

April 2011

# American

THE BEAUTY AUTHORITY

# SALON

## **ELECTRIC AVENUE**

Organic Color Systems' Karine Jackson turns us on to the season's brightest hues

## **GOING GREEN**

Turn over a new leaf with our annual salute to Earth Month

## The It List

An exclusive look at British Hairdresser of the Year Angelo Seminara's award-winning collection

# Beauty Lab

Eight brand-new products you just have to check out



## BRAZILIAN BLOWOUT

**Brazilian Blowout** introduced two new products—Açai Protective Thermal Straightening Balm and Açai Instant Volume Thermal Root Lift. The balm helps straighten waves and tame frizz, while the root lift provides volume. [brazilianblowout.com](http://brazilianblowout.com)



## ANDIS

The **Andis Vivid** hair dryer is equipped with a powerful 1,875-watt motor, ionic technology to accelerate drying, tourmaline crystals to seal the cuticle layer and eliminate frizz and ceramic heat to lock in style. [andis.com](http://andis.com)



## BOSLEY PROFESSIONAL

**Bosley Professional Strength Volumizing & Thickening Styling Mousse** has a humidity- and heat-resistant formula that infuses instant body and shine while it strengthens and thickens the hair shaft without flaking or dusting. [bosleypro.com](http://bosleypro.com)



## SAM VILLA

**Sam Villa Signature Series Brushes** are made of bamboo for added strength, durability and ecology. The line includes a Small Round Brush; Medium Oval Brush; Large Oval Brush; Styling Brush; 9 Row Finishing Brush and Paddle Brush. [samvilla.com](http://samvilla.com)



## ARROJO

**Styling Whip** by **Arrojo**, made with nutritious argan oil, provides lightweight conditioning, and creates volume, hold, softness and shine. The formula features a creamy consistency and is infused with the calming scent of linden blossom. [arrojoprofessional.com](http://arrojoprofessional.com)



## DERMELECT

**Dermelect** Facial Spider Vein Treatment effectively supports the skin structure, helps increase circulation, restores moisture levels to the skin, reduces the appearance of existing veins and prevents future veins from forming. [dermelect.com](http://dermelect.com)



## WASHI

**Washi Ultimate Multi-Stack** shear features a three-blade concept that creates triple the amount of cutting power to allow for ultimate efficiency and speed and convex hand-finished blades that point cut and slice through hair with ease. [washiscissor.com](http://washiscissor.com)



## TELA BEAUTY ORGANICS

**Anti Age Lip Balm** by **Tela Beauty Organics** contains a blend of organic ingredients, including argan oil, horsetail, Reishi mushroom and rosehip oil to hydrate and moisturize the skin, and combat signs of aging. [telabeautyorganics.com](http://telabeautyorganics.com)



First Look

## Handle With Care

*Keune's new wet line puts the focus on healthy hair.*

**K**eune recently introduced Design Care, a line of salon exclusive shampoos, conditioners and treatments that perfectly complement the brand's Design Style finishing and styling line. Design Care products, which are meant to be used on a daily basis to help hair achieve its best possible condition, contain functional natural ingredients including extracts, natural and organic oils, and proteins. The mild and nurturing color-safe products can be used at the backbar and sold in your retail section for your clients' at-home use.

The Design Care line includes three regimens and totals 12 products (several are available in multiple sizes). Design Essentials features shampoos and conditioners that provide the foundation for strong healthy hair, including Clarify Shampoo, Daily Use Shampoo and Crystal Ice Shampoo and Conditioner, which contain cooling and refreshing menthol and peppermint to stimulate blood circulation to the scalp. Design Color Care has a regular shampoo, conditioner and treatment, plus Silver Reflex Shampoo, all of which provide triple color protection to enhance color durability. Finally, the Design Repair regimen, created for dry and damaged hair, contain a shampoo, conditioner and treatment with organic argan oil and the leave-in or rinse-out Protein Spray, which

protects hair and scalp before, during or after perming and coloring. All of the Design line products feature sleek packaging and light, clean fragrances. [keune.com](http://keune.com) —L.M.

