

# Being prepared

*Many of you have opened your salon doors, marking the beginning of a different, and in some ways tougher, journey than you've already encountered.*

# COMMENT



**INSPIRE SS20 BY SCHWARZKOPF PROFESSIONAL UK  
CREATIVE DIRECTOR: TYLER JOHNSTON  
HAIR: BROOKE EVANS, BE IRONBRIDGE  
DONNA GARNHAM, HAIR MINISTRY  
JAMES NICKLIN, TIM SCOTT WRIGHT HAIR SURGERY  
KATIE MULCHAY, PAINT & POWDER  
TERI LOWE, TIM SCOTT WRIGHT HAIR SURGERY  
PHOTOGRAPHY: CHRIS BULEZUIK  
MAKEUP: CLAIRE EVANS. STYLING: CLARE FRITH**

*It's been said many a time before that hairdressing is recession-proof, and I feel cautiously optimistic that soon we'll be adding pandemic proof to that rollcall. The way salons have turned everything they know upside down to open their doors in a Covid world, has been phenomenal. And it's working: Clients are returning in their masses with many enjoying the longer opening hours and speedier service.*

**C**hange has had to be HUGE and with salons forced to accelerate digital innovations such as online booking, contactless payment and reliable data about who actually enters the salon, software has never been more significant. With this in mind, we've caught up with some leading software brands [pages 12 to 17] to see how it can be used to make life a little easier right now.

Where technology can't help out, business acumen can, and it's this we've seen in abundance – and you can too on pages 6 to 11.

Salon owners have been forced

to re-think the way they offer nearly every single service – most notably, lengthy extensions services [pages 26 to 31]. Loaded with the right information [and support from product manufacturers] it can be done though. – And we're certainly here to help. We'll be sharing the latest news to help you through on our Back2Work page at [www.salonbusiness.co.uk](http://www.salonbusiness.co.uk) and don't forget to follow our social channels @salon\_business

*Hang in there, we'll get through this together.*

**Jo Charlton**  
Publishing Editor

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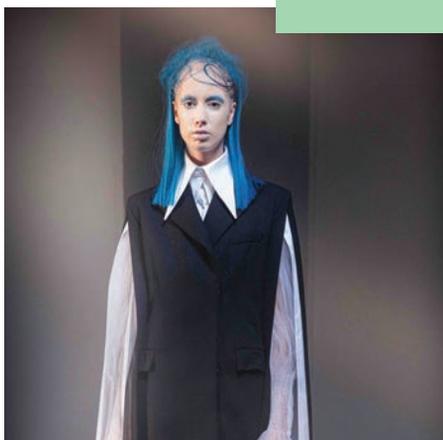
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**ON OUR COVER**  
**HAIR: SOPHIE GIBSON AND JONATHAN TURNER**  
**MAKEUP: KIRSTEN BAILLIE**  
**STYLING: CLARE FRITH**  
**PHOTOGRAPHY: MICHAEL YOUNG**



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*In a world where good news is currently hard to come by, you can still rely on your fellow hair colleagues to make you smile. See what positive things have been happening in your world...*

# HOT TOPICS



## LOCAL MATTERS

Toni&Guy Billericay is now equipped to save lives after an Automated External Defibrillator was donated by the Justin Edinburgh 3 Foundation.

The donation was made to commemorate the one year anniversary of former Tottenham Hotspur Defender and Leyton Orient Manager, Justin Edinburgh's death, who was current owner Jim Shaw's former business partner. The donation was led by Justin's son, and founder of the JE3 Foundation, Charlie Edinburgh, alongside the foundation's trustees.

Talking of the donation Jim said: "Justin was not just a business partner, he was a friend and an idol. I miss him so much and will never be able to thank him enough for the help and support that he constantly gave towards the salon. His family have did him so proud with this charity and I can't thank them enough for choosing the salon to be gifted this piece of equipment, which will help us to save lives in the local community."



The salon was one of three chosen venues to receive this piece of equipment and was chosen due to the special place it held in Justin's heart.

The foundation itself focuses its attention on Justin's Law, creating legislative change to ensure that all health and sporting facilities within the UK are obliged to be equipped with a defibrillator after Justin's untimely death due to a cardiac arrest last year while in the gym.

# DIGITAL ERA

# OP- POR- TU- NITY

The Fellowship for British Hairdressing has launched the first two categories of its annual photographic competition - including one brand new, special category for 2020; the Lockdown Look!

Each year, the Fellowship invites its members to enter their best photographic work from the previous 12 months. The full competition will launch later this year, but two categories are open now: the Lockdown Look and the Snapshot Competition.

The Lockdown Look is a special category for 2020 and allows hairdressers to submit hair looks they have created while in lockdown using either a mannequin or a friend/family member.

The category was created in recognition of the creativity in face of adversity that has flooded social media over the last few months.

The Snapshot Competition, which is now in its third year, is for any non-professional hair image - photos of salon work, show looks or any other creation produced outside of a photo studio.

To enter either category, hairdressers need to tag @fellowshiphair on Instagram and use the relevant tag: #fellowshiplockdownlook or #fellowshipsnapshot20

Fellowship Chancellor Ashleigh Hodges says: "It's going to be so wonderful to look back over all the inspiration the community created during this time at the end of the year for The Luncheon."

Wella Professionals has unveiled the finalists for the UK & Ireland TrendVision Award 2020, successfully overcoming the challenges of a digital competition.

This year saw five new categories, all of which were entered via Instagram, in light of the pandemic restricting gatherings. The talented finalists made it through the initial first photographic stage of the competition, before competing at the Digital UK Regional & Ireland Heats held online.

For this, finalists had to submit their original before and after looks from their photographic entry, and record a short video explaining the technique, inspiration, application and inspiration behind their looks.

Judge Akin Konizi, of HOB Salons, said the new filming stage brought a whole new dimension to the Wella Trend Vision judging process, adding: "It gave us an

opportunity to see the person behind the creation and hear their passion and inspiration in their own words."

Finalists will now create an entirely new look for the digital UK & Ireland TrendVision Award 2020 Grand Final. We wish all of the finalists the best of luck. To view all of the finalists looks, [click here](#).

Wella Professionals also adopted a digital format for another competition aimed at hairdressing students, XPOSURE.

It meant they were able to go ahead and recognise the hard work of UK and Ireland hairdressers with less than five years' of experience, who are training at college or a private training academy.

The competition started with hundreds of online photographic entries into the Creative Colour and Colour the Cut categories.

Those that made it through to the Regional Heat stage, were then asked to make an online submission. This replaced the competition's traditional 'live' regional heats and involved making a short video talking about their entry, as well as a written document explaining how the look was created, and drawings demonstrating the technique they created.

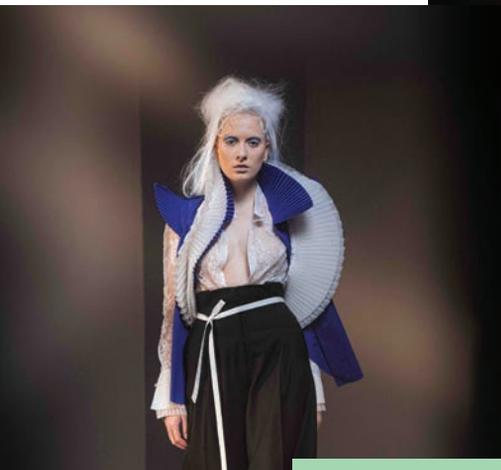
"We've had a record number of entries this year, which under the current circumstances, is incredible. The standard throughout has been incredibly impressive. British hairdressing is clearly in safe hands if this entry level standard is anything to go by. Congratulations to all the winners," said Allie Hargreaves, National Education Operations and Events Manager UK & Ireland.

An array of incredible prizes were awarded to Gold, Silver and Bronze winners, including a Wella Professionals XPOSURE Trophy, an exclusive experience at the TrendVision Award 2020 UK & Ireland final, bespoke education development programmes and hairdressing tool kits.

A special prize went to Moray College UHI, who had the highest number of entries and won a free education session with a Guest Artist.



