

# initiatives

MARCH-JUNE 2018

## COLOR INNOVATION

*New WELLAPLEX and FUSIONPLEX strengthen hair*

## GROWING SEASON

*NIOXIN services build business*

## MARKET DEMAND

*Start a stampede to your chair*

## #SHAPE YOUR WORLD

*Sebastian hair sprays mold and hold*

# BEAUTY & CONFIDENCE

Wella Professionals Global Brand  
Ambassador Sophie Turner



PROFESSIONAL  
SEBASTIAN

NIOXIN

O·P·I ghd

# welcome

## Refresh, Progress, Express!

Springtime 2018 is full of opportunities, and at Coty Professional Beauty we're preparing you to take advantage of all of them.

You may have noticed that INITIATIVES is totally digital now, which allows us to direct-link you to promotions from Coty Professional Beauty brands to get product savings as well as step-by-step instruction on the hottest looks, tips from our top artists and videos of shows and platform work. We also connect you to Wella TrendVision (page 11) information to make it easy for you to craft your vision and enter North American Trend Vision 2018.

One big announcement this spring is our introduction of WELLAPLEX and FUSIONPLEX (pages 4-6) to strengthen the hair that you color. For your bolder clients, stock up on all of the brights and pastels offered in the Wella Professionals Color Fresh Create palette (page 7).

As humidity builds, texture is on clients' minds and Sebastian Professional's new Twisted line is on the job, helping your clients celebrate their curl while enhancing the bounce and shine. Texture is so on-trend that it was the basis for this year's What's Next Awards (page 13).

When hats come off after a long winter, your clients want full-looking hair. A complete consultation using the NIOXIN Nioscope (page 15) will help you to diagnose clients' needs and start them on a fullness program. Also check pages 18 and 19 to learn about the latest from OPI for nails and ghd tools.

Making the most of opportunities takes expertise. On page 17, we link you to a calendar of Studio classes that will inspire your artistry and build your business.



Sincerely,

Salvatore Mauceri  
Senior Vice President  
Coty Professional Beauty  
North America  
and Global OPI



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## initiatives

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## ON SET WITH **SOPHIE**

Own Your Strength! Wella Professionals Global Brand Ambassador Sophie Turner goes blonde, smooth and shiny thanks to Wella Professionals artists and products.



**W**hile Sansa Stark has been reuniting with her sister to defend their family, the talented *Game of Thrones* actress who portrays her, **Sophie Turner**, has been just as busy in her modern-day role as Wella Professionals Global Brand Ambassador. Approaching a year since the announcement of the partnership, Turner has experienced a whirlwind of photo shoots, red carpet events, personal appearances and both online and traditional press coverage through major fashion and celebrity magazines, not to mention her engagement to

recording artist Joe Jonas! The social media buzz has been enthusiastic—nearly a half-million fans engaged when she posted her activities at Wella's International TrendVision Awards.

On set, Sansa wears her hair auburn and elaborately braided or simply free-flowing past her shoulders. Off set, Turner enjoys changing up her look often and dramatically, according to Wella Professionals colorist **Sonya Dove** and stylist **Christian Wood**. When red starts to feel medieval, she explores her blonde side. With Wella Professionals products—regal and exclusive, but

### LEARN MORE!

[Get the color formula and steps to creating the look here.](#)

decidedly 21st century—Turner's styling choices are endless.

This issue's Cover look is from the campaign introducing Wella Professionals' **WELLAPLEX** and **FUSIONPLEX** lines (read more beginning on page 4) and styled with **EIMI** (see page 9). Dove and Wood created the looks for the launch photo shoot.

"Sophie is very down to earth," Dove reports. "At a young age, she is confident and knows her likes and dislikes, and she's an incredible role model. She puts her trust in the hairdressers; when she speaks about color or styling she defers to the hair professional as the expert. As an actress she may have to wear wigs or keep her hair in a certain style, so in her private life she likes to try new things."

Wood primarily styles celebs for the red carpet and other special events. "I do hair for people when they step away from their everyday lives," he notes. "It's a world of creativity and beauty, where clients can be anything they want to be. It's exciting for me as an artist."



Christian Wood and Sonya Dove on set with Sophie Turner.

### CHRISTIAN'S TIP:

Use Oil Reflections Luminous Smoothing Oil on wet hair to smooth it out or on dry hair to deliver extra shine; the effects last even on fine hair.

[Watch a behind-the-scenes video of Christian Wood and Sophie Turner on set!](#)

# WELLA PROFESSIONALS INTRODUCES WELLAPLEX!

Step up your customer service for color clients with Wella Professionals' revolutionary new system that strengthens hair while providing perfect color development.



**E**liminate color clients' fear of damage! Now you can offer to prepare the hair with new Wella Professionals WELLAPLEX. The Opti pH System enables optimal penetration of lifting and dye molecules for perfect color and lightening development. The hair gains strength with no compromise on results. The products in the system are:

- **N°1 Bond Maker**—helps to create bonds within the hair. Mix it with the lightener or color before applying to hair.
- **N°2 Bond Stabilizer**—further strengthens the bonds, rebalancing the pH and fortifying the hair structure. Apply it after rinsing out color or lightener.
- **N°3 Hair Stabilizer**—used at home weekly between salon visits to keep the hair strong, smooth and soft. Recommend it to clients to sustain the benefits of their in-salon WELLAPLEX service.



## LEARN MORE!

[Find out all about WELLAPLEX here!](#)

"For hairdressers, what's great about WELLAPLEX is that it doesn't affect your formula or development time," says Wella Professionals educator **Sonya Dove**. "To me, that is amazing!"

