp and conditioning for the hair
- Fruit extracts such as avocado, blueberry, blackberry seed and prickly pear deliver powerful antioxidants to fight environmental aggressors such as free radicals which can damage the hair structure and contribute to color fade
- A proprietary Amino Acid Complex derived from wheat and soy which helps to repair and strengthen the keratin structure of the hair.

The milk_shake color portfolio provides perfect, reliable solutions and options for any haircolor service that the salon provides. There's even a permanent haircolor that delivers complete processing and grey coverage in only nine minutes – the fastest available to stylists today! The full, yet manageable shade range has one of the lowest cost per application in the industry, but makes no compromises with excellent conditioning benefits clients will feel right away.

“THE **MILK_SHAKE** COLOR PORTFOLIO PROVIDES PERFECT, RELIABLE SOLUTIONS AND OPTIONS FOR ANY HAIRCOLOR SERVICE THAT THE SALON PROVIDES.”



Salons won't want to miss out on these offerings and more from a favorite brand. Check out:

- milk_shake Creative Permanent Color
- milk_shake 9-minute Permanent Color
- milk_shake Smoothies Semi-Permanent
- milk_shake Gloss
- milk_shake Lightcatchers

Follow Us on Instagram
@milkshakehairpro

COSMOPROF MIAMI

JANUARY 21-23, 2025, MIAMI, FLORIDA.

COSMOPROF NORTH AMERICA MIAMI SUCCESSFULLY CONCLUDED ITS SECOND EDITION, BUILDING ON FIRST-YEAR MOMENTUM. WITH APPROXIMATELY 19,000 ATTENDEE VISITS AND 900 EXHIBITORS, COSMOPROF NORTH AMERICA MIAMI'S SECOND EDITION HIGHLIGHTS THE GROWING GLOBAL DEMAND FOR BEAUTY.

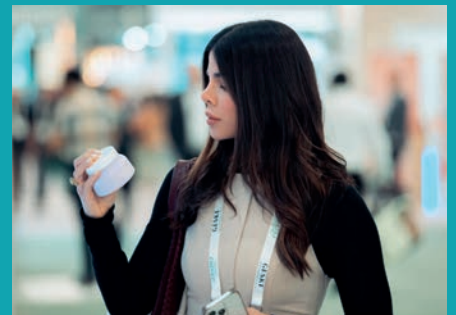
The second edition of Cosmoprof North America Miami successfully concluded, marking another significant milestone for the event, which maintained the momentum of its inaugural year. The three-day event, held from January 21-23, attracted approximately 19,000 visits from 115 countries, firmly establishing Cosmoprof North America Miami as a premier global beauty event. The sustained high turnout further underscores the growing demand for two major North American events to meet the evolving needs of the beauty industry.

With nearly 900 exhibitors from 49 countries showcasing innovations across various categories, including skin care, makeup, fragrance, hair care, nails, and the entire beauty supply chain, the event saw a 28% increase in exhibitors compared to the previous year. This growth reflects the rising demand from both established brands and emerging startups eager to present their latest offerings to domestic and international audiences comprised of retailers, distributors, brands, and more. The show demonstrated the growth of the Cosmopack and hair sectors while demonstrating the ongoing popularity of skin care, including notable ingredients like exosomes and LED devices for the hair, face, and body.

Additionally, fragrance emerged as a standout feature, with a significant increase in the number of brands represented. "We're thrilled to see that the second edition of Cosmoprof North America Miami has not only sustained the energy and dynamism of the launch edition but has truly established itself as an essential event for the beauty industry," declared **Antonio Bruzzone, Chief Executive Officer of BolognaFiere Group**.

A key highlight of this year's event was the continued increase in the number of countries represented, with attendees from around the world coming together to explore the latest trends, innovations, and opportunities within the beauty sector. Notably, 70% of attendees were identified as having significant buying influence, underscoring the event's role as a vital hub for business development and networking.

Liza Rapay, VP, Head of Cosmoprof North America & Founder of Beauty New York, stated, "We've seen significant growth in both the number of exhibitors and the diversity of international attendees, which speaks volumes about the event's global relevance and the strength of the U.S. beauty market."



"WE'VE SEEN SIGNIFICANT GROWTH IN BOTH THE NUMBER OF EXHIBITORS AND THE DIVERSITY OF INTERNATIONAL ATTENDEES, WHICH SPEAKS VOLUMES ABOUT THE EVENT'S GLOBAL RELEVANCE."





APRIL 5-7, 2025, ROSEMONT, IL.



ABS IS MORE THAN JUST A SHOW – IT'S A MOVEMENT THAT CHAMPIONS EDUCATION, ARTISTRY, AND CONNECTION, AND ONE PLACE YOU CAN FIND ALL OF THIS, AND MUCH MORE, IS THE EVO MEDIA ZONE.

ABS is the is going to be one of the biggest, must-attend events of the season. With world-class education, groundbreaking product launches – it's set to have all you need. And if you love a good party, don't miss the ABS Global Image Awards celebration featuring live music from Libido Funk Circus – a night of music, dancing, and unforgettable moments!

While you're exploring everything ABS has

to offer, make sure to stop by the EVO booth – your go-to destination for industry insights, trendspotting, and exclusive content straight from the salon scene. Whether you're looking for expert interviews, inspiration, or the latest industry innovations, we have you covered.

Here is a sneak peek of just some of the engaging and exciting interactions you will find at **Booth 335** and beyond.

EVO Color Bar - Powered By CLICS

Are you ready to revolutionize your hair salon? In conjunction with the team from CLICS, our Color Bar @ **Booth 335** will provide you with the opportunity to engage with the experts!



EVO X Ulta Beauty Podcast Suite

A short walk over to the Ulta Beauty zone at **Booth 300**, you can catch EVO Editor Jen Paxton, and EVO Co-Founder, David Foster hosting collaborative conversations with our friends at Ulta Beauty, featuring business advice, trendspiration, success stories, and so much more. Get your questions ready for the chance to feature in one of these ultra engaging podcast episodes!



Spreading the Vybes

While you will find the EVO team at our booth, along with many exciting and engaging interactions, also keep an eye out for our team out on the show floor along with the Vybe Media team, capturing content, holding on-the-spot interviews, and connecting with people like YOU! Want to be interviewed? Come find us!

Get your tickets NOW!

Mark your calendars, grab your tickets, and get ready for an unforgettable weekend at America's Beauty Show 2025 – where beauty professionals come to learn, connect, and shine. See you in Rosemont!

EVO Style Bar - Powered by WHOSEWOOD

Have you got style? Flex your styling skills, showcase your talents and try out some **all new styling tools** at the EVO Style Bar from our friends from WHOSEWOOD @ **Booth 335**.



SalonEVO Ideation Station - Powered by Colortrak

Colortrak make products for stylists, by stylists. Got an idea? Let's make it happen! Come to the SalonEVO Ideation Station at the **grand entrance to ABS**, share your product ideas, and receive 10% off at the Colortrak booth, and a free year of SalonEVO Magazines!



ABS GLOBAL IMAGE AWARDS

APRIL 5-7, 2025, ROSEMONT, IL.

THE COUNTDOWN IS ON!
FROM APRIL 5-7, 2025,
THE BEAUTY INDUSTRY'S
BIGGEST AND MOST
ELECTRIFYING EVENT –
AMERICA'S BEAUTY SHOW
(ABS) – IS SET TO TAKE
OVER THE DONALD E.
STEPHENS CONVENTION
CENTER IN ROSEMONT,
IL. IF YOU'RE A STYLIST,
COLORIST, BARBER, NAIL
ARTIST, OR MAKEUP
AFICIONADO, THIS IS
YOUR GOLDEN TICKET TO
INSPIRATION, EDUCATION,
AND NETWORKING WITH
THE BIGGEST NAMES IN
THE BUSINESS.

The ABS Global Image Awards: Where Creativity Reigns Supreme

One of the most anticipated highlights of ABS is the prestigious ABS Global Image Awards (GIA). This international competition celebrates artistry, passion, and innovation in the world of beauty, bringing together top talent from across the globe. From cutting-edge colorists to masterful barbers and texture experts, finalists have been selected for their ability to push creative boundaries and set new industry standards.

This year's awards will be a spectacular celebration held on Saturday, April 5, at 7:30 PM CST, where the winners will be revealed in a night of excitement, inspiration, and high-energy entertainment. But before the awards begin, be sure to join the Cosmetologists Chicago President's Party at 6:00 PM CST – a lively, inclusive event open to all ABS attendees at no extra charge!



Winners will be announced on
Saturday, April 5, 2025 during
America's Beauty Show.
(April 5-7 2025, at the Donald
E. Stephens Convention
Centre, Rosemount, IL.)

**Meet the ABS Global Image
Awards Finalists!**

These incredible artists have made their mark with stunning collections that embody creativity, craftsmanship, and storytelling. Here's a glimpse of the talent that will take center stage:

In addition to category winners, one outstanding artist will receive The Leo Passage Gold Trophy Award, a prestigious honor dedicated to the late Pivot Point International founder and Cosmetologists Chicago legend, Leo Passage.

BARBER PROFESSIONAL



*AROD Rodriguez (USA)
Jamie DiGrazia (USA)
Cherish Erhardt (USA)
Oliver Salvador (Spain)*

CREATIVE COLOR PROFESSIONAL



*Karine Bélanger (Canada)
Chrystofer Benson (USA)
Janelle Eyre (USA)
Sean Godard (USA)
Joel Ibañez Maturana (Spain)*

FULL CONCEPT PROFESSIONAL



*Lacye Geitgey (USA)
Jackie Litscher (USA)
Anthony Negron (USA)
Brayden Pelletier (USA)
Teresa Romero (USA)*

HAIRCUTTING PROFESSIONAL



*James Abu-Ulba (Canada)
David Barron (USA)
Chrystofer Benson (USA)
Gilad Goldstein (USA)
Shogo Ideguchi (Japan)*

TEAM COLLAB PROFESSIONAL



*Chrystofer Benson (USA)
Rafael Bueno & Manuel Mon (Spain)
Ruth Roche (USA)
Jerica Wentzell (USA)
Jamie Wiley (USA)*

TEXTURE EXPERT PROFESSIONAL



*Chrystofer Benson (USA)
Nanette Guild (USA)
Brayden Pelletier (USA)
Lukas Press (Canada)
Jamie Wiley (USA)*



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FLEXIBLE AND NOURISHING HAIR GEL FOR MEN



“ GREAT STYLING PRODUCT! ”

QUICK, FIRM HOLD WITH A FANTASTIC SCENT.

— JEFF P. —



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A SIP OF REBELLION

18.21 MAN MADE AT ABS

APRIL 5-7, 2025, ROSEMONT, IL.

STEP INTO A HIDDEN WORLD AT ABS CHICAGO, WHERE REBELLION MEETS REFINEMENT. TUCKED INSIDE THE BUSTLING CONVENTION, 18.21 MAN MADE'S SPEAKEASY-STYLE BOOTH INVITES YOU TO INDULGE IN SENSORY EXPERIENCES.

Psst... word on the street is there's a joint at **America's Beauty Show** unlike any other. No neon lights, no flashy gimmicks—just a hidden haven where the air's thick with the scent of fine grooming and the pour is always top-shelf. If you know, you know. And if you don't? Let's just say, if you follow the whispers of whiskey and the promise of something smooth, you just might find yourself in the right place.

In the heart of the Donald E. Stephens Convention Center at ABS Chicago, you can find 18.21 Man Made. In their signature style, the speakeasy-style booth is the place to go. But whilst you can sit down and relax for a chat with the bartender in the Prohibition style bar, you may not be indulging in hard liquor – as it's in

fact the sensory experiences provided by 18.21 Man Made on offer instead!

Looks may be deceiving – with the 18.21 Man Made bottles lining the shelves instead of vintage whiskeys – but quality is not. At the 18.21 Man Made booth at ABS Chicago, you can order samples of their products to experience the sensory wonder of the brand. You can even be served by a 'bartender', Aston LaFon, 18.21 Man Made President and Founder. With scents including sweet tobacco, spiced vanilla and charcoal – you can immerse yourself in the era of the prohibition, where each indulgence was flavored with rebellion.

This year, embrace rebellion and catch **18.21 Man Made at ABS Chicago at Booth 6.**

“YOU CAN IMMERSE YOURSELF IN THE ERA OF THE PROHIBITION, WHERE EACH INDULGENCE WAS FLAVORED WITH REBELLION.”

AMERICA'S BEAUTY SHOW®

PRODUCED BY

COSMETOLOGISTS
CHICAGO

SAVE-THE-DATE

APRIL 18-20, 2026

DONALD E. STEPHENS CONVENTION CENTER
ROSEMONT, ILLINOIS

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



Images Courtesy of Professional Beauty Association.



The Professional Beauty Association Reveals The 2025 North American Hairstyling Awards (NAHA) Finalists

The **Professional Beauty Association (PBA)** has just recently announced the 36th annual North American Hairstyling Awards (NAHA) finalists. NAHA is the most prestigious professional beauty competition in North America and honors the salon industry's top artists who push the boundaries of skill and creativity.

The 2025 NAHA finalists represent the best of the best in the beauty industry, showcasing their exceptional talent and dedication to their craft. These artists have defied expectation, creating collections that captivate and inspire.

To win a coveted NAHA award, artists submit their collections in their choice of 14 categories which include hair, makeup, and educational excellence. Development of these collections often takes months of envisioning, planning, and shooting. Collections are judged anonymously by a panel of esteemed experts in hairdressing and makeup artistry. The submissions are scored based on technical skill, cohesiveness, and creativity.

The 36th annual North American Hairstyling Awards (NAHA) winners will be unveiled during a glamorous awards ceremony on Sunday, June 1, 2025, at Premiere Orlando. This highly anticipated event will unite industry professionals, influencers, and beauty enthusiasts to celebrate the exceptional talent and groundbreaking work of these standout artists.

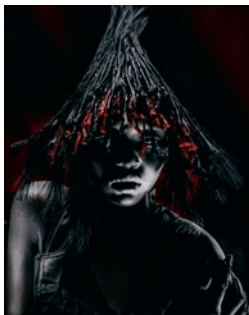
"The Professional Beauty Association is thrilled to honor the 2025 NAHA finalists, who represent the pinnacle of creativity and skill within the beauty industry," shared Leslie Perry, PBA Executive Director. "These artists showcase extraordinary vision, passion, and innovation that inspire their peers and elevate the industry."

The winners for each category will be announced during **Premiere Orlando on June 1, 2025**. You can purchase your tickets to be part of the excitement by visiting probeauty.org/naha.

AVANT GARDE



Rusty Phillips
nominated for two categories



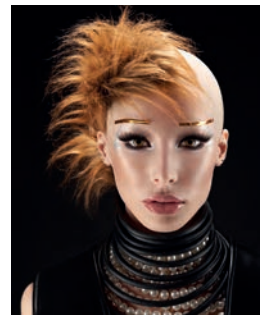
Chrystofer Benson
nominated for two categories



Julia Clayton



Jaimee Harris Smith



Ruth Roche

BARBER OF THE YEAR



Joel Tenser



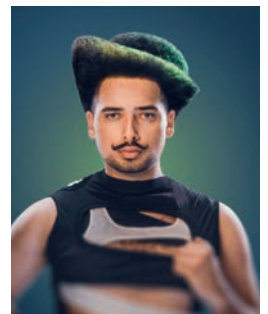
Carlos Estrella



A-ROD Yadiel Alberto Rodriguez



Nieves Almaraz



Jamie DiGrazia

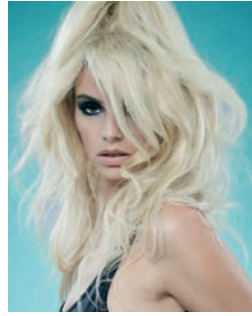
EDITORIAL STYLIST OF THE YEAR



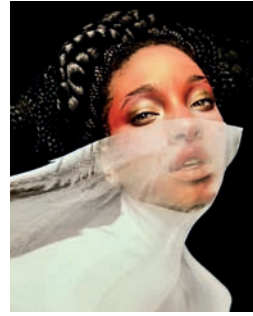
*Maggie
Semaan*



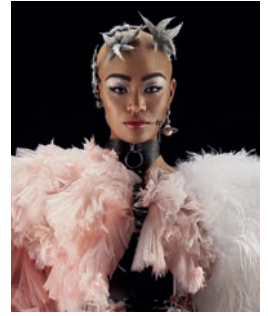
*Lukas Press
nominated for two categories*



*Rusty Phillips
nominated for two categories*



*Vernon François
nominated for three categories*



*Ruth Roche
nominated for three categories*

EDUCATOR OF THE YEAR



*Nina
Tulio*



*Adrienne
Dara*



*Chrystofer Benson
nominated for two categories*



*Candy
Shaw*



*Bryant
Murphy*

HAIRCOLOR



*Tina
Casciato*



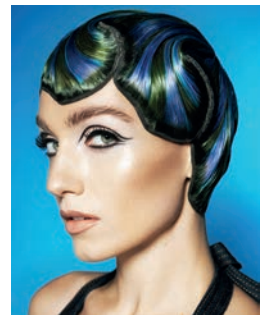
*Janelle
Eyre*



*Sean
Godard*



*Breanne Gershon
nominated for two categories*

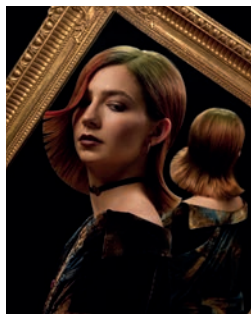


*Danielle Waterman
nominated for two categories*

HAIRCUTTING



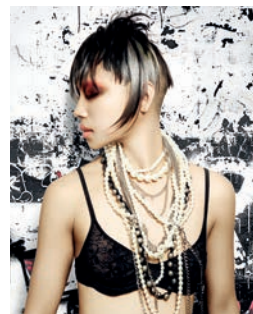
*Gilad
Goldstein*



*Austin
Eric Lopez*



*Evie
Johnson*

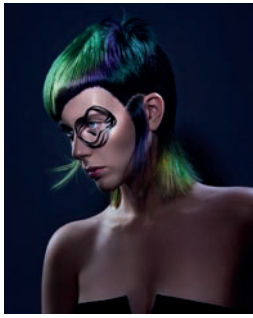


*Daniel
Benoit*



*Manda
Ziegelman*

HAIRSTYLIST OF THE YEAR



*Dana
Lyseng*



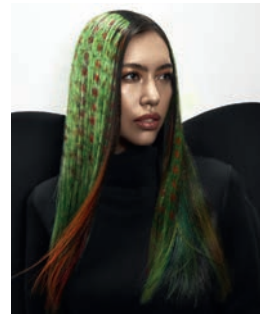
*James
Abu-Ulba*



*Nicole
Pede*



*Allen Ruiz
nominated for two categories*



*David Barron
nominated for two categories*

INSPIRING SALON OF THE YEAR



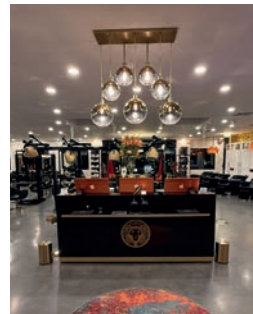
*Carousel Tattoo
and Barbershop*



*Salon
Boutique*



Salon27

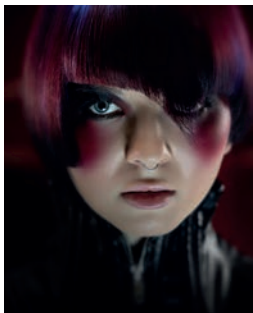


*Martino Cartier
Salon*



Be Here

MAKEUP ARTIST OF THE YEAR



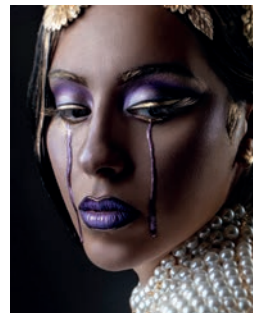
*Erin
Hensley*



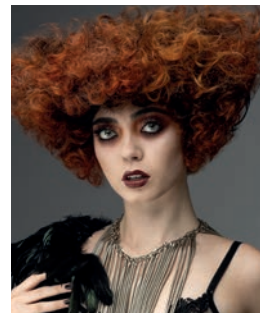
*Angela
Balbon*



*Natalia
Farahmand*



*Nobemi
Capetillo*



*Ericka
Brannon*

MASTER HAIRSTYLIST OF THE YEAR



*Allen Ruiz
nominated for two categories*



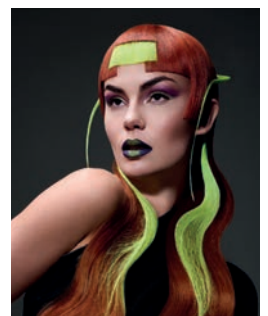
*Cassie
Carey*



*David Barron
nominated for two categories*



*Anna
Pacitto*



*Matthew
Morris*

STUDENT HAIRSTYLIST OF THE YEAR



*Abby
Bruneel*



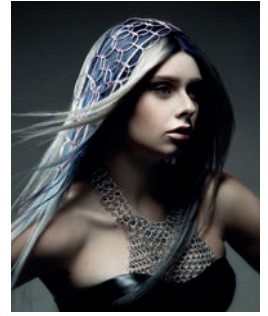
*Zion
Schwartz*



Dexter

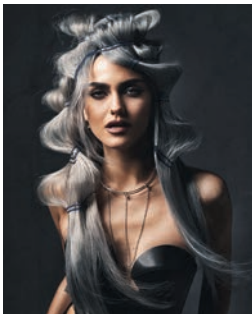


*Genevieve
Holdeman*



*Imelda
Mercer*

STYLING AND FINISHING



*Galyna
Pocziwinski*



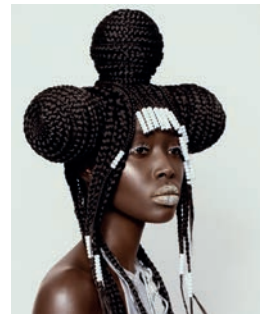
*Danielle Waterman
nominated for two categories*