# BLUE FADE



*Fashion changes and adapts – even in the eye of a pandemic – as the London Fashion Week Nabil Noyal AW show proved when it took place virtually. And when John Vial set about designing the hair for it, the colour blue was at the fore, courtesy of French Artist Yves Klein Blue.*

**R**evlon Professional has been supporting Nabil Noyal, their first protégé from Revlon

Professional and The British Fashion Trust Collaboration, for the last three seasons. And despite the challenges of the latest show, the results were once again phenomenal.

Nabil's Autumn/Winter collection was inspired by looking at his 10-year archive through a blue lense. There were historical references, in particular Elizabethan craftsmanship, while the colour blue was partly

inspired by French Artist Yves Klein Blue.

It enhances Nabil's own obsession with a monochromatic black and white aesthetic. Historically an extremely hard colour to create, blue has always been seen as a non-colour similar to black and white, according to John Vial, Revlon Professional Global Influencer. In fact, he says, until relatively recently blue didn't exist - ancient languages didn't have a word for it, it doesn't appear often in nature, adding a certain mystery to the hue.

John adds: "The hair captures a contemporary Elizabethan vibe. We wanted to reference Nabil's obsession with Elizabethan craftsmanship through the use of pleats and powerful silhouettes contrasting Yves Klein Blue influences - which is Nabil's key hue this season - and white together for a directional silhouette."



**"We wanted to reference Nabil's obsession with Elizabethan craftsmanship through the use of pleats and powerful silhouettes contrasting Yves Klein Blue influences"**



# COVID-19 NEWS

*The challenges of the Covid-19 pandemic are far from over but, the one thing the last three months have shown us is that hairdressers are ready to put up a fight! We've seen innovation, adaptability, support and sheer hard work and there are no signs of abating. Let's take a look at what hairdressing is like right now and what hairdressers across the UK are doing to get through it. Team power!*

## A NEW NORMAL

Clients are changing, the service is changing, the industry is changing. We caught up with Aveda to get the lowdown on what they see as today's "normal".

- **Women have been missing** their salons and stylists during this period, particularly for colour and cuts. However, since many don't feel the pressure to look 'presentable' while at home and are trying to preserve the state of their hair, they're enjoying giving their hair a break from heat and washing, leading them down a path to hair health.

- **As women become more healthy hair conscious**, conditioning treatments, hair masks and scalp care are becoming a regular part of hair routines during lockdown.

- **Women have had varying levels of success** with DIY hair solutions and so stylists are

**"Many have concerns about the logistics of returning to salons due to the risk of spreading Covid19. Many hope there are strict protocols in place upon reopening and expect salons to communicate them in detail."**

# CHANGES

Salon owners from all over have been re-working their business models with astounding tenacity to overcome the nightmare that 2020 has given us. We caught up with some salon owners to see how they've adapted to the new normal...

"We feel we've gone above and beyond by re-thinking the whole business model. We have created an outdoor garden waiting area with heaters for people to enjoy while their colour develops. More stations have been added and waiting areas removed for social distancing. We have put up screens between stations, so people feel they have their own area to relax. We're using all disposable equipment and have sourced, where possible, biodegradable equipment." **Kirby Hickey, Hair by Kirby Blythe**

"We have a strict hourly cleaning rota of the hotspots in the salon. All staff have their own products and brushes and don't cross share - this helps with sanitising workstations. We've used disposable equipment as

much as we can (we always have used disposable towels) but we have kept our Great Lengths gowns and we will wash on 60 degrees after each use. This we feel leaves the client with a little more normality than sitting in a plastic cape and its less plastic going into landfill." **Nicky Marcar, Salon Ten**

"Some clients who loved the social aspect, perhaps coming with friends or family, can be disappointed as this is no longer an option. Appointments need to be booked well in advance too and clients have to wear masks and PPE. But on the upside, many of our customers love that there are more staggered hours offering late evenings and Sundays like never before!" **Edwina Hayes - Streetlife Hair, Kilkenny**

"We've conducted hundreds of virtual consultations and it's been fairly stressful, but I can see that this is going to be important for us once we get into a more usual level of operating. The virtual consultations are a really good way of making the consultation a standalone conversation and a really important focus on the client's concerns and needs. It's also a chance to assess the needs for the appointment." **Anne Veck, Anne Veck Hair**

seeing a lot of correction work and clients craving that pampering trip to the salon.

- **Many have concerns** about the logistics of returning to salons due to the risk of spreading Covid19. Many hope there are strict protocols in place upon reopening and expect salons to communicate them in detail.

- **In-line with these concerns**, there's indication that 'clean' and 'safe' ingredients and products are becoming more of a priority.



## The mini-budget

Chancellor, Rishi Sunak, announced the Summer Economic Update with some significant offerings for salon owners. We have the key points below;

- **Government will not** be extending the furlough scheme past October 2020
- A **'Job Retention Bonus'** will be paid to any employer who brings back an employee who has been on furlough. This amount is per employee, and subject to them being paid a minimum of £520 per month and being employed until January 2021
- **To boost apprenticeships**, the Chancellor committed to paying businesses who hire apprentices a total of £2,000 per young apprentice and £1,500 per apprentice aged 25 and over. This will be in effect for the next six months.
- **The Government will also pay employers £1,000 to take on trainees** and will provide £100m to create places on Level 2 and 3 courses. The 'Kickstart Scheme' was also unveiled, which will directly pay employers to create new jobs for any 16 to 24-year-old at risk of long-term unemployment. The job must be a minimum of 25 hours per week paid at least the National Minimum Wage with good quality training and support. If these conditions are met, the government will commit to paying six months of wages plus overheads. The scheme opens next month with a £2bn fund and there is no cap on the number of places available.

**"However, the Chancellor's economic update failed to recognise the significant support needed for hairdressers and barbers, as one of the last sectors to open, and the desperate requirements of beauty businesses who are still not yet open. We had also called for a VAT reduction for our industry."**

Hilary Hall, chief executive of the NHBFB said about the budget: "It's very good news on apprenticeship grants for hair salons and barbershops, especially those who may have been thinking of cutting back on apprenticeships.

"However, the Chancellor's economic update failed to recognise the significant support needed for hairdressers and barbers, as one of the last sectors to open, and the desperate requirements of beauty businesses who are still not yet open. We had also called for a VAT reduction for our industry."



# FUTURE PROOFING

When the Government announced Leicester was to be the first city put under local lockdown in the UK, many salon owners saw their hopes of re-opening on July 4, dashed. One of those was Barrie Stephen, owner of Barrie Stephen Hair, who has an award-winning salon in Leicester City Centre.

It left Barrie in an unfortunate position and yet re-working his business in the weeks previous put him in a better position to get through an extended lockdown. Talking about when he heard the news he said: "It was pretty devastating for us as we were just all so pumped up to open across the whole [salon] group. Plus of course, we've had to cancel thousands of appointments and try to reschedule and accommodate them elsewhere within the business."

When the lockdown was first imposed at the end of March, Barrie was forced to close all of his four salons and he quickly set about upping his retail sales to overcome some of the losses he was expecting. He did this by keeping his client e-comms sensitively in touch and by elevating his online retail offering - and he did it with great success achieving £40,000 of retail sales across a 12-week period.

He acted with as much innovation when it was announced one of his salons couldn't open due to the extended lockdown in Leicester. He quickly re-deployed team members and clients to bring further extension to his opening hours in his other salon locations that, while in Leicestershire, fall outside of the boundary for lockdown.

Barrie added: "I've got an incredible team and somehow we are managing (*my consumption of red wine went up fairly sharply at first!*) but I am working hard not to let it dampen my spirits for the rest of the group!"

One thing this pandemic has shown is that adaptability is everything and we've been inspired by the flexibility and coming together across the industry.

## STAT

**HAIR & BEAUTY CHARITY HAS SEEN A STAGGERING 78 PERCENT INCREASE IN REQUESTS FOR FINANCIAL SUPPORT DURING THE COVID-19 CRISIS AND AWARDED OVER £60,000 UP TO JULY 3, 2020, WITH THIS FIGURE SET TO RISE.**



# POST- LOCKDOWN LOCKS

*Everyone has a different hair story to tell about lockdown from cutting their own hair, home dyeing or just letting it do its thing. In all of that there's only one thing you can be certain of – they need their hairdresser NOW!*



Lockdown has shown us all just how important our hair is. It's part of our identity, our lifestyle and our beauty," says HOB academy International Creative Director Akin Konizi.