## BE A BEAUTY COACH

WELLAPLEX can be used with perms and straightening services as well, and suggest it to your non-chemical clients as a stand-alone service (see page 6). During the consultation, recommend WELLAPLEX by saying something such as:

- "We're about to lighten (or color) your hair, and I recommend that we add WELLAPLEX in your service. It's an innovation that creates new bonds inside the hair during lightening/ coloring, giving you stronger hair and keeping hair in its optimal condition."
- "Your lengths and ends are looking a little stressed, and your hair lacks strength. I recommend we do a WELLAPLEX service—it's a new innovation that helps to reconstruct inner hair structure for stronger hair."
- "You can invest in your new look and significantly improve the quality of your hair with a WELLAPLEX add-on service. Would you like to try it?"

"Today's clients like trying different things and changing their hair color often," Dove observes. "It's great for a hairdresser to have something to offer that keeps the hair in the best condition, and your clients will love feeling their hair's new strength and manageability." Partner WELLAPLEX with Wella Professionals **Blondor** for a powerful lightening combination, allowing up to seven levels of lift with hair left in beautiful condition. WELLAPLEX is the only product recommended for use with any Wella Professionals hair color.

## STOCK UP ON



## WELLAPLEX

You have the talent; Wella Professionals has the tools! Transform your clients like never before. [See this season's WELLAPLEX promos here.](#)

# INSTANT RECOVERY

Extend the effects of the WELLAPLEX strengthening treatment! Introduce clients to new FUSIONPLEX, Wella Professionals' first instant and long-lasting hair care recovery regimen for at-home use.

**W**hen clients walk out of the salon after a WELLAPLEX service, you can help them prolong the hair's strength and maintain hair integrity until their next in-salon WELLAPLEX service. Recommend that they take home FUSIONPLEX for their everyday hair care needs to protect from heat tools and any stress from the use of combs and brushes.

Did you know:

- Hair breakage is the main concern for clients aged 18-35.\*
- Clients who get salon services are mainly looking for hair care solutions to repair damage and hair breakage.\*\*
- Clients 18-34 years old would love to get back to their virgin hair and grow it out to have long hair.

FUSIONPLEX hair care products instantly deliver up to 95% more resilience against breakage.\*\*\* Three home-care products keep the hair in top condition between visits, and the Amino Refiller gives you an in-salon opportunity as well to build the ticket with FUSIONPLEX.

- **Intense Repair Shampoo.** Containing EDDS, micronized lipids and amino acids, this delicate shampoo helps to repair damaged hair while leaving the hair clean.
- **Intense Repair Conditioner.** Instantly helping to protect against breakage due to combing and mechanical damage, the conditioner contains amino acids to detangle hair and leave it smooth.



**LEARN MORE!**  
[Find out all about FUSIONPLEX here!](#)

- **Intense Repair Mask.** Luxurious and creamy, the mask contains intense conditioning ingredients and amino acids that help to repair and protect against breakage.
- **Amino Refiller.** Penetrating down to the cortex and refilling the hair with amino acids, this product is intended for in-salon use before applying conditioner or mask. Add heat to intensify for a long-lasting result.

Use FUSIONPLEX in the salon as a quick Express Repair add-on care service to partner with a lightening, color, perm or straightening service. Or, offer a selection of stand-alone FUSIONPLEX services (see page 6). Recommend FUSIONPLEX during the consultation:

- "You told me that your hair is damaged and tends to go frizzy, so I recommend the FUSIONPLEX service to help repair and smooth your hair!"



- "When we lighten your hair, it will be important that you take good care of it at home. I recommend FUSIONPLEX care products to take home to maintain your new blonde in the best possible condition."
- "Since you style your hair with straighteners every day, I notice some damage in the lengths and ends. I recommend a new FUSIONPLEX care service to help repair and smooth the hair and bring back the moisture level!"

\*Source: IPSOS 2015 Omnibus

\*\*Salon vs Retail Brands—  
Desired Salon Product Benefits. Ipsos

\*\*\*vs. non-conditioning shampoo

# IN-SALON TREATMENTS

Enrich your menu with WELLAPLEX and FUSIONPLEX services.

**W**ELLAPLEX supports all salon services—lightening, color, perm or straightening—and FUSIONPLEX is the perfect care partner with those services when you're working with compromised hair. But new WELLAPLEX and FUSIONPLEX are just as effective as stand-alone treatments to improve the hair's resilience and texture.

Develop a menu of services to build the ticket whether you're helping chemical service clients to strengthen their hair or offering easy, in-salon options to clients who may not get a hair color service but still need help achieving strong, shiny, well-conditioned hair.



**LEARN MORE!**  
Get the how-to for each treatment on this page.



## WELLAPLEX During Lightening Services

WELLAPLEX is recommended to be mixed with all Blondor products for a stronger, better blonde.



## WELLAPLEX During Color Services

Use WELLAPLEX with all Wella Professionals Color when coloring sensitized or damaged hair.



## WELLAPLEX At-Home Maintenance

Recommend that clients take home N°3 Hair Stabilizer to help keep their hair strong, smooth and soft until the next WELLAPLEX in-salon treatment.



