

BEAUTY **laur**

What's Taking Off in the V

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Woes Begone

Mend end-of-summer damage

Growing Pains

Products that encourage
hair growth

Super Men!

Hero products for him

FIRST LOOK **Hair**

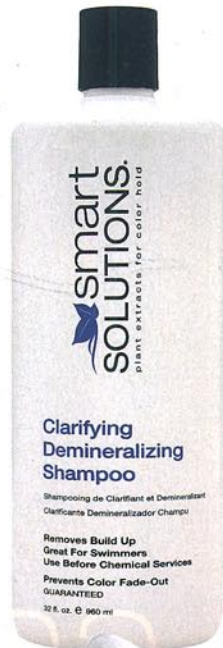


Bain de Terre Jasmine 2-Minute Intense Conditioner nourishes with a blend of jasmine and cottonseed oils, as an antioxidant-rich cocktail of black currant, goji berry, magnolia bark, and wild jujube leaves hair shinier and stronger.

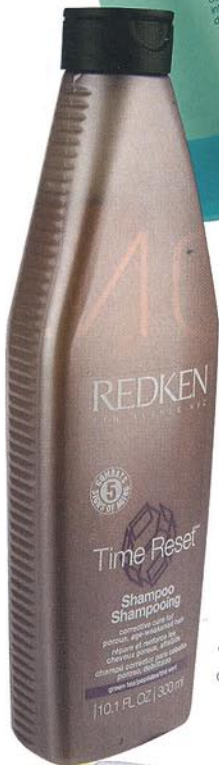
Earthly Body Marrakesh X Dreamsicle marks the spot! The treatment spray combines the moisturizing and protecting qualities of hemp seed and argan oils.



Smart Solutions Clarifying Demineralizing Shampoo employs natural chelating ingredients, such as Dissolve GL (TGD)—a green alternative made from fermented sugar—to remove chemical buildup.



Like making waves? Then check out this-free **Affinage Affinity Professional Waving Pack**, a two-phase texture-enhancing service that contains revitalizing amino acids.



Featuring patented Intra-Cylane technology that fills in cuticle gaps and strengthens aging strands, the **Redken Time Reset** at-home regimen includes **Shampoo**, **Conditioner**, **Youth Revitalizer**, and **Corrective Defense**.

Curl power! **Moroccanoil Curl Control Cream** conditions and detangles with essential fatty acid-rich argan oil to leave coils defined.



These pills aren't hard to swallow! **Bosley Professional Strength Healthy Hair Vitality Supplement** for women promotes fuller-looking manes thanks to horsetail extract and riboflavin.



Protect her hue investment even when styling with **HC Color Natural Hold Styling Gel**, which includes free radical-protecting açai berry to guard against color-robbing UV rays.



Expand fine strands with these thickeners.



Manly Inflators

Pump up his mop with **Goldwell dualsenses for Men Thickening Shampoo**, which features Recharge System with Guarana Caffeine Complex to stimulate scalp microcirculation and proteins to boost hair texture and strength.

Thin thatches are no more thanks to **TIGI B for Men Charge Up Thickening Conditioner**, which contains bulk-building stearyl alcohol.

Full-Bodied Froths

Bosley Professional Strength Volumizing & Thickening Styling Mousse builds up bulk with biogenic pentapeptides.

Joico Body Luxe Design Foam gets hair in the thick of it via Oat Protein Complex.

Magnifying Mist

L'Oréal Professionnel Texture Expert Densité utilizes Ionic Styling Polymer Complex to lend puny strands super-support.

Once she tries **Matrix Biolage rejuvathérapie Age Rejuvenating Leave-In Densifier**, she'll no longer be living in thin! Hair Nutrition Complex boasts a wealth of thickening ingredients, including age-combating lycopene.

Being dense is a good thing with **Paul Mitchell Tea Tree Lemon Sage Thickening Spray**, which pumps up tresses via polyamide-1 and quaternium-26.