"Some of us follow trends, while others go for comfort - some love short hair while others wouldn't dream of cutting their hair. But lockdown has made us all rethink our styling regime."

And as life starts to resume some sense of normality, Akin predicts clients will fall into one of two camps - those that grew their hair and want to keep it long and those that are desperate to get it all lobbed off.

"Seasonal trends may have been put on hold, but we'll be seeing new emerging trends as we reopen our doors. And I predict clients will fall into two camps - those who have grown their hair and want to keep it long, and others that can't wait to get a haircut and keep it short," he explains.



## TRENDDING

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**1** 2020 will be the year of the bob. This classic style suits all clients and is perfect for those who might have grown out their shorter styles and want to keep some length. There are no rules when it comes to a bob - it can be worn blunt and sleek or soft and feminine, frame the face or sit on the shoulders.

**2** Long hair is always popular in the summer and this year clients will be embracing their layers. Gone are the days of mermaid waves; clients will be embracing their natural texture, but still want it to look beautiful, groomed and healthy.

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**3** The shag will be one of the most popular post-lockdown styles - face-framing layers, soft fringes and an effortless finish.

**4** Many people tried a homestyle fringe during lockdown - and will want to keep it. If a client only wants one new change, give them a fringe as it will shake up their style straight away, can be blunt and strong or soft and skim the eyelashes.



WORK-

ING

*Software makes salon life easier. It's a fact that cannot be denied and yet the benefits have never been more poignant than they are right now. Have a read to see what some of the top salon software companies can offer to see you through the difficult few months to come – and beyond.*

SMART-

ER





## A WORD FROM PHOREST...

### DIGITAL CONSULTATION

Salons can now pre-send digital consultation forms via SMS and email to their clients in advance of their visit to your salon. The consultation forms include Covid-related questions to ensure the safety of your salon, clients and staff.

### ONLINE STORE

Boost your retail revenue with your own online store. Plan and send campaigns from the safety of your own home to theirs, with personalised recommendations for your clients to purchase. Better yet, the online store will help plug the revenue gap caused by social distancing and will encourage your clients to shop with your salon rather than going to a retail giant.

### NOTIFICATIONS

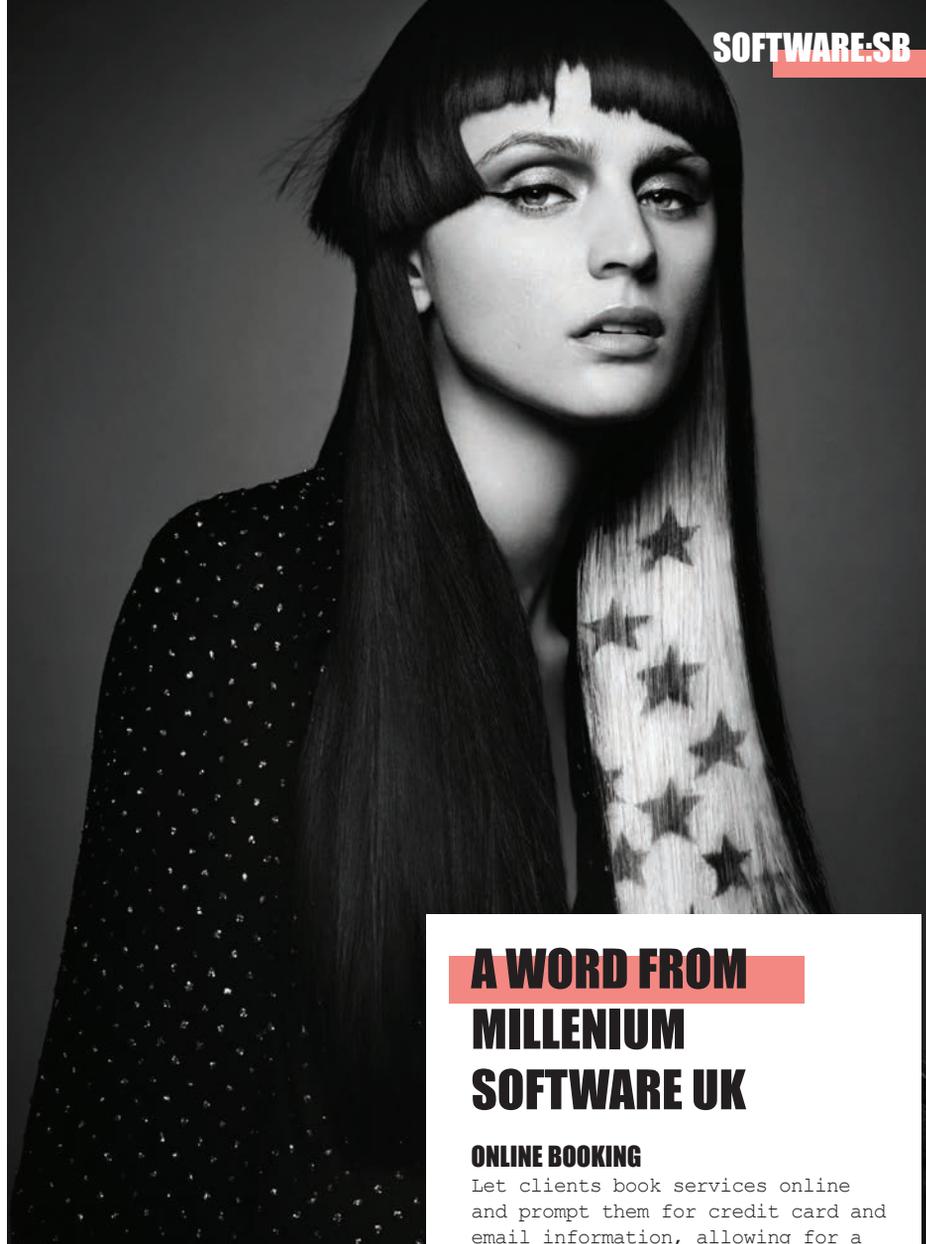
Reduce traffic at reception. Keep socially distant until treatment time, with push notifications for client check-in to every staff members's phone on Phorest Go.

### CONTRACT TRACING

Keep digital records of everyone who is in your salon, staff and customer, at any time, while being GDPR compliant.

### APPOINTMENT REQUEST

Stay in control of your waiting list. Customers can request an appointment 24/7, while you stay in control of filling your columns.



## A WORD FROM MILLENIUM SOFTWARE UK

### ONLINE BOOKING

Let clients book services online and prompt them for credit card and email information, allowing for a touch-free check out later [*and no lost revenue*].

### CONFIRMATION

Distribute client forms digitally [*intake, new policies, etc.*] and confirm appointments via text message.

### APPOINTMENT

Avoid equipment sharing by having staff access notes, formulas, and other client details from their own devices.

### CHAIRSIDE CHECK OUT

Stylists can perform a chairside check out – ringing clients up for services, add-ons, and products on their mobile device.

### RATE & REBOOK

Encourage clients to rate their services and rebook their next appointment through the convenience of their own device.

**“Plan and send campaigns from the safety of your own home to theirs, with personalised recommendations for your clients to purchase. Better yet, the online store will help plug the revenue gap caused by social distancing.”**

**“Our team is available to help salons re-work their appointment times to allow for any additional time to clean the room after each client. This information can then be accessed on a computer, mobile or tablet to make for easy access on the go.”**

## **A WORD FROM ISALON SOFTWARE...**

### **MANAGE STOCK LEVELS**

Banish paper stock-takes and go digital to make this process easier and more efficient for your salon. iSalon software provides you with the tools to create an inventory of all the stock you have in the salon and then easily update it from then on. You can access this information remotely from anywhere so if you're having to work from home or catch up in the evenings, it won't be an issue.

