

The Magazine for the Hairdressing Professional

INSTYLE

July/August 2011 * RRP: \$8.50

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REALITY

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BUSINESS
BUILDERS

TIPS FROM THE INDUSTRY'S EXPERTS

TOTAL
CARE

FOR SALON PERFECT HAIR

NEW!
MATRIX
total results™



01 **SULPHATE FREE** Allpart Milano Semi Di Lino Diamante Sulphate Free Shampoo delivers hi-tech defense for professional colour. 03 9336 2088

02 **ARGAN MAGIC** Agadir Argan Oil Spray Treatment instantly repairs and adds elasticity to dry, damaged and frizzy hair. (03) 9555 1533

03 **HIGH DRAMA** Liqwd Professional Volumising Catalyst swells, lifts and separates the hair for dramatic volume, texture and dimension. (02) 9666 3611

04 **SLEEK CONTROL** Matrix Sleek Silk Wonder Smoothing Oil restores shine and silkiness, absorbed quickly into the hair to control frizz all day. 1300 651 141

05 **HAIR REPAIR** Wella Enrich moisturizing treatment for dry and damaged hair repairs hair to ultimate softness. 1300 885 003

06 **TREAT TANGLES** Reference of Sweden Argan Oil treats dry, tangled and flyaway hair whilst hydrating and strengthening. (03) 9510 6051

07 **X FACTOR** Marrakesh X Leave-In Treatment and Detangler moisturizes all hair types with hemp and argan oils. (03) 9764 2833

08 **COMPLETE RESCUE** Schwarzkopf Professional Bonacure Repair Rescue Intense Spray Conditioner is ultra lightweight for damaged hair. 1800 251 887

HIGH SPEED

Solutions for hair problems



01 BRAZILIAN TECH KERATIN HAIR CARE KIT

Keratin is one of the main proteins hair loses naturally over time due to chemical treatments, heat styling and aging. The Brazilian Tech Keratin hair care range helps to inject this key element back into hair for supreme smoothness, softness and shine.

02 DAX

For hair that's short use **DAX!** Spike it, sculpt it, shape it, wave it, smooth it. **DAX** has every hold factor covered, in a range of high shine to matte finishes. **DAX...** Dedicated to the styling needs of short hair.

03 TWEEZERMEN BETSEY JOHNSON TWEEZERS

Tweezerman and fashion icon Betsey Johnson have joined forces to create the new Designer Series Slant Tweezer Collection. Featuring the graphic prints which put Betsey on the map. These precision tipped, award-winning tweezers will electrify your retail area, standing out in any surrounding.

04 BABYLISPRO FORFEX TRIMMERS & CLIPPERS

Updated blades. Updated motors. BaBylissPRO Forfex haven't re-invented the wheel but improved on what was already a range of superior cutting tools. Featuring new, replaceable motor brushes. Guaranteeing outstanding cutting power and long life performance.

05 TONI&GUY JOYSTICK HAIR DRYER

TONI&GUY – the most prestigious name in hairstyling – has created the award-winning Joystick Dryer. With the latest digital expertise, the unique joystick control features a LED display with variable heat and speed settings, as well as 'Tourmaline Colour Lock' technology.

06 ICEMAN SUNTACHI LEFT HANDED SCISSORS

It took Iceman to create an extensive and affordable range of Left-Handed Scissors! With desirable characteristics like cobalt stainless steel, hand-honed blades, off-set finger positioning and adjustable tension dials. These well-balanced, highly individualised tools will be an irresistible hit!



07 BABYLISPRO CERAMIC STYLING COMBS

Just launched - 9 new BaBylissPRO Anti-Static Ceramic Combs. Each features a durable yet flexible design for versatile styling, ultra-smooth teeth insuring no snagging, pulling or frizz, and a non-stick surface which easily glides through hair.

08 BRUSHWORX STYLER BRUSHES

The advanced silicone base of the Brushworx Styler prevents static and frizz during blow-drying to create sleek styles (like a glossy bob) with minimal effort. The rounded 7 and 9 row nylon bristles provide maximum grip and control to maintain the perfect tension for superior styling.

09 BABYLISPRO JUMBO TRIPLE BARREL CURLING IRON

This hairstyling classic, the Triple Barrel, has been revamped to create the current hairstyles sashaying off runways all over the world. The new jumbo ceramic barrels enable you to easily create three times more stunning waves, three times faster!

10 PARLUX 3800 DRYER

Parlux has done it again! This time taking out the 'Judge's Choice - Hair Appliance Category' at the Australian Beauty Awards for 2011. Proving once again that a Parlux hair dryer is worth its weight in gold!

11 SILVER BULLET KERATIN 230 STRAIGHTENERS

The No.1 selling keratin straightener. Now available in a new wide plate design which allows 50% more hair to be processed in any one pass which will save stylists time.