**TIP:** Use Oil Reflections oil as a finishing product to protect from heat.



## WELLAPLEX Strengthening Treatment

**Time:** 20 minutes  
**Use:** N°1 Bond Maker; N°2 Bond Stabilizer  
**Recommend to clients who:**

- Have damaged hair
- Have weak, stressed hair
- Want to grow hair longer



## FUSIONPLEX Intense Repair Service

**Time:** 15 minutes  
**Use:** Intense Repair Shampoo; Amino Refiller Treatment; Climazon  
**Recommend to:** clients with highly damaged hair



## FUSIONPLEX Repair, Smooth and Seal Fine Hair

**Time:** 2 minutes  
**Use:** Intense Repair Conditioner  
**Recommend to:** all clients with fine hair

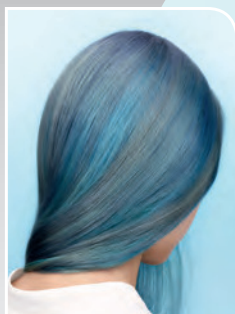


## FUSIONPLEX Repair, Smooth and Seal Medium to Coarse Hair

**Time:** 6 minutes  
**Use:** Intense Repair Mask  
**Recommend to:** all clients with medium to coarse hair

# LIMITLESS COLOR CREATIVITY

Color is an attitude, unique for each client. Be a color creator with Wella Professionals Color Fresh CREATE.



**M**ention shades like Nu-Dist Pink, Ultra Purple and Neverseen Green to certain clients, and watch their eyes light up! By offering the array of bold and pastel color choices that make up the Wella Professionals **Color Fresh CREATE** line, you'll help your clients to express their uniqueness. The sophisticated colors are full of shine and fun to wear.

Whether the client is influenced by a celebrity look, longing for a dramatic change or wanting a quick but temporary reinvention, Color Fresh CREATE is your tool of choice. It shows clients that you offer high-quality, on-trend style options, and word will spread about your color expertise! The Color Fresh CREATE line provides:

- A complete, semi-permanent, expressive color palette.
- 12 pure, specially crafted vibrant shades + 1 clear shade.
- Fully intermixable colors and beautiful pastelization for customized results.
- Color that fades true-to-tone and lasts up to 20 washes.\*



[Click here for how-to's and more!](#) Share your inspiration and final looks on Instagram using hashtags: #colorcreators #colorfreshcreate

When you discuss bold color options with your client, make sure you:

1. Personalize the results through targeted color placement and knowing how to mix and pastelize Color Fresh CREATE shades.
2. Allow the client the freedom of selecting any color from bright and bold to soft, whispering pastel tones.
3. Recommend a home care and styling regimen with **Wella Professionals Care and EIMI**.

For best results with Color Fresh CREATE, take these tips from Wella Professionals artists and educators:

- The lighter the hair, the brighter and truer to the tone the shade will be. Treat natural gray/white hair as the lightest blonde color.
- When pre-lightening the hair, consider how the underlying pigment will impact the end result. Always perform a strand test first and use the lowest volume developer that will lift with control.

- Due to the shade intensity and direct-acting dyes, we recommend keeping the product off the skin and scalp to avoid staining.
- To intensify the color results, add heat and/or increase development time.
- Use Color Fresh CREATE Tomorrow Clear to dilute and achieve pastel shades.
- Comb color evenly through the hair to achieve a consistent color result.

When advising the client on shade selection, consider the client's skin tone and eye color. But remember, too, that beauty is inspired from the inside, and the client's vision for her look may be the best guide to bringing out her individual attractiveness.

\*Depending on shade used and hair condition

## STOCK UP ON



**COLOR FRESH CREATE**  
Experience expressive, sophisticated, semi-permanent colors. [Learn more about Color Fresh CREATE promos here.](#)



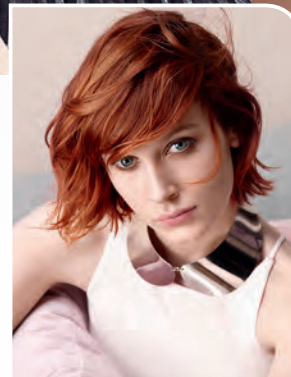
# VERSATILE COLOR ENHANCER

You'll find so many uses for Wella Professionals Color Fresh!

Whether you're refreshing a client's color between major color appointments, performing a color correction service or gradually introducing new clients to color, **Color Fresh** makes your work easier. Free of ammonia and peroxide, Color Fresh is an extremely gentle, conditioning color enhancer with an acidic pH. You simply apply either of two color choices evenly to shampooed, towel-dried hair, allow to develop for 5 to 20 minutes and then emulsify, rinse and style as usual. The effects last through 10 shampoos.

### ► COLOR REFRESH

Keep your clients' color looking as good as Day 1! Intended as a service between color visits, the Color Refresh service provides a color tonal change and gray correction.



### ◀ COLOR BALANCE

Balance the color as needed. For example, balance the mid-lengths and ends while doing a root color application, or do a tone replacement after a chemical service.

### ◀ COLOR DISCOVERY

Gently enhance the client's natural color while adding fabulous shine with no commitment. This service starts non-color clients thinking about adding color.

## MORE SERVICE IDEAS + RETAIL OPPORTUNITIES!

Rely on Color Fresh to deliver healthy hair when you're doing other services:

- **Complements relaxers.** Color Fresh's damage-free formula means you can apply it the same day as a chemical relaxer.
- **Rejuvenates wigs and extensions.** Apply Color Fresh to your favorite natural-hair wigs and extensions to increase the shine and improve the tone.

- **Hides gray at the hairline.** Color Fresh provides up to 30% gray coverage, making it perfect for quick and easy hairline touch-ups.
- **Keep blonde beautiful.** Level 6-10 blondes benefit from Color Fresh's gentle toning.

Don't forget to recommend Color Fresh as a take-home product for clients who want their hair to maintain vibrancy and shine between visits. Isn't that everyone?