### **GOING PAPERLESS AND CONTACTLESS**

With PaymentSense, clients can use contactless to pay for their service reducing the passing of cash and allowing the client to pay without touching the card machine. Furthermore, with iSalon Software, clients can opt in to receive an email with their receipt immediately after paying. Not only does this reduce contact and therefore the spread of Covid-19, it also reduces the printing and ensures clients have a copy on file should they need it.

### **WORK REMOTELY**

Command Centre allows salon and spa managers or owners to manage their iSalon system remotely, which is exceptionally helpful when working from home or on the go. Our team is available to help salons re-work their appointment times to allow for any additional time to clean the room after each client. This



information can then be accessed on a computer, mobile or tablet to make for easy access on the go.

### **NEW WAY OF COMMUNICATING**

With the latest version of iSalon v11.11 you can add a box to IB3 that allows you to enter an automated iSalon Covid-19 SMS that is sent ten minutes after a client books an appointment with you. This message is configurable and will give clients peace of mind and confidence before they visit you. It can also be used to include key information, such as the requirement of a mask.

### **UPDATED PRICE LIST**

Not only are we able to help salons create a stunning new price list via iCreate, we can also help to share this with clients. We can integrate your new price list with your current website and online booking with iSalon. This makes clients aware of any price increases before they reach the salon.

**All you need to focus on, is the hair.**



**HAIR: ANDY HEASMAN**  
**PHOTOGRAPHY: JACK EAMES**  
**MAKEUP: MEGUMI MATSUNO &**  
**ELISABET PAPATHANASIOU**  
**STYLING: MAGDALENA JACOBS**

## FULL COVERAGE

OSMO has repackaged and reformulated its range of vegan friendly professional colour. In addition to introducing 18 exciting new shades to the OSMO IKON Permanent Hair Colour range, the low ammonia formulas have been adapted to include more conditioning ingredients and 100 percent grey coverage, so your ingredients-conscious clients can't say no. **SALON PRICE from £4.05 + VAT**  
[WWW.OSMO.UK.COM](http://WWW.OSMO.UK.COM)



## PURE HOLD

Providing strong body and flexible hold while allowing for natural movement without stickiness, the new Moo Hair Miracle Hair Spray prevents frizz, static and flyaway hair. Marula oil and Icelandic moss combine to nourish, protect and enhance hair's natural shine and balance. **RRP: £22**  
[WWW.MOOHAIR.COM](http://WWW.MOOHAIR.COM)

# HIT LIST

*As salons finally re-open [HOORAY!], this month's kit is all about optimising your salon time, and having all of the necessary PPE in place to ensure that your staff and clients are safe.*



## FAST AND GENTLE

*Spectrum by ASP is a quick and easy on or off scalp lightening system that lifts and tones the hair in a single process, which takes between two and 12 minutes. The ammonia-free formula with unique DATEM PLUS Technology lifts up to five levels and can cut through tint while being extremely gentle on the hair and scalp.*  
 POA [WWW.ASPHAIR.COM](http://WWW.ASPHAIR.COM)

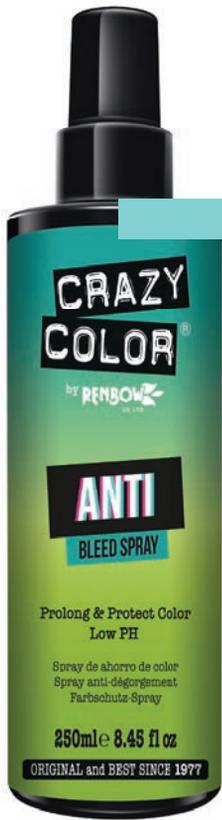
## AFTERCARE

Send your clients home with an aftercare regimen that aligns with their colour treatment. The Keratin Complex Timeless Color Fade-Defy Shampoo & Conditioner helps to maintain treatment longevity, eliminate frizz, increase manageability and repair damage. **RRP from £25**  
[WWW.KERATINCOMPLEX.COM](http://WWW.KERATINCOMPLEX.COM)



# SCALP BENEFITS

*Healthy scalp, healthy hair!*  
 Containing natural ingredients that work from the inside out to leave hair healthy, manageable, and frizz-free, meet the new Ouidad Scalp Range. Featuring four standout products, the range is a great capsule collection for salons to offer clients who are keen to keep their hair health in check. RRP from £14 [WWW.OUIDAD.COM](http://WWW.OUIDAD.COM)



## FIGHT THE FADE

Help your clients to stay brighter for longer with Crazy Color's ANTI Bleed Spray. Applied after any salon colour service, ANTI prevents bleeding, prolongs fading and enhances shine. Locking in colour for up to 20 extra washes, it can also be used regularly at home for colour that keeps on giving. RRP: £4.99

[WWW.CRAZYCOLOR.CO.UK](http://WWW.CRAZYCOLOR.CO.UK)

## ULTIMATE BLOW

The Fudge Professional Blow Dry Aqua Primer is the essential first step for ultimate, long-lasting blowdries. Hydrating hyaluronic acid is combined with Fudge's WEATHER-SHIELD technology to create a virtual umbrella for the hair, delivering all day humidity resistance and frizz control, improved softness, smoothness and visible shine. RRP: £15.50

[WWW.FUDGEPROFESSIONAL.COM](http://WWW.FUDGEPROFESSIONAL.COM)



# SALON FRESH

Formulated using naturally derived ingredients and 70% - 80% alcohol, to help reduce bacteria that potentially can cause disease, Organic Colour Systems has produced a range of Hand Sanitisers in Spray and Gel format. Standing and Wall Mounted Sanitisation Stations are also available.

RRP FROM £5.62.

[WWW.ORGANICCOLOURSYSTEMS.COM](http://WWW.ORGANICCOLOURSYSTEMS.COM)



## SUPER CHARGED

Everybody's hair is in need of a little extra TLC at the moment, and R+Co's new Sun Catcher Power C Boosting Leave-In Conditioner will do just that. Packed with ingredients such as Vitamin C and Vegetable Collagen, it helps to soften, seal, detangle and fight frizz. It packs a powerful punch. RRP: £30 [WWW.RANDCO.COM](http://WWW.RANDCO.COM)



## TIME TO SHINE

Give the power to banish brassy tones and refresh blonde on a weekly basis without the fear of damage or dehydrating hair using Great Lengths Silver Shine Shampoo. The perfect remedy to fading blonde hair with its violet colour pigment, it's suitable for all hair types. **RRP: £15.95**  
[WWW.GREATLENGTHS.COM](http://WWW.GREATLENGTHS.COM)



# TAKE CONTROL NOW

Turning pink in support of breast cancer charities, ghd has launched the limited-edition Take Control Now collection to remind women around the world to donate some mirror time to their boobs and self-check EVERY.SINGLE.MONTH.  
**RRP from £149 with £10 from every sale going to Breast Cancer Now** [www.ghdhair.com](http://www.ghdhair.com)



## BREATHE & PROTECT

Devised and developed in response to rapidly changing times, Breathe + Protect Facemasks are perfect for brands looking for a designed aesthetic with efficacy at its heart. The facemasks are adjustable to fit every face shape, made from organic cotton, and incorporate an optional five-layer carbon filter for an added layer of protection. **RRP: FROM £16**  
[WWW.BREATHEANDPROTECT.COM](http://WWW.BREATHEANDPROTECT.COM)

## SMALL BUT MIGHTY

*The Milano Collezioni is Alfa Italia's latest twist on the Viaggio travel styling set. The limited-edition kit features 1200w Viaggio mini travel hair dryer, Viaggio mini hair irons, air concentrator nozzle, diffuser, sectioning clips, and a user guide with warranty registration card. Mini but with the same styling power as their full-sized counterparts. **RRP: £47.95** [WWW.ALANHOWARD.CO.UK](http://WWW.ALANHOWARD.CO.UK)*



## EVERYDAY STYLING

Keep natural hair and extensions in tip top condition with the new Great Lengths Heat & Care Spray. Carefully formulated, Flexan II helps to protect from everyday styling, heat up to 300°C, and reduce surface tension. Infused with a selection of hard-working ingredients, it leaves hair enriched with a healthy shine. **RRP: £15.95** [WWW.GREATLENGTHS.COM](http://WWW.GREATLENGTHS.COM)



**No hard choices anymore!**

Try the **NEW** Indola Xpress Color shades  
4 bold new colours with just the right mix to suit you!