Thickening Glazes

Rejuvenol Hair Thickener fattens up skinny strands with polysorbate 20.

So long, scrawny locks! **Kenra Platinum Thickening Glaze** poofs up coils with polyimide 1 and hydroxypropyl guar.⁸

Plumping Powders

Schwarzkopf OSiS+ Dust It bestows massive manes, courtesy of silica silylate and citric acid.

Big Sexy Hair Powder Play Volumizing & Texturizing Powder amps up paltry mops with silica silylate.

Did you know?

- ⊙ The typical diameter of fine hair is equal to half the thickness of a sheet of paper (56 microns).
- ⊙ The diameter of an average human hair ranges from 40 to 120 microns, with fine hair being categorized as anything under 60 microns.

(Source: P&G Beauty and Grooming)

To Have and To Hold

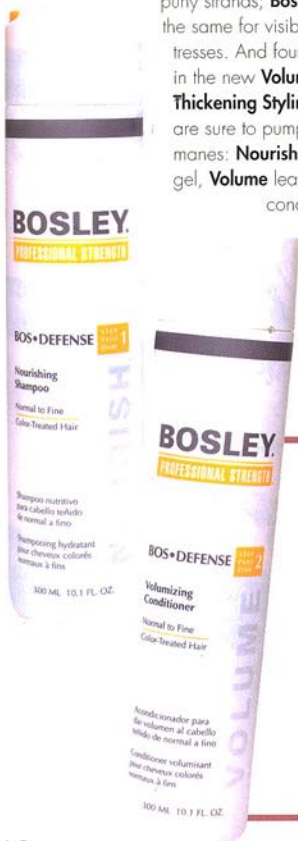
In honor of Hair Loss Awareness Month, *Launchpad* encourages you to fill in the gaps with these hair-thickeners.

As a stylist and beauty confidant to clients, the most likely person to first notice the onset of hair thinning is you. After all, while caring for their hair, you do much more than merely touch their tresses; you memorize the texture, condition and thickness, as well as nuances such as hairline patterns and crown fullness. And, let's be honest, when you shampoo your clients, the sink trap never lies. Rather than just suggesting a deeper part or more teasing at the crown, consider putting your hair-thinning skills to work to help slow, and maybe even stop, progressive hair loss. —*Jeryl E. Spear*

Fat Chance

Bosley Professional Strength gives hair staying power thanks to a generous range of targeted hair-thinning products for color-treated and natural hair. **Bos•Defense** collection for fine-to-normal hair cleanses, nourishes and thickens puny strands; **Bos•Revive** does the same for visibly thinning tresses. And four products in the new **Volumizing & Thickening Styling** collection are sure to pump up flimsy manes: **Nourish** thickening gel, **Volume** leave-in

conditioner, **Body** extra-hold mousse, and **Hold** workable hairspray.



Hidey-Holes

Ask clients to skip the tacky, aerosol fiber products that are sold on late-night infomercials, and invest in a brand that really delivers

as promised. **Spencer Forrest XFusion Keratin Hair Fibers** are made with organic fibers that invisibly fill in missing nooks and crannies; tenaciously cling to hair; and are virtually undetectable.



Connect the Spots

Your clients won't be at a loss for hair when using **Joico Clinicare Botanical Thinning Hair Solutions**, which includes products for chemically treated and natural tresses. New! Three stylers—**Weightless Texture Thickener**, **Lifting Foam Volumizer** and **All-Day Dry Hold Finisher**—as well as **Energizing Nutri-Complex** supplements promote a healthier system overall.

Lock Revival

Created by Dr. Alex Khadavi, board-certified dermatologist, **Revivogen** provides a natural, three-product approach to hair loss: **Bio-Cleansing Shampoo**, **Hair Thickening Conditioner** and **Scalp Therapy**. Transmerol Follicular Delivery System brings active ingredients—including DHT-reducers linoleic acid and saw palmetto—to follicles for thicker, healthier hair.