*Vernon Francois
nominated for three categories*



*Breanne Gersbon
nominated for two categories*



*Veronika
Shurunova*

TEAM OF THE YEAR



*Cult
Salon*



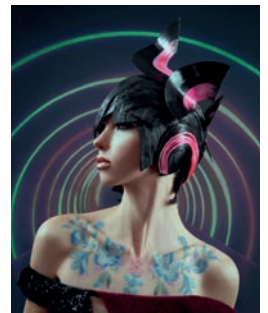
Valentinis



*Eunoia
Collection*



*JCPenney
Salon*



PHOTON

TEXTURE



*Lukas Press
nominated for two categories*



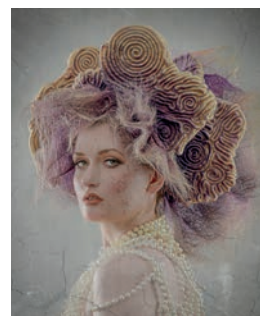
*Eric
Fisher*



*Pekela
Riley*



*Vernon François
nominated for two categories*



*Carlos
Alvarez*

STYLING IS THE
FINISHING TOUCH
THAT TRANSFORMS
A GREAT CUT
OR COLOR
INTO A TRUE
MASTERPIECE
– WHETHER
IT'S CREATING
EFFORTLESS
WAVES, POLISHED
UPDOS, OR
VOLUMINOUS
BLOWOUTS. IN
THIS FEATURE,
WE HEAR FROM THE
BEST OF THE BEST.



STYLING

Images// Natasha Gerschon

WHEN IT COMES TO CREATING STAND OUT STYLING, WHO ELSE BETTER TO SPEAK TO THAN ERIN FERNANDEZ? THE NAHA HAIRSTYLIST OF THE YEAR 2024, SMHBA INTERNATIONAL COLORIST, AND CANADIAN COLORIST OF THE YEAR 2024, TELLS SALONEVO READERS ALL ABOUT HER PROCESS.



CHAMPION STYLING

"My journey started in 1996 when I attended Marvel Hair School," Erin told us. "I found my love for competing in cosmetology school and haven't stopped since. I apprenticed for two years before graduating onto the floor, and just three years later I was busy enough to bring on an assistant!"

However, there's no way you can be clued into the hair and beauty world without coming across Erin's name or work. Whether she is creating award-winning creative collections, or transforming clients in Bon Bon Salon, she is a force in this industry. "In the salon, I am all about what works for my clients to create their dream hair," Erin added.

"Working with clients comes with certain parameters and expectations – it's all about making them happy. However, when I'm creating a collection, I have complete creative freedom to bring any vision to life. It truly is the best of both worlds!"

We asked Erin all about her favorite techniques and tips for creating her signature, stunning style. "I just love cutting hair, whether it's crafting a crisp bob, executing a short, detailed cut, or enhancing the beauty of long, layered hair," she told us. "One of my

favorite techniques is removing weight and adding movement to a haircut through precise detailing.

"There's no better feeling than having a client return months later – sometimes two to five months after their appointment – and tell me their cut still feels amazing. That longevity is a testament to both my shears and how I use them. A long-lasting cut not only has a significant impact, but it also reassures clients that they've received real value for their investment.

"When it comes to highlighting, I always backcomb the root," she added, continuing: "This technique softens the demarcation line while still maintaining dimension. Since some of my clients only visit twice a year, this method ensures a seamless, natural grow-out."

And when it comes to more creative styling projects, Erin – like many other stylists – has some unconventional items in her toolkit that she swears by. "For my creative work, my favorite tool is my hot glue gun. I used to sew all my wigs, but now I find that the glue gun is my go-to. I highly recommend taking avant-garde wig-making

classes – since doing so, I've expanded my toolkit in ways I never imagined. Having someone to collaborate with and push my creativity further is essential. For me, that person is my photographer, Natasha Gerschon."

Inspiration comes from many different places, and for Erin, she finds inspiration from her peers. "I find much of my inspiration on Instagram, following hairstylists, hair magazines, and fashion accounts," Erin said. "Any image that sparks an idea goes straight into a folder on my phone. I was also fortunate to take two classes with avant-garde hairstylist Aili Puss, who has been a huge inspiration to me.

"Her techniques have helped shape my creative process and encouraged me to step outside my comfort zone. I don't have a strict creative process. Between January and June, I take two to three weeks off, as well as every weekend, to work on collections. I don't use a vision board – my 'inspiration' folder serves as this. I don't plan; I simply create based on what inspires me and the ideas that come to me in dreams."

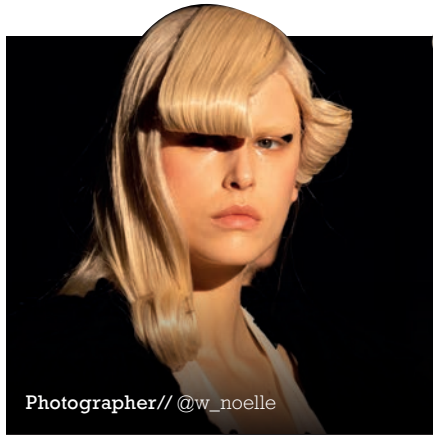
"I JUST LOVE CUTTING HAIR, WHETHER IT'S CRAFTING A CRISP BOB, EXECUTING A SHORT, DETAILED CUT, OR ENHANCING THE BEAUTY OF LONG, LAYERED HAIR."

FASHION WEEK ROUND UP

IT'S THAT TIME OF YEAR AGAIN FOLKS! THE RUNWAYS ACROSS THE GLOBE HAVE FELT THE STOMP OF THE MOST CUTTING EDGE AND AVANT-GARDE DESIGNERS. BUT WHILE THE REST OF THE WORLD IS LOOKING AT THE CLOTHES, WE ARE LOOKING AT THE HAIR. HERE IS A ROUNDUP OF SOME OF OUR FAVORITE LOOKS FROM THE ORIBE NYFW STYLING TEAM.



Photographer//
@alexajaephoto



Photographer// @w_noelle

DECONSTRUCTED ROLLERS

The Diotima Collection is inspired by famous art by American Photographer, Dawoud Bey, in which the matriarch of the family styles her hair with rollers. Session Stylist Joey George captured the essence of this story with a look that represents a chic woman who doesn't have enough time for herself.

Products Used:

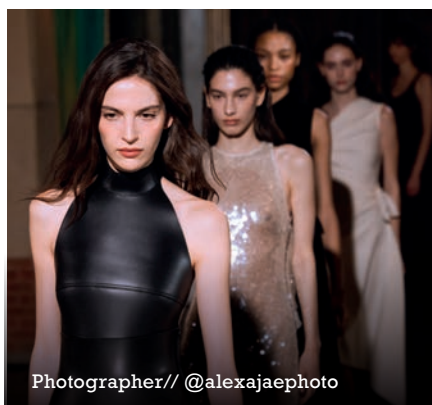
- Hair Alchemy Fortifying Treatment Serum
- Maximista Thickening Spray
- Imperméable Anti-Humidity Spray
- Superfine Strong Hair Spray.

FUTURISTIC SHOWGIRL

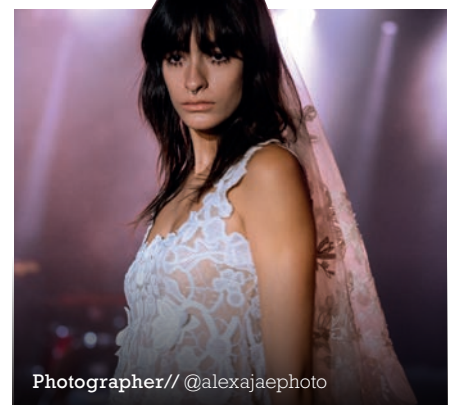
The Blonds Autumn/Winter 2025 Collection is a futuristic take on classic showgirls. Principal Artist of Global Design, Kien Hoang, took the models into the future, creating dramatic, 1950s style rolled bangs with an other-worldly twist, a la Blade Runner.

Products Used:

- Maximista Thickening Spray
- Superfine Strong Hair Spray
- Curl Gelee for Shine & Definition



Photographer// @alexajaephoto



Photographer// @alexajaephoto

QUIET LUXURY

The Monse is an ode to the world traveler. Principal Artist of Global Design, Kien Hoang, enhanced and elevated each model's natural cut and texture to make the hair look healthy and expensive yet polished, and airy.

Products Used:

- Balm d'Or Heat Styling Shield
- Thick Dry Texturizing Spray
- Imperméable Anti-Humidity Spray
- Gold Lust Dry Heat Protection Spray

BOHEMIAN BEAUTY

The Cucculelli Shaheen Collection was inspired by bohemian travelers and midnight desert dancing. Mande Tauber, Principal Artist of Global Design, brought this vision to life by creating a dry, undone finish, giving the hair a texture of its own.

Products Used:

- Maximista Thickening Spray
- Thick Dry Finishing Spray
- Swept Up Volume Powder Spray



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Mandee Tauber X Oribe – Cucculelli Shaheen.

Photographer// @alexajaephoto.



RUNWAY READY

WE ALL LOVE THE GLITZ, GLAMOUR AND INGENUITY THAT WE SEE STRUTTING DOWN THE CATWALKS DURING FASHION WEEK SEASON, BUT HOW CAN STYLISTS DISSECT AND TRANSLATE THE AVANT-GARDE LOOKS THEY SEE ON THE RUNWAY, TO WEARABLE STYLES IN THE SALON? MICHELLE O'CONNOR SHARES HER TIPS FOR GAINING AN EYE FOR STYLE AND TREND FORECASTING?



Yuhi Kim X Nicky Clarke – Guvanch.

Fashion Weeks across the world are a constant source of inspiration, setting the tone for upcoming beauty and style trends. What I love most about these events is the fusion of art, culture, and creativity that designers, makeup artists, and hairstylists bring to life. The runways are a place where bold, experimental styles emerge – sometimes avant-garde, sometimes effortlessly chic – but always impactful. As a hair professional, I find these moments exhilarating because they challenge conventional beauty standards and push the boundaries of what's possible with hair.

Why Hairstylists Should Pay Attention to Fashion Week

For hairstylists, Fashion Week is more than just a spectacle—it's a forecast of what will

influence the industry in the months to come. The techniques, shapes, and textures showcased on the runway often trickle down into editorial shoots, red carpet looks, and even everyday styling. Paying attention to these details helps hairstylists stay ahead of trends, expand their creativity, and offer fresh, fashion-forward styles to their clients. Whether it's a revival of classic elegance, a modernized take on texture, or a completely new silhouette, these moments shape the future of hairstyling.

How Runway Styles Influence Everyday Hair Trends

The transition from runway to real life follows a clear pattern. What begins as an exaggerated, high-fashion statement at Fashion Week is first adopted in editorial spreads and high-end events. Celebrities

“FOR HAIRSTYLISTS, FASHION WEEK IS MORE THAN JUST A SPECTACLE—IT'S A FORECAST OF WHAT WILL INFLUENCE THE INDUSTRY IN THE MONTHS TO COME.”



Massimo Di Stefano X Keune – PRONOUNCE A/W 2025, Milan.



Yuhi Kim X Nicky Clarke – Cuvanch.



Joey George X Oribe – @w_noelle, Photographer// Dawoud Bey.

and influencers then wear these styles on red carpets or social media, making them aspirational. Finally, the trend becomes wearable through slight modifications, influencing bridal, special occasion, and even day-to-day styling. For example, ultra-sleek glass hair may start as an avant-garde, high-shine look on the runway but later becomes a staple for weddings or red-carpet events.

What to Look for When Taking Inspiration from Runway Hair

When drawing inspiration from Fashion Week, hairstylists should focus on:

Textures & Movement

Is the trend leaning towards ultra-polished, sculptural shapes, or are we seeing a return to soft, organic waves?

Accessories & Details

Headbands, metallic accents, ribbons, and intricate braiding patterns can be adapted in wearable ways.

Finish & Structure

Pay attention to whether the styles are heavily styled with gel and shine or if they embrace a more undone, natural feel.

Color Trends

The way color is placed and highlighted in hair can indicate upcoming trends, from bold statement colors to subtle, expensive-looking blondes and brunettes.

My Favorite Runway Hair Trends This Year

- 1. Sculpted Buns & Architectural Updos** – Designers showcased intricate, sculptural updos, blending elegance with modern structure. These looks are perfect for editorial shoots and bridal adaptations.
- 2. 90s-Inspired Supermodel Blowouts** – The return of voluminous, bouncy hair with deep side parts was everywhere, bringing back classic glamour.
- 3. Wet-Look & High-Gloss Hair** – This sleek, futuristic style has been reinvented with soft waves or slicked-back ponytails, giving off both edgy and refined vibes.

Runway hair is about storytelling, and for hairstylists, it's an ever-evolving source of creativity. By keeping an eye on these trends, we can translate high-fashion inspiration into wearable, modern styles that clients love.



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MICHELLE O'CONNOR

Global Artistic Director for L'Oréal Matrix

@michelleoconnorbeauty

Lady Gaga with bleached brows at the premiere of Joker

GRAMMY GLAMOUR

The Grammys always deliver a spectacle of style, but this year felt particularly electric. With so many incredible looks gracing the red carpet, it's tough to pinpoint the biggest statements. Yet, when I think back on the night, a few names immediately come to mind: Miley Cyrus, Lady Gaga, and Olivia Rodrigo.

Miley Cyrus and Lady Gaga had some of the boldest hair moments, both rocking the 'Hime' layer – a daring, structured cut with strong lines and bold angles. It is also pronounced the 'He-may' cut, many people will pronounce it as 'Hi-me' or 'Hime' but it is a style that has been around for a thousand years originating from Japan. It's a style that is perhaps even more timeless than the bob but it's a bold choice that only a select few can truly pull off, and let's be honest, it works for them because they have the personalities to match.

For the everyday client, though, I'd advise caution. This look requires serious commitment, upkeep, and a certain edge to carry it confidently. A toned-down version with softer lines and a gentler fringe could be a more wearable take. And, while we're on the topic of bold beauty choices sported by Lady Gaga and Miley Cyrus – I have to say it – I really do not like the bleached brows look. I know not everyone agrees with me on this, but not even once have I seen them improve a look.

While some went for sharp and structured, others embraced extravagance. Chappell Roan was all about over-the-top drama, proving that sometimes more is, in fact, more. Then, in a complete contrast, there was Billie Eilish, whose effortlessly casual jersey-and-hat combo made a statement precisely because it defied the typical high-glam expectations. It's a reminder that confidence is the key ingredient in any style choice. And that's the beauty of fashion right now – individuality reigns supreme. There's a photo circulating of Billie Eilish, Sabrina Carpenter, and Chappell Roan standing side by side, perfectly encapsulating today's range of trends. One in oversized androgynous streetwear, another in high-glam classic elegance, and the third in full-on theatrical drag-inspired couture. The takeaway? It's all in, all at once.

For salons and stylists, keeping up with trends has never been easier – just open Instagram or TikTok and scroll. But instead of constantly chasing the next big thing, why not take a different approach? Absorb inspiration from everywhere, but let it guide you in a way that feels authentic to your artistry. The real magic happens when a stylist doesn't just follow trends but creates them. And that's always more interesting anyway.



“ABSORB INSPIRATION FROM EVERYWHERE, BUT LET IT GUIDE YOU IN A WAY THAT FEELS AUTHENTIC TO YOUR ARTISTRY. THE REAL MAGIC HAPPENS WHEN A STYLIST DOESN'T JUST FOLLOW TRENDS BUT CREATES THEM.”

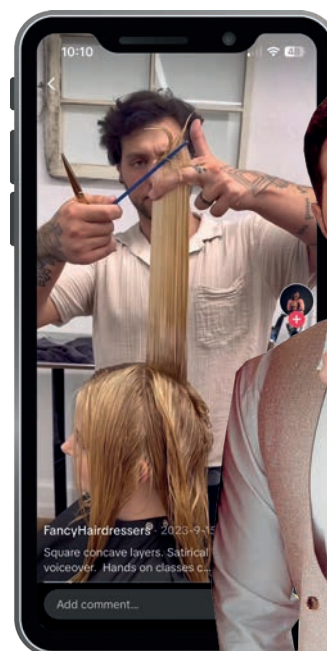
THE GRAMMYS HAVE ALWAYS BEEN A PLAYGROUND FOR BOLD FASHION AND BEAUTY STATEMENTS, AND THIS YEAR WAS NO EXCEPTION. BUT BEYOND THE GLITTER AND GRANDEUR, OUR COLUMNIST JACOB KHAN EXPLORES THE LOOKS THAT WILL INSPIRE CLIENTS, AND THOSE BEST LEFT TO THE DARING FEW.

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OWNING THE OSCARS

THE 2025 OSCARS RED CARPET WAS NOTHING SHORT OF A MASTERCLASS IN HAIR ARTISTRY. FROM LUMINOUS BLONDES TO SLEEK UPDOS, THE BIGGEST STARS SHOWCASED HAIR TRENDS THAT ARE SET TO DOMINATE SALONS THIS YEAR. HERE'S HOW YOU CAN BRING THE RED CARPET TO YOUR SALON...



1. Cashmere Blonde: The Ultimate Luxe Blonde

Julia Garner's Cashmere Blonde, created by Schwarzkopf Professional's Tracey Cunningham, offered a luminous and soft take on blonde. This shade exudes elegance while maintaining a natural, sunlit glow. For clients seeking an elevated blonde with seamless dimension, this trend is a must.

2. Glossy Ganache: Brunette with Rich Dimension

Margaret Qualley's Glossy Ganache brunette, achieved using Schwarzkopf Professional's IGORA VIBRANCE, proves that brunettes can be just as striking as blondes. The key? A high-shine finish and deep, multi-tonal hues. Offer clients a glossy glaze service to achieve this look.

3. Chestnut Glaze: The Brunette Refresh

Charlotte Lawrence debuted a stunning transformation from blonde to Chestnut Glaze, a warm, dimensional brunette created by Schwarzkopf Professional's Jacob Schwartz. Perfect for clients looking to deepen their blonde or refresh their brunette with a velvety richness.