**NEW**



4.5



7.44



6.77



6.65

The chocolate/mahogany, red, violet or copper strokes add just that additional dimension of palette to make your services complete!

With techniques like root-retouch, short crop and partial designs already at your fingertips, the Indola Xpress Color is now even more a brand truly tailor made for you – the Solo Stylist!

- accelerates the colouring process and is boosted by strong pigment mix
- the colour penetrates and develops almost **3 times faster**

**RESULT:** stunning colour with perfect coverage in half the service time!

**NOW, THAT'S SUPER SMART!**

# THE PERFECT MIX

*Joseph Koniak's maxim in life is 'a passion for perfection' and given his heritage, it's little wonder he set himself such dizzying standards. Yet he admits it's a self-imposed mission that has been both a blessing and something of a curse.*



Brown products were made by hand, developed with an in-house trichologist in the basement of their exclusive South Molton Street salon.

And so, Joseph's early life was spent immersed in the daily goings on of this ground-breaking salon. Surrounded by hair and fashion and style on every level, it's hardly a surprise that he would one day end up unleashing his talents on the hairdressing world. But Joseph's quick to point out that it wasn't exactly handed to him on a plate. "Dad never gave us pocket money and we had to earn money by washing hair, making tea and sweeping the floor," he recalls.

Despite all the obvious indications, hairdressing wasn't Joseph's first career choice. In fact, he wanted to be an actor and showed real promise at performing from an early age. It was his father who suggested Joseph should qualify in hairdressing as a fallback, and it's advice that Joseph has been eternally grateful for.

"There was no leniency or 'lucky breaks' from my Dad," Joseph admits, "I had to do my training the same as anyone else and I worked full-time in the salon while studying at college. Being at the salon taught me not just the technical skills, but also the traits of endurance, humility and the importance of communication."

It was also during this grounding that Joseph's 'passion for perfection' was ultimately forged. "My father worked with total precision and everything was always about the detail," Joseph confesses. "In some ways I wish I hadn't inherited it. It's slightly frustrating that things are never good enough and I'm always finding flaws in everything I do." Another trait handed down from his father was a dedication to the raw and organic, or 'rawganic' to wrap it up in Joseph's own words. "I'm a naturalist at heart, I like hair to be finger dried and look natural," he admits. But don't let this love of natural make you presume there's anything lacking in the technical side, "I can still cut a Bob like you wouldn't believe," he laughs.

In many ways, Joseph Koniak's story of his path into hairdressing reads more like a fairytale. His father, Harvey [at the time known as Michael Collis] along with his mother Caroline Burstein were the founders of Molton Brown - a name that now boasts a reputation as one of the world's most iconic beauty brands. As if that isn't enough of a pedigree, his grandparents were responsible for the launch of famed fashion boutique Browns.

**"There was no leniency or 'lucky breaks' from my Dad, I had to do my training the same as anyone else and I worked full-time in the salon while studying at college. Being at the salon taught me not just the technical skills, but also the traits of endurance, humility and the importance of communication."**

Even before opening Molton Brown, Joseph's father was already looking set for a momentous career. He cut his teeth as personal assistant to Vidal Sassoon himself at the heady peak of the hair idol's notoriety in the 1960s. While no doubt in awe of Sassoon's sizeable talents, Michael's true vision lay elsewhere. Drawn to a less structured way of hair styling and an almost prophetic attraction to natural products, he dreamed of opening his own concept salon, which is where Molton Brown was to be born.

Way ahead of their time, Michael and Caroline rejected chemical-based formulas in favour of natural organic bases with botanicals. The very first Molton



There's no doubt that Joseph had a genuine talent for hair and it couldn't hurt that he was mingling with the likes of Sam McKnight, Kerry Warne and Carol Hemming - all alumni of the Molton Brown salon. It was through McKnight that Joseph got a taste of the session world. First, assisting on a fashion shoot for Vogue, and then with a stint as part of McKnight's show team at London Fashion Week working behind the scenes for the likes of Missoni, Dior and Vivienne Westwood. Joseph loved the new dynamic that session styling brought to his portfolio and wanted to experience more.

A talented dancer, Joseph was making a name for himself in this realm too. Three times world salsa champion, he also found time to teach at the famed Pineapple Dance Studios in London. Describing it as a "professional hobby", Joseph loved to dance and today he and his Brazilian wife Solange are one of the leading authorities on salsa and Zouk - Lambada in the UK. His expertise has been used regularly on BBC's *Strictly Come Dancing*, and he was also the official audition judge, coach and choreographer on *Strictly Dance Fever*.





**“I literally haven’t stopped since the age of 16 and this is the first time I haven’t needed to rush, plan or design.”**

of myself as heading upstream.” In some cases, success can be teamed with a ruthless streak, but with Joseph you don’t detect any air of entitlement or a single hint of arrogance.

Perhaps it is also Joseph’s appetite to keep constantly learning that stops him from standing still. “I try to do five or six courses a year for myself,” he explains. The latest of which – before COVID-19 – was a character make-up course. He teaches extensively himself too, in skills such as cutting, dressing long hair and public speaking. Plus, he works as Design Director for Keune UK and Global Ambassador and Creative Director for Revamp Professional Hair Tools. Joseph also keeps up with his loyal client base working out of two elite London salons.

Interestingly, for a life so defined by its full diary, has lockdown been an opportunity to pause and take a breath finally? “It’s been liberating in many ways,” Joseph admits. “I literally haven’t stopped since the age of 16 and this is the first time I haven’t needed to rush, plan or design.” And while the physical rush may have abated and Joseph has been enjoying time at home with his wife and two teenage children, you can be sure that his creative ambitions haven’t come to a halt.

So it was that by the age of 24, Joseph was travelling the world as a session stylist, picking up plaudits as a dancer and also running his own salon – until quite recently. In the end, Joseph decided that regular salon life wasn’t for him. The fact that his exacting standards were so hard to maintain while he wasn’t always present became too much of a burden. Besides, he was relishing the creative challenges that session work was allowing him to explore. Most of all Joseph loved to be around performers, so the thrill of working behind the scenes mainly in the crowd room for movies such as Disney’s Cinderella and Cruella, along with Bond movie Spectre and Bohemian Rhapsody, was where his true passion lay.

To the less ambitious, that amount of roles may sound exhausting, but being driven comes naturally to Joseph, “We’re allowed as human beings to be bigger than just one thing,” he muses, “I believe in trying to raise your game, I always think





# CHANGING TIMES



**Re-think the artistry of extensions and go create like Desmond Murray shown here.**

*With lengthy appointments temporarily on hold, it's time to re-think how you do extensions. We've caught up with two of the most iconic professional extensions brands for their insight into what to offer and how, without sacrificing on the quality of the service.*

**Q&A WITH VICTORIA LYNCH,  
FOUNDER OF REMI CACHET**

**What can stylists recommend for their clients to care for their extensions until they can get them back in the salon?**

Extensionists will have prioritised their client's needs on their return, but for those clients who cannot get back to the salon and still have their extensions in, then they really need to talk to their extensionist directly for the best advice. Salons can send out home removal kits and advise on the best removal method for their application type and hair growth. This can be done via videos and/or Facetime tutorials. For those with slow growing hair, who had application just before lockdown, they might be okay to wait for their appointment.

**What difficulties may clients encounter?**

The biggest issue would be matting of the trapped hair that has naturally fallen from the scalp but is encapsulated in the bond holding the extension in. This can be a stylist's nightmare even when taking time and care, so client's removing themselves need a lockdown buddy capable of helping them here. In addition, with less client's hair holding the extensions in, they really need to look to remove them safely and brush through well to remove matting before

washing their hair thoroughly with a clarifying shampoo. Many extensionists have offered to convert the extensions such as wefts into clip ins, which can all be done without an appointment too if the clients want their hair extensions back in to wear for a little longer before they move to a fresh set.

