

ESTETICA

USA

the HairMagazine

HAIR-VOLUTION

How classic trends are being updated for today

EDUCATION

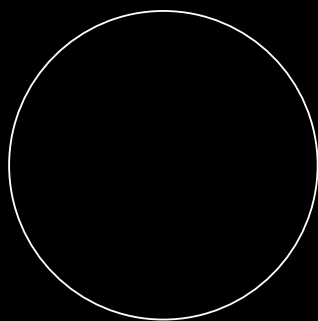
Beyond the classroom, making it personal

TOP-OF-THE-LINE

A round-up of the best products and launches







THEUNSEEN

COLOUR ALCHEMY



The prismatic responsive hair color.
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Hair: Stylistic Team Echoline - Ph.: Marco Di Filippo | ©2022 Petteon Cosmetics S.p.A. S.B. All Rights Reserved

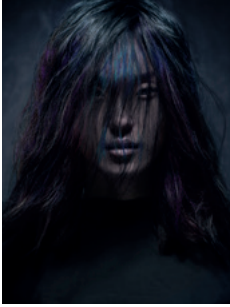
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ESTETICA

editorial



Hair: Tyler Johnston
Photo: Simon Emmett
Hair Color: Lesley Jennison
Make-up: Helge Branscheidt
Styling: Kim Howells
Models: Scarab &
Borealis: Yueh
Peacock: Tiah
Andrite & Phoenix: Amelie

Signs of fall are appearing here and there: cooler mornings, some changing leaves, school openings, and more. Hopefully refreshed from vacations and with renewed vigor, we are all eager to make new resolutions and start afresh. This may include honing old skills and learning new ones, optimizing organization and stocking up on the latest

products and tools. This is why Estetica suggests you look toward a mentor, someone who can make bespoke suggestions and guide you on your professional journey.



“Autumn is the mellow season, and what we lose in flowers we more than gain in fruits.”
- Samuel Butler

Someone like the inspirational individuals presented in our feature article, who are all living proof that hairdressing is one industry where education and mentoring continue to be self-propagating on all levels. Then take stock of the historical review of Then&Now by Maggie Mulhern, as well as other inspirational looks in our USA and Int’l albums.

Marie Scarano

Everything you need to know at
www.esteticamagazine.com



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international trends

**Fall Trends
New Divas** 33



A true plethora of spectacular styles and trends from which you can draw inspiration.



An impressive round-up of the latest products and tools for you and your salon.



Cover story

Nature has often inspired works of art, and hairdressing is no different. But now Schwarzkopf Professional® has partnered with T H E U N S E E N Beauty to bring a game-changing color product to the market.

Hair color has often been inspired by the colors of grains, the brilliance of gemstones, or a variety of hues presented by fruits and flowers. Inspired by nature but designed with science, this innovative formula by T H E U N S E E N Beauty and Schwarzkopf Professional® opens the door to an unexplored world of creative style. Producing iridescent, prismatic and previously unimaginable color effects, T H E U N S E E N Colour Alchemy is alive to you and your environment. This elemental phenomenon can only be found in nature and complex molecular anatomies, such as the spectacular shimmering iridescence of the scarab beetle and peacock feathers. Unlike static pigmented color, each shade scatters the light in a range of kaleidoscopic hues, which transform in response to temperature. This process is dynamically illustrated by the rainbow spectrum bursting from the prisms. Even the packaging of Colour Alchemy is dark and minimalistic, evoking a sense of alchemy.

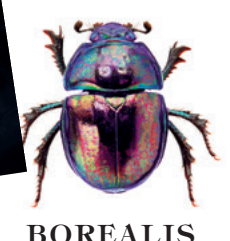


ANDRITE



SCARAB





Natural iridescence

To help visualize the colorways produced by Colour Alchemy, five natural phenomena were selected to represent each prismatic shade: Scarab, with solar orange, to lapis blue Peacock - predominantly petro blue, Borealis is mostly Iris purple, Andrite's azalea pink, and Phoenix, which could be nothing other than Amber red and burnt orange.

Hair: Tyler Johnston / Photo: Simon Emmett / Hair Color: Lesley Jennison
Make-up: Helge Branscheidt / Styling: Kim Howells / Models: Scarab & Borealis: Yueh / Peacock: Tiah / Andrite & Phoenix: Amelie

Although rooted in science, this product has simple motivations: to turn fantasy into reality. Our crystal formula replicates the visual effect of structural color. This elemental phenomenon can only be found in nature and complex molecular anatomies, such as the spectacular shimmering iridescence of the scarab beetle and peacock feather. Unlike static pigmented color, each shade scatters the light in a range of kaleidoscopic hues, which transform in response to temperature. Lauren Bowker, Founder of THEUNSEEN and color alchemist, says, "Take my tools, be curious, be daring, carve your own path, and never stop exploring." Welcome to a new world of color - Colour Alchemy.

Photo Finish

We asked a selection of top international artists from The UK, USA and Asia to showcase their look which they feel would sit perfectly on a magazine front cover. They definitely delivered!

Gary Kelly & Marie Scarano

MINIMAL, BUT EDGY

This look is part of a Spring Summer collection for Newance by Topchic. For this collection, I wanted to bring coolness into Summer. Overall, I played with a selection of shades to create a harmony between warm and cool. For the hair color itself, I made use of matte ash and cool brown in a block coloring technique to create the smoky effect. The cut is minimal, but edgy, with disconnection through the fringe to enhance the model's chin line. To finish off, the hair was styled in a sleek look with high shine to give her a more editorial and edgy look. Yuujin Ho (Singapore)

Hair: Yuujin Ho, Leading Styling from Evolve Salon and Goldwell National Artist, Singapore

Products: Newance by Topchic



TRENDING MULLET

This is one my favourite images as it won Trend Image of the Year so it's also very special to me. This sexy, soft but seriously edgy mullet creates sheer presence which is full of texture and movement. The mullet is a beautiful shape and enabled me to showcase all my favorite cutting techniques to create the look - I used channel cutting, slide cutting and texturing to create a wearable, on-trend style. Sharon Malcolm (UK)

Hair: Sharon Malcolm, Sharon Malcolm Hairdressing, Newtownards, Northern Ireland

Photo: Jack Eames/Make-up: Siobhan Luckie/Styling: Magdalena Jacobs

MULTI-DIMENSIONAL BLONDE

This image is simply beautiful. Inspired by salon trends and client requests, we created a sumptuous, enriched blonde which is bright and has a blended variety of tones throughout; it's perfect for the autumnal season which lies ahead. Creating this look using three to four different blonde shades achieves a multi-dimensional feel. It also encompasses texture and volume throughout – both among the biggest trends requested in salons at present. When creating this look as part of our new collection from Joico, it was important for us to create looks that showcased current trends, as well as those being requested in-salon. Bruno Marc (UK)

*Art Direction: Bruno Marc Giamattei/Hair Color: Paul Watts/Cut & Styling: Marcus Giamattei
Photo: Jamie Blanshard/Make-up: Katie Moore/Styling: Ellen Spiller*



MINIMALIST VISION

A solid color was chosen to mirror what's happening in the world of modern art, where a minimalist vision is eclipsing today's continuing trend towards rainbow hair. Modern painting often uses solid colors combined with unusual textures in order to differentiate the feel - just like in this look. Solid colors (level 2N - Redken Chromatics) create a solid field, but in contrast, pointing/sliding cutting techniques achieve separation. A wax gives definition, proving there is order, even in chaos! Allen Furlan (USA)

Hair: Allen Furlan/Make-up: Ashley Zimmel/Photo: John Ng

RETRO SHAPE

My inspiration was the Film Noir Cinema of the 1940s and 1950s era. The bottom half or base of the finish was made with hair nets and extensions, which were roughed up & formed into a flat beret. They were moulded and placed as the foundation of the design. The top hair barrels were created with hair moulds which were oblong in shape. Hair wefts were attached and wrapped around the mould and placed on top of the base to create the perfect balance & shape. Nick Pagano (USA)

Hair: @NickPaganoHairDesign, Goldwell National Artist

Photo: Alice Watson/Make-up: @Cherylmakeup/Products: Goldwell Style Sign



RELAXED AURA

I was inspired by the current cool and smoky color trend for my look in the 2022 Spring Summer Collection using Newance by Topchic. The creative direction was to create a playful, trendy look. Therefore, I applied contrasting colors in the form of highlights. With the use of both natural cool shades and warm undertone colors, I was delighted with the result, which showcased a refreshing and cheerful feel. Most importantly, this classic hairstyle portrayed a relaxed aura, giving playful and trendy twist to this classic look. Jophy Tio (Singapore)

Hair: Jophy Tio, Creative Director from Super Blades and Goldwell National Artist, Singapore

Products: Newance by Topchic

MESMERISING FINISH

This is such a captivating image not only due to the color placement, but also due to the precision cutting and the overall finish of the hair. The color takes inspiration from the oil slick hair color trend - the effect of oil being spilled on water. It sees a dark brunette or black base paired with the placement of blue, green and purple tones for a truly mesmerising finish. The colors blend together beautifully and are further enhanced by the blunt bob cut. Sleek styling helps the look to exude health and shine. The movement of the hair and background add further impact to this cover worthy image. Seung Ki Baek (UK)

*Hair Cut & Color: Seung Ki Baek, Expert Colorist at Rush/Make-up: Lan Nguyen-Grealis
Clothes Stylist: Robert Morrison*



EXTREME DRAMATICS

Inspired by dramatic irony, this collection is thick with dramatics, as reflected in the color, lighting, and styling. The irony lies in the simplicity of the classic precision cut & finish, color placement, as well as the over-all style. Lisa Vann (USA)

*Hair: Lisa Vann, Aspen Day-Flynn, Hatsumi Futamura, Hernandez, Vann Studio, Seattle, WA
Make-up: Hannah Vann, Vann Studio, Seattle, WA/Photo: David Rossa, Denver, CO
Designer: Lisa Marie Couture, Seattle, WA*

CLASSIC GEOMETRIC

Precision cutting allows us to cut with purpose and intention. Classic geometric shapes combined with modern layering and graduation will make any hair texture sing. Simplicity is everything nowadays! Dry cutting allows the natural fall and texture of hair to be celebrated. Always apply a leave-in conditioner and/or cutting lotion to make hair more pliable, reduce static and ensure a precision result. Sam Villa (USA)

Hair: Teresa Romero, Sam Villa Art Director/Photo: Nico Norsdström @ Obsidian and Blush

Tools: Sam Villa/Products: Redken/Make-up: Tanya Ortega and Leticia Tapia

Wardrobe: Michi Lafary @ Obsidian and Blush/Model: Christi Ho



VISIONARY MUSES

To me, this image represents the best of modern hairdressing and is a vision for the bright future of the craft. It will be a world in which diversity is embraced and fresh concepts of beauty are celebrated. This shot showcases each muse's individuality through the cut, color and styling. The bespoke looks I've chosen bring to life facets of their personality and personal aesthetic, bathed in prismatic light. Robert Eaton (UK)

Hair: Robert Eaton, Creative Director at Russell Eaton Salons and current BHA British Hairdresser of the Year

Photos: Richard Miles/Make up: Lucy Flower/Styling: Clare Frith

SCULPTED TEXTURE

When creating this look my vision was a retro '80s vibe. A rebellious feel, a sculpted textured look and versatile hair cut that screams: 'the rock and roll mullet is back!' After our emergence from quarantine, this look is an encouragement to be brave and stray from the crowd. So, let's be bold and confirm that the mullet is definitely here to stay! Dan Mewies (UK)

Hair: Dan Mewies, Mewies & Co/Photo: Chris Bulezuik/Make-up: Karl Dickey/Styling: Lisa Elliott



ULTIMATE CONTRASTS

In this nod to the mullet, everything has been updated. The color, the strong contrasts in the lengths, including the shaved sides. Precision is always key: in the proportions of the lengths, the pure and subtle color placement, the point cutting of the ends and fringe and micro-layers. Robin LaChance (USA)

Hair: Robin LaChance/Photo: Paula Tizzard/Make-up: Florencia Taylor/Wardrobe: Adrian Arneri

KOLESTON PERFECT



5/18

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SECOND IN THE WORLD**

6/91

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7/36

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Nadia is having hair colored with the Kolestion Perfect shades 6/91+7/0 and 6/91 on roots and 7/36 on ends with a Mirror Light service

**NEW
SHADES**



before¹

after²

before¹

after³



FOR ROOT SHADOWS & MIXTURES

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04/0

Natural Espresso



06/0

Natural Brandy



08/0

Natural Latte



04/12

Cool Chia



07/12

Cool Mushroom

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¹ Hair previously highlighted ² Roots SHINEFINITY 20g 07/12+ 20g 08/0 + 40g SHINEFINITY brush & bowl activator. Ends SHINEFINITY 40g 00/00 +20g 08/0 + 60g SHINEFINITY Bottle activator
³ Roots & ends SHINEFINITY 30g 04/12 + 30g SHINEFINITY brush & bowl activator. Ends around face 10g 04/12 + 10g 07/12 + 20g SHINEFINITY brush & bowl activator



Atypical!