4. Sculpted Elegance: Michelle Yeoh's Classic Bun

Michelle Yeoh's effortlessly elegant ballerina bun, styled by Robert Vetica using KERASILK products, is the definition of timeless sophistication. Blow-dried with VARIS tools and finished with KERASILK Multi-Benefit Hair Oil, this sleek, polished updo is ideal for clients looking for red carpet-worthy styling.

5. Effortless, French-Girl Waves: The Kathryn Hahn Effect

Styled by Marilee Albin using Oribe Hair Care, this style showcased the ultimate French-girl waves. Using Oribe's Dry Texturizing Spray and Free Styler Working Hairspray, this undone yet polished look is perfect for clients who love movement without stiffness.

6. Light Suede Blonde: Sydney Sweeney's New Era of Soft Blonde

Sydney Sweeney debuted Light Suede Blonde, a fresh take on her signature look, courtesy of Schwarzkopf Professional's Jacob Schwartz. This shade balances warm and cool tones, making it an ideal option for blondes looking for an updated, natural look.

7. Sleek, Luxurious Extensions: Kim Kardashian's Signature Look

Kim Kardashian's signature sleek hair was achieved using Remi Cachet, a premium, professional hair extension brand. With over 60 shades and sustainable, natural-feeling hair, Remi Cachet extensions are a salon essential for clients craving added length and volume.

8. Red Carpet Volume: Goldie Hawn's Timeless Look

Goldie Hawn captivated viewers with her signature blonde locks enhanced by The Kacey Welch Method Designer Hair Extensions in Berlin Blonde. Styled by Kacey Welch, Goldie's modern pageboy cut was complemented with Invisible Tape-In Extensions for added volume and density. Her look was perfected with a Velcro roller set, then brushed out using The Brush for Everyone by Kacey Welch, ensuring a flawless, natural finish. For clients who want a touch of glamour without commitment, the Kacey Welch Method Clip-In Extensions provide the same luxe effect in an easy, non-permanent way.



SAGE ADVICE

STYLE WITH WISDOM. SHINE WITH CONFIDENCE. THAT IS THE TAGLINE FOR STYLECRAFT'S LATEST LAUNCH OF THE SAGE COLLECTION. WE SPOKE TO SOUTH FLORIDA-BASED HAIRSTYLIST LEXIE RAINBOLT ABOUT THE LATEST LAUNCH AND WHAT SHE LOVES ABOUT IT.

While Lexie may be young in terms of years, at 25, she is wise beyond her age. With six years of industry experience behind her, Lexie has built up a huge following on Instagram and TikTok and is known for her lived-in hair colors and styles.

Having moved from her small town in Illinois to South Florida, one of her first visits was to the Stylecraft HQ. "I was honoured to have the opportunity to go tour the Stylecraft warehouse in Florida, and it was there that I got the first sneak peek of the brand new Stylecraft Sage Collection. My jaw was immediately dropped. I've never seen a color like that on hair tools before and now that I finally have it in my hands, I am even more obsessed."

Branching more into the styling and prosumer world, the Stylecraft Sage collection includes a lightweight, 1600W Hair Dryer, Professional 1", Titanium Plate Flat Iron, Triple Barrel Deep 2.5" Deep Waver Styler, and 2-in-1 Retractable 1.23"-Tooth Retractable Hot Brush, all coated in the unique matte sage green colorway.

Lexie said: "It's not just the color of the tools and sleek design that stood out to me, but also the quality. I have been using the blow dryer every day on my clients and it's lightweight



but also so powerful, which is great. I also love the waver I think it's an underrated tool and love how that added that into this collection as well."

Lexie's Pick

"The waver is my personal favorite tool it gives such a beachy look for florida and is a tool that a lot of people forget to use and everytime I use it i am always getting questions on it!"

Lexie's Tip

"I use all of these tools in the salon daily. The iconic curl/blowout look I give all of my clients are used with these! My biggest tip is having tension when drying to make sure you have a sleek base to style on and low heat with the hot tools."

STYLECRAFT

SAGE COLLECTION




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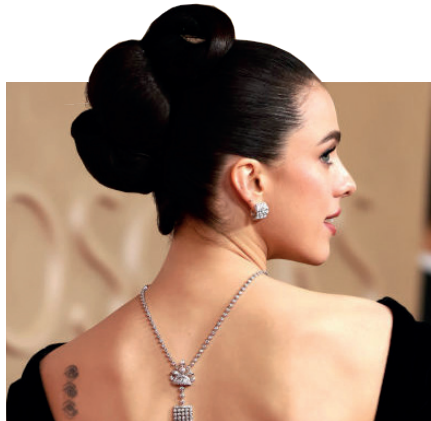
GET THE REMI CACHET LOOK

AWARDS SEASON IS THE ULTIMATE
SHOWCASE OF GLAMOUR, STYLE, AND
STAR POWER, AND THIS YEAR, THE
SPOTLIGHT SHONE BRIGHTLY ON REMI
CACHET. FROM THE GOLDEN GLOBES
TO THE OSCARS, REMI CACHET'S
LUXURIOUS EXTENSIONS ADDED THE
PERFECT BLEND OF LENGTH, VOLUME,
AND DRAMA TO ELEVATE CELEBRITY
LOOKS TO THE NEXT LEVEL.

OSCARS

Anna Cofone x Margaret Qualley

"I sprayed the hair with glow serum all over. Next, I added in Remi Cachet's Ponytail extension as the base, then used blowdry jelly to pull hair back into two high ponytails to create a base for the structure. Next, I created rounded looped shapes and pinned into place. I secured the structure across the base of the second ponytail molded the shape into its main shape. Finally, I set the hair with hairspray and a mist of glow serum."



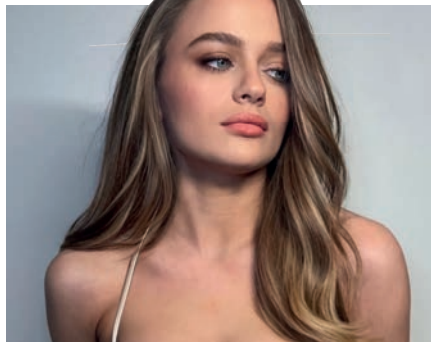
Chris Appleton x Kim Kardashian

"I started by prepping the hair with anti-frizz shine spray, next I sectioned the hair and coated it with glossing gel to begin slicking the hair, then blow dried the gel. Once the hair is snatched, I added a few Remi Cachet 24" extension Wefts in shade 1B to create the shape of the bun. After adding the Wefts, I continued shaping and pinning into place. Finishing off with a hairspray and shine spray for a sleek, polished look."



Dimitris Gianneto x Joey King

"At the Vanity Fair Oscars party, Joey King wore a beautiful Miu Miu dress, so I wanted to keep her hair very ethereal! I washed her hair with the glossing shampoo and conditioner. It gives all the gloss and shine you need! After I blow dried her hair, I taped in extensions from Remi Cachet for extra volume in colors T2-6/22 and T2-4/8. I razored the extensions to match Joey's length, then I added some bends with a curling iron and brushed the hair with my fingers. I sprayed with hairspray and mousse to avoid flyways, and the hair can last all night!"



SAG AWARDS

Rena Calhoun x Mikey Madison

"Mikey is keen on keeping her hair healthy. I started by prepping her with volumizing spray to add body to her roots, and a non-rinse hair care cream to protect her hair from high heat styling. I then blow-dried her hair section by section using a boar bristle brush to smooth and create shine! I chose to work with Remi Cachet (20" Clip in Deluxe) today as they had the perfect shade and beautiful texture that I felt suited what I needed. With a tail comb, I created a U-shaped section starting from directly behind the ears. To secure the clip in piece, I backcombed at the root of the U-shaped section and clipped in. For that added glossy effect, I pumped two pumps of hair care oil into the palms of my hand and very gently ran it through from mids to ends, then tucked both sides behind her ears. Finally, I finished the look with hairspray."



GOLDEN GLOBES

Danielle Priano x Rachel Brosnahan

Step 1: Blow-Dry Prep

We started by blow-drying Rachel's hair with products to achieve a smooth, polished base.

Step 2: Section, Braid & Initial Cut

Before installing the extensions, we sectioned out the nape of her hair and braided that area down to keep the shorter layers hidden. At this point, we also cut the extensions to match her length for a seamless blend.

Step 3: Remi Cachet Clip-In Deluxe Extensions

We used three rows of Remi Cachet Clip-in Deluxe Extensions, clipping them in from the nape up until all the braids were covered. This gave Rachel the perfect length and volume needed for this look.

Step 4: Flat-Iron & Refine the Cut

Once the extensions were installed, we went in and refined the cut while they were in place to ensure everything blended naturally. Then we flat ironed all of the hair for a sleek finish.

Step 5: Snatched Half-Up, Half-Down

We pulled the top section of her hair into a snatched half-up ponytail, incorporating some of the extensions to bulk up the ponytail for a fuller look.

Step 6: Chignon Twist

To finish, we twisted the ponytail into a chic chignon twist and secured it with pins for that perfect, timeless red-carpet vibe."



WHEN IT COMES TO LUXURY HAIR EXTENSIONS, REMI CACHET HAS LONG BEEN A GO-TO BRAND FOR PROFESSIONALS SEEKING PREMIUM QUALITY AND INNOVATION. FOUNDED BY VICTORIA LYNCH, THE BRAND HAS EARNED A STELLAR REPUTATION IN THE UK, NOW REMI CACHET IS MAKING A BOLD ENTRANCE INTO THE US MARKET, AND THE RESPONSE HAS BEEN NOTHING SHORT OF EXTRAORDINARY.

MAKING WAVES

With a surge in demand for high-end extensions and an industry that thrives on quality and innovation, **Remi Cachet** has positioned itself as a must-have brand for American stylists. We caught up with **Victoria, Founder of Remi Cachet**, to discuss the brand's expansion, its commitment to quality, and how it's reshaping the extension industry in the US.

"Expanding into the US felt like the natural next step for Remi Cachet," Victoria told us. "We've spent years refining our craft in the UK, developing a brand that professionals trust for quality, innovation, and longevity. But as we grew, we saw an increasing demand from US-based stylists who were searching for extensions that blend seamlessly, last longer, and prioritize hair health.

"The US market is dynamic, and we knew our signature products like the Elegance Ultra Tips and Nano Wefts could bring something truly unique."

With so many brands on the market, stylists might be wondering exactly what makes Remi Cachet different from their competitors – and Victoria told us exactly that. "What sets Remi Cachet apart in the US market isn't just the quality of our hair – it's the entire extension experience, from the hair itself to the tools and methods we've designed for a seamless, professional application," she enthused. "We've spent years perfecting not only the sourcing and production of our ethical, double-drawn hair, but also developing specialized application systems that prioritize longevity, comfort, and stylist efficiency.

"At the core of our brand is the belief that hair extensions should be undetectable, comfortable, and long-lasting. We also recognize that clients want extensions that blend effortlessly into their natural

hair without feeling bulky or unnatural. That's why we create pieces that are designed to provide flat, natural-looking volume, avoiding the bulkiness that traditional wefts can create. For those who love tape-in extensions, our Injection and Smart Tapes offer a discreet, skin-mimicking finish."

A huge part of Remi Cachet's expansion into the states comes from their strong presence on the red carpet, helping A-Listers look their best, and at industry events connecting face-to-face with stylists. "Seeing Remi Cachet extensions gracing the red carpet this awards season has been an exhilarating experience, showcasing the versatility and elegance our products bring to A-list celebrities," Victoria told us. "Witnessing our brand represented by such esteemed personalities is both humbling and gratifying. It reaffirms our dedication to delivering top-tier products that meet the discerning standards of celebrities and their stylists."

Elsewhere, Victoria and the team are making incredible connections at events, and we had to ask her what she has in store for the upcoming months. "This year, Remi Cachet will be making a bold statement at major US trade shows like ABS and Premiere, bringing our signature blend of innovation, education, and high-quality extensions directly to stylists," she added. "As we expand, these events are not just about showcasing our products, they are about connecting with stylists and demonstrating the Remi Cachet difference. Attendees can expect to see our full range of premium extensions, including our Elegance Ultra Tips, Nano Wefts, Tape Hair, and Weft Systems, all designed for seamless application, durability, and client comfort."



"REMI CACHET WILL BE MAKING A BOLD STATEMENT AT MAJOR US TRADE SHOWS LIKE ABS AND PREMIERE, BRINGING OUR SIGNATURE BLEND OF INNOVATION, EDUCATION, AND HIGH-QUALITY EXTENSIONS DIRECTLY TO STYLISTS."



We provide the tools,
you create the **magic**

Remi Cachet

The natural born leader in human hair extensions

www.remicachet.com

By VERNON FRANÇOIS

Photography//
Lloyd Pursall.

Make up//
Sarah
Uslan.

EDITORIAL HAIRSTYLING IS MORE THAN JUST CREATING BEAUTIFUL LOOKS – IT'S A CRAFT THAT REQUIRES A DEEP UNDERSTANDING OF HOW HAIR CONTRIBUTES TO A GREATER VISUAL NARRATIVE. OUR COLUMNIST, VERNON FRANÇOIS, IS HERE WITH HIS UNFILTERED ADVICE.

CREATING YOUR CRAFT

The Journey into Editorial & Session Hairstyling

My journey into editorial and session hairstyling was driven by a deep curiosity about hair as a sculptural and expressive medium. Beyond the salon, I saw an opportunity to push creative boundaries, amplify artistry that had often been overlooked, and contribute to shaping cultural narratives. What excites me most about this space is the collaborative energy – knowing that a single image has the power to transcend time and expand perspectives.

Misconceptions About Editorial Hair Styling

There's a common misconception that editorial hairstyling is all about glamour – runway shows, high-profile campaigns, and glossy magazine covers. While those moments exist, the reality is a demanding, highly specialized craft that requires technical skill, adaptability, and precision.

The fast-paced nature of editorial work means you often have limited time, minimal resources, and high expectations. It's not just about making hair look good; it's about understanding proportion, movement, and hair patterns in a way that enhances the overall composition. Creativity is essential, but problem-solving and execution are just as critical.

The Power of Versatility in All Hair Patterns

One of the most valuable skills an editorial stylist can have is the ability to work with all hair patterns with the same level of mastery and care. The industry has historically leaned toward a narrow standard of beauty, dictating which hair types were represented and prioritized. That's slowly changing, but the shift isn't just about representation – it's about competence. Being fully equipped to style every hair pattern ensures



“THIS ISN'T ABOUT MEETING A QUOTA; IT'S ABOUT ENSURING THAT SKILL AND KNOWLEDGE ARE UNIVERSAL ACROSS ALL HAIR TYPES. THAT LEVEL OF FLUENCY IN HAIR SHOULD BE THE BASELINE, NOT THE EXCEPTION.”

that every model, client, and creative director can trust your expertise. It removes limitations, expands possibilities, and elevates the standard of what editorial hairstyling should be. This isn't about meeting a quota; it's about ensuring that skill and knowledge are universal across all hair types. That level of fluency in hair should be the baseline, not the exception. We still have a journey ahead. Our work is far from over.

Career Highlights in Editorial & Session Styling

Some of the most rewarding moments in my career have come from challenging long-standing industry norms and shifting perspectives through my work. From crafting avant-garde styles for couture shoots to leading teams on major global hair campaigns and working backstage at some of the most influential fashion events, each experience has reinforced my passion for this craft. But it's not just the big moments that matter – it's the quiet victories, the last-minute problem-solving on set, the creative pivots under pressure, and the sheer joy of seeing an idea come to life. Those are the moments that remind me why I started, and why I continue.

Unsolicited Advice

To succeed in the world of editorial hairstyling, technical skill is just the starting point. True mastery comes from understanding the creative process in its entirety – how fashion, photography, and movement intersect to shape a final image. But beyond technical ability, one of the most powerful tools a stylist can possess is the ability to communicate effectively. Learning the language of

designers, photographers, and art directors isn't just about collaboration – it's about intention.

The words you choose on set can shift the energy of a moment, align or derail a vision, and ultimately determine the success of a project. Editorial hairstyling is a competitive space, but for those who commit to mastering both the craft and the conversation, it is a world filled with limitless creative possibilities.

Looking Ahead: Raising the Standard

I'm laughing as I put pen to paper, realizing that if you've made it this far into the article, you might be wondering – what role do I have in commenting on editorial hairstyling? After all, for some, I'm only seen as a “celebrity hairstylist.” A term that, while flattering, conveniently ignores the years of work I've put into honing my craft across multiple disciplines.

One of the proudest aspects of my career has been using my artistry across different spaces – celebrity, fashion, editorial, film, and education. The discipline might change, but my approach to creative expression does not. The ability to move fluidly between these worlds has only strengthened my skills, and if my track record proves anything, it's that I have more than enough receipts to offer some clear thoughts on this space. The future of editorial hairstyling isn't just about who gets a seat at the table – it's about raising the bar. Every hairstylist in this space should have the knowledge, confidence, and technical skill to handle all hair patterns with equal expertise. Mastery should be defined by ability, not by limitation. The doors are open for those ready to meet that standard.



Photography//
Aidan Tanner.

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L'Oréal PPD, Ulta Beauty Pro Team.



Photography//
Lloyd Pursall.

Make up//
Sarah Uslan.

INDUSTRY

FOR HAIRSTYLISTS AND PROFESSIONALS SEEKING INNOVATIVE, HIGH-PERFORMANCE TOOLS, CHI® HAS ONCE AGAIN RAISED THE BAR. THE BRAND'S AWARD-WINNING LAVA LINE HAS EXPANDED TO INCLUDE SEVEN GROUNDBREAKING STYLING TOOLS, EACH HARNESSING THE POWER OF CHI® CERAMIC AND VOLCANIC LAVA TECHNOLOGY AND 5X COLOR LOCK PROTECTION TO PROVIDE CONSISTENT, GENTLE HEAT WHILE REDUCING DAMAGE AND ENHANCING SHINE.

The Science Behind CHI® LAVA

What makes these tools truly revolutionary is their advanced material technology. The infusion of volcanic lava, derived from lava rocks, ensures consistent heat distribution, allowing styling at lower temperatures. This minimizes hair stress, leaving locks smoother, shinier, and healthier. Meanwhile, CHI® Ceramic technology enhances the styling process by eliminating frizz and providing a polished, reflective finish.

The Future of Heat Styling

With the launch of these innovative tools, CHI® continues to lead the way in professional hair styling. The fusion of Volcanic Lava and CHI® Ceramic technology ensures stylists can achieve flawless results with less heat, protecting hair health while delivering salon-quality styles. Whether drying, straightening, curling, or volumizing, these new CHI® LAVA tools are designed to meet the needs of professionals and clients alike.

Meet the New CHI® LAVA Tools

CHI® LAVA PRO Turbo Hair Dryer

Designed for professional performance, this ultra-powerful dryer features a 1000-hour BLDC motor for long-lasting durability, over 50 million negative ions to eliminate static, and multiple heat and speed settings. Its quiet operation and lightweight design make it an essential tool for stylists looking for efficiency and comfort.

FEATURES

- 1500W of high drying power
- Durable 1000H BLDC motor
- Over 50 million negative ions for frizz-free, static-free results
- Temperature settings: 250°F | 190°F | 140°F
- Removable magnetic end cover for easy manual cleaning
- Cool shot button and cool air setting
- Lightweight design
- Quiet operation, emitting less than 75 dB
- 11 ft. power cord



CHI® LAVA MiniStyler

Perfect for stylists on the go, this compact yet powerful straightener features 1.5-inch floating plates, a rapid ceramic heater, and dual voltage for international travel. With a maximum heat of 410°F, it delivers smooth, shiny results while minimizing heat exposure.

FEATURES

- Harnesses CHI® Volcanic LAVA patented technology, the new generation of CHI® Ceramic
- 1.5" floating plates
- Rapid ceramic heater for fast heat-up
- Dual voltage for international traveling
- Max temperature up to 410°F
- 1 hour auto shut off for safety
- 360° swivel cord



ERUPTION



CHI® LAVA AirGlam Multi Styler

A game-changer in multi-functional styling, this tool features five interchangeable attachments to dry, curl, and volumize hair with less heat. It emits over 100 million negative ions for anti-static styling and includes three heat settings and a cool shot function for versatile results.