**Do you have any recommendations for any lockdown hair disasters?**

Having introduced more to our range of hairpieces, quick fixes like our Deluxe Clip In, 24" Ponytail and Hair Bun for those more casual days are the perfect instant hair fix. When retailing these, stylists should offer a colour match service, together with add-on retail such as the aftercare kits and brushes to help revenue.

**Are there services that can be offered to extensions clients to cut down on appointment times?**

We've seen a boom in Tape Hair in recent years - a full head takes less than an hour so we think this will continue now as stylist's time is precious. The only downside, as every extensionist knows, is how messy and time consuming the tape hair can be for the removal and maintenance appointments. Not with our Twin Tabs though, which

**“We've seen a boom in Tape Hair in recent years – a full head takes less than an hour so we think this will continue now as stylist's time is precious. The only downside, as every extensionist knows, is how messy and time consuming the tape hair can be for the removal and maintenance appointments. Not with our Twin Tabs though...”**



have a quick and easy application process using Injection Strips held in place with silicone rings. They are part of our Elegance range and as such the hair quality lasts for 12 months with good aftercare, although we often see longer from many clients, with removal easy when it does come around, so they're perfect for what's happening right now. Twin Tabs have been a game changer for our stylists' columns.

**Q&A WITH LOUISE JENKINS,  
CREATIVE & EDUCATION MANAGER,  
GREAT LENGTHS UK & IRELAND**

**What can stylists recommend for their clients to care for their extensions until they can get them back in the salon?**

The most important part of extensions is maintenance! Regardless of how long extensions have been in, if they're maintained correctly, the natural hair will never be damaged. Stylists need to tell clients the older the extensions get, the more regularly the

# LOVE YOUR HAIR



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RemiCachet

**“Embrace natural! Lockdown has meant roots and natural tones are already on show so use it. Clients can take this time to leave off the chemicals and look at what they have naturally and reassess their colour choices.”**



hair should be brushed. They should brush from the attachment down - and not just the mid-lengths and ends. Also, remind clients to keep the attachments separate by gently pulling apart any strays hairs that start to attach together. Hair should also be treated regularly with an intensive mask to ensure it stays in the best condition it can.

**Should stylists be rushing to get extensions clients into the salon?**

Don't panic if you can't offer every extensions client a salon appointment immediately. Hair extensions, when maintained correctly, will simply grow down further than normal. This may mean that it is slightly more difficult to style and use hot tools - but it doesn't mean they're impossible to look after.

**Is there a way to shorten appointment times for those who do have appointments?**

For clients awaiting their new hair, Great Lengths salons and stylists now offer a Client Prep Kit. This includes a 50ml mini Clean Remover Shampoo, a Great Lengths dressing out brush and step-by-step instructions all combined into a branded jute bag. This kit allows clients to prepare their own hair for application, at home. It avoids having to wash and blowdry in the salon - which in turn speeds up the process by up to 30 minutes.

Are there any products you would particularly recommend, whether it's for speed of application or longevity, etc?

GL Tapes are perfect for stylists to speed up application times. With extension application taking only 1 hour for a full head, it means that more applications can be done per day. GL Tapes last up to two months and can then be easily removed and re-taped back in.

**What is the ultimate look that stylists should be recommending to their clients when they want to change it up, but can't get an appointment back in the salon in time?**

Embrace natural! Lockdown has meant roots and natural tones are already on show so use it. Clients can take this time to leave off the chemicals and look at what they have naturally and reassess their colour choices. In terms of styling, advise clients to stick to heatless styling until they can get into the salon. Braiding, twisting and rag curling are great ways to create texture and volume without reaching for the tongs and wands.

**HAIR: DESMOND MURRAY  
PHOTOGRAPHY: DESMOND MURRAY  
MAKEUP: JO SUGAR  
CLOTHES: DEANNE LEWIS  
IMAGES: FPA**





#hairdosforheroes

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Email [marketing@greatlengthshair.co.uk](mailto:marketing@greatlengthshair.co.uk) to be involved.

Brought to you by  
*Great Lengths*<sup>®</sup>



# STEP INSIDE... GATSBY & MILLER

*Industrial chic juxtaposes homely nuances to create a salon that makes you want to put on your loungewear; turn up the beats and chill with a G&T – Gatsby and Miller styleee.*



Just a few steps inside of Gatsby and Miller's doors and it becomes obvious what the #SBAwards judges fell in love with to secure the salon a finalist position in the Design Salon category, not once, but twice.

Since moving to a bigger premises 18 months ago, the salon has had a complete design overhaul. "We wanted to achieve an open and welcome space that had an airy feel yet included intimate and cosy areas where clients can fully relax and enjoy more relaxing treatments," says the salon's owner John Roads.

One of the biggest features that shaped the new design of the salon was their desire to ensure they didn't intimidate clients by mixing up the location of key areas.

"We put the retail area at the front as a buffer zone between the client and reception," says John. "This means clients and



**It's the live band nights that have really brought the locals in though. "These band nights have proved immensely popular with the local community and won us a whole new audience"**

non-clients can browse happily without being watched or feeling intimidated. The friendly, buzzy cafe is also at the front, which gives a warm sense of welcome when you first enter the premises."

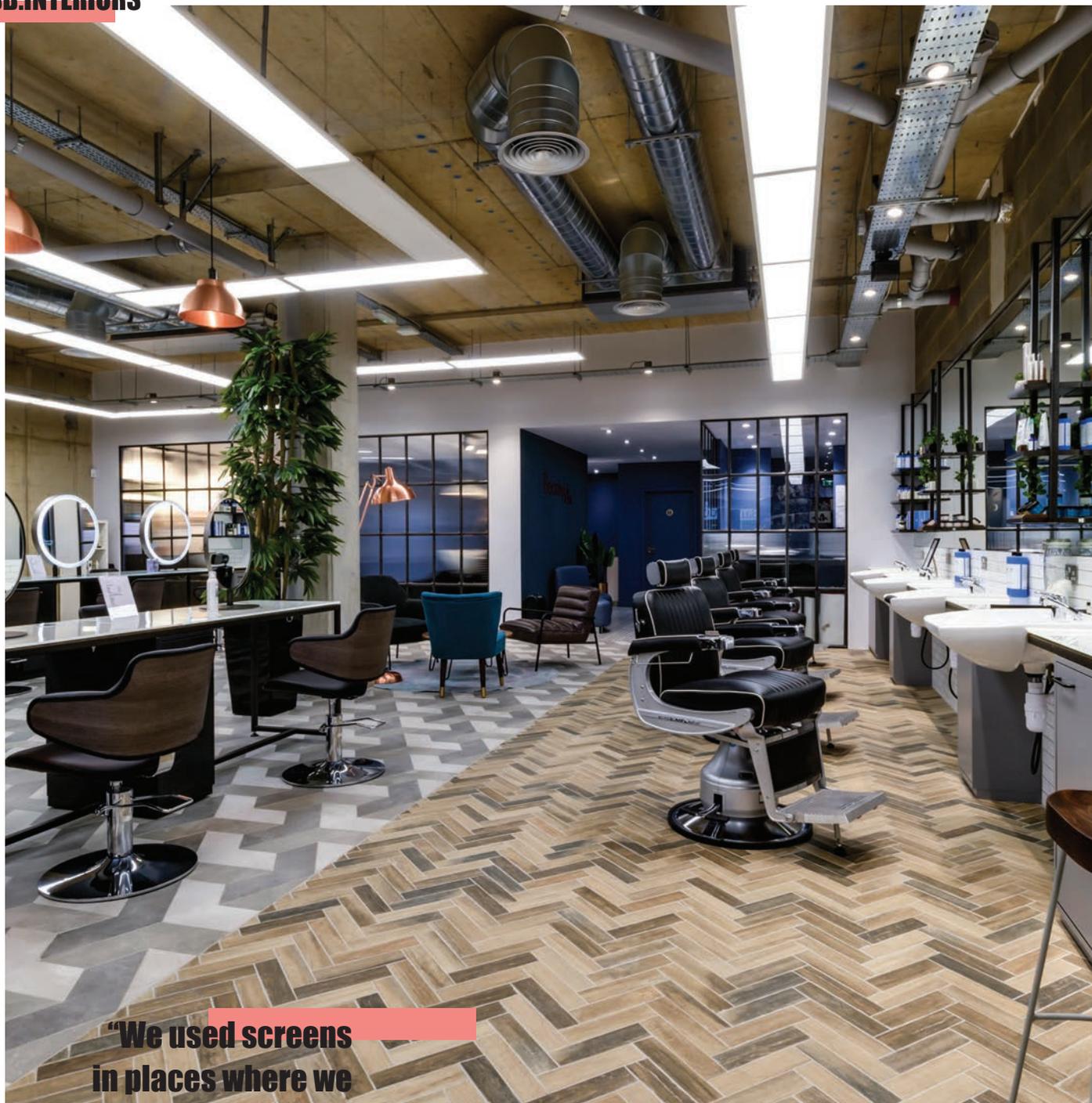
Creating a space that could be used to integrate and serve the local community was also high on the agenda so their on-site cafe is operated by a local food provider and welcomes both clients and non-clients. Similarly there is a



modern grooming zone with a wall showcasing vinyl covers from a local record store.