Coline Bourdère is a passionate, dedicated, yet unconventional hair artist. This young French creative offers up an unusally different perspective of the hairdressing craft. *Marie Coccoluto*





© Warped Galerie



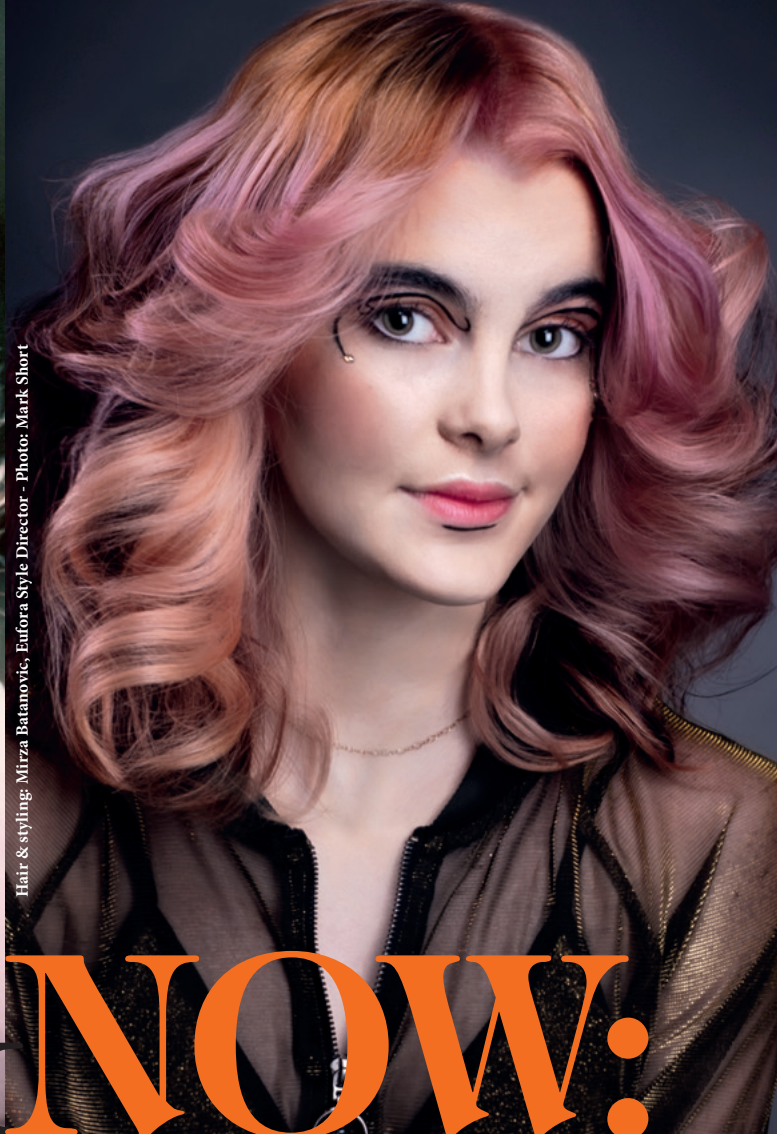
© Robin Damos



Viva la Vulve © Emilie Martin

From L'Opéra de Paris and the famous Théâtre du Capitole, to film sets and the London and Paris Fashion Week runways, Coline Bourdère is teeming with creativity. "It is always incredible to work at such prestigious locations as these," comments the young hairdresser from Toulouse. Heavily influenced by alternative urban cultures, Coline also uses her creative talent to convey committed messages such as "Viva la Vulve" (*above right*), an unedited series of hairpieces that demonstrate her commitment to feminism and the fight against sexual inequality. It's a commitment that is all the more relevant in the face of the ongoing erosion of human rights for women in many places around the world. In parallel, Coline works alongside with other hairdressers such as Rémy Nutini at BRO salon in Paris, with whom she collaborated for the Capsule Collection featured here.

After graduating from school, Coline got a passion for hairdressing and so obtained her professional diploma. She also specializes in the history of hairdressing.



Getty Images
Hair & styling: Mirza Batanovic, Eufora Style Director - Photo: Mark Short

Then & NOW: updating classics

We can't rewrite history, but in the hair world, updating is expected! Tweaks, either dramatic or simple, can make a silhouette look fresh for today's client. Some of Estetica's favorite artists have made iconic shapes more contemporary.

Maggie Mulhern

Certain actresses come to mind when you say pixie (Mia Farrow) or rock stars when you think shag (Joan Jett) or mullet (David Bowie). French twist? Audrey Hepburn, of course. Do those big names (or the hairdressers who created their styles) own those designs? Not if hair artists today have anything to say about it. Famed haircutter Stephen Moody, Artistic Director, John Paul Mitchell Systems and former Sassoon Salon and Academy Director and Educator, says that updating a classic look can be as simple as changing a part or altering a fringe. "The 2022 shag is styled with a center part and is much more layered than the original 'Coupe Sauvage'. The finish is now heavily styled and less raw," Moody says. When it comes to the wedge of today, Moody adds that graduation makes the difference. "This time it's a little longer and layered."

Sometimes just switching the tool used to cut the hair will re-energize the shape. “Many of the newer versions of iconic looks are more undone and effortless than in the past,” says Jacob Khan, Goldwell Brand Ambassador. “Switching from a scissor to a razor will soften angles so they aren’t so sharp.”

TECHNIQUES AND TOOLS FOR MODERN TEXTURES

Sam Villa, Co-founder and Chief Creative Officer of Sam Villa and Global Artistic Ambassador for Redken, says that today’s looks are “inspired by the past yet shaken up with inspiration from modern techniques.” Villa uses zig zag sections and overdirection to create disconnection and fractured layers while switching between a scissor and razor to cut the hair. By using a variety of tools, Villa is able to work with multiple textures to create the new shag. “Using the appropriate tool on any texture can result in something more refined or dramatic.”

Working with texture and creating dramatic results is something expected from Shirley Gordon who readily admits she likes to start with basic looks before elevating to edgy. The afro has been her “go-to” silhouette throughout her 42 years of hairdressing. “When I do photo work I always use some type of afro texture, even if I’m just using it for padding,” says Gordon, a salon owner and Wella artist. To make the classic afro current, Gordon adds an interesting touch, even something like a zipper, turning that “then” into a “now.” Adds Gordon, “It also makes it fun.”

Shirley Gordon adds a zipper to update the Afro while Sam Villa celebrates minimal styling effort for the new shag.





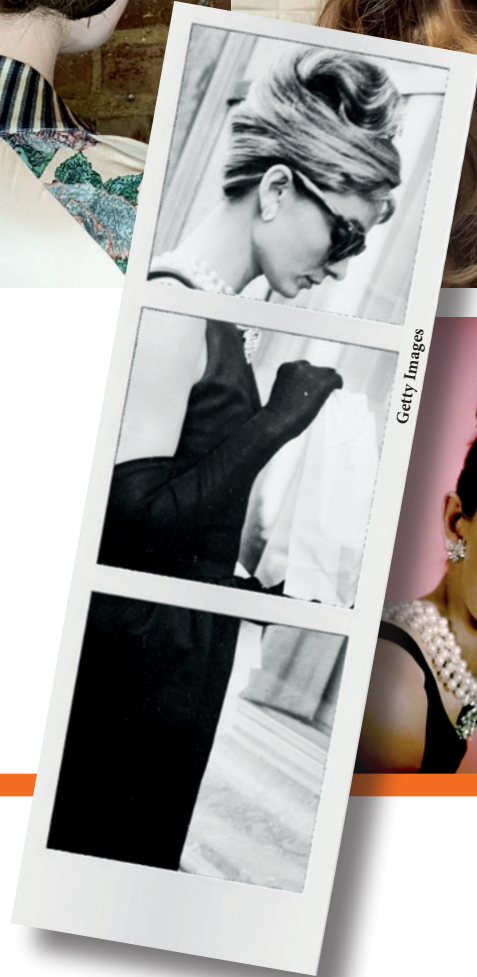
Hair: Adam Livermore



Sonna Brado's simple center part and soft face frame help to update a classic bob while adding gentle waves or a defined chignon make Adam Livermore's French Twist very 2022.



Getty Images



Getty Images



“It’s all about taking an iconic shape and creating an individualized, unique look for the client. That’s what makes it current” – Sonna Brado

“I think the bob is one of the most iconic shapes ever created,” says Sonna Brado, KMS Global Artist. “It is a clean, chic, effortless look with ease of styling.” For the update, Brado prefers a fuller, more horizontal silhouette that is solid on the bottom with internal layers or texture. “This personalization is what makes it new and fresh,” she says. “It is a perfect structure and despite its reputation, it is not a ‘one size fits all’ design.”

When it comes to classic styles, Adam Livermore, Oribe Global Educator, has been updating the French Twist regularly throughout his career. “It’s a universally flattering style that is easily adaptable to trends and it literally works on any texture of hair. It’s amazing how you can create such different looks using the same, classic technique.” To keep it fresh, Livermore plays with the tail from the twist to make a statement by keeping it more styled and defined or less polished and soft. “It’s the perfect ‘twist’ on a French Twist,” says Livermore. “You can make it look chic with a little chignon, or more playful with some movement or gentle waves.”

The beehive is perhaps the most fun and versatile of all classic shapes, and that's exactly why award winning artist Sabrena Handley chose to create an updated version for a recent photo shoot. "The key is to look to the past for inspiration," says Handley who fell upon skyhigh updos on Brigitte Bardot, Dolly Parton and Amy Winehouse during her research. "There is something so exciting about the structure of those beehives. I don't want to recreate someone else's design but instead enhance the basic silhouette to make it my own." Handley says that color and decoration is one way to modernize any classic. "Be creative and make it new."

PRODUCT SELECTION AND PLACEMENT MAKES THE DIFFERENCE

For some looks, updating can be achieved through the proper use of products. "To bring some shapes to life I use a variety of liquids," says Melissa Crosby, a freelance artist based in New York and Florida. "Today's products elevate our styling options." Crosby uses wax and styling cream to create texture and hold. "They are ideal for shags, pixies, shattered bobs and mullets," she says. "I use root lifts to give hair grit for layered cuts, and to add movement. Oils and silicone products are ideal to keep hair smooth, allowing me to polish a beehive or twist." Crosby, who has been a hair designer for more than 30 years, appreciates the latest technology in product development. "We were once limited to foam and hair spray. Now we have a boundless inventory at our disposal." Lisa Lobosco, Ecrú New York Creative Director, agrees and uses dry shampoo and air dry foam "to give classic styles a new contemporary look." These products allow her to style with her hands as an alternative to the "very finished look of a brush and blow dryer." Adds Crosby, "We are limited only by our imaginations."



Hair: Sabrena Handley - Photo: Roberto Ligresti

NOW
THEN

Getty Images



THEN

NOW

Hair&Photo: Matt Swinney

Is it because we have more and better products and tools to create fresh interpretations that hair artists are getting more creative with hair? According to Crosby, a lot of that self-expression comes from the current economic situation. “When the economy is strong, hairstyles are tighter, cleaner and more symmetrical,” she says. “When there is less structure in the economy, there is less structure in hair. When the economy is distressed, styles are more grassroots and alive.” Crosby believes that opportunities are created because of post-pandemic stress and worldwide politics. “Hairdressers are taking more chances on historic hairstyles. It’s a great time to play with hair.”

POWER SHAPES FOR ROCK STARS, ACTRESSES AND ATHLETES

The mullet, a shape that seems to be a favorite of rock stars like the aforementioned Bowie, does not seem to ever feel the impact of any current issues. It has been celebrated by high profile artists including the hip-hop group the Beastie Boys, country stars like Billy Ray Cyrus and actors Patrick Swayzy and Jane Fonda. It is also a favorite of Matt Swinney, Global Creative Director, Rusk. “I love the mullet because no matter fashion, there is a subculture committed to the edge and excitement of this haircut.” Swinney updates the look with expertise. “A great way to modernize this style is to add small connection pieces in places for exaggerated length. This will add texture to make this cut cohesive and blend the two haircuts.”

