

WHAT'S NEW IN THE MARKET

1. Infiniti Satin Deposits Perfect Coverage Each Time

Most demi permanent colours only blend gray. Not Infiniti Satin Tone on Tone Colour from Affinage. Designed to last up to six weeks, the no lift/all deposit formulation provides up to 50 percent gray coverage depending on hair texture. It processes quickly, in as little as 15-20 minutes with gentle heat and no cool down time, which means clients can be in and out of the salon in one hour.

Infiniti's unique D.A.T.E.M. technology accelerates the colouring process by transporting oxygen deep into the cortex of the hair, making for faster penetration, remarkable gray coverage and more effective colour deposit. Infiniti's pH level steadily decreases throughout the colour process, locking in colour molecules, and its gentle formulation ensures that the hair is left in great shape with visible shine and brilliance. Its smooth base crème provides lump-free mixing and easy application.

Infiniti Satin is available in an extensive collection of fashion colours and exciting new shades. There's a variety of natural hues for first-time gray coverage while spicy reds and coppers liven up the line.

For more information, please visit www.affinage.com.

2. Defeat the Dirty in Your Clean

Whether you know it or not, you have a rocky relationship with your hair. But it's a third party that's causing the problems between you, and that's the hard water you—like 85% of Americans—shampoo with. That seemingly innocuous H₂O is absolutely teeming with lime, lead, silica, iron, copper and magnesium, all rocks that leech onto your locks. The result is brassy color, dull appearance, dry feel and brittle texture. Luckily, hard water has finally met its match: natural salon treatment company, Malibu Wellness, and their renowned Malibu C Wellness Actives Hard Water Weekly Demineralizer.

These packets of purity contain a patented, vitamin rich mix of active crystals which form a soothing gel treatment in the palm of your hand. Apply it weekly and watch how quickly water's wicked effects fade away. Your hair will be smooth and shiny, soft and swingy, clean and clarified.

Always free of sulfates, parabens, propylene glycol and DEA, Malibu Wellness products are 100% vegan. For more information visit MalibuC.com or call 1-800-622-7332.

3. Healthy Hair Masques from Bosley Professional

Bosley Professional Strength's new unisex Healthy Hair Moisture Masque and Healthy Hair Strengthening Masque will provide color-safe deep conditioning specially formulated to work within the Bosley Professional Strength regimen.

Healthy Hair Moisture Masque restores moisture and sheen to dull, dry, brittle hair. The Healthy Hair Moisture Masque is ideal for clients with thick, coarse or textured hair, who frequently use thermal styling tools or live in drier climates.

Healthy Hair Strengthening Masque livens up limp, damaged or weak hair due to frequent chemical processing, thermal damage, maturing of long hair or thinning.

In addition to the new Healthy Hair Masques, the Bosley Professional Strength line includes daily-use thickening products for color-treated and non-color-treated hair, weightless volumizing styling products and healthy hair treatments, all of which offer an effective solution to create thicker, fuller-looking hair. For more information, visit www.bosleypro.com.

4. Hair and Skin Care with Nothing to Hide

Russell Organics, a leading luxury organic beauty brand based in the United States, formulates all products to be as natural as possible and 100 percent toxin-free. Every product produced is certified cruelty-free and certified vegan.

Russell Organics Argan Oil is an organic treat that is a triple threat. Ideal for hair care (tames split ends), skin care (moisturizer), and nail care. Pure and toxin-free, Russell Organics Argan Oil is a travel friendly size and can be tossed into a weekend bag to handle all beauty needs for the trip.

Russell Organics Camellia Oil is pure Camellia Seed Oil, nothing else in the jar. Used for centuries in Japan for hair care and skin care, Camellia Seed Oil is well tolerated by all skin types and hair types.

All of Russell Organics packaging is recyclable and the company is a carbon neutral organization. For more information visit www.russellorganics.com or call (203)285-6633.

5. Protect the Scalp from UV Rays

Sun Shadz was created by Monica Sanders, an expert colorist and a woman who knows all too much about the dangers of melanoma. Sanders lost her mom to the cancer that started in her scalp. After she learned scalp cancer is on the rise and not widely talked about, she knew she had to act.

Sun Shadz is the first sun protection blend that is patented specifically for the hair and scalp. It's perfect for folks as they head outdoors to play. It's not greasy like most sun screens and it is dermatologist approved. The powder acts as a dry shampoo, absorbing oil between washings, and gives the appearance of thicker hair. Better than that, it has SPF 15 to protect the scalp from the harmful sun rays. It is all-natural, PETA endorsed and approved by the Melanoma International Foundation. It is available online at www.monimay.com or call 1-866-629-3561 for more information.



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