FEATURES

- Harnesses CHI Volcanic LAVA Patented technology, the new generation of CHI Ceramic
- Boasts a robust 1300 W BLDC motor, ensuring professional-grade performance, durability, and powerful airflow
- Emits over 100 million negative Ions for anti-static results-Reaches a max temperature of 210°F for gentler, healthier hair
- Offers three heat settings of airflow speed, adaptable to your styling needs
- Incorporates a cool shot function to lock in your desired style
- Designed for ease of use with an ergonomic, comfortable handle
- Lightweight and quiet operation, emitting less than 82 dB
- Features an 11ft professional-length power cord ▶



CHI® LAVA 1 Inch Hair Styler

With 1-inch Volcanic LAVA plates, this straightener provides an ultra-smooth glide, quick heat-up, and adjustable temperature settings for ultimate styling control. The dual voltage feature makes it ideal for international use.

FEATURES

- Quick heat up & 1-hour auto shut-off
- 11 ft. cord
- Dual voltage
- 1" Volcanic LAVA Plates
- Digital and adjustable temperature display





5X COLOR LOCK PROTECTION
LOCKS IN VIBRANT COLOR,
PREVENTING FADING AND
ENSURING YOUR COLOR
REMAINS FRESH AND LONG-LASTING.

CHI® LAVA 4D™
Hairstyling Iron

This next-generation tool features 4D plate technology, allowing for smooth, effortless styling in a single pass. With preset temperature settings up to 450°F, it ensures precise styling with minimal damage. Its raised outer edge enables close-to-the-scalp styling for enhanced versatility.

FEATURES

- Lava-mineral-coated plates produce ions every time the plate is heated, resulting in healthier, stronger-looking hair, reduced frizz, and amazing shine.
- 4D Plate technology combines 4 precision-calibrated plates for dimensional styling
- Preset temperature settings -450F-430F-410F-390F-370F
- Cool-tip finger grips for an easy and safe grip
- Perfectly aligned plates so there is no gap
- Raised outer edge on plates allows users to get close to scalp
- 11 ft. (3.35M) cord
- 1-hour auto shut-off



CHI® LAVA PRO Spin N Curl

For effortless curls and waves, the Spin N Curl utilizes a heat-isolating curl chamber that draws in hair and evenly heats it for consistent results. With preset temperature settings tailored to different hair textures, this tool makes curling quick and damage-free.

FEATURES

- 1" Volcanic LAVA Ceramic rotating barrel creates bouncy curls and waves
- Maximum temperature of up to 410°F/210°C
- Includes pre-set temperature settings with adjustable heat-up times and display
- Curl chamber surrounded by protective heat barrier for safe usage
- Directional buttons with tangle protection
- 11 ft. (3.35m) swivel cord



CHI® LAVA 1.5 Inch HairStyler

Designed for larger sections of hair, this tool features extra-long 5-inch plates to reduce styling time while keeping temperatures lower to prevent heat damage. A temperature locking feature and smart chip sensor technology ensure optimal styling results.

FEATURES

- 1.5 Inch Volcanic LAVA Plates
- 5" extra-long plates for faster styling
- Digital and adjustable temperature display
- Temperature locking feature
- Smart chip sensor technology
- 11 ft. (3.35m) cord length •

Fierce Fusion

Fierce Fusion is the epitome of confidence and power. With the big transformation to short blonde hair accented by striking brown lowlights, she radiates a fierce, dynamic energy that commands attention. Every strand of her hair represents her strength, and the fusion of blonde and brown highlights symbolizes her ability to balance both softness and edge. Fierce Fusion is not just a hair color; it's a statement of power, independence, and unstoppable drive.



Formula 1

1 Part CHI Bleach n Shine
1.5 Part CHI Developer 20 Volume

Formula 2

2 Parts CHI Ionic Permanent
Shine Hair Color- 7N
0.25 Part CHI Ionic Permanent
Shine Hair Color- 7B
2 Parts CHI Developer 10 Volume

Formula 3

1 Part CHI Tone & Gloss -
Champagne Bubbles
1 Part CHI Tone & Gloss -
Antique Steel
0.25 Part CHI Tone & Gloss -
Pale Petal
2 Parts CHI Developer 5 Volume



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

CLASS IN SESSION

THERE ARE SO MANY ROUTES YOU CAN TAKE IN THIS INDUSTRY BEYOND BEHIND THE CHAIR. WHILE MANY OF THEM, SUCH AS SESSION STYLING, EDITORIAL OR CELEBRITY STYLING LOOK GLAMOROUS, THERE IS A LOT OF HARD WORK BEHIND THE SCENES. POWER DUO HANNAH AND CHRYSTOFER BENSON, HAVE BEEN THERE, DONE THAT, AND CAN TELL YOU HOW YOU CAN TOO!

What is a Session Stylist?

We hear this term thrown around a lot, and we think it's super important to distinguish just what a session stylist is. Generally, these types of stylists primarily work outside the beauty industry. A session stylist is a hairstylist/ barber who works primarily on editorial shoots, fashion shows, advertisements, music videos, and film productions rather than in a salon. Their focus is on creating trend-driven, high-fashion, or conceptual hairstyles tailored to the needs of photographers, designers, and creative

directors. They are generally hired to do a job as opposed to driving the creative vision.


We also hear the term editorial stylist a lot. This is very similar to a session stylist, but they generally focus more on print media – think Vogue magazine. It's super important to distinguish that neither of these types of stylists or styling refers to a particular hairstyle; rather, it's about the type of work. Additionally, these terms do not refer to hair primarily done for social media.

It's a term that gets thrown around a lot, but in reality, it requires a unique skill set and a lot of

experience outside of the beauty industry to work on these types of productions.

In contrast, within the industry, there are many stylists who focus on shooting collections that are driven by the hair. These images generally go into industry competitions like NAHA and the Global Image Awards, as well as industry publications and beyond. They are driven by unique hairstyles, with the rest of the production – wardrobe, makeup, sets, etc. – built around those looks.

It's important to distinguish between the two to decide what avenue you may want to take.



@cbensonhair
@hannah.patricia.benson

“GETTING FAMILIAR AND COMFORTABLE WITH ALL HAIR TEXTURES AND BEING ABLE TO WORK WITH THEM IS SUPER IMPORTANT TO BEING A DIVERSE STYLIST”

Which Route To Take: Session Styling vs Stage Work

There are lots of incredible opportunities within the industry and beyond, past just doing hair behind the chair. When you are doing session, editorial, TV/film, or red-carpet styling, you are generally executing the vision of someone else. This is not where you will find a lot of avant-garde hair, or creative colors, but rather more clean, effortless looking styling. At the end of the day on these sets you are bringing to life the vision of an artist, director, or creative director, so if you like working as a team behind the scenes, and bringing a shared vision to life, this is a great avenue to look at.

Stage work is an entirely different avenue, and generally involves education and being able to teach and showcase the process of styling, rather than just a finished product. This is a great option if you love teaching others, being in the spotlight, and helping others understand the ‘WHY’ behind styling.

Pros & Cons

Here are some of the benefits and challenges you may face as a session stylist that you should consider before jumping in feet-first!

Pros

- Creative Variety: Work on different sets, from fashion editorials to commercial shoots.
- Networking Opportunities: Collaborate with top creatives in the industry.
- Travel: Many session stylists travel frequently for jobs.
- Freelance Flexibility: You control your schedule and clients.

Cons

- Inconsistent Work: Unlike a salon job, session styling is not a guaranteed paycheck.
- Long, Unpredictable Hours: Shoots can start early, end late, and sometimes run unexpectedly long.
- High Pressure: Fast-paced sets require adaptability and working well under stress.
- Freelance Hustle: You must actively network and market yourself to secure jobs.

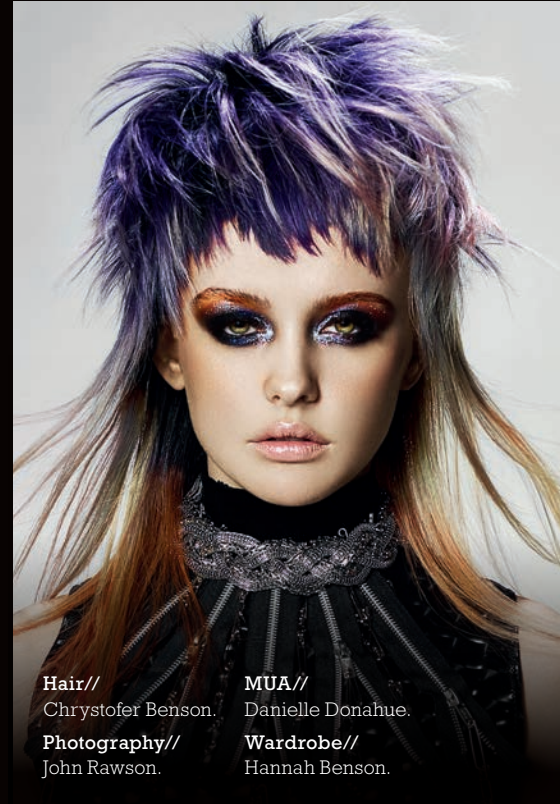
Getting Started

Sounding like the right fit for you? Well, here is our advice: Experience and practice. Honing in your styling skill sets so no matter what set you walk onto, you are able to execute the vision. Sometimes you will know far ahead of time what you will be creating, and have time to practice. More often than not, you will be walking onto a set blind and need to have the skills and products to bring any vision to life. Once you have the skills, look for other creatives and get on sets as much as possible of all kinds. The more experience you have, the better. Lastly, follow artists in our industry who are following this path, Eugene Souleiman and Antoinette Beenders are great examples of artists in our industry who excel in the world of session styling.

On Set Must Haves

There are so many products out there that are great for styling, and ultimately, it's important that you understand how your products work, and how to pack a wide variety of products into a manageable kit.

Hairspray is a must have for any kit, we don't step onto any set without both our L3VEL3 Hairspray and Freeze Spray. A light hold hairspray as a working spray like the L3VEL 3 Hairspray, is great for setting any kind of style, while not being crazy stiff. It's also important to have an extreme hold hairspray like L3VEL3 Freeze Spray, when you have to lock hair in, in extreme conditions. No matter what you keep in your kit it's important to know how and when to use the products and tools you pack.



Hair// Chrystofer Benson.
MUA// Danielle Donahue.
Photography// John Rawson.
Wardrobe// Hannah Benson.





BEHIND THE TOOL STYLE/SWITCH



BABYLISPRO IS A POWERHOUSE IN THE PROFESSIONAL STYLING INDUSTRY AND THEIR LATEST INNOVATION, THE BABYLISPRO STYLE/SWITCH PROVES IT. AND THE BRAINS BEHIND THE BABYLISPRO BLOWOUT? MEET SYDNEY BARK, THE PRODUCT DEVELOPMENT MANAGER FOR HAIR DRYERS AND AIR STYLERS.

With an Industrial Engineering degree from Quinnipiac University and five years of experience as a Manufacturing Engineer working on helicopter components, Sydney found herself naturally drawn to the mechanics of hair dryers. “When I came over to BaBylissPRO to work on New Product Development, it was only fitting to be the product manager for hair dryers, where the main component is a motor and fan,” she smiled.

Her passion for product innovation stems from seeing stylists and consumers engage with BaBylissPRO tools. “I love watching unboxings, TikToks, and reading online reviews. Both positive and critical feedback inspire me because they help me learn, improve, and refine future products.”

And while Sydney’s career path took a technical turn, her love for hair and beauty was always there. “Growing up, I was very much girly and loved all things hair and makeup. Finding a career that allows me to build products I love and use, while being an engineer in a male-dominated field, feels like fate.”

Sydney on the Style/Switch

The BaBylissPRO Style/Switch isn’t just another multi-styling tool – it’s a game-changer for both stylists and consumers. And Sydney was passionate about ensuring this tool stood out from the crowd.

“Multi-air styling tools are all about versatility, and with Style/Switch, not only is the tool itself versatile, but the attachments are too!” she explained. And her favorite? The adjustable dryer attachment. “It allows the user to customize air pressure and airflow just by switching the nozzle size – on one tool!”

Another major innovation? Dual voltage capability. “Users don’t have to worry about compatibility when traveling abroad or needing multiple tools for a trip. Style/Switch simplifies travel by providing everything in just one tool, and I wanted to create a tool that is intuitive. Users should be able to pick it up, attach any accessory, and effortlessly achieve their desired look.”

Professional First, Always

Unlike many brands that design multi-stylers purely for consumers, BaBylissPRO has always taken a professional-first approach. “It worked to our advantage that we weren’t the first to launch a multi-styling tool,” Sydney said. “That gave me the chance to analyze the market and understand what people liked and disliked. With that feedback, we were able to improve our tool.”

Sydney worked closely with BaBylissPRO Educators and industry professionals to ensure that Style/Switch met the standards of a professional tool. “It was essential to incorporate premium materials, top-tier performance, and the ergonomics stylists need for long-term use.”

Sydney’s Standouts

Titanium Plates: “Titanium plates on the smoothing attachment provide the optimal balance between tension and glide to smooth the hair effortlessly.”

“PROFESSIONALS LOVE HAVING OPTIONS FOR AIR PRESSURE AND AIRFLOW. SOME DRYERS COME WITH TWO NOZZLE SIZES – THIS ONE HAS THREE!”

The Adjustable Dryer Attachment: “Professionals love having options for air pressure and airflow. Some professional dryers come with two nozzle sizes – this one has three!”

Salon-quality Durability X Consumer-friendly Functionality: “While the smoothing attachment doesn’t reach damaging temperatures, it still provides exceptional results without compromising hair health.”

Tech X Technique

Every BaBylissPRO tool undergoes a rigorous research, development, and testing process before hitting the market... with Sydney describing it as a labor of love.

“Every tool starts as what initially feels like a crazy idea!” she laughed. “I research the market, watch videos, find hair trends and hacks, and read tons of reviews to understand what’s working and what’s not.”

From there, she maps out the tool’s key features, ensuring that it feels intuitive and delivers results. Her process includes first 3D Digital Modeling & Prototyping, creating a 3D-printed model to evaluate ergonomics and make refinements. Then, performance testing, telling us: “We test for temperature, air flow, air pressure, noise level, ion output, and weight to meet our high standards.”

The third step is getting it into the salon with stylists testing the prototype in real-world settings, providing crucial feedback for fine-tuning. Finally, Sydney refines the tools – sometimes completing hundreds of adjustments to get everything just right. She said: “The entire process can take months, a year, or even up to five years – and even after launch, we continue improving based on user feedback!”

The Power of the Multi-Styler

With multi-stylers gaining popularity, Sydney believes it’s critical for professionals to master these tools. “Style/Switch is straightforward, but some clients might need help learning how to maximize its benefits. Stylists should take the time to educate clients on how to maintain their looks between salon visits.”

BaBylissPRO even includes a Quick Guide with each Style/Switch to make at-home styling even easier.

It’s in the Details...

Every detail of the Style/Switch was meticulously crafted, from the boar bristle mixture to the ergonomics of the attachments. And Sydney noted that it was a team effort, highlighting key contributions from Elizabeth Sayles (Product Development Manager for Styling Tools) and Bradley Sloss (Product Development Manager for the Barber Category).

“Bringing together engineers with diverse skills and expertise is what makes the Style/Switch so innovative and exciting!”

With the perfect blend of professional insight and consumer convenience, the BaBylissPRO Style/Switch is set to revolutionize multi-styling for good.

“MULTI-AIR STYLING TOOLS ARE ALL ABOUT VERSATILITY, AND WITH **STYLE/SWITCH**, NOT ONLY IS THE TOOL ITSELF VERSATILE, BUT THE ATTACHMENTS ARE TOO!”





HAIR ARTIST TO THE STARS MARC MENA IS THE MAN BEHIND COUNTLESS CELEBRITY GOOD HAIR DAYS. HIS SECRET? GREAT LENGTHS EXTENSIONS. WE CAUGHT UP WITH MARC AFTER A VERY BUSY AWARDS SEASON TO TALK ABOUT THE KEY TO CREATING RED-CARPET-READY HAIR.

HOLLYWOOD'S BEST KEPT SECRET

Whenever awards season comes around, many of us will find ourselves drooling over the fashion, makeup, and hair adorned by our favorite A-list celebrities. But who are the artists behind our favorite artists? Well with a clientele including Mindy Kaling, Madelyn Cline, and Madelaine Petsch, Marc Mena is one to watch.

"As a hair artist, I have the pleasure of working with wonderfully diverse humans, including celebrities, from ALL walks of life," shared Marc.

He continued, telling us about what his day-to-day looks like: "Each new day brings me something different which I cherish about my craft. One day I might be spending hours on set doing press with a female actor, and the next day I could be focused on improving the length and volume of a client's hair by refreshing their hair extensions. It's this kind of variety that keeps my professional life so

exciting – every day presents new and exciting opportunities (and challenges) within the context of a constantly evolving world."

Hair extensions have been Marc's secret weapon for creating celeb-worthy styles, and Great Lengths has been his brand on hand for nearly 20 years.

"If you can believe it, I started working with Great Lengths almost two decades ago. Funny enough, I was sending my clients to someone else for extensions, but I wasn't happy with how they were being executed. I found myself constantly complaining about it, so I decided it was time to take matters into my own hands.

"I took a Great Lengths training course for hair professionals to learn how to properly install their extensions myself. I wanted my clients to get the results they deserved and for the extensions to sit just right."

From this point onwards, Marc said that partnering with Great Lengths as an Ambassador felt like a natural next step because of his deep passion for hair extensions. "Not just for installing them and the quality of the hair, but also for the narrative behind the brand. I truly admire how they ethically source their materials. For me and my clients, it's about more than just great hair; it's about what I like to call 'good hair', hair that's sourced responsibly and treated with care."

We asked Marc what he and his clients love most about Great Lengths extensions. He told us: "I absolutely love the quality and longevity of the hair that Great Lengths provides, as well as the versatility of their extensions. Whether it's the Keratin Tip Bonds or the Tape-in Extensions, Great Lengths offers a variety of options to suit different needs."

"IF YOU'RE GOING TO LEARN HOW TO APPLY HAIR EXTENSIONS, I HIGHLY RECOMMEND WORKING WITH ONLY THE BEST, WHICH IS **GREAT LENGTHS.**"



"I ABSOLUTELY LOVE THE QUALITY AND LONGEVITY OF THE HAIR THAT **GREAT LENGTHS** PROVIDES, AS WELL AS THE VERSATILITY OF THEIR EXTENSIONS."

"My clients have always been thrilled with the results and invariably tell me they leave my salon chair feeling strong and empowered whenever they have Great Lengths installed. The consistency and quality never disappoint."

Great Lengths have also just announced their brand-new natural cut Tape-In extensions, which Marc believes will be a game changer for both stylists and their clients. "Great Lengths' new Tape In Extensions have truly changed the game in an innovative way. The application is seamless, and the blending is like nothing you've seen before. Haircutting time is also drastically reduced, and you're always guaranteed a flawless, seamless result."

Hollywood's Best-Kept Secret

"Extensions have been one of Hollywood's best-kept secrets for a long time, though they're now discussed much more openly," explained Marc. "Hair Extensions also play a crucial role during Awards Season."

"Extensions give that extra boost that ensures the hair looks beautiful, bouncy, and shiny. At the end of the day, it's about leaving your client feeling confident and secure, knowing their hair, and knowing the role hair plays in not only framing the face but complementing an overall look."

Marc's Words of Wisdom

"I absolutely recommend that any next-generation hairstylist add this to their professional skill set, regardless of whether they're pursuing celebrity hairstyling or not. Being well-rounded when it comes to professional skills is incredibly valuable, and extensions, wigs, and any other advanced techniques you can learn in this industry will only expand your expertise, value, and opportunities. And if you're going to learn how to apply hair extensions, I highly recommend working with only the best, which is Great Lengths."

Favorite Red Carpet Looks

We asked Marc to share with us some of his favorite celeb Red Carpet looks from this season.

"Two looks that definitely stand out for me are Madelyn Cline at the 2024 Met Gala and Mindy Kaling at the 2023 Academy Awards. Madelyn's hair was whimsical, ethereal, bouncy, and absolutely beautiful. As for Mindy, she wore a custom Vera Wang gown in both white and black essentially the same dress, but with a consistent hairstyle throughout. The extensions played a huge role in adding length, sexiness, and confidence to her overall cohesive look."