The pixie is one of the most favored looks by great haircutters because it offers a great opportunity for self expression. “What I love best about the timeless pixie haircut is the versatility of style,” says Alyssia Dotson, Senior National Creative Team for Alterna Haircare. “You can go for a sleek polished look or a more tousled feel.” Dotson cocktails products for a modern finish or uses dry shampoo for texture. “Because the hair is cropped, dry shampoo can multitask to add light texture while

absorbing any oils or sweat throughout the day.” Joan Novak, master colorist, updates the pixie blending softer colors and pops of unexpected shades supported by a polished, shiny finish. The modern wedge, made famous by Olympic skater Dorothy Hamill and Princess Diana, remains fresh and sassy according to Dee Fortier, Eufora Artistic Director who uses hair color as one way to update this iconic silhouette. “Classic shapes are timeless and brought to life with bold shades of coppers and yellow,” Fortier says. “Beautiful healthy hair is vogue, no matter the era.” When asked for a comment, Garren, famed celebrity hairdresser, style expert, R&Co co-founder and the inspiration for R&Co BLEU points out that “the mullet, the shag, the pixie and all the other great haircuts are always in fashion, it just depends on the way you approach it and the exaggeration of the shape.” Garren, who is credited with chopping Farrah Fawcett’s celebrated feathered and winged face frame and modernizing Marilyn Monroe’s curls for Madonna’s Vogue Italia cover, adds that “the choice of cut is never out of style - it’s all about the way you finish the look.” Not surprisingly, Garren comes up with the perfect parting line about tweaking classic shapes: “This is the time to be an artist.”

It’s the extraordinary multi-dimensional hair color that makes Eufora’s Dee Fortier’s wedge fresh and Joan Novak’s pixie contemporary.



Getty Images



Getty Images

Hair: Dee Fortier @ Eufora - Photo: Ron Rauto



Hair&Photo: Joan Novak



Getty Images



Yellow is the ultimate neutral hue that can be enhanced with a variety of highlights and lowlights.

(Left) Hair/Haircolor/Fashion Styling: Charlie Price
@charliepricehair
Makeup: Tiaja Pierre
@tiajasmaisondebeaute
Photo: Fred Langer
@fred.langer.photography
(Right) Hair: Lisa Warren
Eufora National Trainer
Photo: Laura D'Aiello
Make-up: Elaynah Sheroksi

Many facets of fashion

“Yellow anyone? **Chamomile,
honey, dandelions, turmeric.**
Sweet and spicy. Delish!”



“Two sides of the
same coin. **Light
and dark, day
and night.** Both
reveling in their
own beauty”



Timeless looks with classic shapes. Choosing between iridescent hues inspired by nature or an enviable blonde.

(Left) Hair: Tyler Johnston
Photo: Simon Emmett
Hair Color: Lesley Jennison
Make-up: Helge Branscheidt
Styling: Kim Howells
Schwarzkopf The Unseen Color Alchemy
(Right) Edge Academy Creative Team
Hair: Anthony Edge & Gloria Edge
Photo: Natalie Warr
Make-up Artist: Jessica Varela
Location: Edge Academy, San Diego, CA



Re-inventing the best
of vintage to keep up with
the times.

(Left) Ed by Wella Neu Vogue
Collection
Hair: Carrera Alvarez, Jennifer
Ng, Matthew Luce
Photo: Nick Berardi
Make-up: Satya Linak
MUA Asst: Kassie White
Wardrobe: Chaine Leyendecker
(Right) Hair: Robin LaChance
Photo: Paula Tizzard
Make-up: Florencia Taylor
Wardrobe: Adrian Arneri
Products: Schwarzkopf
Professional

“Nothing nostalgic about the **hyper-cool narcissism** of these post-modern looks for today’s fashionista”



“Drawing
inspiration from
changing seasons
and the Serengeti.
Infinite options”

Color placement and options in styling and volume make all the difference. Bespoke looks for self-confident women.

(Left) Hair & Wardrobe: Mirza Batanovic
Make-up: Emilia Adamkiewicz
Photo: Mark Short
(Right) Hair: Michael Haase
Photo: Nick Berardi
Make-up: Kolbybeauty
Model: Sevahna Deleon
Wardrobe: Morgan Young



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ESTETICA

MODA
INT'L

Hair: O. Tarasova, T. Zmunchile & Z. Semezhdidi @ Estel/
Photo: D. Jaroschuk/Make-up: A. Plastinkina & Daria



NEW DIVAS



NEW DIVAS

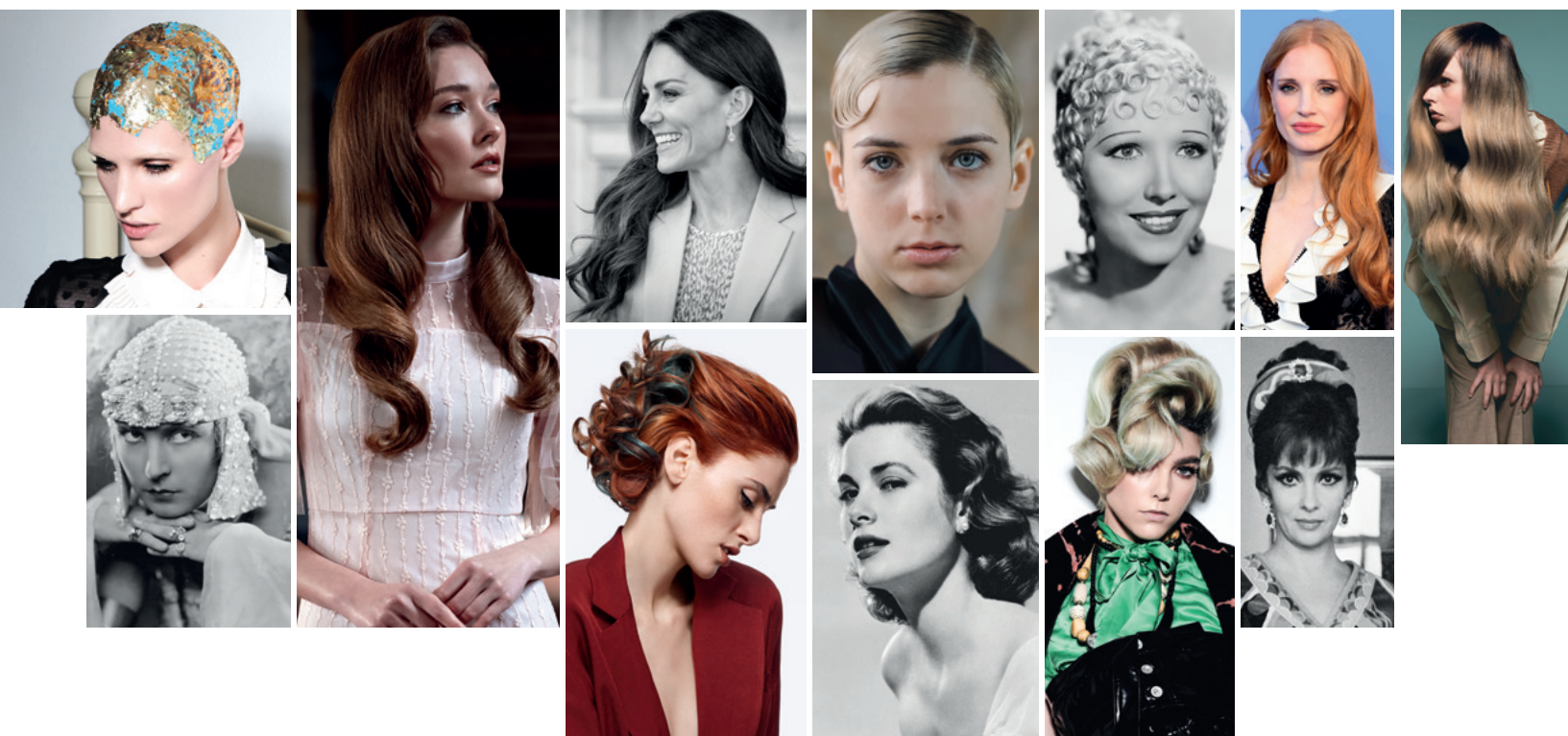
From the Golden Age of Hollywood, through Post-War austerity and onwards into the Swinging Sixties and beyond... The true beauty of today's hairstyles is both inspired and defined by the creativity of past generations. We have taken great delight in juxtaposing the trendsetters of earlier decades with the sensational imagery of the present day.

Dall'Età dell'Oro di Hollywood, passando per l'austero Dopoguerra e via fino ai ruggenti Anni '60 e oltre... L'autentica bellezza delle acconciature di oggi è al tempo stesso ispirata e definita dalla creatività delle generazioni passate. Ci siamo divertiti a giocare contrapponendo le trendsetter dei decenni passati all'immaginario favoloso dei giorni nostri.

Vom Goldenen Zeitalter Hollywoods über die Sparmaßnahmen der Nachkriegszeit bis zu den Swinging Sixties und darüber hinaus... Die wahre Schönheit der heutigen Frisuren ist inspiriert von der Kreativität vergangener Generationen. Es hat uns enorm viel Freude gemacht, die Trendsetter früherer Jahrzehnte den aufsehenerregenden Bildwelten von heute gegenüber zu stellen.

De l'âge d'or d'Hollywood, en passant par la période austère de l'après-guerre, jusqu'aux années 60 et au-delà... La beauté authentique des coiffures d'aujourd'hui continue de s'inspirer de la créativité des générations passées. Nous nous sommes amusés à mettre en parallèle les créations des décennies passées et l'extraordinaire imagination des collections d'aujourd'hui.

Desde la Edad de Oro de Hollywood, pasando por el austero período de la posguerra y los rugientes años 60 y más allá... La auténtica belleza de los peinados de hoy está inspirada y definida por la creatividad de las generaciones pasadas. Disfrutamos jugando a yuxtaponer las tendencias de las últimas décadas con la extraordinaria imaginación actual.





Hair: Darren Ambrose
Colour: D&J Artistic Team
Photo: Chris Bulezuik
Make-up: John Christopher
Styling: Jackie Ambrose



Hair: Diego Comandulli @ Kemon
Photo: Rosdiana Ciaravolo



Hair: Joseph Ferraro Hair Team
Photo: Jamie Blanshard
Make-up: Grace Hayward
Styling: Rubina Marchiori

Hair: Viktoriia Vradii
Photo: Pascal Latil
Make-up: F. Ibarra & F. Díaz
Styling: Gumidafe Gutiérrez



Back to the future. After a century of creativity & technical innovation, hair fashion has gone full-circle!

Anita Garvin-1920



Paquin Fashion-1924



Ethel Ritchie-1920



Hair: Darren Ambrose
Colour: D&J Artistic Team
Photo: Chris Bulezuik
Make-up: John Christopher
Styling: Jackie Ambrose

Greta Garbo-1931



Photo Getty Images

Art direction & hair: Carmen Bolaños
Photo: Broder studio
Make-up: Nuria Bolaños
Styling: Lorenzo Jiménez





A must-have hair accessory for any fashion conscious 1930s female, contemporary derivatives of the kiss curl have now made a comeback.

Indispensabili dettagli dell'acconciatura per ogni donna degli Anni '30 attenta alla moda, i discendenti contemporanei del tirabaci sono tornati alla ribalta.

Ein unverzichtbares Haaraccessoire für jede modebewusste Frau der 1930er Jahre; moderne Varianten der Kiss Curl erleben jetzt ein Comeback.

Le détail indispensable de toutes les femmes soucieuses de la mode dans les années 30. Voici sa version contemporaine qui resurgit sur le devant de la scène.

Un accesorio del peinado imprescindible para cualquier mujer, consciente de la moda de la década de 1930. Los derivados contemporáneos de los caracolillos han regresado.



Photo Getty Images

Ida Lupino-1935

The kiss curl

Creative direction:
Oway Creative Team
Hair: Blue Tit Team
Photo: Victoria Huisman
Make-up: Tarita Castellari
Styling: Rubina Marchiori



Photo Getty Images

Claudette Colbert-1934



Photo Getty Images

Myrna Loy-1931



Hair: Elise Antoine
Photo: Weronika Kosinska
Make-up: Katarzyna Wrona
Styling: Patryk Gajewski
Products: MKproduction & Christophe Gaillet



Hair: Ann Marie Young @ Jingles
Photo: Fiona Quinn
Make-up: Ask.abbie.beauty
Styling: Kiri-D-Styles

Joan Crawford-1930



Photo Getty Images



Art direction & hair: Carmen Bolaños
Photo: Broder studio
Make-up: Nuria Bolaños
Styling: Lorenzo Jiménez



Hair: Schwarzkopf Professional @
Essential Looks 2:2022



Photo Getty Images

Diana Ross-1968

Are they in or are they out? **CURLS DIVIDE OPINION.**
They may slip out of vogue, but they ALWAYS come back!