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InSalon

The latest tools, toys and technology



A PLUS

The 230+ ION Just Been Funked (JBF) styler is super charged for a speedy rise in temperature across ceramic heaters capable of reaching between 150 and 230 degrees – as you choose. 230 ion technology encourages shine and re-bonding and titanium plates impart no damage. Style perfectionists can breathe easy with floating blades that eliminate demarcation lines. begorgeoushair.com, 0433 448 362



SLEEK SHAVE

Spell out high-quality service with Comfortel's sleek selection of barber chairs. The heralding service doesn't require equally historic furnishings, so capitalise on man's increasing interest in the salon with the Eagle and Hawk chair available in an urban or more traditional design. In addition to the standard hydraulic pump, indulge clientele in adjustable headrests, recliners, footrest extensions and padded armrests. All class. comfortel.com.au (03) 8581 8111



TIDY

The cordless WAHL Beret trimmer vaunts forty plus minutes of trimming time and a powerful rotary motor for quick results. Attachment guides ensure level precision and for those who like a tidy, tight finish, ultra fine snap on/off blades grant the gift of a close cut – extras blades included. Made in the USA this quality tool is a must have for any stylist. wahlpro.com.au, (07) 3273 4289



BLADE RUNNER

WAHL's Lithium Ion Ambassador Clipper boasts a battery life of 990 minutes and 180 minute charging time – indicated with a brilliant blue LED. Ideal for small hands, this lightweight and ergonomic clipper includes four attachment combs for the closest to most relaxed clip, a charging stand, flat-top hairstyling comb, cleaning brush, oil and blade guard. wahlpro.com.au, (07) 3273 4283



ESSENTIALLY SMOOTH

ECO Hair Products present a smooth deal that packages CHI ENVIRO essentials in a value for money opportunity with benefits. The CHI ENVIRO range is a simple, revolutionary and formaldehyde free treatment that offers curly hair 95 per cent less frizz and increased manageability. The professional, in-salon treatment fuses amino acids, proteins, silk and pearl into the hair cuticle for a luxurious finish that will last up to four months. 1300 557 517.



SILVER LINED

Stamped with Sharon Blain's seal of approval, the new Silver Bullet Ceramic Volumiser Crimper is ready to appease the demands of this season's trends. Create specifically placed long-lasting volume at the roots for ideal structure to styles both cutting edge and contemporary. Replacing tedious teasing and backcombing in the quest for volume and height, this friend of the session stylist will deny hair of falling flat. datelinecity.com, (02) 9666 3611

InSalon

The latest tools, toys and technology



TWIN CURLS

Weave sections of hair through the barrels of the BaBylissPRO Twin Curling Iron and create a wide variety of curl shapes and formations for instant volume. Figure of eight drop curls, delicate coils, loops, height and drama - whatever the brief, the BaBylissPRO Twin Curling Iron will make it happen effortlessly. A soft-touch rubberised handle and 25 heat settings ensures suitability for all hair types. datelinecity.com (02) 9666 3611



SOFT AND SUPPLE

There is no texture too tame or treacherous for KeraSpa Natural care. The revolutionary smoothing system with Brazilian fruit extracts; Acai, Guarana and Argan oil infuses keratin deep into the hair cuticle for stronger, softer hair that is left revitalized and protected against further environmental damage. Oriented to the professional beauty industry, speciality homecare products are also available to assure longevity of the KeraSpa Smoothing Treatment that typically lasts up to 12 weeks. jbhair.com.au, (02) 9453 4865



LIGHT UP

PartyLite offer an impressive range of candles with personality to light the scene at home or in the salon. Pick a wick from the Forbidden Fruits range for a seductive glow, the Just Desserts selection for something sweet or Aromatherapy Soy for an organic glow. The Signature Collection comes served in an amber tinted glass jar and is available in three scents from the world's best perfumers; Ambience, Exquisite and Tamboti. partylite.com.au



ROCKIN

This new pivoting thumb scissor combines technique with ergonomic perfection. The revolving thumb offers the stylist complete mobility for an effortless approach to the most technical cut. Ideal for the apprentice to senior stylist, techniques including slide, channel and chip cutting can be performed with ease. Available in 5.5" and 6". salonconcepts.com.au, (02) 9526 0777



SO NATURAL

Designed for in-salon use only, SO Natural Shampoo and Conditioner combine the highest beneficial properties nature has to offer to cleanse hair to the highest professional standard. The duo work to rehydrate and soften for noticeably healthy, refreshed and shiny hair. Lather up and experience the benefits of rosemary, henna and nettle extracts blended with oils of lime, spearmint and basil leaf. (03) 9549 3300



STEAM SOLUTION

Exclusive distributors of Shiseido Professional, EKI Pty Ltd bring you the Parrucchi Steam Machine from Japan. The new concept allows stylists to pinpoint Nano steam (transparent gas) into the hair. The system is designed to make the most from chemical treatments including colour - speeding up the process and, permeating even the most damaged cuticles with moisture to prevent damage. www.eki.com.au