## STOCK UP ON



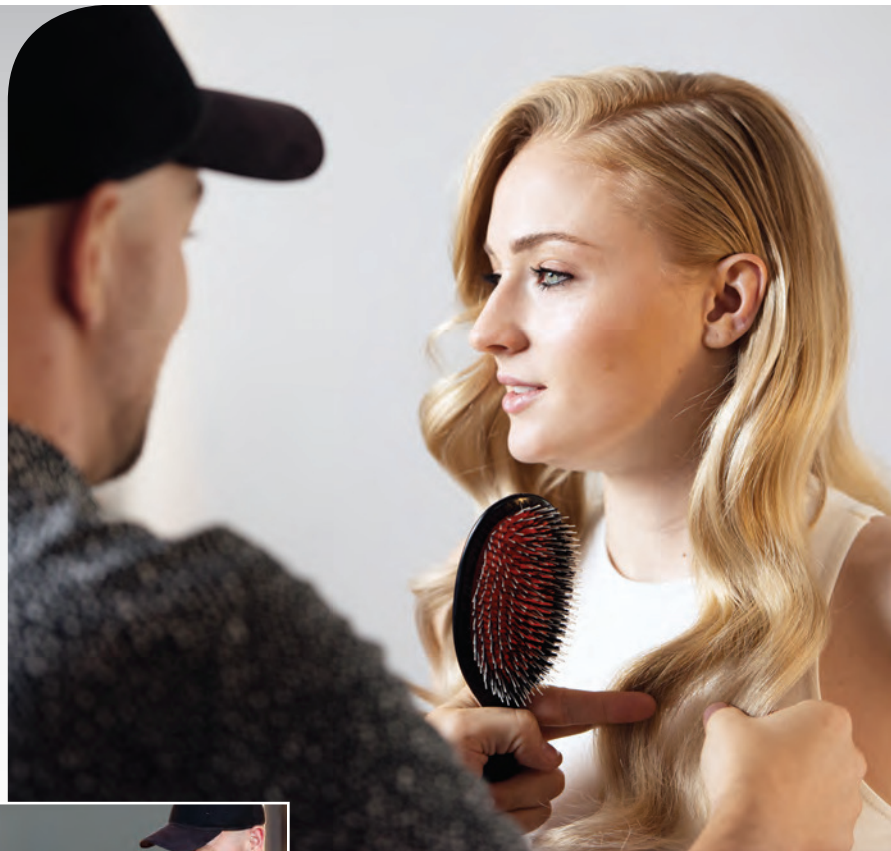
## COLOR FRESH

Color Fresh is easy to apply and a dream to create with. The results come in no time at all! [Find out about Color Fresh promos here.](#)



# EIMI BRINGS IT FOR SPRING

Christian Wood relies on Wella Professionals' EIMI line to achieve the latest looks for Sophie Turner. You can do the same for your clients.



**R**ed carpet styling and photo shoot designs are all in a day's work for Wella Professionals Celebrity Stylist Ambassador **Christian Wood**, who creates looks for Global Brand Ambassador Sophie Turner. A photo shoot promoting Wella Professionals products had Turner rocking everything from Wood's signature red carpet looks to beach waves and styles accented with accessories.

"There was great energy at the shoot," Wood recalls. "A big part of my artistry is inspired by the different ways light hits color. Sophie is constantly changing her hair color, so I always get something new to play with!" He foresees romantic textures in demand as the season warms up.

"Spring and summer take a festival vibe," Wood says. "I'm moving away from slick styles and designing looser, softer, shaggier hair cuts along with brushed, '70s waves." He enjoys the way the EIMI line inspires creativity.

"EIMI gives me so many tools to create amazing looks and give the hair visual impact," he explains. "Try **EIMI Stay Firm** if you want a great hair spray with no residue or stickiness." After using EIMI on your clients, Wood advises recommending both Wella Professionals Care and EIMI products as a take-home regimen for clients to maintain



"EIMI helps me give the hair visual impact."

Christian Wood

healthy hair for great blowouts and flowing waves.

"People take care of their skin but throw their hair up in a ponytail and go to bed," he notes. "Instead, have your clients brush their hair before bed and do a treatment once or twice a week. Then when they go to style their hair it will be more manageable."

## LEARN MORE!

[Get Christian Wood's step-by-step for Sophie's natural look.](#)

## STOCK UP ON



## EIMI

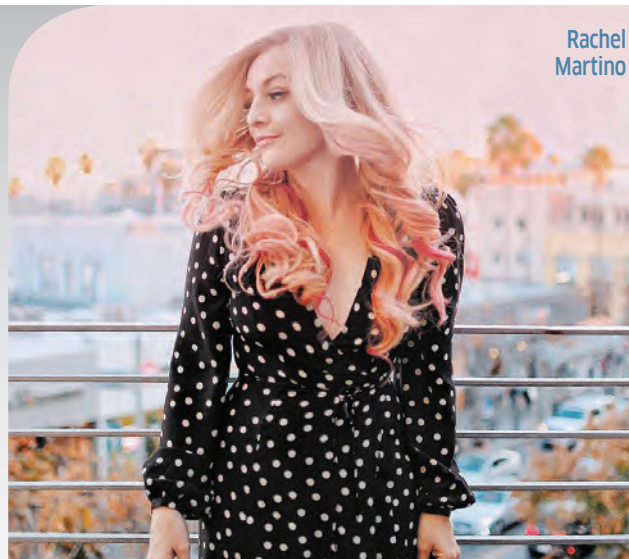
Bring out your clients' individuality, self-expression and unique style. [Learn about EIMI promos here.](#)



Rachel Martino

# Q&A WITH RACHEL MARTINO

INITIATIVES talks to the beauty blogger, influencer and fan of Wella Professionals.



**E**veryone who follows Rachel Martino's beauty and lifestyle blog at [rachmartino.blogspot.com](http://rachmartino.blogspot.com) may have noticed that she was rocking pink hair—and the look comes from Wella Professionals Color Fresh CREATE! Wella Professionals artist Sonya Dove created the color for a video and, after the shoot, Martino spoke exclusively with INITIATIVES.