Ginger Rogers-1935



Photo Getty Images



Mia Farrow-1978



Hair: Sascha Hirtsgaard
Photo: Rasmus Luckmann
Make-up: Freya Jerris
Styling: Jonas Worup

Hair & make-up: Beata Bourillon
Photo: Nicco Marchetti



Photo Getty Images



Ursula Andress-1965



Art direction: Francesca Passaro
Hair: K-time Edukation Team
Photo: Narciso Miatto
Make-up: M. Costantino & D. Palmieri
Styling: Alessia Acampa





Art direction & hair: Claude Tarantino
Photo: Jules Egger
Products: L'Oréal Professionnel



Betty George-1956



Zsa Zsa Gabor-1950

Defined femininity



Ingrid Bergman-1946

Dubbed the 'Victory Roll' in the early 1940s, voluminous roller-set curls came into their own as glamorous femininity helped define the '50s girl.

Soprannominati "Victory Roll" all'inizio degli Anni '40, i boccoli voluminosi si sono affermati quando la femminilità glamour ha disegnato il fascino delle donne Anni '50.

In den frühen 1940er-Jahren als „Victory Roll“ bezeichnet, halfen voluminöse Lockenwickler in den 50er Jahren, glamouröse Weiblichkeit zu definieren.

Surnommées les "Victory Roll" aux débuts des années 40, les boucles volumineuses se sont imposées lorsque la féminité était synonyme de glamour dans les années 50.

Apodado el 'Victory Roll' a principios de la década de 1940, los rizos voluminosos con rulos se hicieron realidad cuando la feminidad glamurosa ayudó a definir a la chica de los años 50.



Hair: Ann Marie Young @ Jingles
Photo: Fiona Quinn
Make-up: Ask.abbie.beauty
Styling: Kiri-D-Styles



Hair: Andis Fluid V3

Hair: Olga Tarasova, Taisia Zmunchile &
Zhanna Semerzhidi
Photo: Daniil Jaroschuk
Make-up: Alesia Plastinkina & Daria



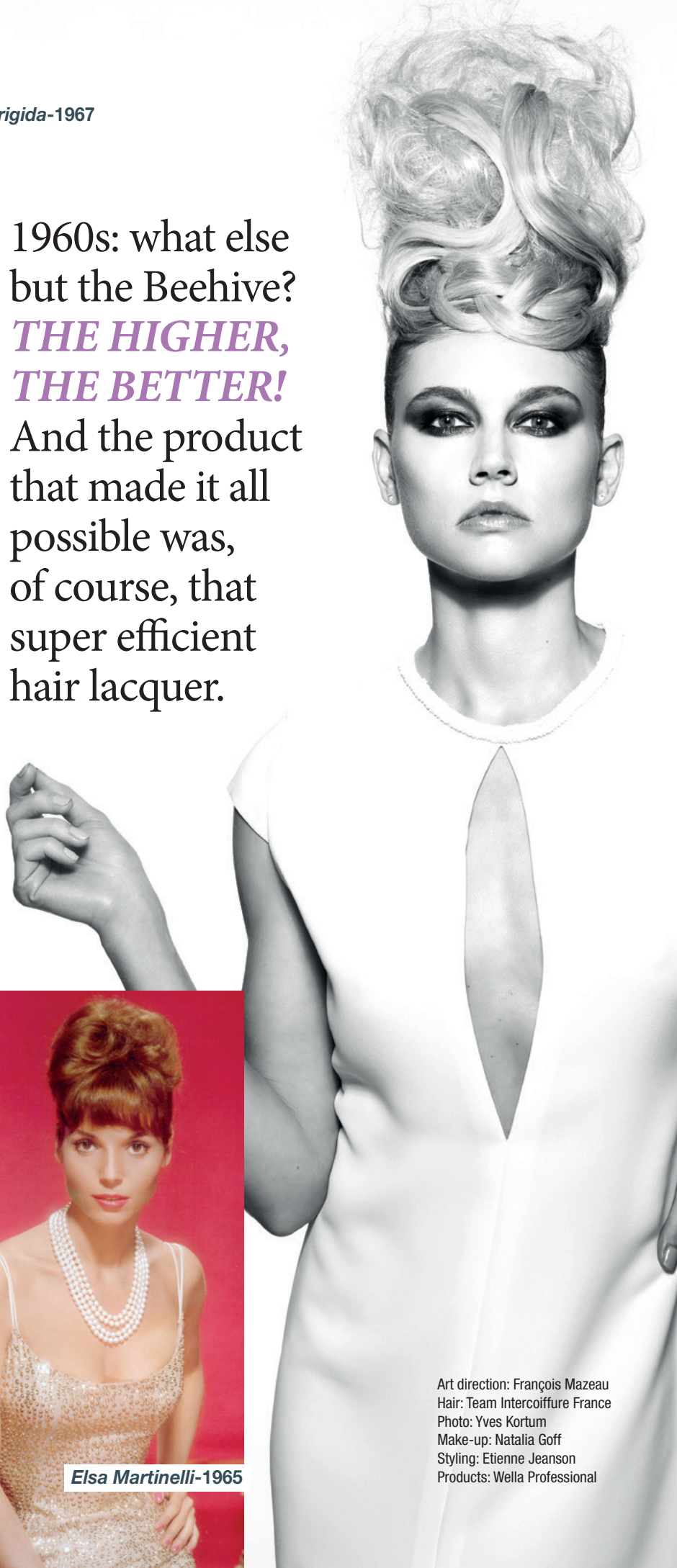


Hair: Darren Ambrose
Colour: D&J Artistic Team
Photo: Chris Bulezuik
Make-up: John Christopher
Styling: Jackie Ambrose



Gina Lollobrigida-1967

1960s: what else but the Beehive?
**THE HIGHER,
THE BETTER!**
And the product that made it all possible was, of course, that super efficient hair lacquer.



Audrey Hepburn-1961



Elsa Martinelli-1965

Art direction: François Mazeau
Hair: Team Intercoiffure France
Photo: Yves Kortum
Make-up: Natalia Goff
Styling: Etienne Jeanson
Products: Wella Professional



Photo Getty Images

Sophia Loren-1960



Hair: Robert Kirby
Photo: Andrew Kimber
Make-up: Maddie Austin Kelly
Styling: Elisa Heinesen



Hair: Idlewild Art Team
Photo: Chris Bulezuik
Make-up: Grace Hayward
Products: L'Oréal Professionnel



Photo Getty Images

Liza Minnelli -1974

All about that fringe



Photo Getty Images

Exotic Fashion-1920

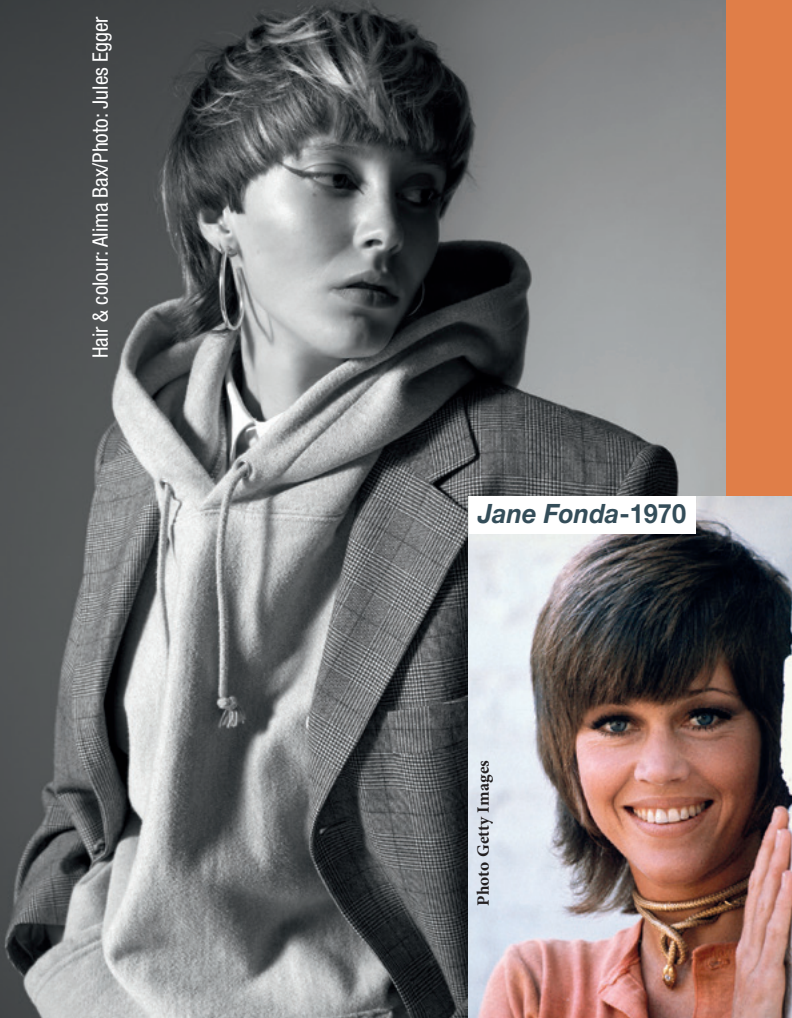
The perennial 'histoire d'amour' in hair. The fringe never goes completely out of favour, but just evolves to become even more adorable.

Eterna "histoire d'amour" per l'acconciatura. La frangia non passa mai completamente di moda, ma si evolve per diventare sempre più adorabile.

Die ewige 'histoire d'amour' der Haare. Der Pony gerät nie völlig in Ungnade, sondern entwickelt sich weiter, um noch bezaubernder zu werden.

L'éternelle histoire de la coiffure. La frange ne se démode jamais totalement, mais évolue pour devenir de plus en plus charmante.

Eterna historia de amor en el peinado. El flequillo nunca pasa de moda por completo, sino que simplemente evoluciona para volverse aún más adorable.



Hair & colour: Alima Bax/Photo: Jules Egger

Jane Fonda-1970



Photo Getty Images

Hair: Helen Seward Creative Team
Photo: Kapsel production
Make-up: Marina Magoni
Styling: Vania & Andrea Speretta





Hair: Joseph Ferraro Art Team
Photo: Jamie Blanshard
Make-up: Grace Hayward
Styling: Rubina Marchiori



Photo Getty Images

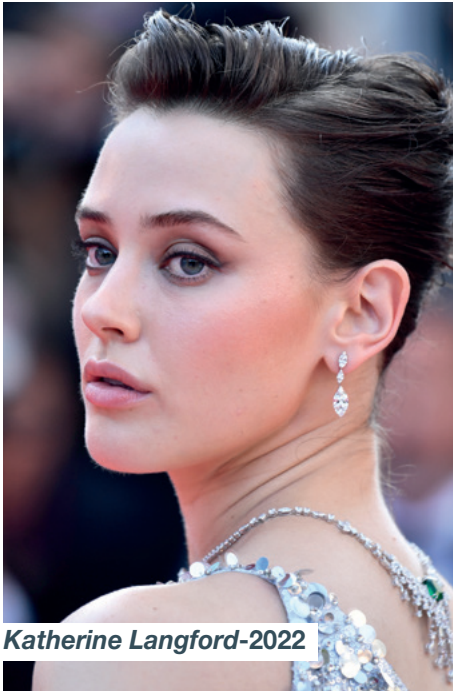
Anna Wintour-2022



Art direction: Robert Eaton
Hair: Fellowship Project
Photo: Richard Miles
Make-up: Lucy Flowers



Hair & make-up: Salons 1609 Pau et Lons
Photo: Morgan Selles
Styling: Lucile Maurice & Love In Ibiza



Katherine Langford-2022



Isabeli Fontana-2022



Rosy De Palma-2022

We're bang up-to-date and **ANDROYGNY IS BACK...** from the mullet to the quiff and everything in-between.