TED GIBSON

Ascension

\$55.00, tedgibson.com



GAMMA+

Sage Collection Retractable Hot Brush

\$89.95, stylecraftus.com



GOLDWELL

LightDimension SilkLift

goldwell.com

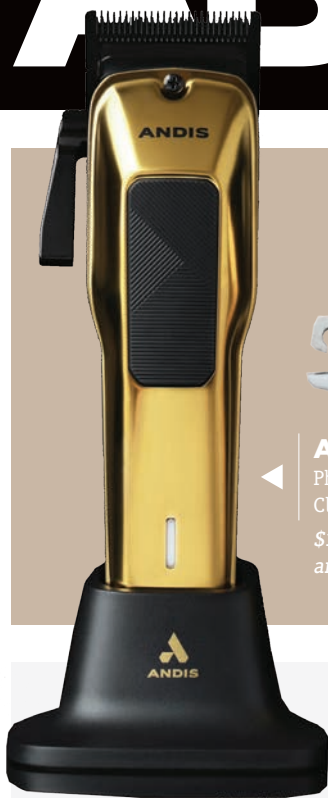
KELLER

Noir Styling Station

\$990.00, keller4salon.com



ABOUT ABOVE



ANDIS
Phenom
Clipper

\$149.99
andis.com

TONDEO

Supra Fassion Tulip Conblade
Texturing Scissors

\$749.00, tondeo.com



REMI CACHET

Pro Micro Pliers
remicachet.com



ORIBE

Oribe Serene Scalp Densifying Collection

\$52.00-\$76.00, oribe.com



18.21 MAN MADE

Detox Bar Soap with Charcoal
& Sweet Tobacco Scent

\$20.00, 1821manmade.com





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YOU'VE BEEN
LOOKING FOR!

BRIDAL

Bridal

BRIDAL *Luxe*

BIG, BOUNCY AND BEAUTIFUL... THAT'S WHAT BRIDES THESE DAYS ARE LOOKING FOR IN THEIR HAIR – AND IT'S EXACTLY WHAT CANADIAN BRIDAL STYLIST VANESSA WEHBE KNOWS HOW TO DO. ALWAYS KEEPING IT CLASSY AND SASSY, SHE'S KNOWN FOR HER NEW-GEN VERSION OF OLD HOLLYWOOD WAVES – AND ALWAYS HAVING BELLAMI HAIR EXTENSIONS BY HER SIDE.



Vanessa's career over the past few years has blossomed. Attracting the work she wants through social media, she has curated her career in bridal. Yet, whilst things have changed over the past few years, the one constant for Vanessa has been her Bellami Hair Extensions. But let's skip back a few chapters to the beginning of her journey.

"I actually studied communication and television – I wanted to be a TV host," Vanessa told us. "I went to university, and what we call showbiz school, but I had been doing hair since I was nine. My dad is a hairdresser, so it was an integral experience for me."

However, after completing her studies, Vanessa found herself drawn back to hairstyling.

"I realized I loved the happiness that my clients felt when they saw themselves looking their best. It was a big risk because I had no formal diploma in hair, but it was the best decision I ever made."

Working alongside her father, she built a loyal clientele in Montreal, many of whom have been with her for over 15 years. And whilst Vanessa has now built a huge name in bridal – it wasn't until just before the pandemic that Vanessa began focusing her skills in the bridal realm.

"I started dabbling in bridal, and honestly, it was like love at first sight," she recalled. "I love creating big, dramatic styles. Brides would bring me inspiration photos from the U.S. – looks that weren't common in Canada – so I worked on improving myself and mastering those styles."

Vanessa's talent and dedication quickly earned her recognition. In 2023, she was nominated for 'Best Bridal Look' at the first-ever Bellami Awards, competing against nearly 20,000 applicants.

"I didn't win that year, but I was so honored to be a finalist alongside some of the biggest names in bridal styling," she said. ▶

@hairbyvanessawehbe



But determined, she submitted her work again the following year – a stunning Hollywood wave transformation using Bellami extensions – this time, she took home the award for Best Bridal Look 2024.

“When I won, I was in complete shock. Walking to that stage, my whole career flashed before my eyes – the late nights, the early mornings, the sacrifices. It was a full-circle moment. But the cherry on top was that it was presented by the bridal hair icon, Senada Ceka. She’s an incredible educator, stylist, and someone I deeply admire.”

The Bridal Industry Through Vanessa’s Eyes

Bridal hairstyling is more than just creating a beautiful look – it’s about understanding each bride’s vision, managing expectations, and ensuring styles last through an entire day of celebrations.

“Some brides know exactly what they want, while others need guidance,” Vanessa explained. “I always ask them about their daily hair habits – do they normally wear their hair up or down? Will they be wearing a veil? For something like Hollywood waves, I set expectations because it’s a high-maintenance style. If they don’t want to touch up throughout the day, I’ll sometimes suggest an updo instead.”

Her approach is rooted in listening and customization. “A good bridal stylist isn’t just skilled with hair; they’re also great at communicating and reading their clients. A wedding day is emotional, and as a stylist, you need to be a calming presence.”

The Power of Bellami Extensions

Over the years, Vanessa’s brand has grown – and even though the stylist is now a Bellami Ambassador, they’ve been by her side since the start.

“Their quality is unbeatable. When you’re styling bridal hair, it has to last up to 12 hours, and Bellami extensions hold perfectly,” she said. “Their clip-ins are seamless, and I often use two packs on a bride without it showing.”

And for Vanessa, extensions are a non-negotiable for bridal styling.

“Even if a bride has thick, long hair, extensions are essential for structure and volume. I’ve only created waves without extensions once in my entire career, and that was because the bride had the thickest hair I’d ever seen. I even include a clause in my contract stating that brides must use Bellami extensions. If they bring in cheap ones and the style falls apart, I can’t be responsible.”

Advice for Aspiring Bridal Stylists

For those looking to break into the bridal industry, Vanessa’s advice is simple: never stop learning.

“Even after winning an award, I was a student again the next day! I booked a bridal class with Senada in Las Vegas. But it’s because I know, if you stop learning – you fall behind. This is the best job in the world – but only if you value what you do. And that means you need to put in the work.”

“THEIR QUALITY IS UNBEATABLE. WHEN YOU’RE STYLING BRIDAL HAIR, IT HAS TO LAST UP TO 12 HOURS, AND **BELLAMI EXTENSIONS** HOLD PERFECTLY.”



VANESSA’S NON-NEGOTIABLES

Bellami Hair Extensions

“This is an obvious one. It has to be Bellami – and I even have it in my contract!”

Got2b Glued Spray

“This is glue for hair. But it only works if the hair is properly prepped.”

Teasing Comb & Texturizing Powder

“These are must-haves for volume and structure.”

Proper Hair Prep

“I always tell my brides to wash their hair the day before with shampoo only – no conditioner unless they have coarse hair. Conditioner makes the hair too soft and hard to style.”





BEYOND THE *Bride*

BRIDAL HAIRSTYLISTS WILL ALWAYS BE SOUGHT AFTER – THAT’S WHY ANGELA CATTANEO, FOUNDER OF BEYOND THE PONYTAIL, CREATED A PLATFORM DEDICATED TO CELEBRATING BRIDAL HAIRSTYLISTS, AND A GLOBAL DIRECTORY SYSTEM.

With over two decades in the industry, Angela has witnessed firsthand the lack of visibility and educational opportunities for bridal stylists at major hair events. Determined to fill this gap, she has created a thriving community where bridal artists receive both the recognition and the support they deserve.

One of her most impactful contributions is the Bridal Directory, an innovative online resource that connects brides with skilled hairstylists across the globe.

“It was really born out of necessity. We were constantly receiving messages from brides looking for recommendations, and I knew we needed a solution that would streamline the process and provide a valuable tool for both stylists and clients.”

The Bridal Directory is more than just a list of names – it’s a curated space where hairstylists can showcase their work, gather client reviews, and expand their reach. Brides can browse portfolios, read testimonials, and find the perfect artist to bring their wedding vision to life. Angela has

ensured that the platform remains affordable and accessible, making it an essential marketing tool for stylists at every stage of their careers.

Beyond the digital space, Angela’s commitment to fostering connections in the bridal community extends to in-person events. Through Bridal Artist Connections, she brings together stylists in various cities for education, inspiration, and networking.

“It’s all about meaningful conversations,” she said. “We’re creating a space where artists can support each other, grow, and refine their craft.”

“IT’S ALL ABOUT MEANINGFUL CONVERSATIONS, WE’RE CREATING A SPACE WHERE ARTISTS CAN SUPPORT EACH OTHER, GROW, AND REFINE THEIR CRAFT.”

BUILDING YOUR *Brand*

IN THE WORLD OF BRIDAL STYLING, TALENT IS JUST THE BEGINNING. TO TRULY MAKE YOUR MARK, NETWORKING IS ESSENTIAL. GLASGOW, UK-BASED BRIDAL STYLIST AND EXPERT PAMELA DOCHERTY SAT DOWN WITH US TO SHARE HER TOP TIPS ON GROWING YOUR NAME IN THE INDUSTRY AND ENSURING YOUR BUSINESS THRIVES.



For bridal stylists looking to grow their business, Pamela Docherty’s advice is simple: connect, collaborate, and be consistent.

“They need to just connect,” Pamela said. “If you’re stepping into bridal, you need your skill set secured first – train, take masterclasses, refine your craft. But once that’s in place, it’s all about who you know and how you put yourself out there.”

With 30 years of experience, Pamela’s journey proves that success in bridal styling isn’t just about skill – it’s about the connections you make along the way. We sat down with Pamela to get her top tips...

1. Network, Network, Network

Build relationships with photographers, bridal boutiques, and event planners. “You want to connect with everyone, because that’s who your recommendations from.”

2. Show Up Online

Regularly post your work on Instagram and TikTok. “Always be posting, always be creating content – even if you’re banking it, it’s setting you up for the days you don’t have content.”

3. Collaborate & Test Shoot

“You want to connect with a good photographer

and do test shoots, whenever you can,” Pamela advises. “Go in, get a content day with them, and collaborate with brands. It’s the best way to network, practice and market yourself.”

4. Support Others

If you can’t take a booking, recommend another stylist. “The more you give out, the more you get back,” Pamela said.

5. Stay Consistent

“Be active, stay consistent and always look for the next opportunity.”

Model//
Annie O'Dea

YOUR BRIDE'S *Best*

IN THE BRIDAL INDUSTRY NIAMH LEE IS THE NAME TO KNOW. WITH A SIGNATURE STYLE THAT BLENDS ROMANTIC ELEGANCE WITH CONTEMPORARY COOL, HER WORK HAS GRACED SOME OF THE MOST STYLISH WEDDINGS, INCLUDING ONE PARTICULAR BRIDE WHO ENDED UP IN VOGUE.



NIAMH'S FAVOURITES

Color Wow Dream Coat: "It's literally my holy grail for keeping hair frizz-free and silky.

Bridal hair has to last all day and night, and Dream Coat makes sure it does."

Clip Hair Extensions:

"Clip Hair Extensions are a game changer! So many brides think they don't need extensions, but even just a few pieces can add that extra volume and length for a more polished finish."

Color Wow Xtra Large Bombshell Volumizer

"This is amazing – especially for those brides who want really voluminous hair. I especially love it on the 90s' bobs, it's gorgeous."



It's not every day that your work ends up in Vogue, so, for Niamh Lee – Color Wow Ambassador, educator and bridal stylist – it was a defining moment.

"That was such an amazing experience," she recalled. "The bride had this effortlessly chic vibe, and the whole look just worked so perfectly with her dress, the venue – everything."

But while one glossy feature might be a career highlight, for Niamh, it's the day-to-day transformations of her brides that fuel her passion.

"I truly love my job. The social aspect, the connection, the artistry – I want every bride to feel like the best version of herself," she explained. "Bridal hair shouldn't feel forced or overdone – it should be an extension of who you are."

The Journey

Like many top stylists, Niamh's journey into the bridal world wasn't entirely planned.

"I was studying art at college – I've always been drawn to the creative side of life! I then started out in a salon, working on cuts and colors and I worked my way up. Although, it was always styling I was

always drawn to," she said. "I just loved how hair can completely change a person's confidence and energy."

Her transition into bridal hair came naturally as more and more clients requested her for weddings.

"Once I did my first few bridal clients, I was hooked," she admitted. "There's just something special about being part of someone's wedding morning – the excitement, the emotion, the love in the room."

The Craft

For Niamh, every bride is unique, but her approach remains the same: effortless, tailored, and never overcomplicated.

"I always start with a consultation where we go deep into the bride's style, dress, and overall vibe," she shared. "I don't believe in 'one-style-fits-all' bridal hair – it should feel bespoke to you."

Her biggest tip for stylists?

"Less is more," she noted. "Don't overload the hair with product, don't force a style that doesn't suit the bride's face shape, hair texture or dress. Work with the hair's natural texture and movement.

"Also, don't stress too much about trends! I don't really think there's such a thing as trends for brides, because generally brides know what they want, what suits them best themselves, and they're not going to sway a crazy amount from that. So even though there are trends – would look at the bride more holistically. Look at her wedding dress, her style, her traits!"

Striking the Balance

For all the artistry involved in bridal styling, Niamh is also a firm believer in balancing creativity with smart business practices.

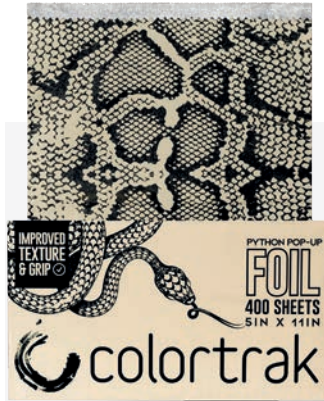
"So many stylists are incredible at what they do, but they struggle with the business side," she noted. "You need to know how to market yourself, manage your schedule, and price your services properly."

At the end of the day, though, Niamh's philosophy is simple: "Bridal styling is about making someone feel their most beautiful. If you focus on that, everything else falls into place."

And judging by her roster of effortlessly chic brides – and that Vogue feature – it's safe to say she's mastered the art of bridal hair, with flair!

BEAUTY MUST-HAVES

- ▼ **ERGO**
erg750 Super Gentle Mini Paddle Brush
\$29.95,
ergostylingtools.com



- ▲ **COLORTRAK**
Python Foils
\$17.99, colortrak.com

- ▼ **FAROUK CHI**
CHI® LAVA PRO Spin N Curl
£140.99, chi.com



- ▶ **GREAT LENGTHS**
Tapes Essenza
greatlengths.com



- ▲ **ULTA BEAUTY**
Magic Marker Lip Stain
\$10.00, ulta.com



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MUCH, MUCH MORE...

milk_shake moisture&more shampoo

This gentle and conditioning shampoo cleanses hair with a soft, tropical-scented lather. Helps keep hair hydrated and plump resulting in strength and shine with smoothing effects on the hair.



Introducing milk_shake moisture&more collection

For clients who have dry hair but would like visibly fuller, shinier and hydrated, healthy hair, milk_shake introduces the new and improved moisture&more collection. This collection is enriched with niacinamide, hyaluronic acid and fruit extracts.

- Niacinamide is a powerful antioxidant that neutralizes the harmful effects of free

radicals and helps to deeply nourish hair.

- Hyaluronic Acid helps replenish hydration leaving hair feeling softer and full of radiance.

- Fruit extracts, derived from papaya, goji berries and strawberries, help promote overall hair health and leave hair feeling vibrant and revitalized.

milk_shake moisture&more conditioner

A lightweight yet nourishing formula that deeply conditions hair, leaving it hydrated and easy to comb. Maintains optimal hydration levels, conditions, provides antioxidant protection and smooths hair.

more

milk_shake moisture&more whipped cream

This no-rinse moisturizing and protective mousse is perfect for getting the hair ready for styling. It works to balance moisture levels, leaving hair conditioned and leaves hair feeling weightless and looking shiny.

milk_shake moisture&more lotion

Ultra-concentrated rinse-out lotion helps restore hydration rapidly, promotes intense shine while smoothing away any dryness. Expect immediate stronger, softer hair.

NEW! milk_shake moisture&more serum

Moisturizes hair deep down and seals the cuticle for instant shine. It replenishes hair and rapidly restores moisture with a smoothing effect on hair. This new illuminating serum leave hair feeling light and bursting with vitality.

Global Ambassador, Andrew Smith's Thoughts:

I have totally fallen in love with the new milk_shake moisture&more collection. We know that a high percentage of people feel they have dry hair and lack moisture, but are often wary of moisture products as they feel that they can weigh the hair down. Also, when the hair is dry and thirsty, it often lacks shine as the cuticles are left open so don't reflect light – they actually absorb the light. The new range solves all these problems by using top quality ingredients. Hyaluronic Acid works deep inside the hair to add moisture.

Organic Papaya has a plumping effect which doesn't weight the hair down at all. Niacinamide gently seals the cuticle keeping moisture in and counteracts the signs of damage.

More information at milkshakehairpro.com.
Follow @milkshakehairpro on Instagram!

TRY CHAI

GOLDWELL HAS LAUNCHED THE LATEST ITERATION OF ITS COLOR INITIATIVE "BLONDE YOUR WAY" WITH CHAI BLENDING, DESIGNED WITH A VARIETY OF THE BRAND'S ICONIC COLOR, CARE, AND STYLING FORMULAS TO CREATE THE ULTIMATE, CUSTOM-BLENDED, AND TRENDING BLONDE LOOKS.



The iconic Goldwell brand is a true pioneer and reliable expert in the hair color category, inspiring professional color stylists to elevate their creativity to new heights and to set the tone for industry trends with true color excellence.

Chai Blending: Embracing individuality and enhancing natural beauty

The right color can lift more than just spirits - it has an amazing effect on skin tone, facial features, and self-confidence. The Chai Blending effect is all about embracing individuality and enhancing natural beauty, allowing stylists to create effortlessly natural, multidimensional beige color results, inspired by the rich flavors of chai tea.

Chai Blending embodies harmonious vitality in a soft, sensual, and modern manner.

Fresh, neutral beige looks provide a lit-from-within glow – bringing together stunning transitions, beautiful shades, and creative artistry.

Next-level creativity for blonde looks is achieved with Goldwell's versatile lightening and toning portfolio. From full-head freehand applications to a

mix of foils and freehand techniques, stylists can bring dimensional blonde color to life.

With Colorance, Colorance Gloss Tones and Elumen, Goldwell offers a broad range of toning products for versatile blonde results to complete the beautiful Chai Blending effect - from soft cool beige to darker blonde tones.

Introducing LightDimensions SilkLift Clay and Colorance Gloss Tones beige shades

Pre-lightening the hair with LightDimension SilkLift lighteners is a key step in creating the Chai Blending effect. Goldwell's latest innovation, LightDimensions SilkLift Clay, features a tactile texture that allows for intuitive and precise lightening using various freehand techniques. Formulated with Kaolin Clay, it offers a silky consistency that stays in place, making it perfect for seamless balayage and natural, blended highlights. This soft-to-solid formulation provides up to seven levels of strong yet gentle lift, empowering stylists to create custom, captivating looks.

- Integrated BondPro+ protects & strengthens hair
- Dust-free powder consistency is easy to mix and formulated with Kaolin Clay for a smooth, silky texture that spreads easily
- Ultimate precision and accuracy for full control and creative freedom without foils
- No transfer, swelling or bleeding into other areas of the hair

Pair LightDimensions SilkLift Clay with Goldwell's four new Colorance Gloss Tones beige shades to unlock the full Chai Blending experience. These soft, neutral shades provide a personalized color look with a healthy hair feel:

- Experience rich, dimensional beige shades inspired by natural, nutty tones
- 8BB: Light Beige Blonde (Granola)
- 9BB: Very Light Beige Blonde (Biscuit)
- Achieve a neutral, elegant look with creamy hues and earthy tones in two cool beige shades
- 8BC: Light Beige Cool Blonde (Sandstone)
- 10BC: Extra Light Beige Cool Blonde (Oat Milk)

All new products and the Blonde Your Way campaign will launch in March.