**Q: As a fashion blogger and influencer, you tackle the look head to toe! Where do you think hair and hair color fit into the fashion scene as fashion accessories?**

**A:** I've always felt my hair has reflected my sunny and smiley disposition. I think now more than ever hair has become such a vital part of a look. Seeing all the interesting hair colors and styles at Fashion Week was eye-opening and gave me major inspo!

**Q: How was working with Color Fresh CREATE?**

**A:** I had such a great time working with the Wella Professionals team on our Color Fresh CREATE video! When I was in the 8th grade, I went to a sleep-away summer camp, and one night my rebellious self colored my virgin blonde hair with some cheap, bright pink hair dye. It looked horrible! Being traumatized by that experience, I was a bit nervous to embark on a bold color again. But after seeing the colors in the Color Fresh CREATE collection, I was excited to try a new look! What I love about the Color Fresh collection is that it's semipermanent so you can rock the look but not be tied down to a color forever.

**Q: What did you learn from working with Sonya Dove?**

**A:** Sonya was such a dream to work with! She was so attentive to my wants and needs and talked me through every step of the process. For something as life-changing as trying a bold color, it's incredibly reassuring to have a stylist who really listens and works with you on what you want. Sonya taught me about the art behind creating a colored look and how the color is diluted with the Color Fresh CREATE Tomorrow Clear shade. It was fun to see how she mixed the colors.

**Q: How do you suggest hairdressers serve both the client who wants to stay on trend and the client who wants to set the trend?**

**A:** Talking through the details of both the cut and color is important. Photos can also be great, because "honey blonde" can mean something very different to two different people. I know because I've made that mistake before!

**Q: What hair color trends do you see emerging for spring 2018?**

**A:** I think keeping a contrasting root continues to be a trend. Pastel colors continue to be popular as well, and lately I've noticed more violet and soft purple, which are just gorgeous. Pale pink like mine has been popping up a lot, and I think it's so beautiful on blondes!

**Q: How much do you rely on the expertise of the salon professional in your collaboration for your look?**

**A:** I feel pretty confident in my style, so when I decide to make changes to my hair I generally go into the salon with a pretty precise idea. I love consulting with a stylist to find

the best way of going about it, and I always rely on a stylist's expertise when it comes to the condition of the hair. I want to be sure I'm keeping my hair healthy so it can grow long and strong!

## BEFORE YOU POST ONLINE, READ THIS!

Whether you blog to build a following like Rachel Martino or you prefer Instagram as your platform, make sure your posted pics are getting noticed and respected. Take some tips from Wella Professionals marketing experts:

- A **before-and-after** makes a statement about your skills and artistry. When you know the look you'll be creating will make a dramatic change, ask the client during the consultation if you can take a "before" shot. Make sure you get her permission to post.
- Coach your client to **make eye contact** with the camera, or she may ask you to capture her hair without revealing her face so that her identity remains hidden.
- Find **good natural light** or use good artificial lighting; watch for shadows and distracting color casts.
- Make sure the **background is clean**. The farther your model is from the camera, the softer the background should be.
- Practice shooting from **different angles**. An upward angle tends to communicate empowerment, while shooting downward can signal a documentary approach. Keep the model's face forward, since the body part closest to the camera will dominate the image.
- Remember to place the **emphasis on the hair**. Are you showing a hair color look? A cut? Styling? Your final image should communicate exactly what you're trying to convey and give the viewer confidence in you as an artist.



CHALLENGE  
YOURSELF  
TO CREATE!

Wella Professionals' prestigious 2018 North American TrendVision Awards is open and accepting entries through May 8. Enter today!

**T**ake your artistry higher and let your competitive spirit soar by entering the 2018 North American TrendVision Awards (NATVA). Watched by beauty professionals globally and regarded as one of the most prestigious events each year, TrendVision captures the moment of your esthetic while providing a fast track for you to advance your career.

Entries are being accepted through **May 8, 2018**. Enter in either the Creative Vision, Color Vision or Student category by posting a picture of your model on Instagram with a caption that includes the hashtag for your country and a second hashtag for your category.

Visit [wellaeducation.tumblr.com](http://wellaeducation.tumblr.com) for inspiration, competition, details and complete rules and regulations.

**COUNTRY HASHTAGS**

- #TrendVisionUSA (United States)
- #TrendVisionPR (Puerto Rico)
- #TrendVisionCA (Canada)

**CATEGORY HASHTAGS**

- #CreativeVision
- #ColorVision
- #Student

Semi-finalists will be announced May 18, 2018, with finalists named on June 1, 2018.

Last year's Color Vision first-place winner was flown to New York City to do a photo shoot for a Wella Professionals ad in *Vogue*, while the Creative Vision winner had the opportunity to work backstage at New York Fashion Week.

Visit [pinterest.com/wellapro](http://pinterest.com/wellapro) for inspiration.



**Q&A:  
VIEW  
FROM  
THE TOP**

**Katie Manselle** is not getting

tired of victory! Taking gold in the Color Vision category at NATVA 2017 made her a two-time champ—she also topped the category at NATVA 2015. The owner of Culture Hair Studio in Durham, North Carolina, Mansell sat down with INITIATIVES to share the glow.

**Q: What does it feel like to hear your name called as the first-place winner?**

**A:** The immediate thrill was so strong for me because I achieved it with a team—my photographer, model and makeup artist—and I was just so proud of all of us.

**Q: What happens after the win?**

**A:** In a competition like this you're up against a lot of great work, so there is recognition and doors open. I'm getting to meet people it would be hard to meet otherwise. I love connecting with other artists and industry leaders. And of course it was amazing to do the shoot for the *Vogue* ad!