Rebecca Hall-2022

Billie Eilish-2022





Hair: Elle Broadhurst
Colour: Kristie Kesic
Photo: Georgia Wallace
Make-up: Gemma Elaine
Styling: Tamzen Holland



Art direction: Suzie McGill
Hair: F.A.M.E. Team 2022
Photo: Michael Young
Make-up: MV Brown
Styling: Detroit Law
Products: Schwarzkopf Professional

Photo Getty Images



Tilda Swinton-2022



Hair: Angelo Seminara
 Colour: A. Westerman & W. Wilson
 Photo: Ralph Mecke
 Make-up: Jochen Pahs
 Styling: Ingo Nahrwold
 Products: Goldwell

Grace Kelly-1956

Photo Getty Images



Brigitte Bardot-1962

Smoky and softly

Photo Getty Images



From cascading curls to just a mere hint of a kink, a nod to texture is a recipe for pure allure. Hair straighteners don't even get a look in here.

Dalle ciocche a cascata al semplice accenno a un capriccio, è la texture la ricetta di puro fascino. Le piastre di qui non passano...

Von kaskadierenden Locken bis hin zu einem Hauch einer Welle: Textur ist das Rezept für pure Anziehungskraft. Glätteisen adieu.

Des boucles en cascade à la simple mise en avant d'un caprice de texture. Exit les fers à lisser et autres outils...

Desde rizos en cascada hasta un simple toque caprichoso. Un guiño a la textura es una receta para el encanto puro. Las planchas para el cabello ni siquiera se ven aquí.

Art direction: Tom Connell
Colour: Ashleigh Hodges
Photo: Jon Gorrigan
Styling: Rubina Marchiori
Products: Davines



Gisele Bündchen-2019





Hair: Rush Artistic Team
Photo: Jack Eames
Make-up: Lan Nguyen-Grealis
Styling: Robert Morrison



Art direction: Barry Maddocks @
Haringtons
Photo: Philip Veitch
Make-up: Vanessa Elles
Styling: Lewis Robert Cameron

Art direction:
Francesca Passaro
Hair: K-time Edukation Team
Photo: Narciso Miatto
Make-up: M. Costantino
& D. Palmieri
Styling: Alessia Acampa



Long hair the epitomy of **TOTALLY FEMININE**. Have you ever seen a fairytale princess looking any different!?



Photo Getty Images

Sadie Sink-2022

Eva Riccobono-2019



Art direction, hair & colour:
X-presion @ Aveda
Photo: Javier Marquez
Make-up: David Lopez
Styling: Andrea Sanchez

Hair: Alexander Dinter & Steffen Zoll ©
La Biothétique



Art direction: Nicolas JurnJack
@ Kydra le Salon
Colour: Fabrice Parra
Photo: Nick Norman





Hair: Schwarzkopf Professional @
Essential Looks 2:2022

Photo Getty Images



Jessica Chastain-2022

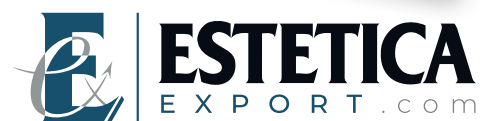


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A life of learning

From small-town salons to national NAHA “Educators of the Year”, education and mentorship is thriving in the hair industry and beyond. Here is just a sampling. *Marie Searano*

Teeka Isakson opened Teeka Lynne’s Salon and Day Spa in Halifax, MA in 2006. After having worked at 5 different salons in the area, she felt her creativity was being stifled. A trip to the Long Beach ISSE show opened up her eyes and some life-changing opportunities, working in a celebrity circuit. “These experiences gave me the confidence to teach my staff new styling techniques, one-on-one, and also helped to set up two pre-prom fashion shows in two local high schools,” she remembers. The team works seamlessly to keep everything on track and running smoothly. Stylist Sarah Dawicki notes, “I love working in a salon where stylist are constantly offering kind words and corrective critiques to help growth, not only as a stylist but as a person, while maintaining my confidence in what I have already learned.” Shannon McCarthy shares, “Teeka showed me that we can always learn from each other. It has made me feel confident to now mentor our younger stylists the way she did for me.”



"I am a huge advocate of building my team up as opposed to beating them down to make myself look better. I tell my stylists I want them to be a better stylist than me someday." - Teeka Isakson



Michael
Haase

A JOURNEY INTO THE CREATIVE MIND

Michael Haase is a frequent contributor in *Estetica* for his outstanding editorial imagery. His artistry and inspiration never cease to impress our editors. His incredible credentials include starting out with Vidal Sassoon (who taught him not only about hair, but “how to be a better human”) through various A-list salons and a former Wella Top Artist. “I have always believed in mentorship, the interactions between a seasoned artist and a new one,” Michael told us. It was also Vidal who prompted him to develop his own vision of hairdressing as an endless journey: PlatinumBlack. “Platinum is the lightest in our industry, expressing the light of excellence and success, while Black is the darkest, creating the illusion of beginning from nothing. We find ourselves on the journey through the grey matter until we reach perfection in PlatinumBlack, surrounding ourselves with pure Art, confident that it has reached its maximum potential for the joy of the human eye and hearts of others.”

“The Art of Making, is a mentorship that addresses helping hairdressers understand we are not doing anything wrong, we are all just doing it different. It’s those differences that make us who we are and help keep the industry evolving in innovation and inspiration.”
– Michael Haase



FINDING... AND FOUNDING... A TRIBE

As Nick was growing his craft, he was drawn to avant-garde fashion, a fan of Sebastian Creative Directors Robert Lobetta, Edwin Lombardi and Michael Polsinelli, whose stage shows prompted him to teach and perform. “Our Industry, the environment, made it possible for me to be myself. I belonged; it was a perfect fit. I had found my tribe. Now I had a place to create with other artists.” His affiliation with Goldwell as a National Artist also made a difference. “I am blessed to be part of the Kao family which includes Goldwell, KMS, Orbe and Varis and I use these brands at behind the chair at my salon,” he shares. But more importantly it has brought others into his circle - like Teresa Medina. “Nick was always very honest and grounded all feedback, about how I could learn, better myself. I feel like I was much harder on myself because he never gave me negative feedback, just opportunities to grow. That’s what mentorship is about,” she explains. Today Teresa is also a Goldwell USA Educator.



Mentoring is sharing from the soul. Mentoring is passing on your life experience. The good & bad. It's allowing your mentee to see their full potential, building their confidence and finding their passion.

– Nick Pagano



Nick,
Teresa,
& Co.





Marilyn &



David Vendittelli



Other members of the Goldwell “tribe” are David and Marilyn Vendittelli, whom Nick describes as “two of the most beautiful people I have ever met, brimming with a passion and knowledge that was nothing less than brilliant!”. Veterans of Mascolo Family Toni&Guy education, they were also invited to assist back stage at a Goldwell Hair Show. “So many acclaimed artists were at that show, and yet their egos were never to be seen,” they recall. This is where they met Rodica Hristu, Goldwell Master and North American Artistic Director. “She believed in us even when we didn’t!” says Marilyn. Today the couple are Goldwell North American educators and co-owners of INdustry Hair and Esthetics in St.Catharines, Ontario, Canada and have created “Flow” - their own educational and mentoring program for both new and veteran stylists.

“It’s a pretty amazing feeling to be in an industry with so many talented people who want you to be as successful, if not more successful, as they are!! It’s just great to show respect and receive respect! I hope one day someone will write about us being able to mentor them!”
- Marilyn & David Vendittelli





An educator is someone who teaches you the why of what you're doing, but a mentor is a person that you reach out to that encompasses life, career, family, advice; they embody all of that. I mentor so many through my Instagram, through conversation, by being able to tell people what I see fit for them.

— John Mosley



LOOKING BACK TO MOVE FORWARD... AND BEYOND

John Mosley, aka Popular Nobody, was born into a family of hairdressers and barbers and readily recognizes his mother, Doris Mosley, his sisters Lily and Anne, and a host of other family members as his own “mentors”. John could have chosen another direction, another career, but didn't. “What made me stick with this business wasn't just the just the human interaction, but the impact that as a barber, as a cosmetologist, you get to make on a person's life.” Today he is Artistic Director for John Paul Mitchell Systems, an Andis educator, and CEO of his own company, “The Popular Nobody Brand.” The latter especially enables him to reach out beyond his own shop and into the community, supporting other mentors and their mentees through scholarships and other programs. Patrick Hall, a mentee committed to community efforts and education to provide hope and opportunity to the next generation tells John, “Whether it's with words, actions, or financially, your heart challenges others to be great! You are an advocate for change!”

EDUCATING THE EDUCATORS

Teresa Romero Sam Villa Creative Director and Artistic/Education Director for Jose Luis Salon @_teresa_romero remembers all her mentors, from the tender age of 15 and Ms. Foster, who “taught me the importance of focus, taking responsibility for myself and how to be committed to a goal.” But it was Sam Villa who “shared without limits, taught me what it meant to be an educator and most of all, showed me how to break through the impossible to make it a reality.” How is education changing? “Today educators need to be able to teach in person and navigate all of the other learning environments simultaneously. With advancements in artificial intelligence and robotics it will be interesting to see what happens in the future. There will always be people who want the in-person experience, but future generations may relate better to an AI teacher. One thing is for sure, we as educators will need to stay flexible and seek to understand the learners' needs of each generation.”



In the past we may have seen a mentor as someone who is older than yourself. However, this isn't always true anymore. A mentor can actually be younger than you or outside of your profession. We all have something to share and learn.

- Teresa Romero

Teresa Romero



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Adjustable and durable
stainless-steel; Fade and Taper
options available



ELEVATED DESIGN

Textured grip, easy-to-hold
slim shape



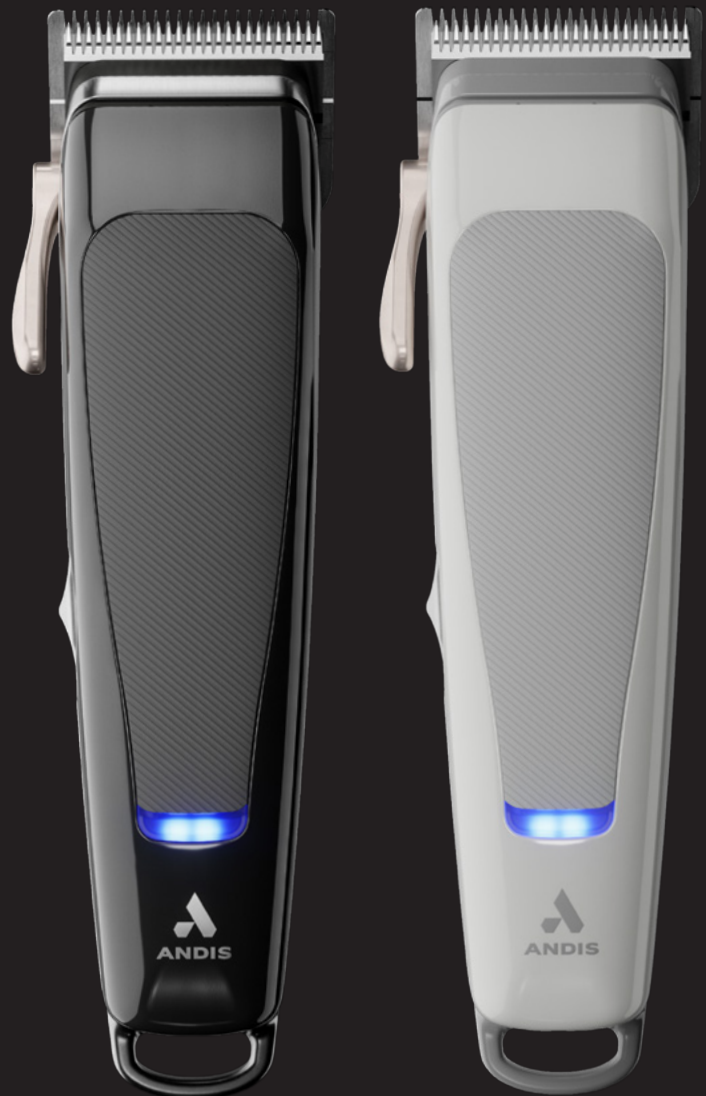
DURABLE HOUSING

Black with aluminum body
Grey with lightweight composite

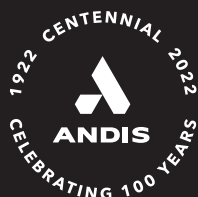


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2 hours to create freely



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LOW TAPERED AFRO



The Fluid Volume 3 **Low Tapered Afro** is created by starting with a low skin fade using clippers combined with scissor techniques on top to craft a uniform shape. Attention to detail is key in constructing this bold shape and style.