Infuse the Chai Blending creations with Goldwell care and styling products

Multidimensional blonde looks need the best blend of care and styling products in the salon or at home. The Dualsenses range enhances haircare with nourishing and protective formulas for healthy-looking hair. Paired with professional styling products from the StyleSign range to create natural-looking, one-of-a-kind Chai Blending looks that are made to last. For effortlessly beautiful results that captivate, both in the salon and beyond.



CHAI BLENDING A BLONDE BEAUTY INFUSION.

Blonde your way. Uplift color services with creative blending for next-level freedom. Our new **LightDimensions Silklift Clay** is designed for freehand techniques, delivers strong yet gentle lift and allows lightening with both intuition and precision. Pair it with the latest **Colorance Gloss Tones** beige shades and meld soft, neutral hues for the most effortlessly natural and multidimensional looks. Learn more at goldwell.com



GOLDWELL

#BLONDEYOURWAY #GOGOLDWELL    

Interiors

MANE REVIVAL

EST// 2020

Owner// Hope Brown

Location// Derby, KS

Stations// 12

Furniture// Minerva

Booking Software//
Phorest

Retail Lines// Oribe





IN AN INDUSTRY WHERE INNOVATION AND CLIENT EXPERIENCE DEFINE SUCCESS, BEAUTY SCHOOL SALON CONSISTENTLY RISES ABOVE THE REST. CALI WILKINS AND LEAH HOFFMAN JOINED FORCES TO CREATE A SALON KNOWN FOR DELIVERING IMPECCABLE HAIR AND ITS STUNNING INTERIORS.

Beauty School Salon

EST// 2022

Owners// Cali Wilkins and Leah Hoffman

Location// Nashville, TN

Furniture// Minerva Beauty, Urban Outfitters.

Booking Software// Boulevard

Retail Lines// L'Oréal and ELEVEN Australia



"Beauty School Salon is modern, unique, comfortable, and a little DIY," Cali told us. "We want it to feel warm and welcoming but also a place where both of us can express ourselves."

The space has evolved a lot since the first year," Leah added. "I would say our space is fresh, warm, and artsy. We've really tried to embody the 'high-end, but chill' vibe as stated on our website."

After graduating cosmetology school in 1998, Cali opened her first salon, Parlour & Juke, in 2011. When Leah joined the salon the following year, it entered a new era of success and triumph. "Leah was a crucial part of Parlour & Juke's success," Cali said. "She taught our education classes, built a celebrity clientele and freelance career outside of the salon. She was the most in-demand stylist we had at Parlour & Juke."

"I knew I wanted to get out of my small town as fast as I could, so I went to beauty school as soon as I graduated in 2004," Leah told us. "Fast forward a few years and a divorce later, I got my dream job at Parlour & Juke. I was finally able to flourish and become the person I knew I was. By 2020, I was still working for Cali and we both felt like we needed something new – I had that sense of wanting more. Sure, I had celebrity clients and made great money – but my real passion lies in teaching."

"We wanted to create a modern and stunning space with a killer vibe, great socials, and most importantly... where we could do teaching and

apprenticeships right. And from that, Beauty School Salon was born."

And when it came to designing their dream space, the pair had a specific vision in mind. "First and foremost, we want folks to feel comfortable," Cali enthused. "We try to be as down-to-earth and approachable as possible. Our inspiration for the design came from SO many places. Leah and I had a shared Pinterest board for almost every area of the salon when we designed it. We drew a TON of inspiration from Australian salons who, for some reason, always have the BEST style!"

"Our main goal is to make folks feel like 'all are welcome,'" Leah added. "The overall vibe is 'feminine' but with quirky touches like our projector behind the front of house that is playing anything from 1990's runway videos to National Geographic live streams. When it came to the permanent fixtures in the salon, we made sure the stations and furniture was functional and stunning – which is why we opted for Minerva. The decorative furniture is always evolving!"

"We had both worked in a lot of different salons and we knew immediately what kind of furniture and interiors didn't work," Cali continued, noting: "Good basics are the key for stations, but I really love our arches. They are bold and a unique way of creating salon stations, plus a perfect fit for our Urban Outfitters mirrors. You can add the aesthetic touches

where it matters most, like the waiting area and the bathroom. That's where we decided to add more flair."

When it came to selecting their favorite part of the salon, Cali told us: "I love all our natural light and the fact that we are facing a busy, bustling street. Having a larger color room for mixing is also lovely and something we thought about when designing the space," while Leah added: "I'm a big fan of the fact that Cali lets me bring my art to the salon – there are a lot of renaissance style busts/statues around, including one that I covered completely in disco mirrors."

"WHEN IT CAME TO THE PERMANENT FIXTURES IN THE SALON, WE MADE SURE THE STATIONS AND FURNITURE WAS FUNCTIONAL AND STUNNING – WHICH IS WHY WE OPTED FOR MINERVA."

EST// 2021

Owner//
Sheridan ShawLocation// Melbourne,
Australia

Furniture// Maletti

Booking Software//
Timely

Retail Lines// O&M

MAMAWEST

MELBOURNE, AUSTRALIA

LOCATED IN WEST FOOTSCRAY, AN INNER-CITY SUBURB IN MELBOURNE, AUSTRALIA, MAMAWEST SALON WAS BORNE OUT OF OWNER, SHERIDAN SHAW'S FRUSTRATION WITH THE COOKIE CUTTER, 'TRADITIONAL' SALON AESTHETIC. INSTEAD, SHE CREATED A MOVEMENT TOWARD CREATIVITY AND INDIVIDUALITY.

Luxury Meets Creativity

"I wanted to create something that felt completely different, something that reflected my own individuality and creativity," Sheridan told us. "For me, hairdressing is a creative art form and I felt the space should embody that same energy! The goal was to express who I am through the interior design while crafting an environment that feels luxurious, inviting, and inspiring."

But for Sheridan, it wasn't just about aesthetics. She said: "I also wanted the space to do more than just look good; I wanted it to feel transformative. At MAMAWEST, the experience starts the moment you step through the doors. The energy of the space – the colors, the textures, and the details – is designed to make you feel better instantly, before we've even had a conversation or started working on your hair. That sense of connection and comfort is what truly sets MW apart!"

Sheridan explained that the inspiration behind MAMAWEST's interior is about merging luxury with individuality, in a space that feels both intimate and creative. "When we transitioned from a tier 2 premium salon to a tier 1, we knew we wanted the best of the best for our furniture and design. We worked with Maletti Furniture to source all of our chairs and basins, which were imported directly from Italy. It's like the Ferrari basin in the landscape of hairdressing. A big part of the process was customising the fabric to fit our unique color palette.

"Our space is absolutely massive, but instead of cramming it with back-to-back chairs, we focused on creating intentional spacing to make each station

feel intimate and personal, featuring 20 chairs and six backwash basins. We landed on what we call a "minimal maximal" philosophy – filling the space with thoughtful, standout details while keeping it functional and airy."

It wasn't just the furniture that Sheridan wanted the best of the best for. She thought carefully about every brand she brought into the salon, from the O&M hair products to even the booking software, Timely.

"At MAMAWEST, we are an O&M concept salon and we couldn't be prouder to partner with them. O&M is an Australian-made, woman-led business and its values align perfectly with ours. What makes this partnership even more special is the relationship I've built with Jose, the founder. She's not just a leader in the industry but also a mentor and friend. How often do you get to call the head of your product partner? It's practically unheard of and a true testament to how connected and passionate O&M is about their community."

A Place for All

Underpinning all of Sheridan's decisions at MAMAWEST is her dedication to being inclusive to everyone. She said: "Being a gender neutral and inclusive salon is not just important to us at MAMAWEST... it's who we are at our core. Inclusivity is embedded in our values, and we believe every person deserves to feel safe, seen, and celebrated when they step into our space. A salon should be a just that! A place where you can completely be yourself without fear of judgment or discomfort. Honestly, it's ridiculous that inclusivity isn't the standard everywhere, but for us, it's a NON NEGOTIABLE!"



Behind The Chair

WITHIN THE PAGES OF EVO MAGAZINES, WE OFTEN FEATURE THE PEOPLE WHO SPEND THEIR DAYS BEHIND THE CHAIR. BUT THIS ISSUE, WE ARE TALKING TO THE PEOPLE – QUITE LITERALLY – BEHIND THE CHAIRS THAT YOUR CLIENTS SIT IN EVERY DAY: THE DEDICATED TEAM AT COLLINS.



Eleven11

If you know **Collins**, you will know that they are a family-run business based out of Cookeville, TN, that has been providing professional beauty and barber businesses high quality, locally made professional equipment and furniture since 1983.

We wanted to catch up with the team to find out a bit more about the care, thought, and craftsmanship that goes into each and every piece of furniture that comes out of Collins HQ.

So, where does the idea for a Collins chair or other piece of furniture start? The team told us: "Every Collins chair or piece of furniture starts with a simple but essential question: 'How can we make the stylist's job easier and the client's experience better?' From there, it's a mix of creativity, industry expertise, and real-world feedback.

"We work closely with salon owners, stylists, and designers to understand what they need – whether it's more comfort, better durability, or a fresh, modern look. Then, our team of engineers and craftsmen bring those ideas to life, balancing form and function. Every detail, from the stitching on a

chair to the way a station is designed for efficiency, is intentional. It's about making furniture that not only looks great but also works beautifully in the fast-paced salon environment."

But, it's not just about looking good, it's about feeling good, and lasting too. That's why Collins ensure that every piece of furniture meets their high standards. "Collins chairs aren't just about looks – they're ergonomic, durable, and built for daily use. Each design goes through extensive prototyping and real-world testing to ensure seat comfort, back support, and stylist accessibility. Handcrafted in the U.S. with premium materials – high-density foam, reinforced steel, and commercial-grade vinyl – every chair passes rigorous quality checks before it leaves."

So, why choose Collins? "The difference is quality, customization, and longevity. Collins chairs are handcrafted in the U.S. with premium materials. You can customize your chair's upholstery, base, and footrest to match your look. Plus, we offer reliable customer service and replacement parts, ensuring your investment lasts years, not months."

Why should business owners invest in high-quality, locally-made furniture?

- 1. Long-Term Value** – Well-built furniture reduces repair and replacement costs.
- 2. Supports Local Jobs** – Keeps U.S. manufacturing strong and maintains high-quality standards.
- 3. Customization Options** – Unlike generic imports, Collins lets you tailor furniture to your brand.
- 4. Reliable Service** – Access to customer support and replacement parts when needed.
- 5. Designed for Professionals** – Built for daily salon and barber use, ensuring comfort, function, and durability.

Investing in Collins means getting more – more durability, more reliability, and more customization.



Muse Salon & Spa

A Collins Chair – From Idea to Reality

Turning an idea into a finished piece of Collins furniture is a mix of creativity, craftsmanship, and precision engineering.

1. It all starts with sketches and brainstorming – Collins designers take input from stylists, salon owners, and industry trends to create an initial concept. From there, Collins engineers refine the design, making sure it's not just stylish but also practical, durable, and comfortable.

2. Once the design is dialed in, they create detailed technical drawings and prototypes. This step is where the team fine-tunes things like ergonomics, materials, and functionality. For example, if they're designing a new styling chair, they test the seat height, cushion density, and how smoothly it swivels – because small details make a big difference in a busy salon.

3. After rigorous testing and adjustments, the design moves into production at our U.S.-based manufacturing facility. Skilled craftspeople hand-assemble each piece, using high-quality materials and time-tested techniques.

Frame Construction: High-quality wood and metal form the foundation.
Metalwork & Welding : We reinforce key parts to ensure long-term durability.
Cushioning & Upholstery : High-density foam and commercial vinyl for comfort and longevity.
Hydraulics & Recline Installation: Smooth adjustments tested for flawless function.

4. Quality Assurance. Before anything ships out, it goes through a final quality check to ensure it meets the high standards Collins is known for. The whole process is about blending innovation with real-world functionality – making sure every piece is built to not only look great but also handle the demands of a working salon.



Spruce Hair Company



CRAFTED
 IN THE USA
 BUILT
 FOR YOU

COLLINS.CO



Craft your salon vision with Collins. Customizable, handcrafted furniture built in the USA.

Create a stylish, comfortable space that reflects your unique style and sparks success.

#COLLINSCRAFTED



Legendary Luxury

Byron Ruiz, owner of **Common Ground DTLA**, doesn't just cut hair; he curates an experience. From the moment clients pull into complimentary valet parking, to the second they sink into the Takara Belmont Legend – they're in for legendary luxury. "We wanted to make sure every barber and stylist

was equipped with nothing but the best," Byron said. "The Takara Belmont Legend is fully electronic, the Japanese engineering is top-notch, and the comfort is unreal." Byron believes a chair should match the energy of the space, and Common Ground DTLA is all about sleek, functional luxury. His three must-haves? "Comfort, functionality, and design." And, well... he's nailed all three.



My Chair

Crowning Glory

At **Crown Color**, luxury and elegance seep through the carefully curated design to match owner **Kaylee Rice's** vision – and the key to this? The Keaton Styling Chair from Buyrite Beauty. "I specifically sought out this chair when opening my salon," she told us. "A year prior to opening I attended a hair class who had this exact salon chair. I was tired from an early

flight in, and this chair was so comfortable I almost fell asleep! I immediately knew this chair was the one I had been searching for.

"Crown is an extension/color salon so our clients can spend hours visiting us," Kaylee added. "Having a comfortable chair for them was priority number one. Having a design that we've all seen before brings another level of ease to our clients and stylists."



THE RIGHT CHAIR DEFINES THE CLIENT EXPERIENCE, SUPPORTS THE STYLIST'S CRAFT, AND ADDS TO THE AESTHETIC. HERE, WE HIGHLIGHT HOW FOUR SALONS GOT IT RIGHT WITH THEIRS.

Shaping Serenity

Nestled in the heart of Shoreditch, London, UK, **Kula Studio** is a serene, light-filled space that reflects the artistry of its founder, Harriet Stokes. Every detail was carefully curated, from the layout to the furnishings as Harriet noted: "Comfortel furniture kept popping up while I was researching salon designs, and I was instantly drawn to their style."

Comfort was just as important as design, with Harriet carefully selecting every piece by hand. "I wanted to make sure that every chair looked inviting and, more importantly, felt comfortable," she noted. "Charmine from Comfortel helped me with my order and made the whole process seamless. The backwash I have now is a standout feature in the salon!"



Cashmere Comfort

For **Elena Broadbent**, it was all about comfort when selecting her backwash and the obvious choice? Minerva Beauty's Avant Shampoo System. "I was attracted to these stations because of the thoughtful design," Elena told us. "I love that the bowl has a head rest so it's more comfortable on the guest's neck. I love the simple clean design. I also wanted a stand behind so it's better

on our stylist's body. We also use the Minerva Gimbal Technician Stool in the matching shade Cashmere so our stylists can also sit down while they are shampooing."

She added: "We very often have guests say it's the most comfortable they have ever sat in which is important for us. We also wanted a system that looked great in our space since they are a pretty prominent part of our design."

EXCEPTIONALLY PHENOMENAL

Introducing the Phenom Clipper and Phenom Trimmer, a revolution in **innovation** and design, combining cutting-edge **technology** with **personalized** style to meet the evolving demands of today's stylists. Show off your phenomenal work with the power, customization and performance of the **Phenom**.

**Both clipper and trimmer can be customized in four different colorway combinations.*



*Clipper and trimmer
sold separately.*

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THE KEY TO CREATING
A BUSINESS THAT
SUCCEEDS IS FINDING
OUT WHAT OTHERS
ARE DOING... AND DO
SOMETHING DIFFERENT.
HOW CAN YOU MAKE
YOUR BUSINESS STAND
OUT FROM THE
CROWD? HERE
ARE SOME
IDEAS.



BUSINESS

IDEAS

A NEW ERA OF CONSCIOUS BEAUTY

IN AN ERA WHERE SALON CLIENTS ARE INCREASINGLY DEMANDING CLEANER, MORE SUSTAINABLE PRODUCTS, INNERSENSE ORGANIC BEAUTY STANDS AS A BEACON OF INNOVATION AND INTEGRITY. FOUNDERS GREG AND JOANNE STARKMAN SHARED THEIR INSIGHTS INTO THE BRAND'S INNOVATION-DRIVEN ETHOS, AND ITS COMMITMENT TO CLEAN BEAUTY AND SUSTAINABILITY.

For decades, salon professionals have navigated a delicate balance – delivering high-performance results while ensuring the health of their clients' hair and scalp. But in recent years, a new question has emerged: can exceptional performance coexist with sustainability? The modern salon client isn't just looking for the perfect blow-dry; they want to know their beauty choices align with their values. And with a rising awareness of ingredient safety and environmental impact, Innersense Organic Beauty is leading the charge in reshaping the industry.

THE HEART OF INNERSENSE

Founded by professional stylists Greg and Joanne Starkman, Innersense Organic Beauty was born from both passion and necessity – with their journey into clean beauty being deeply personal.

"Innersense was created because we knew salon professionals needed high-performance products that wouldn't compromise health and safety," Greg and Joanne explained. "As professional salon stylists, we knew we needed products that performed, but as new parents to a child with Williams syndrome, we didn't want to compromise health and safety for results. So, we set out to create the safest and most effective products, that not only leave out harmful and toxic ingredients, but also include ingredients that are nourishing, supportive and a benefit to both you and your hair."

From its inception, Innersense was built upon four core pillars: purity, performance, personal care, and environmental consciousness. These values have shaped every decision, from the sourcing of raw ingredients to the relationships built with stylists and salons worldwide.

SUSTAINABILITY AT THE CORE

Beyond clean formulations, Innersense has positioned itself as a leader in sustainability. In an industry often criticized for excessive waste and environmental harm, the brand has taken significant steps to lower its impact.

"We don't just talk about sustainability; we actively pursue it in everything we do," Greg and Joanne said.

One of the most notable efforts is their commitment to environmentally responsible packaging. Innersense prioritizes recyclable materials and is continuously exploring more sustainable alternatives. Additionally, the brand partners with organisations dedicated to environmental conservation, including rePurpose Global and the Change Climate Project.

"We're proud to be a Certified B-Corporation," Greg and Joanne shared. "That means we meet the highest standards of social and environmental performance, accountability, and transparency."

LOOKING INTO THE FUTURE

As salons continue to evolve to meet the changing expectations of their clientele, Innersense Organic Beauty stands as a testament to what's possible when performance and sustainability go hand in hand. With a clear mission, unwavering values, and a deep commitment to environmental responsibility, the brand is redefining what it means to create beauty products with integrity. •

"INNERSENSE WAS CREATED BECAUSE WE KNEW SALON PROFESSIONALS NEEDED HIGH-PERFORMANCE PRODUCTS THAT WOULDN'T COMPROMISE HEALTH AND SAFETY."



GROWING THE GROVE

SISTERS-IN-LAW, BRIDGETTE AND JAYME, FOUNDED THE GROVE IN 2018. WITH NEARLY TWO DECADES OF INDUSTRY EXPERIENCE EACH, THEY KNEW THEY WANTED TO CREATE SOMETHING DIFFERENT – A SPACE THAT WAS FORWARD-THINKING, SUPPORTIVE, AND SUSTAINABLE IN EVERY SENSE OF THE WORD.

“THE BEAUTY INDUSTRY GENERATES SO MUCH WASTE – BY WORKING WITH GREEN CIRCLE, WE KNOW WE’RE ACTIVELY MAKING A DIFFERENCE.”

“Sustainability is a broad term – sustainability of employees, business, and the planet. For us, it’s all of the above,” said Bridgette, co-owner of The Grove Salon.

BEYOND THE BASICS

Sustainability at The Grove extends far beyond recycling. “When we started, we knew part of our mission was to be a healthy beauty space – not just in terms of having a light footprint, but also through our business practices, staff culture, and product choices,” Jayme explained.

From day one, The Grove partnered with Green Circle Salons, ensuring that nearly all their salon and spa waste is recycled or repurposed. “Foins aren’t going into landfills, and color isn’t washing down the sink,” said Jayme. “Clients can feel good knowing their service isn’t harming the planet.”