**Q: You've won twice in color. How do Wella Professionals products help you achieve beautiful work?**

**A:** There's nothing like Wella Professionals color. Illumina lets in the light to give translucent, shiny results. I needed the hair to look clean and fresh, which I could easily achieve with EIMI Perfect Me.

**Q: What's your best tip for competitors?**

**A:** I've learned that while the look can be avant garde, it still has to be wearable. I've designed my looks to be salon-friendly.



2017 Color Vision Gold Winner Katie Manselle (far right) on the set of a photo shoot for an ad in *Vogue*. The shoot was one of her prizes.

# TWISTED AND PROUD

From waves and bouncy curls to coils and kinks, Sebastian's dedicated Twisted products and back bar services are the tools to help your clients show off, enhance and manage the texture they have naturally—or create the texture they yearn for.

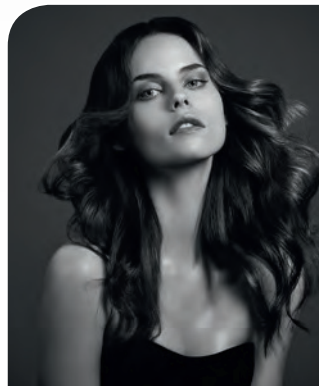
**C**urly hair is making a comeback, “but we’re still in the infancy of the texture movement,” predicts **Anthony Cress**, Sebastian Professional artist and educator.

“We’ll see a lot of texture this spring.” Sebastian’s **Twisted** line helps clients celebrate their texture and improve upon the bend nature gave them, addressing both clients who are “twisted by nature” and those who want to amplify their texture—“twisted by tools.” The line offers three care products and three styling products:

- **Elastic Cleanser**, a gentle shampoo that injects hair with elasticity for easy styling.
- **Elastic Detangler**, a conditioner and daily detangler that locks in moisture.
- **Elastic Treatment**, a curl mask that fights frizz while strengthening the hair fiber.
- **Curl Magnifier Cream** to define curl without weight or stiffness.
- **Curl Lifter Foam** to boost elasticity and control frizz with no crunchiness.
- **Curl Reviver Spray** to keep bouncy curls in place and give on-the-spot lift.

“Sebastian had taming products, but nothing that would define the curl or energize the wave and stop frizz,” says Global Artistic Director for Sebastian Professional **Shay Dempsey**. “Now with Twisted, you can dial the texture up or down for the individual client. Cocktail up to three products, or keep it simple and organic. Some of your clients like fitted hair, while others love big hair and

Deep-dive into the Twisted collection with 40 minutes of inspiration available 24/7 on the [Sebastian Education App](#)! Find Anthony Cress on Instagram @anthony\_cress and join the curl conversation!



strong shapes. The Twisted Mask will tame frizz and keep the hair flatter, or you can bring out the curl.”

According to Cress, both stylists and clients dry hair straight because they’re scared to work with texture.

“When you learn how to cut and style texture, and then you educate your clients, I guarantee they will wear their hair curly and be your client for life,” says Cress, who conducted a “Facebook Live” session when the Texture line launched. “Developing a comfort in working with curly hair adds value to the stylist’s business.”

## STOCK UP ON



## TWISTED

Get ready for spring's textured looks! [Find out about this season's promos here.](#)

# CONGRATULATIONS TO THE 2018 WHAT'S NEXT AWARD WINNERS! THIS YEAR'S EVENT PRESENTED THE DESIGNS OF 14 FEARLESS FINALISTS.

Competition was fierce at this year's What's Next Awards (WNA), Sebastian Professional's annual recognition of top talent vying to become the newest industry innovator. While the typical early rush came in the weeks right after the August 2017 announcement, this year had a high number of late-comers submitting looks right up until the January 2018 closing date.

"When I saw the semi-finalists, I was blown away!" says **Omar Antonio**, a member of the Sebastian International Artistic Team. "Every year the competition gets stronger and stronger, especially from the students."

Winners announced at the highly anticipated 2018 What's Next Awards were:

- **Student**—Rachel Alvord, Bellus Academy, Poway, CA, winning the \$1,000 cash prize + assist at a Sebastian-sponsored editorial photoshoot + Stylist Starter Kit valued at over \$1,000.
- **Professional**—Keisha Mines, Nirvana Hair Salon, Richmond, VA, winning the \$2,000 cash prize + Sebastian-sponsored editorial photoshoot + all-inclusive trip to NYC to assist backstage at New York Fashion Week.
- **Affiliated Artists**—Jonathan James, The Harlot, Los Angeles, CA, winning the \$1,500 cash prize + Sebastian-sponsored editorial photoshoot + two-night trip to city of choice for a Day of Creative Mentorship.
- **International**—Rosallie Asmar, Björn Axén, Stockholm, Sweden, who, along with the other International finalists, received an all-inclusive trip to Los Angeles. The International category was new this year.

WNA has two stages of competition. Global Artistic Director for Sebastian Professional **Shay Dempsey** explains, "Competitors submit an image—this year the looks were based on the bend and texture of Sebastian's **Twisted** collection that I created—and then at the awards show they're given a new model and required to create a look based on a new theme and images they saw only a day before. It takes digging deep and finding a way to use the inspiration to create something of your own with Sebastian Professional's full range of liquid tools. That's how we find the talent that truly is what's next."

This year's live awards show drew an audience of more than 500 beauty pros and fans.

## WNA WINNING LOOKS

These looks presented at the live stage show earned their stylists top honors.



**WNA STUDENT**  
Rachel Alvord



**WNA PROFESSIONAL**  
Keisha Mines



**WNA AFFILIATED ARTIST**  
Jonathan James



**WNA INTERNATIONAL**  
Rosallie Asmar

# CHOOSE THE LOOK AND SHAPE YOUR WORLD!

SEBASTIAN PROFESSIONAL  
SHAPER SPRAYS REMAIN FAVORITES  
WITH BOTH STYLISTS AND CLIENTS.