- Kevin Luchmun (Andis International Artistic Team Lead)



1

Using an Andis Master® Cordless clipper with blade closed, freehand cut the hair to the desired length. Using an afro comb, pick through to expand the hair length and continue to create and refine your shape.



2

Begin the fade by creating a guide line at the nape using the Andis reVITE™ clipper with the blade in the closed position.



3

Use a #1 attachment comb and open blade and start fading about 1" up from the guide.



4

Remove the attachment comb and open the blade to blend the line out, using both a c-stroke motion and corner of the blade for a smooth transition.



5

Add the #2 attachment comb with blade in the open position and fade up the head .5" above the previously cut section using a c-stroke motion.



6

Remove the attachment comb and refine the fade with the blade closed. Use clipper-over-comb for a smooth transition. Repeat this process on the sides.



andis.com



7

Use the Andis GTX-EXO™ trimmer to remove the hair around the perimeter at the nape area. To remove the hair down to the skin, use an Andis ProFoil® shaver.



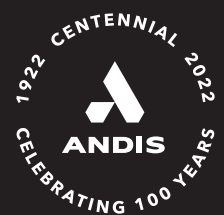
8

Refine along the fade using trimmer-over-comb with the Andis GTX-EXO™ trimmer to ensure a smooth transition. Continue detailing around the hairline.



9

Shape up the front hairline starting at the middle of the forehead moving side to side. Lastly, use the Andis GTX-EXO™ trimmer to remove any stray hairs.





Star★ products

Tried and true - these star products for hair care, color, styling and more were selected to bring you the best available options for your clients and your salon business.

Every year the hairdressing industry invests in R&D to improve on existing products and find new ones that guarantee unprecedented results and services to keep colorists and stylists at the top of their game. There is so much to choose from that we wanted to provide a sort of “at-a-glance” round-up to make things easier on you. It’s important to keep up with the latest trends and which products can help you get the looks and results your clients are demanding and you envision. Find what you need and contact your salon partner for more information, samples, specs, education and training.





1 Pravana



Wella Professionals



1_PRAVANA ChromaSilk Demi-Permanent Platinum Toners are specifically formulated for level 9+ hair Available in three shades - Platinum Lilac, Platinum Smoke and Platinum Sand.

2_ WELLA PROFESSIONALS' new Signature Naturals collection, featuring three new Koleston Perfect shades and five new Shinefinity shades. Use these Koleston Perfect shades for softer root regrowth and dimensions with our Mirror Lights service, add blended and precise multi tones with our Shadow Lights service.



4

BaByLiss PRO

3_ WAHL PROFESSIONAL 5 Star Gold Cordless Magic Clip is still ultra-lightweight and now boasts a more powerful motor, stagger-tooth™ blades with new DLC coatings and a sleek gold finish.

4_ BABYLISS PRO Nano Titanium™ 1" Extended Barrel Curling Iron is 2" longer than traditional curling irons, making it perfect for creating curls on longer hair. The 1" barrel size is great for traditional curls or defined waves.



3





5_ CRICKET's Binge™ Sorry Not Sorry All Purpose Leave-in Spray 8 OZ is an innovative new spray designed to reinforce, strengthen and help seal hair's cuticle prior to heat styling. This all purpose spray is a treatment for protection, detangling, and helping to seal the hair cuticle. 6_ FEKKAI Super Strength Treatment Roots-to-Ends Hair Mask repairs, strengthens & nourishes damaged strands back to life in minutes. Vegan & Cruelty Free, too! Instead, the Intense Mask is a blend of natural Shea Butter (Karite) and Monoi Oil delivers potent nourishment and moisture, smoothes strands, eliminates frizz and tangles, and helps reduce split ends and frizz. 7_ L'ORÉAL PROFESSIONNEL Curl Expression range provides bespoke products to supercharge the definition of curls & coils with professional hydration, concentrated actives, and immediate results.



8_ KERATIN COMPLEX® Healthy Hair Trio Kit contains a travel-friendly size of Keratin Complex Keratin Care Smoothing Shampoo, Keratin Complex Keratin Care Smoothing Conditioner, and Keratin Complex Keratin Obsessed Multi-Benefit Spray to fight frizz, revitalize hair, and bring more vibrancy to all hair types. 9_ STMNT Grooming Goods Shampoo & Conditioner has a moisturizing formula, with activated charcoal and menthol to softens hair or beard and prepare it for cutting or styling. 10_ EUFORA PROTREATMENT System consists of 2 super-charged bases, 3 boosters and a sealer to ensure each guest is "treated" to an experience that is best suited to their unique hair type and concern.





Ecrú

11



11_ECRU CURL Perfect Collection enhances and perfects naturally wavy, curly or coily hair thanks to carefully crafted blend of oils and plant extracts nourishes hair while providing maximum hydration to restore curls. The regimen includes a Hydrating Shampoo, Anti-frizz Conditioner, Ultra Hydrating Masque, and REjuvenating Moisture Mist, as well as a Styling Potion. Unique formulas give curls structure and activate curl memory while providing curl definition for the unsurpassed body, bounce, and superior shine.

12_DENMAN makes it easy to keep your kit fresh and add a twist of unique style with these new pattern brushes. The Line Graffiti Deluxe Power Paddle D38 glides through hair, detangles, push-dries and styles with speed, comfort and ease. Instead, the Panther D3 Original Styler is the ultimate multi-functional hairbrush for detangling, blow-drying, styling, defining curls and smoothing the hair.

12



Denman





13. MATRIX Brass Off and So Silver All-in-One Toning Leave-In Sprays help to neutralize unwanted undertones between salon visits and prep hair for styling. Brass Off is formulated for buildable toning formula with blue dyes to neutralize brass/orange tones on highlighted/lightened brunettes, while So Silver has violet dyes to neutralize unwanted yellow tones on blonde and grey hair. Matrix Open Air Pre-Bonded is a clay lightener formulated with citric acid + glycine to protect the inner hair structure and keep fibers strong during the lightening process. **14. @GUY TANG's** #myidentity #MyHero Collagen Shield Spray helps prevent damage from combing and heat styling by providing heat protection up to 450 degrees. Increases combability by up to 70%, making it easy to detangle the hair and increase shine.



Matrix



15. Paul Mitchell Awapuhi Wild Ginger KeraTriplex Treatment is a premium blend of isolated proteins virtually identical to the keratin found in human hair. KeraTriplex transforms weak, broken and brittle strands while Keratin protein repairs and transforms fine, fragile and chemically damaged hair. **16. IN COMMON** Magic Myst is multi-functional, leave-in detangler transforms hair, enhancing, strengthening, and restoring the hair's unique balance. **17. L'ORÉAL PROFESSIONNEL** Metal Detox is a 3-step professional protocol to neutralize metal during color, balayage or lightening services. Compatible with all color & lightener brands.



Guy Tang



15

JPMS

10 ml e 0.33 fl.oz.



16

IGK



L'Oréal Professionnel

17



18

JPMS



18. PAUL MITCHELL Color XG Gold Brown series is perfect for soft golden tones, formulated with a brown-to-tan background for warm and refined results. The Color XG collection contains rich, permanent cream hair colors with performance you can trust and the reliability you crave. The breakthrough DYESMART® System provides results that are true to tone and resistant to fading. The Crema XG Gold family delivers a subtle brown-to-tan background with a warm, but never brassy, gold tone. Formulated in Italy, Crema XG® offers creamy, durable vegan color that imparts depth and shine for healthy hair and long-lasting dimensional color. The Color Ash Blue series provides soft control of the dominant pigment when lifting. They're ideal for guests who want to control wanted warmth and cool enough to create neutral to cool results that look natural.



100 years of creativity

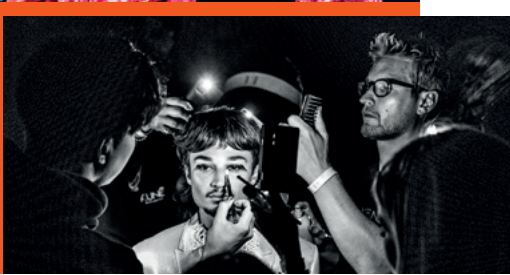
On Sunday 19 June, Keune Haircosmetics celebrated its 100th anniversary with a spectacular show of international importance at the RAI in Amsterdam.

With around 3,000 guests arriving from all over the world, the celebrations for Keune Haircosmetics' centenary truly reflected the international character of the Dutch company, which is active in at least 85 countries. The celebration included a sensational show, as well as the launch of some limited edition hair products by Keune Haircosmetics. The internationally acclaimed Dutch hair product brand, really brought in some big guns to celebrate its centenary, crowning its 100 years of entrepreneurial spirit with the presentation of a royal title from King Willem-Alexander. From now on, the family business will be called Royal Keune Haircosmetics. The royal title is a recognition bestowed upon companies that play a key role in their field, have national relevance and have existed for at least 100 years. It symbolises the respect, gratitude and trust that the sovereign of the Netherlands has for the company concerned.

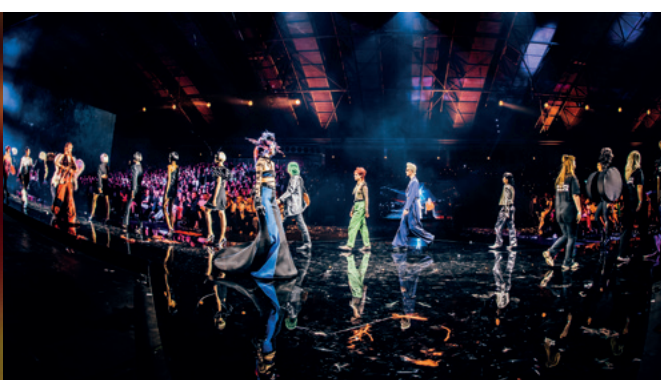


The internationally recognised singer, Duncan Laurence, winner of the 2019 Eurovision Song Contest, welcomed visitors from home and abroad with an outstanding stage performance.





The theme for the 100th anniversary show was 'Reflections', evoking Keune Haircosmetics' journey to becoming a globally recognised hair brand. International artists Ilham Mestour and Daniel Yap presented their interpretations of the most innovative hair looks during the show. It was also an opportunity to preview a number of limited edition of products, which have been created as works of art and conceived specifically for Keune. Keune X Joseph Klubansky hair products will be available in limited quantities in Keune salons around the world starting from September. These include the Royal Tribute Hair Serum, which takes its name from the prestigious title conferred on the company.





global creative awards

GOLDWELL. KMS ORIBE

Global Creative Awards 2022

Returning LIVE in 2022 with all categories

The Global Creative Awards are the chance to fully showcase their unique creativity without limitation across 7 unique categories. Stylists can compete in two different ways - the Technical Awards, which include a live competition, in three different categories: New Talent Colorist of the Year, Creative Colorist of the Year and Creative Haircutter of the Year. Alternatively, they can enter the Editorial Awards, a photo only competition, with four categories: Men's Hairstylist of the Year, Salon Team of the Year, Avant Garde Stylist of the Year and Editorial Colorist of the Year.

The Global Creative Awards are open to all stylists worldwide that use Goldwell, KMS and Oribe.

"We are excited to be able to return to a live event format for the Global Creative Awards in 2022. As we continue to recover from the global pandemic, it is wonderful to be able to stage a creative event that recognizes the incredible talent of the Kao Salon Family.", says John Moroney, VP Creative & Communication.

The winners of the Global Creative Awards will be announced during the Kao Salon Global Experience on October 2nd 2022 LIVE in Amsterdam.

Join us LIVE in Amsterdam for the Kao Salon Global Experience and follow us on social media to get every news first!