Green Circle Salons is an industry-leading program dedicated to reducing the waste generated by salons. The initiative repurposes and recycles up to 95% of salon waste, including hair clippings, color tubes, foils, and excess color. “The beauty industry generates so much waste – by working with Green Circle, we know we’re actively making a difference,” Bridgette added. Hair clippings, for example, are used in sustainable projects such as oil spill cleanups, while excess color is neutralized safely to prevent environmental contamination. Their product choices align with this ethos, too. The salon exclusively uses Kevin Murphy, a brand known for its ammonia-free, PPD-free formulations and eco-conscious initiatives. “It’s not just about what’s in the products, but what’s not in them,” Bridgette added.



EST// 2018
Owners// Bridgette & Jayme
Locations// 2
Team Members// 25
Brands// Kevin Murphy
Furniture// Saphire Salon Furniture
Booking System// Mangomint

The Grove also utilizes SalonScale, a software that weighs and measures product usage, ensuring pricing is based on exact consumption rather than guesswork. “It’s a more fair and transparent pricing model – it’s about parts and labor, not just a flat rate,” Jayme noted.

THE HOLISTIC APPROACH

The Grove’s commitment to sustainability is reflected in its interiors. “Natural materials were a must for us – real wood stations, wooden desks, plants. You won’t find fabricated plastics here,” said Bridgette. “It’s about creating a space that feels organic, warm, and in tune with our ethos.”

Their advantage? Their family background in design and construction. “Our husbands built most of the salon’s interiors – everything is handmade,” Jayme shared. “Even our kids have been involved in the process. It’s a family effort in every sense.”

The client experience at The Grove is designed to be welcoming yet high-end. “From the moment they walk in, we want clients to feel at ease – like they’re visiting an old friend,” Bridgette said. The salon’s culture of warmth and professionalism is reflected in the way clients are treated, from personalized consultations to small touches like assisting with jackets and opening doors.

Bridgette added, “And never stop learning. Take the classes, stay engaged with the industry, and always be evolving. Sustainability – whether in business, staff, or the planet – is about thinking long-term. Sustainability isn’t just a practice – it’s our philosophy. True longevity comes from nurturing not just the environment, but also the people within it.”



ECO EVOLUTION

FROM SMALL, EVERYDAY CHANGES TO COMPLETE STRUCTURAL CHANGES, SALONS ACROSS THE INDUSTRY ARE STEPPING UP TO CREATE A GREENER FUTURE. IN 2025, IT'S CLEAR: ECO-FRIENDLY BEAUTY ISN'T JUST A TREND – IT'S THE FUTURE. WE CAUGHT UP WITH THREE DIFFERENT SALONS TO HEAR THEIR TAKE ON THE SALON WORLD AND SUSTAINABILITY.



THE BLONDE CULTURE CO THE REALITY OF GOING GREEN

Nestled in Cochrane, Alberta, Blonde Culture is all about good vibes, stunning blondes, and a strong sense of community. Owner Tanessa Lenay has built a welcoming space where hair magic happens, but when it comes to sustainability, she keeps it real. “We originally went fully sustainable, but found it tough to keep up with the costs of working with sustainability initiatives as a smaller salon,” she admitted. “So now, we do our best to balance everyday waste and recycling.”

It’s a candid take on the sustainability struggle many small businesses face. While not every salon can afford to be 100% eco-friendly, small changes still make an impact.

“WE RECYCLE 95% OF OUR DAILY WASTE – HAIR, METALS, PLASTICS, EXCESS COLOR, YOU NAME IT!”

NOVA ARTS SALON A MASTERCLASS IN SUSTAINABLE BEAUTY

In the heart of Downtown Los Angeles, Nova Arts Salon isn’t just cutting hair – they’re cutting down waste in a big way. Founded by renowned stylist Sal Salcedo, this collaborative space has had sustainability woven into its DNA from day one.

“Since 2019, we’ve diverted over 4,000 pounds of salon waste from landfills,” Sal told us.

How? By partnering with Green Circle to recycle hair clippings, color tubes, excess product, and foils. But the commitment doesn’t end there. Nova Arts has installed a state-of-the-art water filtration system to prevent harmful chemicals from re-entering the environment. Plus, their wash stations are equipped with EcoHeads showerheads, reducing water usage by up to 65% without compromising that luxurious rinse experience.

And they’re not slowing down.

“Our next goal is launching a refill system for hair products,” Sal revealed. “Clients will be able to bring in their empty bottles for refills, cutting down on single-use plastics.”

With a forward-thinking approach, Nova Arts Salon is setting the gold standard for sustainable beauty – proving that great hair and a great planet can absolutely go together.



HEX HAIR STUDIO WHERE SUSTAINABILITY MEETS HIGH GLAM

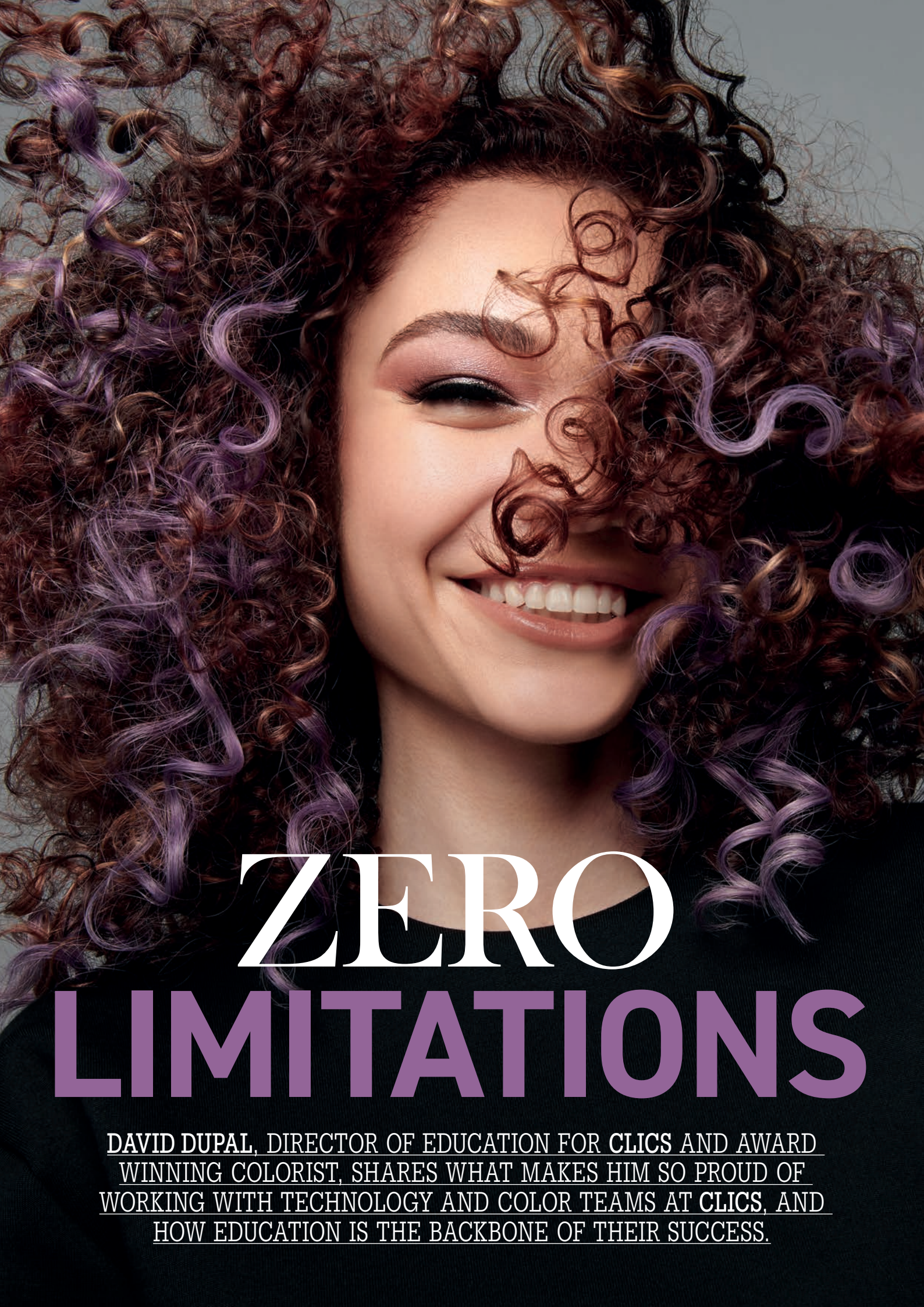
HEX Hair Studio in Las Vegas is redefining beauty with an ethical, eco-conscious approach. Owner Brittney D’Anelli has turned her two-chair studio into a powerhouse of sustainable beauty. “HEX is a proud Green Circle Salon,” Brittney shared. “That means we recycle 95% of our daily waste – hair, metals, plastics, excess color, you name it!”

At Hex, hair cuttings aren’t just swept away; they’re transformed into oil booms to help clean up oil spills. The foils and color tubes? They’re recycled into bicycles. And it doesn’t stop there. “Our entire space is designed with sustainability in mind,” Brittney explained. “We use Davines color and haircare, which are naturally derived, and our building shuts off power overnight to reduce energy waste.”

Beyond the eco-friendly products and waste reduction, Brittney is on a mission to educate and inspire. “The beauty industry is a massive generator of waste,” she said. “I want to push big companies to be more transparent and offer better choices. It’s about influencing change at every level – starting right here in my salon.”

HEX Hair Studio proves that luxury and sustainability can go hand in hand – and it’s a major win for both the salon world and the planet.





ZERO LIMITATIONS

DAVID DUPAL, DIRECTOR OF EDUCATION FOR CLICS AND AWARD
WINNING COLORIST, SHARES WHAT MAKES HIM SO PROUD OF
WORKING WITH TECHNOLOGY AND COLOR TEAMS AT CLICS, AND
HOW EDUCATION IS THE BACKBONE OF THEIR SUCCESS.



David Dupal



BY COLORISTS, FOR COLORISTS

"Only a colorist truly understands the true nuances of workflow in a salon environment," David explained, on why this is so important to note.

"Every piece of technology developed in the CLICS system has been tried, tested and adjusted to ensure a seamless, efficient process starting from the consultation to the end of service. Developed by and for colorists, this continued commitment to that fundamental approach is essential."

For example, both Leilani Macedo (CLICS Co-Founder) and David participate in product development, engineering, and software calls to make sure that technology functionalities under development are done so that it makes sense in a salon environment.

David said: "We are a very left-brain-right-brain company. Sometimes it takes a while to understand each other's priorities, but we always get there because ultimately, if it doesn't work for the colorist, then it just doesn't work. Our tech innovations are driven by stylists' and salon owners' needs and lie at the very core of our mission."

As a colorist himself, who uses the CLICS system daily, David said that he is constantly motivated to innovate and improve the system. "Using the CLICS Color System is not unlike using any other competitive line in many ways, and like anything else, there's always the 'I wish I had this' and 'I wish it could do this.' At CLICS, we just make those wants and wishes happen. The creative and technical teams at CLICS are always at the forefront of the industry and will continue to stay one step ahead of everyone else."

'COLOR WITHOUT LIMITS' & 'COLOR THE FUTURE'

"Prior to using CLICS Color, I worked for a MAJOR color brand for 30 years as an educator, trainer, platform artist, mentor and brand ambassador, including being awarded 'Canadian Colorist', 'Canadian Makeover Artist' with the same collection winning at NAHA. When I read about CLICS, how it worked and the technology behind it, it was a 'no brainer'. This was undeniably the future of hair color in the professional hair industry. As for 'color without limits' it truly is limitless, and your imagination is the only thing holding you back. Whereas other brands need 180+ shades of permanent and demi-permanent hair color tubes, CLICS can reproduce all of those shades, and more, with just 27 mixable canisters. Think of what relief that would be to your back bar alone!

"You can create whatever colors you wish effortlessly, without waiting for big brands to announce their newest collections, or those to show up on beauty supply shelves. Think about it for a moment... the minute that Mocha Mousse was announced as the Pantone® Color of the Year, our CLICS stylists created formulations and looks immediately. THAT is creativity at its best... Color Without Limits."

HOW DOES CLICS HELP TO SUPPORT THE SALONS THAT INVEST IN THE CLICS SYSTEM?

"As I stated before, my roots in the hair industry are education. As amazing and innovative as the CLICS system is, education is the backbone of our success. Our training consists of a two-day 'in salon' program that walks every salon personnel (including support staff) through the mobile app, dispenser and color line. ▶

DAVID'S TOP HAIR TREND

"Color trends are very subjective; depending on your demographic and where you live, color trends can vary significantly. Pantones can play a large part in hair color trends and for 2025, Mocha seems to be a very strong color. One of the huge advantages of using CLICS is the ability to create and adjust to constantly changing hair fashion. You no longer have to wait for a company to tell you what colors are hot; you can decide and create that on your own, based on your demographic and creativity."

"THE MINUTE THAT MOCHA MOUSSE WAS ANNOUNCED AS THE PANTONE® COLOR OF THE YEAR, OUR CLICS STYLISTS CREATED FORMULATIONS AND LOOKS IMMEDIATELY. THAT IS CREATIVITY AT ITS BEST... COLOR WITHOUT LIMITS."



Want to save money, increase revenue, improve client experience, and lower environmental impact? Here’s how CLICS can help.

“The CLICS color system was founded and developed on the principles of efficiency: helping salons manage their inventory by automatic reordering, elimination of color waste through a scale feature with automatic recording of color history, and a ‘pay by dispense’ business model that instantly puts the salon ‘cash flow positive.’ Other features like the ability to swatch out a formula at ‘no cost,’ an industry first and unmatched by any other color line. All of these features make CLICS the most efficient color system in the professional hair color industry and lessens the environmental footprint for every single user. **Overall, CLICS helps salons reduce color waste by up to 30%.**”

“We also spend one entire day swatching color to ensure that when our education team leaves the salon, their team is able to create their own color formulas, their own curated salon color collections and match up any of the shades they were using from their previous color line.”

“About three to four weeks after the initial launch training, we then make sure salon owners and managers get a full training on the Back Office, the data portal that reports on usage in grams, usage by stylist, salon product cost savings, client formulas and visits, etc. It is a really useful tool to understand your salon’s performance, stylist formulation behavior, and so much more.”

STAND OUT EDUCATION

“Changing color lines is possibly the hardest thing to do and a daunting endeavor for most salons. CLICS has a competitive color matching system built right into the app that can match other companies’ color shades, making the transition to a new

color line much easier. We also offer a Free Swatching program, completely unique to the industry. On the CLICS mobile app, colorists can create a formula, and with the touch of a button, CLICS will dispense the exact number of grams necessary for a single swatch. This dispense, when triggered through the app, is completely free of charge. Neither the stylist nor the salon will ever need to pay for it.

“Now imagine that you are learning our CLICS color line and want to see how it performs compared to your prior one. There’s most likely a shade available in the competitors’ conversions. If not, just swatch it out, tone for tone, and compare. Or, you want to experiment prior to a client’s appointment, just swatch it out. And here’s the best part: if you have a client in your chair that can’t quite articulate the shade of red they are looking for, simply formulate and swatch out a few options to see how they integrate with their look. With the exception of the blank swatches, which you can easily buy online, **all swatch color usage is at no charge.**”





ZERO GRAMS WASTED

www.clics.com

TAX TALK

IT'S COMING UP TAX SEASON AND IT IS IMPORTANT TO GET PREPARED! COLUMNIST AND COVER STAR ANNA MANUKYAN SHARES HER TIPS, INSIGHT AND ADVICE ON HOW TO BRAVE THE WAY THROUGH TAX SEASON AND ENSURE YOU AND YOUR BUSINESS ARE IN THE BEST PLACE POSSIBLE.



If the thought of dealing with paperwork, overhead costs, and business types doesn't align with your creativity behind the chair, explore a career behind the chair at Ulta Beauty, you take care of your guest, we take care of the rest!

As creatives and beauty professionals, managing our finances is just as crucial as mastering our technical skills! From navigating tax season to setting up a solid financial foundation, taking the right steps now can save time, money, and stress throughout the year... plus set yourself up for future success. Doing so will set you up for success when you're looking to buy a home or take a business loan.

Your CPA can be a great asset to help navigate what's best for you. Here are a few questions to ask them to help you make the most of their expertise, get organized, and prepare for a financially healthy 2025.

1. WHAT DEDUCTIONS CAN I CLAIM AS A SALON PROFESSIONAL?

Supplies, equipment, social media content and advertising, attending education, even the occasional all black "uniform" maybe considered as write offs.

2. AM I STRUCTURED UNDER THE BEST BUSINESS TYPE?

Ask if switching to an LLC or S-Corp could lower your tax liability. This is area is often surrounded by mystery and lack of clarity, Here's the 411 on each type:

SOLE PROPRIETORSHIP

The simplest business structure, where you and your business are considered the same legal entity.

Pros:

- **Ease of Setup:** Minimal paperwork and no filing fees. You can start operating immediately.
 - **Low Cost:** No need for formal incorporation or ongoing compliance fees.
 - **Complete Control:** You make all the decisions without consulting shareholders or partners.
- Cons:**
- **Personal Liability:** You're personally responsible for all business debts and legal claims, putting your personal assets at risk. One very unhappy client can mean a lot of trouble here!
 - **Tax Impact:** All business income is taxed as personal income. This will result in higher taxes as you move into higher income brackets.

Who is Sole Proprietorship Best For?

While this is often sufficient if you have very low risk and minimal expenses, it leaves your personal assets vulnerable if you're ever taken to court.

LIMITED LIABILITY COMPANY (LLC)

Often a business sweet spot, an LLC is a hybrid structure offering the simplicity of a sole proprietorship with the liability protection of a corporation.

Pros:

- **Liability Protection:** Your personal assets are shielded from business debts and lawsuits.

- **Tax Flexibility:** LLCs are taxed as "pass-through entities" like sole proprietorships, but... you can elect to be taxed as an S-Corp for potential tax savings.

Cons:

- **Setup and Maintenance Costs:** There are filing fees and ongoing state fees to maintain your LLC.
- **Record-Keeping:** You'll need to keep your personal and business finances separate and follow certain compliance rules.
- **Self-Employment Taxes:** By default, you'll pay self-employment taxes on your entire income.

LLCS are Best For:

Salon professionals who want liability protection and plan to grow their business or take on more "risk".

S-CORPORATION (S-CORP)

An S-Corp allows you to avoid some self-employment taxes while still benefiting from limited liability.

Pros:

- **Tax Savings:** You pay yourself a "reasonable salary" as an employee and only pay payroll taxes on that portion. The remaining profits are distributed as dividends, which are not subject to self-employment tax.

"SALON PROFESSIONALS WHO WANT LIABILITY PROTECTION AND PLAN TO GROW THEIR BUSINESS OR TAKE ON MORE "RISK".

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ANNA MANUKYAN

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

STAY ON TOP OF YOUR EXPENSE TRACKING

This helps ensure a smooth tax return and eliminates last minute chaos of trying to get everything together.

Here are a few tried and true tips:

- **Use Accounting Software:** Tools like QuickBooks, Wave, or FreshBooks help you track income, categorize expenses, and generate reports.
 - **Digitize Receipts:** Use apps like Expensify or Shoeboxed to scan and organize receipts, eliminating the need for a shoebox or drawers full of paper.
 - **Separate Business and Personal Finances:** Open a dedicated business checking account and credit card to avoid confusion and simplify tracking.
 - **Review Monthly:** Set aside time at the end of each month to reconcile expenses, identify missed deductions, and keep everything up to date.
- For more tips, insight and breakdowns, check out my article on salon-evo.com on all things taxes!**



BECOMING A HAIRBOSS



JAMIE WILEY STARTED A MOVEMENT WHEN SHE CREATED HAIRBOSS, AN EDUCATION PLATFORM AND BOOK SERIES, DETAILING HER KNOWLEDGE AND EXPERTISE IN BUILDING A CLIENTELE AND MARKETING IN THE DIGITAL AGE. HERE, WE SPEAK TO JAMIE SO EVERY SALONEVO READER CAN BECOME A HAIRBOSS.

“A LOT OF TIMES, SOCIAL MEDIA CAN FEEL LIKE ANOTHER JOB, BUT IT DOESN'T HAVE TO BE.”