It's the live band nights that have really brought the locals in though. "These band nights have proved immensely popular with the local community and won us a whole new audience," adds John.

That's not the only way Gatsby & Miller supported local - fittings and furniture were all sourced locally where possible, with their LED lighting supplied by Aurora Lighting in Swindon.



**“We used screens in places where we wanted to create more intimacy, tranquility and a more peaceful vibe such as the shampooing area. These zones naturally flow into each other while being obviously separate.”**

Further afield, the salon’s bespoke tables were crafted by Michael Hooks in Sible Hedingham, Essex, while the intricate flooring that was used to segregate different zones, was sourced in Spain.

Essentially it was John’s creative nature that shone through to make the salon’s design the success it is: High level and low energy zones were created by varying lighting, floor surfaces, music levels, ceiling height and carefully using screens to section off

areas. John says: “We used screens in places where we wanted to create more intimacy, tranquility and a more peaceful vibe such as the shampooing area. These zones naturally flow into each other while being obviously separate.”

**The results speak for themselves just leaving us to wish them the best of luck at the SB Awards Grand Final in September.**

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*The*  
SALON  
BUSINESS  
AWARDS  
*2020*

**WE HAVE A NEW DATE!**

SALON BUSINESS AWARDS GRAND FINAL 2020

MONDAY, SEPTEMBER 21, 2020

**WOW! WHAT A YEAR IT'S BEEN AND WE'RE ONLY IN JULY!** FOR THE TIME BEING, WE'RE ON THE UP AND IN SPITE OF THE SALON BUSINESS AWARDS GRAND FINAL HAVING TO BE PUT ON HOLD, WE'RE MEGA EXCITED TO BE WELCOMING ALL OF THE FINALISTS, BRAND OWNERS AND PRESS TO OUR **GRAND FINAL ON SEPTEMBER 21.**

THERE'S A LOT GOING ON BEHIND THE SCENES TO MAKE SURE EVERY SINGLE PERSON WHO ATTENDS THE AWARDS IS SAFE, WHILE MAKING SURE IT'S STILL THE AWESOME PARTY IT'S BECOME KNOWN FOR.

WE'LL BE ANNOUNCING THE NEW VENUE BEFORE THE MONTH'S OUT SO KEEP IN TOUCH ONLINE AT **WWW.SALONBUSINESS.CO.UK** AND **THROUGH OUR SOCIAL MEDIA CHANNELS @SALON\_BUSINESS**

# A REMINDER OF OUR FINALISTS...

## **MALE GROOMING SALON**

CHRISTIAN WILES HAIRDRESSING

@CHRISTIANWILES1

GATSBY & MILLER

@GATSBYANDMILLER

MANIFESTO

@MANIFESTO\_LDN

THE BARBER

@THEBARBERARMAGH

TONI&GUY BILLERICAY

@JIMSHAWHAIR

## **RETAIL SALON SPONSORED BY SCHWARZKOPF PROFESSIONAL**



ACADEMY SALONS COBHAM

@ACADEMYSALONSUK

Q HAIR & BEAUTY

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SAKS EXETER @SAKSEXETER

SALON 54 @SALON\_54

TIM SCOTT-WRIGHT AT

THE HAIR SURGERY

@TIMSCOTTWRIGHTATTHEHAIRSURGERY

THE BOUTIQUE ATELIER

@THE\_BOUTIQUE\_ATELIER



## **SALON TEAM**

FOWLER35 @FOWLER35LDN

HUNTER & WALSH

@HUNTERANDWALSH

KJM SALONS @KJM\_SALONS

Q HAIR & BEAUTY @QHAIRANDBEAUTY

RAW @RAWHAIRDARTFORD

SMITH ENGLAND

@SMITHENGLANDHAIR

## **BUSINESS SALON**

ARCHITECT HAIR @ARCHITECT\_HAIR

BEBOP @BEBOPLDN

LAW SALONS

@LAWSALONSSAFFRONWALDEN

MELISSA TIMPERLEY SALONS

@MELISSASALONS

SAKS EXETER @SAKSEXETER

TUCKWELL & CO HAIRDRESSING

@TUCKWELLCOHAIR

## CREATIVE SALON

ASHLEY GAMBLE @ASHLEYGAMBLEHAIR

BRYSON & HARE @BRYSONANDHARE

JASON HALL HAIRDRESSING

@JASONHALLHAIRDRESSING

ROSS CHARLES HAIRDRESSING

@ROSS\_CHARLES\_1

STONE AND CO @STONEANDCOHAIR

TIM SCOTT-WRIGHT AT THE HAIR  
SURGERY

@TIMSCOTTWRIGHTATTHEHAIRSURGERY

## CUSTOMER SERVICE SALON

ADELE JONES HAIRDRESSING

@ADELEJONESHAIRDRESSING

ARTELIER @ARTELIERHAIRFORMBY

FOWLER35 @FOWLER35LDN

HAIR ORGANICS NOTTING HILL

@HAIRORGANICS

HAZEL & HAYDN @HAZELANDHAYDN

SALON 64 @SALON64LONDON

## FASHION SALON

ARTIFACT SALON @MICHELLE\_TIA\_  
LIDDIARD

ANNE VECK OXFORD

@ANNEVECKSALONS

JASON HALL HAIRDRESSING

@JASONHALLHAIRDRESSING

LAW SALONS

@LAWSALONSSAFFRONWALDEN

MOOSE HOUSE OF HAIR @MOOSEHOH

THE BOUTIQUE ATELIER @THE\_

BOUTIQUE\_ATELIER

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the **joi** of healthy hair

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@GUYKREMERLYMINGTON

KJM SALONS @KJM\_SALONS

LAW SALONS

@LAWSALONSSAFFRONWALDEN

ROSE & WILD HAIR

@ROSEANDWILDHAIR

SALON 54 @SALON\_54

STONE AND CO @STONEANDCOHAIR

# MORE FABULOUS FINALISTS...

## DESIGN SALON

ENERGY HAIR @ENERGYHAIR  
GATSBY & MILLER @GATSBYANDMILLER  
MARK DAVID @MARKDAVIDSALON  
MEWIES AND CO @MEWIESANDCO  
SALLY MONTAGUE HAIR GROUP  
@SALLYMONTAGUEHAIRGROUP  
THE PROJECTS SALON  
@THEPROJECTS\_SALON

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RemiCachet

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HUNTER & WALSH  
@HUNTERANDWALSH  
LAW SALONS  
@LAWSALONSSAFFRONWALDEN  
SALLY MONTAGUE HAIR GROUP  
@SALLYMONTAGUEHAIRGROUP  
SCOTS HAIR DESIGN  
@SCOTSHAIRDESIGN  
ZOOLOGY @ZOOLOGYHAIRSTUDIO

## GREEN SALON

### SPONSORED BY MOO HAIR



ANNE VECK OXFORD  
@ANNEVECKSALONS  
BLAKES THE ART OF HAIR  
@BLAKESTHEARTOFAIR  
EN ROUTE @ENROUTEHAIR  
GREEN & CO @GREENANDCOSALON  
MASTERS OF CRAFT  
@MASTERSOFCRAFTHAIR  
MINT HAIR AND BEAUTY  
@MINTHAIRANDSPA