You can also join digitally. Register now and tune in:

www.kaosalondivision.com/globalexperience

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kao
SALON DIVISION



New Talent Colorist of the year



AUSTRALIA

Epic Hair Designs
Kirra Beckton



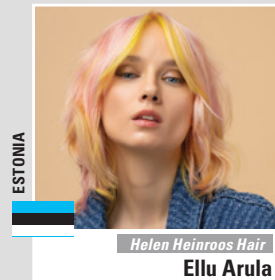
CANADA

Salon Cyan
Emily Kooistra



CZECH REPUBLIC

Salon Witová s.r.o
Kristýna Dudková



ESTONIA

Helen Heinroos Hair
Ellu Arula



GERMANY

Haircut Aschenbrenner
Lea Aschenbrenner



HONG KONG

Red Hill Hair Salon
QichaoLiu



ITALY

Il Parrucchiere by Antonio
Elisa Lanaro



LATVIA

elina_sams
Elina Samsonova



MALAYSIA

The Editor Salon
Tiew Pei Yu



NETHERLANDS

Mariël Hairstyling
Naomi Tielbeke



NEW ZEALAND

Vivo
Sam Stachurski



NORDIC

A.k.a Luova
Inka-Maria Sane



POLAND

Em Studio Ewelina Świdarska
Paweł Owerczuk



ROMANIA

Academia Topline Romania
Cristian Sandor



SOUTH AFRICA

Pause
Yvette De Beer



SPAIN

D'Autor by Rafa Monzó
Caroll Katerine Santos Moreno



SWITZERLAND

Zobrist Intercoiffure
Fiona Machaz



TAIWAN

Chic Shock
Jin-Qi (Eric) Hu



UK

Tony Wood Hairdressing
Lucia McEvoy



UAE

SLaM Salon
Sviatlana Kananenka



UKRAINE

Slava trend
Viacheslav Skrypnichenko



USA

The Upper Hand
Lorian Landrum



VIETNAM

Nam Hair Salon
Anh Tuan Cao

technical categories



Creative Colorist of the year



AUSTRALIA

Mazi Hair
Rachael Parsons



AUSTRIA

Klipp Frisör GmbH
Pamela Mayr



CANADA

Salon Cyan
Jagoda Hall



CZECH REPUBLIC

Salon Witová s.r.o
Natálie Witová



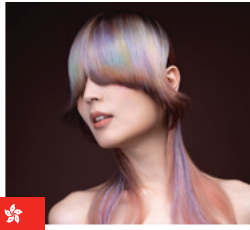
ESTONIA

Helen Heinroos Hair Salon
Natallia Luchakova



GERMANY

Salon Pees
Sabine Pees



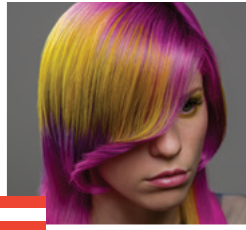
HONG KONG

Red Hill Hair Salon
Tasha Yip



ITALY

Hair Style Andrea
Andreina Gambero



LATVIA

DM Hairstudio
Dina Meikšāne



MALAYSIA

The Editor Salon
Ian Lee Jia Pei

Global
Creative
Awards
2022
Returning
LIVE
with all
categories



MEXICO

Mullet
Juan Antonio Piñon de León



NETHERLANDS

Twins Hair & Beauty Rolde
Danielle Meijering



NEW ZEALAND

Vivo Hair
Lauren Gunn



NORDIC

Studio S Style
Svetlana Jouini



POLAND

Klimczak Hair Designers
Paulina Kamińska



ROMANIA

Beauty Palace by Floarea de Colt
Nicoleta Sendrea



SINGAPORE

Evolve
Junz Loke



SOUTH AFRICA

Beauty on first
Bernadine Bennie



SPAIN

Ile Gallery
Anabel Sevilla Arnaiz



SWITZERLAND

mad LUX
Sara Taiana



TAIWAN

OHHO
Bi-Hui (Una) Lin



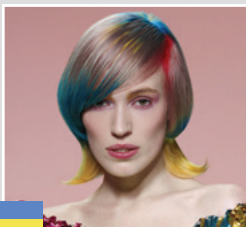
UAE

y12 salon
Giampiero Renzetti



UK

POMO Hairdressing
Stevan Dulay



UKRAINE

HDRM
Renat Murzahaleiev



USA

Tangles Salon
Jaidon Laferney



VIETNAM

Kim Loan Hairsalon
Xuan Trang Nguyen

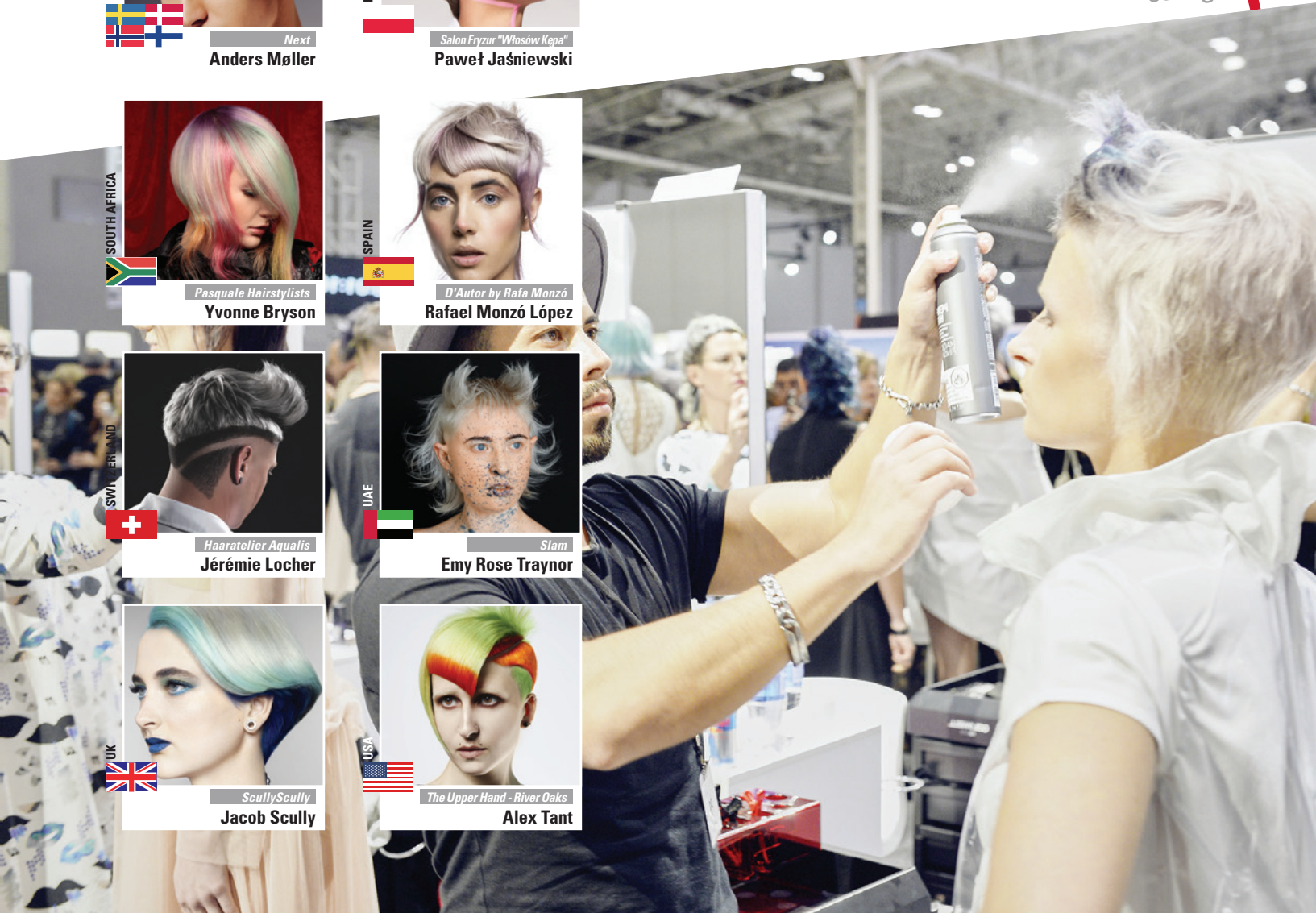
Creative Haircutter of the year



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technical
categories



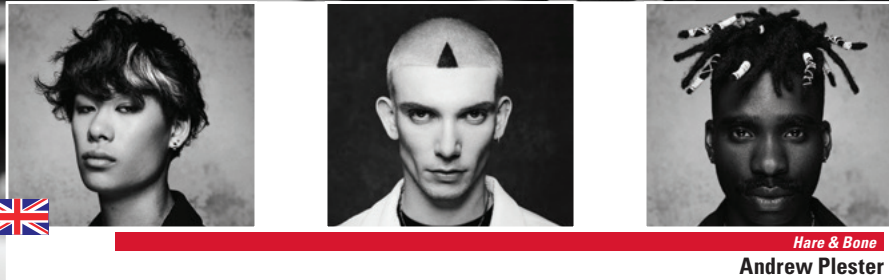
Men's Hairstylist of the year

NETHERLANDS



Kapsalon Jos Verzijlberg
Jos Verzijlberg

UNITED KINGDOM



Hare & Bone
Andrew Plester

UKRAINE



HDRM
Renat Murzahaleiev

NETHERLANDS



Hier en Dhaar
Bikkel Jacobs

NETHERLANDS



Hier en Dhaar
Jeffrey Den Dikkenboer

MALAYSIA

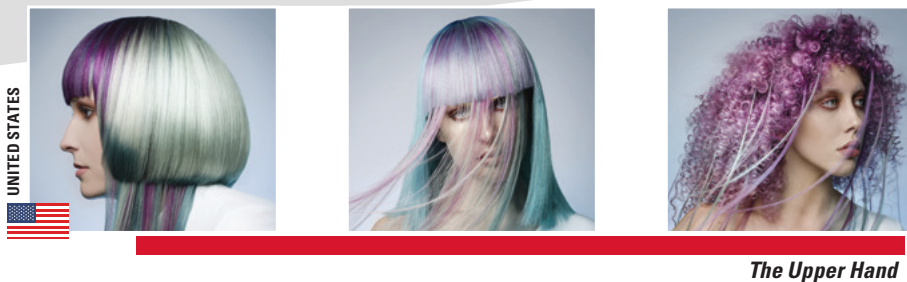
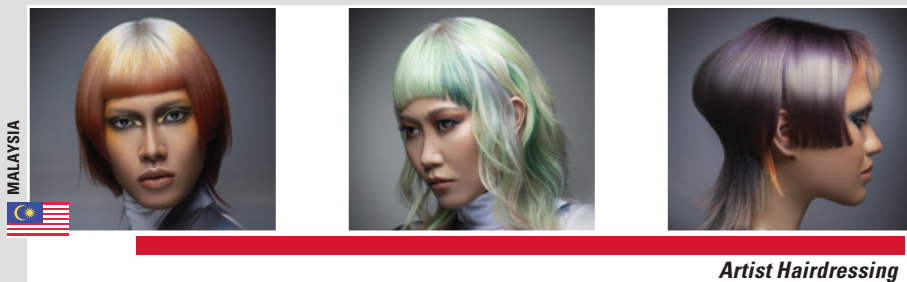
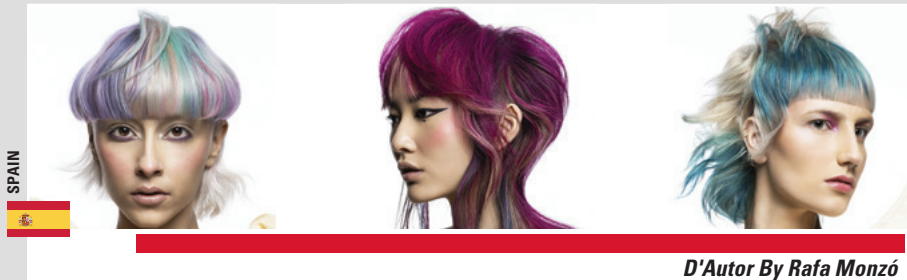


a+b Hair Studio
Daniel Mhbb



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Salon Team of the year



editorial
categories

"We are excited to be able to return to a live event format for the Global Creative Awards in 2022"

John Moroney

Avant Garde of the year

MALAYSIA



Decrypt Hairdressing
Tom Yek Teng Siong

NETHERLANDS



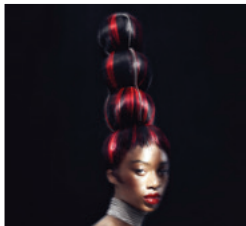
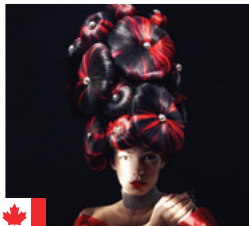
Twins Hair & Beauty Dalen
Manou Grijzen

AUSTRALIA



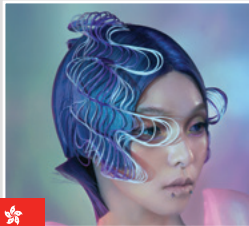
Temple
Abbie Jackson

CANADA



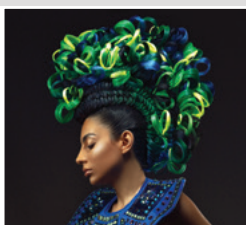
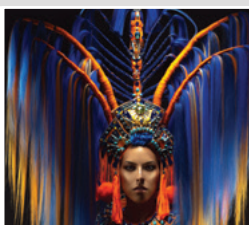
Taz Hair Company
Michael Shire