As a military wife, **Jamie Wiley** was used to moving frequently and rebuilding her clientele every few years – an ongoing challenge for any stylist, but one she mastered.

“I’ve been doing hair for 15 years, but prior to that, I was in the army. While I didn’t feel passionate about my military career, becoming a hairstylist changed everything. I found my people – an industry full of passionate professionals which has led me to partner with amazing brands like BaBylissPRO and creating HAIRBOSS.”

Jamie’s journey led her to teaching, focusing on marketing and social media strategies for hair professionals. “I was educating in Michigan, covering marketing, social media, and how we, as hair professionals, can use it to our advantage in a way that feels effortless,” she explained. “A lot of times, social media can feel like another job, but it doesn’t have to be. Instead of treating it as a separate task, it can become an extension of who we are, seamlessly fitting into our work.”

“While teaching at a salon in Michigan, one of the stylists said, ‘You should write a book – this is really good! I’d read it if you did.’ That moment stuck with me – a way to share this knowledge on a larger scale. So, I went home and, six months later, wrote the first edition of Hair Boss: A Hairstylist’s Guide to Owning Their Career. The book is conversational, packed with the kind of tips and tricks you learn from mentors, peers, and personal experience. It’s designed to be an easy read – digestible and actionable – so that stylists can apply the lessons immediately.”

SIMPLIFYING SOCIAL MEDIA

As the master marketing expert, we had to ask Jamie about the most common questions she gets and her solutions for this. “One of the biggest challenges I hear is: How do I make social media easy when I’m already so busy? A common struggle is figuring out what to post – especially captions,” she explained.

“As hairdressers, we often think our pages should be all hair, all the time. But future clients aren’t just looking for great

hair – they’re looking for an experience. They want to know: What energy do you bring? What will it feel like to sit in your chair? What kind of experience will they have in your space? Your brand isn’t just a logo; it’s the message, the energy, and the overall experience you create. Your page should reflect that. A well-balanced social media presence isn’t just about showcasing your work – it’s about connection.”

JAMIE’S SOCIAL MEDIA FORMULA

Here’s a formula I’ve developed:

- 40% – Hair Content (Showcasing your work).
- 10% – Products You Use (Clients want to know what helps achieve volume, smoothness, frizz control).
- 25% – You in Action (Behind the scenes, styling, client transformations).
- 25% – Your Lifestyle (Clients connect with you first, then your work – so share your life outside the salon!)

JAMIE’S TOP THREE PIECES OF ADVICE

Optimize Your Bio – Before you even start engaging, make sure your bio clearly represents your brand. Our bio is the modern-day business card, so truly making sure that you have a captivating bio that invites new potential guests. The number one reason why somebody won’t book with you is because you don’t list your location. Location is key, right? So, make sure that’s in your bio.

Curate Your Page Content – The first nine posts should be engaging, visually appealing, and give a clear sense of who you are and what you do. Treat your social media like a digital storefront, you will stay booked just by showing who you are, showing your work, tell your story and speak to your clients.

Engage, Engage, Engage! – Engagement is the key to organic growth. Spend just 10–15 minutes a day interacting with potential clients. Set a timer and try to engage with your clients and followers – whether that is replying to stories, comments or DMs.

STANDING OUT WITH BOOKSY

WITH NEW BEAUTY BUSINESSES POPPING UP CONSTANTLY, WHAT MAKES YOU AND YOUR BEAUTY BUSINESS STAND OUT FROM THE CROWD, AND HOW DO YOU ENSURE YOUR CLIENTELE KNOW ABOUT YOU? WE SPOKE TO LEADERS IN THE NAIL INDUSTRY, AND BOOKSY AMBASSADORS, HIRSCH NGUYEN, CHINA NAILS, AND KIRSTY MEAKIN ABOUT HOW BOOKSY HELPS THEM STAND OUT AND STAND TALL, AND WHAT FEATURES HELP GIVE THEIR BUSINESS A BOOST!

KIRSTY MEAKIN

IG// @kirstymeakin

Location// UK

Years in the Industry// 20+

Booksy User Since// 2024

Nail brands you work with// Kirsty Meakin Nails

Fave Trend// Liquid Chrome Minimalist Designs

“INVESTING IN TOOLS LIKE BOOKSY IS WORTH IT. TRUST ME, IT'S LIKE HAVING A TRUSTY SIDEKICK FOR YOUR NAIL SALON!”

BECOMING A SHINING LIGHT

GLITTER AND AMBITION

“My journey to entrepreneurship has been a colorful adventure, filled with glitter and ambition! - Tools like social media platforms, high-quality nail products, and trend-setting techniques have been my best pals in streamlining and growing my nail empire.

“What makes me unique has been my mastery of social media and my personality. I can honestly say I would not have been able to build my brand without social media. It's the key ingredient to my business.

“Social media is the fairy godmother of my business success! It's the magic wand that helps me connect with my nail-loving community, showcase my art, and sprinkle some sparkle on my marketing efforts. A pivotal moment in my career was when I realized that embracing my uniqueness, true authentic self and personal style was the key to success. Be true to yourself, and the rest will follow!”

BOOKSY BOOKING TOOLS

Marketing Myself:

“Social media has impacted my business growth tremendously; it has allowed me to reach and target a bigger audience that word of mouth could not reach. Booksy has some amazing Booking Tools features to help clients book with ease that are integrated with social media. For example, you can add a 'Book Now' button to your Instagram profile, you can also easily share your direct booking link with clients, and with Facebook you can showcase photos of your work directly on your profile.”

Pro Tip

“Hey nail techs, from newbies to pros, listen up! Investing in tools like Booksy is worth it. Trust me, it's like having a trusty sidekick for your nail salon! Keep your clients feeling VIP with personalized reminders and an array of marketing tools like Social Post Creator. Remember: Happy clients = loyal clients!”



HIRSCH NGUYEN

(Hirsch Hunty)

IG// @nailsbyhirsch

Location// Nails by Hirsch, Charlotte, NC

Years in the Industry// 8

Booksy User Since// 2024

Top Brand// Kirsty Meakin Nails & Vo Tino

Fave Nail Trend// Isolated Chrome!



STAND OUT ATTITUDE

AUTHENTICITY. INDIVIDUALITY. UNIQUENESS.

"Unknowingly, I branded my own distinctive identity as a nail artist. Through creating nail art that resonated with me, I remained authentic to myself, and it made it feel natural. This has set me apart in the nail industry, as I consistently present unique aspects of who I am, showcasing all the beautiful things that make me, me! As a male nail artist who embodies a 'live in the moment' attitude, I blend my bubbly, outgoing personality with my feminine and masculine energy."

BOOKSY MARKETING TOOLS & SCHEDULING

Marketing Yourself and Your Business

"Social media has become another responsibility for beauty professionals. It has provided us another task on our plates, however, in my experience, the pros outweigh the cons...HEAVILY. "Booksy's Social Post Creator feature is amazing. It allows pros to instantly create and post social media content. You can literally spotlight your 5-star reviews, announcements, and even your client work which is all seamless without leaving the app."

Simplifying Scheduling

"Booksy is really my personal assistant. I am so busy educating and traveling that I needed a platform like Booksy to ensure my schedule still runs like clockwork. I am able to save time with online booking and automatic appointment confirmations and I can fill openings with automated waitlists."

DENISE WASHINGTON

(China Nails)

IG// @chinanails

Location// China Nails, Fort Lauderdale, FL

Years in the Industry// 18

Booksy User Since// 2019

Top Brand// Like Butter

Fave Nail Trend// Texture!



THE ORIGINAL BLING QUEEN

SELF-EXPRESSION IMMORTALIZED.

"I have been in the beauty industry over the past 18 years, and in this time I made my television debut for nails on Oxygen's hit series "Nail It" (showcasing why I am the Original BLING QUEEN) and in 2014 I made it to the semi-finals. That show propelled my social media following and soon after I landed another television show, which was called Global Beauty Masters and with a team I competed for a \$100,000 cash prize. I spent two seasons on that show where I was crowned "Best Nail Tech" and was awarded Mastery Of Nails.

"What makes me unique is I am creating my own lane in the funeral industry with my mortuary manicures. White gloves are a thing of the past. I wanted to create a way to give families peace in this time of grieving by seeing their loved ones' nails done like they were when they were still present."

BOOKSY MESSAGE BLASTS

"I really enjoy Message Blasts; it allows me to really take ownership in driving more bookings and take control of my business. My custom message blasts work so efficiently for me during special promotions or to fill gaps in my calendar."

"I AM CREATING MY OWN LANE IN THE FUNERAL INDUSTRY WITH MY MORTUARY MANICURES. WHITE GLOVES ARE A THING OF THE PAST."



AT-HOME NAIL SALON REQUIREMENTS AND RISKS

SINCE 2020, THE WORK-FROM-HOME LIFE HAS BECOME MORE FEASIBLE AND DESIRABLE THAN EVER. SELF-EMPLOYMENT, CONTROL OVER YOUR ATMOSPHERE AND SCHEDULE, CHOICE OF YOUR CLIENTELE, AND NO RENT—WHAT'S NOT TO LOVE?

“IF RUNNING A NAIL BUSINESS FROM HOME IS ON YOUR VISION BOARD, AN INSURANCE POLICY SHOULD BE, TOO.”

Starting a nail salon at home isn't as easy as “declaring” your house a salon. To make your work-from-home dreams come true, you'll have to meet several requirements. You'll also face some additional liability.

In this article, we address three essential steps to starting a nail business at home.

STEP 1: RESEARCH YOUR LOCAL LAWS.

The first step to working as a nail technician from home is to research your municipality and state's laws to ensure your business's compliance. Your county, HOA (if applicable), and your state board are great resources, too, says Tina Alberino of This Ugly Beauty Business.

Consider the following:

- What licenses and permits do you need? For example, does your state require separate bathrooms, sinks, entrances, or parking permits? What are the nail salon ventilation system requirements for chemicals and other fumes? Your city may also require a home occupation business license and registration with your state's Department of Commerce.

- What about a hygiene and sanitation license?
- Can you run a nail business from home with the space you have? Do you have enough room in your home to reserve a professional, private, and quiet atmosphere, away from shared living spaces? Can you accommodate accessibility requirements? Or will you need modifications?
- What inspections do you need?

STEP 2: MAKE A PLAN.

Once you're familiar with requirements and regulations, it's time to plan.

As Groupon Merchant recommends in their guide, strategize your prices, your budget for equipment and supplies, your marketing efforts, and any decorating or renovations your setup needs.

How will you promote your at-home beauty services? How will you build your clientele? What method will you use for booking and tracking appointments? Plan your marketing, sanitizing, and scheduling efforts ahead of time. That way, when your doors open, you'll already have a system running as smoothly as your clients' cuticles.

“PLAN YOUR MARKETING, SANITIZING, AND SCHEDULING EFFORTS AHEAD OF TIME. THAT WAY, WHEN YOUR DOORS OPEN, YOU’LL ALREADY HAVE A SYSTEM RUNNING AS SMOOTHLY AS YOUR CLIENTS’ CUTICLES.”

STEP 3: SET BOUNDARIES.

Being a nail technician from home comes with the added concern of your professionalism. After all, if you start a home-based nail salon without researching how to do nails professionally at home, you might overlook crucial boundaries. Dirty laundry in the salon’s bathroom, dodging running kids and pets when they walk through the door, or being serviced by a technician in their bathrobe are all enough to make clients feel uncomfortable.

Designate spaces and boundaries that separate work from home.

Remember, your clients are not your family or best friends. Alberino warns. Keeping those lives separate is essential to keeping your customers happy.

Don’t leave your at-home nail art studio unprotected.

If running a nail business from home is on your vision board, an insurance policy should be, too.

With WellnessPro, our coverage follows you no matter where you work. So you can work for someone else’s salon, start your own nail studio at home, and even transition to a mobile manicure business later. With glamorous nails and equally glamorous coverage, your home nail business will go the distance!

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DIARY OF A CEO

TWO OF THE BEAUTY INDUSTRY'S MOST INFLUENTIAL MINDS, TED GIBSON AND JASON BACKE HAVE EMBARKED ON THEIR NEXT JOURNEY, THIS TIME IN THE WORLD OF BEAUTY, THROUGH THE LENS OF WELLNESS AND SCIENCE. WE CAUGHT UP WITH THE TWO ICONS TO LEARN THE LATEST.

These two industry icons are making waves and shaking things up in the beauty and wellness world, with their brand-new beauty line Ted Gibson Beauty Wellness Science, featuring clinically-studied essentials for hair, skin, body and mind.

Ted shared: "Ted Gibson Beauty Wellness Science welcomes in a new era of beauty: where science is seductive, rituals are romantic, and wellness is a pleasure."

LOOKING BACK

But before we dive into the future of the Ted Gibson brand and the dynamic duo's way forward, let's look back at the astounding careers of Ted and Jason... so far.

Ted's career has taken him all over the world, and all across the industry too. The influencer, independent hairdresser, salon owner of Starring by Ted Gibson and celebrity stylist has created some of the most iconic looks of our generation. Born in Texas and raised in a military family, Ted Gibson moved from one exotic location to another, living in Germany, Hawaii, and Japan. This experience opened up a whole new world for Ted, as he learned at an early age to appreciate the beauty of different cultures. Upon returning to the Lone Star State, Ted followed his passion and pursued his dream career.

Since his debut in the industry, Ted has worked with models, actresses, fashion and beauty insiders and influential women who love for him to touch their tresses. His face is also well known to television screens Internationally, as the star of *Blowing LA*, a new reality series on Paramount Plus and he was also the resident hair guru on TLC's "What Not to Wear" responsible for the participants life-changing makeovers.

Not to mention Ted's prowess in the world of editorial, runway and red carpets. His work has appeared in publications such as *Vogue*, *Harper's Bazaar*, *Elle*, *Marie Claire*, *Vanity Fair*, *People StyleWatch*, *W*, and *Allure* and backstage at runway shows such as Chanel, Prada, Dolce & Gabbana.

On the other hand, Jason Backe has been a beauty entrepreneur, product developer, global spokesperson, premiere educator, and a salon owner for over twenty years. His previous salons were on 5th Avenue in Manhattan, New York, Chevy Chase, Maryland, part of the Washington D.C. metro area, at the W Hotel in Fort Lauderdale, Florida, and Starring by Ted Gibson, the world's first smart salon powered by Amazon and Alexa, in Los Angeles, California.





“AFTER DEDICATING SO MUCH OF OUR LIVES TO THE WORLD OF BEAUTY, WE SOON LEARNED THAT THAT SURFACE-LEVEL SOLUTIONS COULD ONLY GO SO DEEP.”

In addition to their vast experience, Jason and Ted have developed two successful, luxury haircare lines sold across North America from high end department stores like Henri Bendel, Saks Fifth Avenue, Sephora, Holt Renfrew in Canada and Target stores across the continent.

Jason’s client list has always been impressive. He satisfied New York City’s and Washington DC’s most influential people. From high powered executives, models, and influencers to some of the most recognized women in the world. Women such as Anne Hathaway, Tessa Thompson, Renée Zellweger, Priyanka Chopra, Madelyn Cline, Kate Walsh, and many more have trusted Jason with their professional appearances and personal beauty.

FORWARD THINKING

With such shared success between the couple, we wanted to know what inspired them to take the leap into the world of science-powered beauty and wellness solutions.

Jason explained: “After dedicating so much of our lives to the world of beauty, we soon learned that that surface-level solutions could only go so deep.

“When Ted’s mother was diagnosed with dementia, we began to look more thoughtfully at the self-care practices that shaped their lives – turning their attention to the health of their minds and the power of daily rituals.”

With access to the best products in the world, Ted and Jason set out to create a deeper beauty legacy – uncovering the secrets to mental balance, a healthy glow, and a long-lasting life. Digging into scientific research, they discovered the time-honored power of adaptogenic mushrooms. Ted Gibson Beauty Wellness Science is the result of years of exploration and study: a new category of beauty and wellness rituals created by two of the industry’s most trusted pros.

Ted said: “When we think about hairdressers, and the amount of attention and output we give every single day, it can start to deplete us. So, that’s why we wanted to create a brand that looked at beauty from the inside out and help bring that energy and vibrancy back to the individual.”

Jason added: “Over the last few years, we have heard more and more about the power of fungi, and we started to do our own research, and the findings are outstanding. While the power of mushrooms are being harnessed in many different industries, from coffees and teas, to a couple of one off beauty products, no one had created a product or brand that was truly utilizing mushrooms in a serious, effective and professionally-focused way. So, we thought, why not us?”

Ted and Jason went on to work with some of the top scientist, experts and researchers in the world of fungi, to help to truly understand the powers and abilities of different ingredients, and how they can be brought together to create the most effective products for beauty and wellness. “We are doers, and like to do everything ourselves,” Jason laughed. “But with this project, we have found the beauty in leaning into others’ skillsets and passions, to create an even stronger end product.”

So far, Ted and Jason have launched the Ascension supplement, which offers a blend of clinically tested medicinal mushrooms and rare blue-green algae, aimed at activation awareness and melting away stress, all while nourishing the hair and skin from the inside out. But more is coming from Ted Gibson this year, including a hair mask, shampoo, conditioner, and hair, skin and body oil too.

Ted said: “We have been hard at work perfecting and solidifying our hyper shroom blend, which is our complex of the five mushrooms and peptides. So, getting that right was the most important to us, so now we are just fine tuning the rest of our products in the range... so stay tuned!”

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Your journey as a stylist is all about levelling up – progressing, mastering, and redefining your craft. Whether you're taking your first steps into the industry or at the very top – leading the industry... Tondeo and Jaguar have the perfect shears to support you on your way.

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

"I always recommend Tondeo and Jaguar – within their ranges, there is something for everyone. Much like there is a shoe in every size, with countless styles – there is a pair of shears that meet you where you are.

"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 – just the same as getting your own car. 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."



LEVEL 1

The Student: Jaguar Pre Style Comfort Slice 5.5

Every great stylist begins with the basics, and the Jaguar Pre Style Comfort Slice 5.5 is the ideal starter tool. Designed for ease and comfort, these scissors feature an ergonomic handle and lightweight

build to prevent hand fatigue during long training sessions. With smooth slicing capabilities, they're perfect for mastering the fundamentals – and taking your first step towards greatness.



LEVEL 2

Tondeo Expert Kits: Expert Collection

You've put in the hours, nailed your techniques, and now it's time to sharpen your edge. The Jaguar Xena – Silver Line is the way to upgrade to professional-level

performance. Featuring ice-tempered steel for precision and durability, these shears ensure every cut is clean and confident. Welcome to the next level!



LEVEL 3

Finding Your Niche: Jaguar Gold Line

Now that you've found your rhythm, it's time to experiment and refine your personal style. The Jaguar Gold Line series offers a variety of high-performance options, including the Heron, Xenox 43, and Convex Flex 5.5.

Designed for precision, control, and ergonomic support, these shears allow you to perfect everything from soft texture to seamless blends – helping you carve out a place of your own in the industry.



LEVEL 4

The Precision Cutter: Tondeo Earl

If you thrive on crisp, sharp lines and immaculate precision, you're stepping into expert territory. The Tondeo Earl delivers ultimate control and razor-sharp performance, making it the go-to choice

for professionals who demand perfection. Whether crafting sleek bobs or edgy pixie cuts, these shears help you refine your artistry – to the highest of standards.



LEVEL 5

The Natural Look Lovers: Tondeo Zentao

Blending, feathering, and working with natural movement requires a certain level of finesse – so it's time to elevate your technique. The Tondeo Organic scissors feature a unique blade curvature that

works harmoniously with the hair's natural flow. Whether enhancing soft layers or working with curls, these shears will elevate your ability to create effortlessly organic styles.



LEVEL 6

The Stylist at the Top: Tondeo Gera

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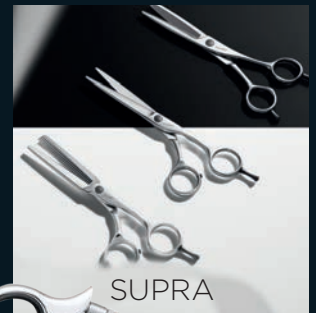
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