

# INSTYLE

January/February 2019

**BUZZ-  
WORD**  
FREE  
BEAUTY

**BUSINESS:**  
DARE TO  
DISRUPT

THE NEW  
**SALON X**

*Fearless*

PURE BALANCE TECHNOLOGY. INTRODUCING NEW  
KOLESTON PERFECT WITH ME+ #ASKFORWELLA

  
**WELLA**  
PROFESSIONALS



## INFARED SERIES

The Silver Bullet Infared Series is here for fast and gentle heat styling, with none of the damage. The collection includes the new Silver Bullet Titanium 230IR Vivid Infared Curling Iron, new Silver Bullet Titanium 230IR Euphoria Infared Hair Straightener and the popular Silver Bullet Titanium 230IR Elysium Infared Hair Straightener. The tools slowly radiate heat for added moisture and shine. Titanium-infused barrels and strips efficiently work on frizzy and unmanageable hair.

Visit [www.datelinecity.com](http://www.datelinecity.com)



## KING TROLLEY

Joiken have released the King Trolley, the pinnacle of salon equipment options to make your salon that much more efficient. The trolley incorporates a tray for an extended working space, with six removable trays, a flat top, easy rolling wheels, tray dividers in three of the trays and an overall heavy duty quality. Joiken is making your salon as productive as possible in 2019.

Contact 02 8781 0123

## BLEACH BONUS

Welcome the Blonde&Brunette Bleaching System from Alfaparf Milano for precise, tailored colour results.

The range of three specialised powders, in levels 7, 8 and 9, are designed

for the starting base for ideal colour transformations, as anchored by the hero ingredient of customised white clay. The high lift formula uses chia seed oil for protection and strength, aiding colouring services that start at intense or dark colours.

Visit [www.alfaparf milano.com/en-AU](http://www.alfaparf milano.com/en-AU)



# INSALON

The latest tools, terms and technology

## BLOWOUT BRUSHES

The ideal brush for an effortless salon blow-dry is here thanks to WetBrush, which is offering the new Tourmaline Blowout Professional Hair Brushes, as equipped with a pointed handle to

be used as a sectioning pin, making the hairdresser experience more convenient. The vented tourmaline and ionic barrel maximises airflow, allowing for quicker drying, adding shine and reducing flyaways. Crimped bristles ensure grip on the hair for a sleek finish. The brush set is available in three sizes.

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## LITE BLONDE+

Affinage Professional introduce Lite Blonde+, which contains polyamino sugars to act as a dust free powder lightener. This ingredient protects and conditions hair while also achieving up to 9 levels of lift. The condensation production of sugars such as fructose, glucose, lactose and more keep the hair invigorated and supple, while dually strengthening and protecting against moisture loss during the service. It also includes a rich mineral derived from Kaolinite clay to increase elasticity in hair.

Visit [www.affinage.com.au](http://www.affinage.com.au)



## QUOLINE

Soft, effortless and tailored curls are now possible thanks to Quoline, which also straightens hair for touchable texture, all within an in-salon service and then at-home aftercare. Delivered by Armino and distributed through EKI, the treatment offers detailed looks that you can personalise for your clients, with hair quality always front of mind.

Visit [www.eki.com.au](http://www.eki.com.au)