HONG KONG

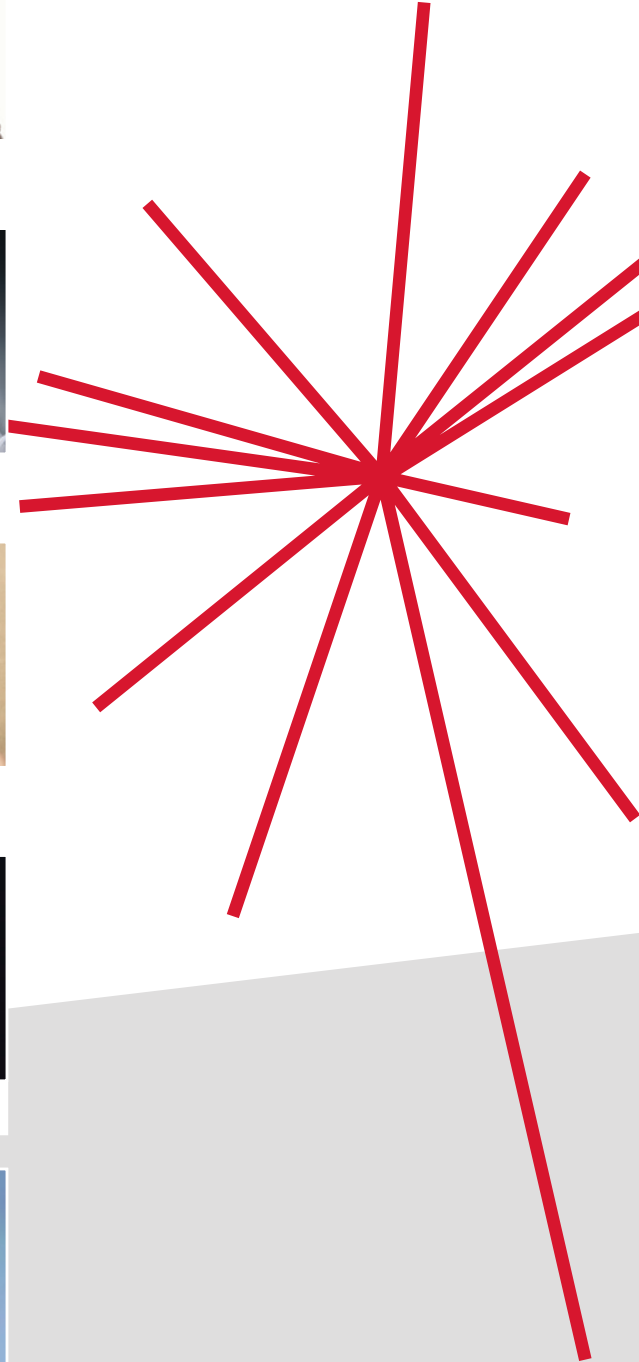


Ri Salon
Lei Ronald

UNITED STATES



Trademark Salon
Carlos Alvarez



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Editorial Colorist of the year

UNITED KINGDOM



Price & Driscoll

Ben Driscoll-Price

UNITED KINGDOM



John Oliver's

Amy Wardley

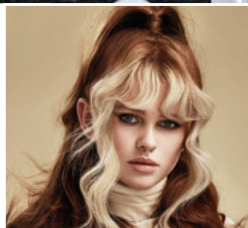
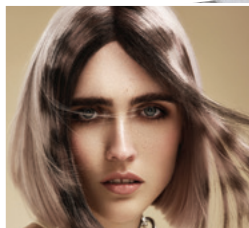
UNITED STATES



The Upper Hand

Adrine Petrosyan

UNITED KINGDOM



Jack & the Wolfe

Jack Mead & Lydia Wolfe

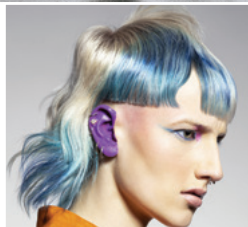
UNITED STATES



Gemini Salon and Garden

Johnny Kelly

SPAIN



D'Autor By Rafa Monzó

Rafa Monzó López

The winners of the Global Creative Awards will be announced during the Kao Salon Goba Experience on October 2nd 2022 LIVE in Amsterdam

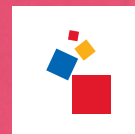
editorial categories



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Hit “refresh”

Salon Emotion focuses non-stop on teamwork, core values, & customer service to guarantee salon success.

Three months of lockdown during the Covid pandemic prompted George Gonzalez - owner, director, and stylist of George the Salon in Chicago - to shift into survival mode. “I realized that if we were to survive, I needed to start following through with making decisions for today and not pushing things off until tomorrow,” he remembers. And once they did get back to work, getting through the day with Covid restrictions and safety measures in and around the community, making sound decisions seemed even more crucial. George already had the advantage of partnering with L’Oreal Professionnel and Kerastase. So when his sales reps began pitching Salon Emotion, everything seemed to fall into place.

GETTING A GRIP

Gonzalez had some pretty steep ambitions as a hands-on salon manager and stylist. “From inception, I’ve had a goal of creating one of the strongest brands of hair salon and product lines in the country. I wanted to make it all about the clients,” he explained. But he would never be able to do it all alone, so there was a secondary goal to work toward. “It takes tenacity to build a team of individuals that also put clients first. It’s a never-ending journey of building, developing and maintaining relationships with my team,” says George. After all, managing the business end is already a full-time job, but George was already determined to continue giving his clientele creative, functional and trendy



George Gonzales at George the Salon in Chicago reflects on the importance of communication in hairdressing. “My clients and I value my ability to listen. I make absolutely certain to hear and understand exactly their words and what they want.”





“After my sales reps told me about **Salon Emotion**, I knew I had to sign myself and my team up immediately”

cuts. So Salon Emotion seemed to be the perfect solution to help both him and his team to meet their creative goals while growing their business.

TEAM & CLIENTS FIRST

Instead of focusing solely on business, Salon Emotion is more people-oriented, placing more stakes first on the salon team and on the clients.

During Covid, George found himself concentrating on retaking the reins of his business. Instead, he remembers, “I realized I needed to be there for my team. Together, we realized we needed to be there for our clients.”

L’Oreal’s exclusive 7-step program provides the tools and training for

the ultimate client journey. From the first touchpoint with your digital and physical window, to reception, consultation, treatment lounge, service, retail, and checkout. Salon owners learn to drive client loyalty, service and even retail revenue, which is increasingly important to boosting a business’s bottom line. Each step of the journey has been designed to exceed expectations - and that translates into repeat visits and referrals. Which of these spoke to George the most? “Every single part of Salon Emotion was of value. Matching what Salon Emotion teaches with my own beliefs consolidated my resolve to get through tough times and flourish,” George shares.

One of the most impressive aspects of the Salon Emotion plan is that clients perceive a difference almost immediately and feedback is always

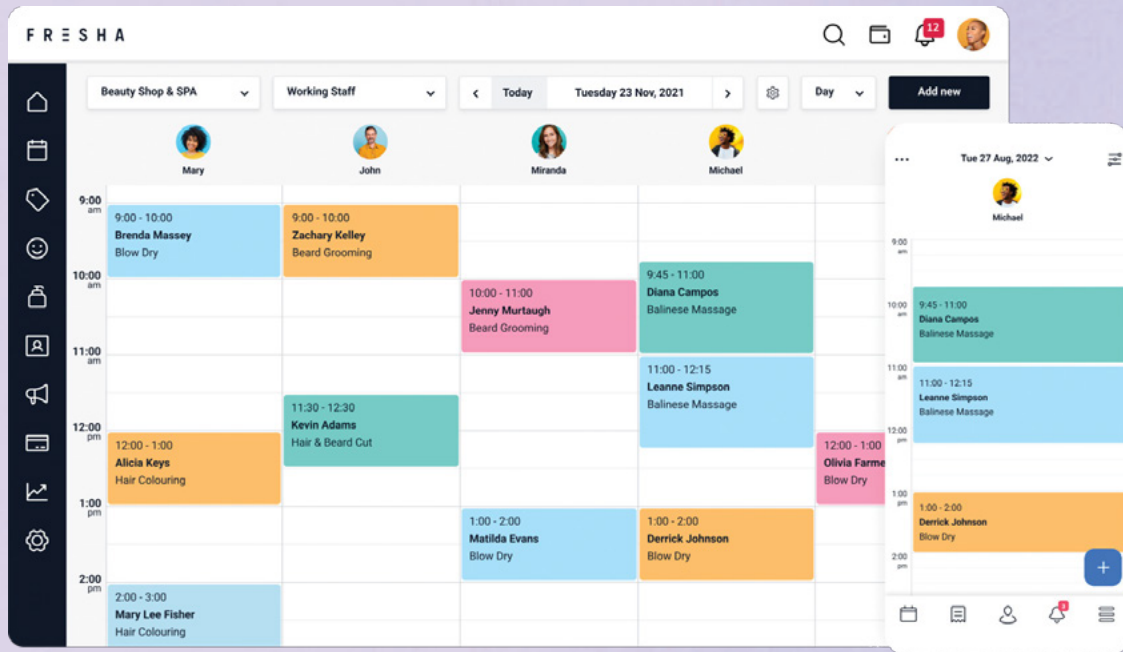
positive. George observes, “We offer hear how friendly and attentive our staff is. I feel it’s a direct link to my whole team knowing about learning what’s important and how to implement it for real consistency.” Given such a high level of consistency in the organization of the salon and the team, and even communications, the message conveyed is also further spread by the clientele themselves. “I am proud to say we have successfully managed to build our client base through word of mouth and have built our brand as a go place in Chicago for impeccable customer service and care,” George concludes.

Salon Emotion focuses on both organization and developing teamwork in the salon setting, all with a view to focusing on offering clients the ultimate salon experience.



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Discover how Fresha meets Pattern+Matter's eco-aspirations and how it's helping them grow their business.



A Matter of Principle

Situated in Birmingham's historic Jewellery Quarter, an 1805 Grade II listed former jewelers workshop now stands as the "spiritual home" of Pattern+Matter, eco-friendly salon and Fresha partner. Founder Anthony Pytlinski has created a contemporary salon that respects the location's heritage through his use of original brickwork in contrast with a neon-green distressed interior and rock music memorabilia. By focusing on sustainability and using Fresha, Pattern+Matter is on the path to success. "Pattern+Matter opened in 2021 and I couldn't be happier," says Anthony. "I'm very passionate about sustainability. I feel we've got to look after the future, so we can't compromise."



MEETING PATTERN+MATTER'S ECO-ASPIRATIONS

Using sustainable organic hair care products in what Anthony describes as "an intimate setting with a personalized one-on-one hair care approach", Pattern+Matter's sustainability values sync perfectly with Fresha's software offering. As the world's #1 booking software, Fresha delivers an environmentally friendly solution that allows salons to go paperless and manage their entire business on the cloud. "I use Fresha because it's a 24/7 platform. When I'm asleep, Fresha is awake. Fresha is my reception and stock manager. If somebody wants to book an appointment at 2:30am, they can. It's very easy for clients to use. I look at my calendar to see what my week is looking like, and check stock levels to make sure we have what we need."

GROWING THEIR BUSINESS WITH FRESHA

Fresha gives Anthony the freedom to focus on delivering great service by taking care of appointment

reminders and marketing messages. Anthony and the team have had zero no-shows since starting to use Fresha's notification feature, which helps ensure clients are notified and never forget their appointments. Fresha's blast marketing tool fills unexpected appointment gaps, and promotes offers: "If I'm free or get a cancellation, I send out a blast message and that gap is filled," says Anthony. "When clients leave, they receive an email or text asking them to leave a review. Everybody sees these on Fresha's website and app, on my profile on the Fresha marketplace and on Google. Reviews are great for bringing in new clients."

UNDERSTANDING BUSINESS WITH FRESHA REPORTS

Anthony keeps track of business performance by turning to Fresha reports: "I look at our incomes weekly and monthly, and cross-reference them from the previous month to see where my business is going." After opening immediately after the pandemic, Anthony is delighted with his success and the role Fresha is playing. "I recommend Fresha to other salons. It's very easy for me and my clients to use. Everything you need is just a click away!"



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Estetica n. 3/2022

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Photo: @johnguerrero studio
Make-up: @sallybranks
Color: Goldwell @nickpaganohairdesign
Products: @oribepro

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