

The Magazine for the Hairdressing Professional

# INSTYLE

November / December 2016

**OIL  
RUSH**

THE WONDER PRODUCT  
THAT KEEPS ON GIVING

**OHAYOU**

SAY HELLO TO THE STREETS  
OF TOKYO

**DISRUPT  
TO  
INNOVATE**

SHAKE UP THE STATUS QUO

**GOLDWELL.**





### OPEN EYES TO APRAISE

Smudge-proof and water resistant eyelash and brow tints with up to 8 weeks colour intensity. **Apraise** Eyelash and Eyebrow Tints offer tremendous value with extra large 20 ml tubes, maximising time, energy and money.



### EXCEPTIONAL ITALIAN QUALITY

Quality which lasts a lifetime? It's got to be **Mira** Radial Brushes. Premium, Italian-made radial brushes with impeccable performance to style hair effortlessly every time. An investment in quality.



### SERIOUS HAIR REPAIR

Protect. Strengthen. Repair. One formula. **Keratin Complex** Vitalshot enables 4 unique salon services to increase revenue and deliver your clients' best hair yet. Powered by multi-patented triple layer repair technology and keratin.



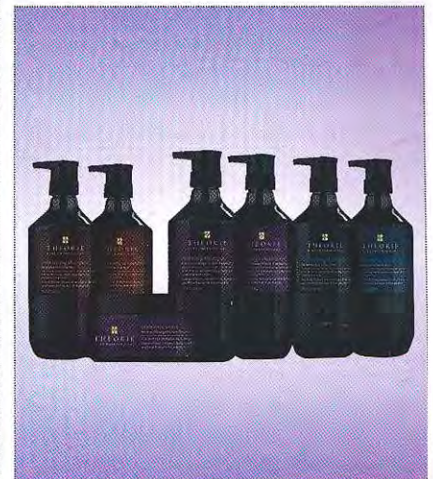
### LEADERS IN WAX

**Dax** Wax is dedicated to the styling needs of short hair. Whether you want to sculpt, shape, wave, spike or smooth. **Dax** has a variety of hold factors and matte to shiny finishes.



### EPIC STYLING AND DETANGLING

The next generation in styling and detangling is epic. **Wet Brush** Epic Collection is a truly advanced line of professional brushes from the brand admired worldwide for innovative thinking, **Wet Brush**.



### PURITY OF PURPOSE

Free from harsh additives and empty promises, **Theorie** Pure Professional hair care is powered by Elemental Botanical Complexes to transform and rebuild hair. Whether frizzy, flat or damaged, hair is restored to full beauty and style.