**S**elf-expression is everything to clients, so it's no wonder they continue to love Shaper hair sprays year after year. With five levels of hold for endless looks, the line offers something for every occasion and styles all hair types.

- **Shaper**—the original clientele pleaser.
- **Shaper Zero Gravity**—weightless, effortless control.
- **Shaper Plus**—24-hour flexible control.
- **Re-Shaper**—to reform and restyle, creating any shape.
- **Shaper Fierce**—long-lasting to keep hair in place.

"We think of hair sprays as finishing tools that come in different strengths," says Sebastian Professional artist and educator **Anthony Cress**. "But Shaper sprays also are straightening tools and curling tools when you use them with irons.

My hero product is Re-Shaper; I use it as a setting spray! For blowouts, one of my favorite tricks is to use Re-Shaper as a root boost on towel-dried hair, because Re-Shaper has high humectant properties to hold the volume while protecting the hair from curling or frizzing. Then I spray it again to finish my blowouts with a nice strong hold. You can use Re-Shaper heavily, and the hair will still be touchable."



## STOCK UP ON

CHOOSE YOUR LOOK  
#SHAPEYOURWORLD



## SHAPER

Transform clients' hair by keeping lots of stylers on hand! Travel sizes, too, are on promo; they're the best way to get your clients to try a product they haven't purchased before.

[See all Shaper promos here.](#)

# THICKER, FULLER-LOOKING HAIR

## NIOXIN NEWS

With upgraded products and consultation tools, the #1<sup>1</sup> salon brand for thicker, fuller-looking hair<sup>2</sup> is now even better!



**LEARN MORE!**

Download the **NIOXIN Education App** for instant access to videos, product knowledge and techniques to help clients who are experiencing thinning hair.

Innovation and personalization are cornerstones of the NIOXIN brand; 2018 continues that tradition with cutting-edge products and technologies to help you guide your clients on their thicker, fuller-hair journey. From consultation through recommendation, in-salon services and at-home care, there is so much news to share!



New consultation tools—the Nioscope 2.0 device to use along with the new NIOXIN Client Consultation App to help clients understand the benefits of using NIOXIN.

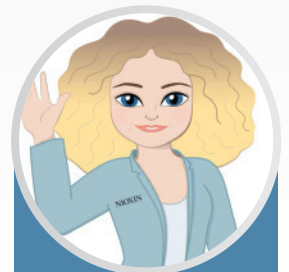


More value due to a larger bottle of Scalp Therapy Conditioner, doubling in size to 300ml.

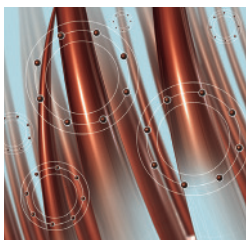
Simpler navigation that identifies each user's 3-part system with only two questions, plus updated packaging that shows at a glance the system number and moisture level.



An improved formula in all 3rd step treatments for thicker, 2x fuller\* hair.



Too busy to look up facts and figures? Find Danielle on Facebook Messenger, where you can ask questions 24/7.



Updated 3-part systems 3, 4, 5 and 6 with Pro-Color Shield technology for 2x fuller\* hair with 100% color-safe results.

\*vs. hair treated with a 24hr average amount of sebum

<sup>1</sup>globally selling

<sup>2</sup> value data Kline & Company

## STOCK UP ON NIOXIN



Check our **openers and promos** for great savings to help your clients achieve fuller looks.

## THICKER, FULLER-LOOKING HAIR

# REPAIR, RENEW, BOOST

## NIOXIN IN-SALON THERAPIES STRENGTHEN HAIR, NOURISH THE SCALP AND MINIMIZE BREAKAGE.

**T**herapy for the scalp and services that address hair health are key to helping clients maintain full-hair looks and generating client loyalty. After analyzing the client's hair, determine which of the three NIOXIN salon services listed here will be beneficial.



### DERMA RENEW THERAPY

**Time:** 25–30 minutes.

**Purpose:** To enhance scalp health.

**How it happens:** A facial for the scalp removes dead skin cells and excess sebum, renewing scalp skin up to 34% faster than untreated skin.

**Instruction:** Apply **Derma Renew**, including a NIOXIN Therapeutic Massage, every 30–45 days to provide the perfect foundation for thicker, fuller hair.



### DENSITY REPAIR THERAPY

**Time:** 25–30 minutes.

**Purpose:** To improve moisture by strengthening the hair shaft against damage and deep-conditioning for 87% reduction in breakage.\*

**How it happens:** Intensive conditioning agents deliver manageability and smoothness so hair feels healthy and deeply repaired.

**Instruction:** Perform NIOXIN's Therapeutic Massage, and follow with an application of **Deep Repair Hair Masque**.



### DIAMETER BOOST THERAPY

**Time:** 25–30 minutes.

**Purpose:** To reduce breakage.

**How it happens:** The diameter of the hair instantly increases, with hair thickened at the roots so that hair becomes stronger against breakage by 49%.\*

**Instruction:** Apply **Diamax Advanced**; include a Therapeutic Massage and blow-dry.

\*versus non-conditioning shampoo; tested on diverse hair

## STOCK UP ON



## NIOXIN SUMMER DUOS

Back by popular demand! [Find out here](#) how to take advantage of the season's Summer Duo promos.



### COMING SOON: 3D Color Lock Therapy!

Assure clients they'll have zero compromise on color results with NIOXIN's new 3D Color Lock Therapy, launching in July. The complete therapy consists of a pre-color treatment with new **Scalp Protect Serum** that helps to protect the scalp from irritation, and a post-color sequence that reduces breakage by up to 50% and gives long-lasting color. Recommend that clients follow up their in-salon service with a take-home 3D Color Lock regimen. [Learn more at nioxin.com.](#)



1 PRE-COLOR



SCALP PROTECT SERUM



2 POST-COLOR



COLOR LOCK



3 COLOR CARE



CLEANSER SHAMPOO, SCALP THERAPY CONDITIONER AND SCALP & HAIR TREATMENT



4 AT HOME



DENSITY DEFEND



# ELEVATING THE CRAFT

The Wella Master Styling program and a new Studio location add excitement to Wella's 2018 education calendar.

**S**trengthening your technical skills and regularly recharging your creativity are proven ways to grow your business. Challenge yourself to reach the master level! Join elite colorists who have completed the legendary Wella Professionals **Master Color Expert** program, or enroll in the latest addition to the Master Series—**Master Styling**. This three-seminar series covers the foundational principles in shape and form of long hairdressing as well as techniques for upstyling. The final seminar in the series, developed by Wella Professionals Signature Studio Artist **Oliver Shorthall**, presents the design elements necessary to create all looks.

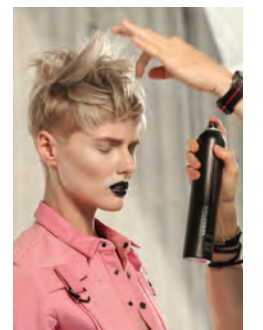
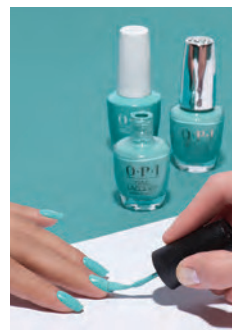
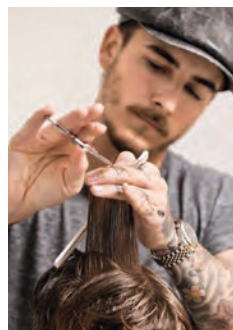
The Master Styling program, as well as classes in Wella Professionals hair color, will be offered at Wella's new Studio location in Calabasas, California, which also will present a



**EXPAND YOUR ARTISTRY!**  
[Check here for a complete calendar of Wella classes.](#)



brand new **ghd Total Style Seminar**. The Calabasas location houses the **OPI Studio**, offering a selection of nail classes throughout spring. On the east coast, attend classes at Wella World Studio NYC, where you can learn more from Wella Professionals as well as the latest looks, techniques and product knowledge from Sebastian Professional and NIOXIN.



# COLORFUL FINGERS AND TOES FOR SPRING/SUMMER

Two new shade collections from OPI give clients a full range of cool nail looks in warm weather.



## LISBON COLLECTION



What do the city of Lisbon, Portugal, and the musical *Grease* have in common? They're both sources of inspiration for OPI's latest nail polish collections.

For spring, the **Lisbon Collection** continues OPI's global journey, this time landing in one of Europe's most charismatic cities. "With a nod to the city's blend of traditional heritage and striking modernism, this collection offers a range of bright, vibrant hues that highlight the natural beauty of Portugal's capital," says OPI founder **Suzi Weiss Fischmann**.

When "Summer Nights" heat up, so does OPI's new **Grease Collection**, which celebrates the 40th anniversary of the musical's premiere with 12 limited-edition shades plus three special-effect nail lacquers that impart a three-dimensional, leather-like texture.

Except for the special-effect trio, both collections are available in GelColor, Infinite Shine and Nail Lacquer formulas; the Lisbon Collection also comes in Pro Stay. The polishes' clever names are pure OPI genius, ranging from "Lisbon Wants Moor OPI" and "We Seafood and Eat It" to "Teal Me More, Teal Me More" and "You're the Shade That I Want." The puns, the mood, the bent lyrics—clients love it all!



## GREASE COLLECTION

## GREASE SPECIAL-EFFECT LACQUERS



# HEAT CHECK

To give clients a good hair day every day, guard against one very common error when using your ghd styling irons and blow dryers.

**D**ial it up, dial it down: you may have been taught to adjust a heat tool's temperature setting depending on the hair texture and the look you're going for. But scientists at **ghd** have discovered that 365°F is the optimum temperature for a heat tool during use. At 365 degrees, hair becomes moldable and can be styled and shaped; using a setting hotter than that will only increase the risk for damage, not improve results.

This research has led ghd to issue guidelines that the styler plate temperature should be:

- The same for all hair types.
- Set at the optimum temperature for quick styling and long-lasting results with minimum damage.
- Set at 365F° with no need for a variable temperature option.

"All ghd styling tools are designed to style at 365°F," the ghd team says. "The tools deliver superior temperature control through the use of high caliber sensors, heater technology and top-quality materials."



A global leader in premium beauty styling tools, ghd aims to be "fanatically used and endorsed by every hair stylist." The ghd classic iron with universal voltage heats up in just 30 seconds; the latest addition to the line, the new Gold styling iron, shaves five seconds off that to be ready to go in 25 seconds. The ghd dryer with advanced ionic technology provides a salon finish twice as fast as other dryers. The initialed name says it all: ghd gives the client a "good hair day" every day.



Tools from ghd deliver superior temperature control through high caliber sensors, heater technology and top-quality materials. Learn more at [ghdhair.com](http://ghdhair.com).

# YOURWELLA WEBLINKS

The world of Wella is just a click away.

## MORE LINKS TO INSPIRE YOU!

- [WellaEd](#)
- [Wella Studio Classes](#)
- [Wella Jobs](#)
- [TrendVision Awards](#)

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