## BEST LOCAL SALON

### SPONSORED BY PAUL MITCHELL



ARCHITECT HAIR @ARCHITECT\_HAIR  
BARRIE STEPHEN HAIR SALON  
@BARRIESTEPHENHAIR  
ÉLAN SALONS @ELANSALONS  
F&M HAIRDRESSING  
@FMHAIRDRESSING  
HAIR 'N' BEAUTY @HAIRNBEAUTY\_  
CASTLFORD  
KAY BINNERSLEY HAIR  
@KAYBINNERSLEYHAIR

# INDIVIDUAL CATEGORIES

## DIGITAL SALON

BEBOP @BEBOPLDN

HXHAIR @HXHAIR

Q HAIR & BEAUTY

@QHAIRANDBEAUTY

SAKS EXETER @SAKSEXETER

## ULTIMATE SALON

SPONSORED BY ISALON



EACH OF THE 13 FINALISTS WHO STOOD OUT WITHIN THEIR SALON CATEGORY HAS EARNED THE RECOGNITION OF BEING FINALIST IN OUR ULTIMATE SALON CATEGORY. OUR HIGHEST ACCOLADE - THE ULTIMATE SALON OF THE YEAR WILL BE PRESENTED TO THE SALON THAT EXCELS IN EVERY AREA OF HAIRDRESSING, FROM CREATIVITY AND INNOVATION TO TOP-NOTCH BUSINESS ACUMEN. THERE ARE TWO AWARDS UP FOR GRABS DEPENDING ON THE SALON'S SIZE, TO TAKE AWAY ANY POTENTIAL ADVANTAGES, LEAVING US WITH TWO TRULY DESERVING SALON WINNERS

## AUTHENTIC STYLIST

ANNE VECK, ANNE VECK OXFORD  
@ANNEVECKSALONS

ASHLEY GAMBLE, ASHLEY GAMBLE  
@ASHLEYGAMBLEHAIR

GARETH REYNOLDS, HEADMASTERS  
@GAZZYLONDON

JASON HALL, JASON HALL  
HAIRDRESSING

@JASONHALLHAIRDRESSING

MIKEY NOIR, BEBOP @BEBOPLDN

RICHARD PHILLIPART, THE BOUTIQUE  
ATELIER @RICHARDPHILLIPART

TROY BOYD, ANTHONY JOHN SALONS  
@ANTHONY\_JOHN\_SALONS

## CURL SPECIALIST

SPONSORED BY OUIDAD



CHERYL BRYSON, BRYSON & HARE  
@BRYSONANDHARE

JOSEPH FERRARO, JOSEPH FERRARO  
HAIR @JOSEPHFERRAROHAI

MATTHEW SURPLICE, SPRING HAIR  
@SPRINGISINTHEHAIR

RICK ROBERTS, RICK ROBERTS  
@RICKROBERTSHAIR

TIFF J, 3THIRTY @3THIRTYBALON

THOMAS HILLS, TH1 HAIR  
@TH1HAIROFOXTED

VIVIENNE, JOHNS, HUNTER & WALSH  
@HUNTERANDWALSH

*Trends are made  
to be interpreted.  
And that's exactly  
what Schwarzkopf  
Professional  
hairdressers did  
when they added a  
twist for the Inspire  
2020 collection.*

# WITH A TWIST



Inspire SS20 by Schwarzkopf Professional UK

Creative Director: Tyler Johnston

Hair: Brooke Evans, BE Ironbridge; Donna Garnham, Hair Ministry; James Nicklin, Tim Scott Wright Hair Surgery; Katie Mulchay, Paint & Powder; Teri Lowe, Tim Scott Wright Hair Surgery

Photography: Chris Bulezuik

Makeup: Claire Evans

Styling: Clare Frith

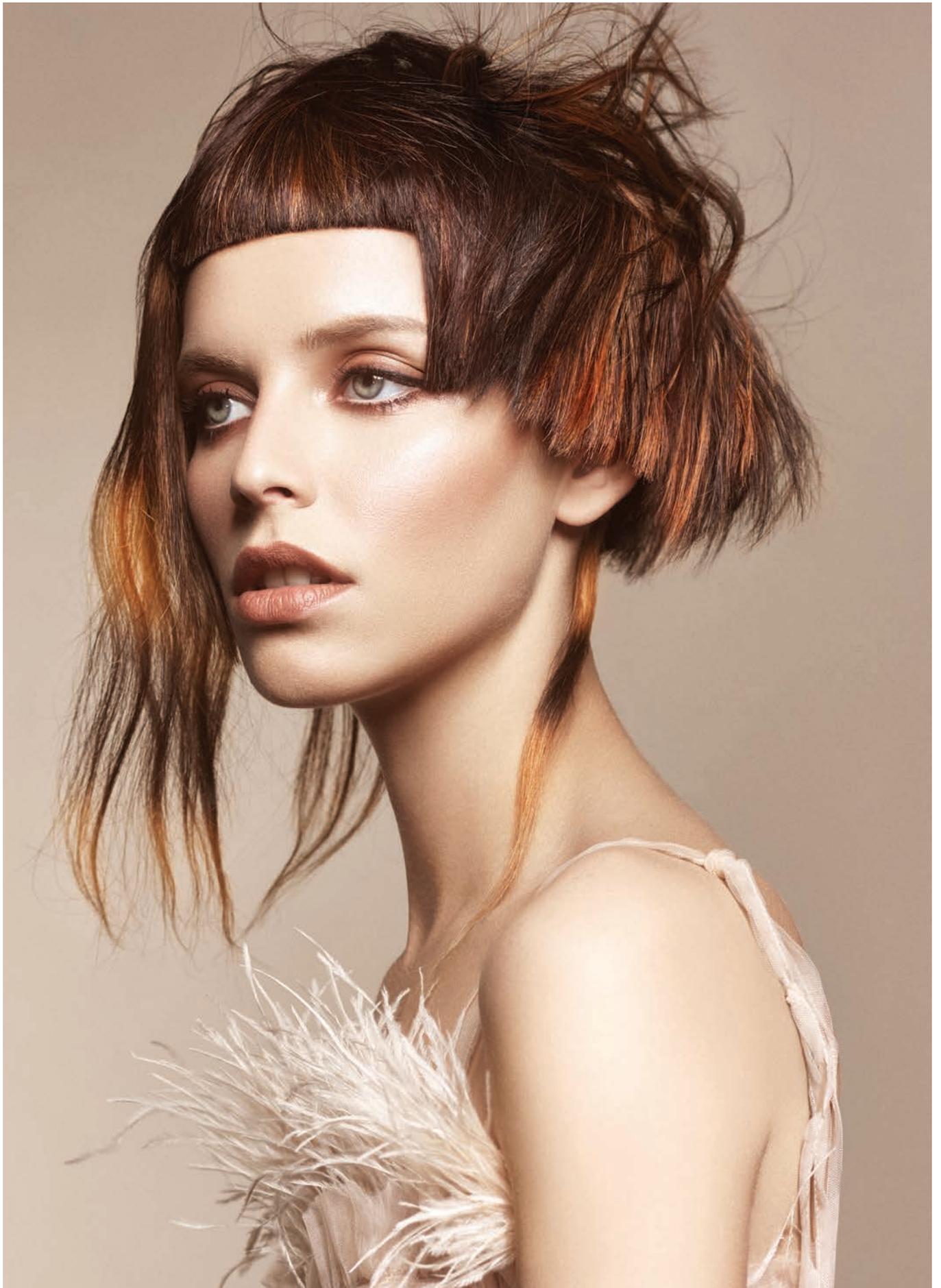




*From icy platinum to glossy chocolate via cherry, bubblegum and honey, the most covetable shades are elevated to new heights thanks to flawless cuts and meticulous finishes.*

# OPULENCE





Hair: Joseph I'Anson and Lisa Graham at Mark Leeson

Makeup: Nikki Wolf

Styling: M&R

Photography: Richard Miles



# FACE



*Say it with monochrome.*





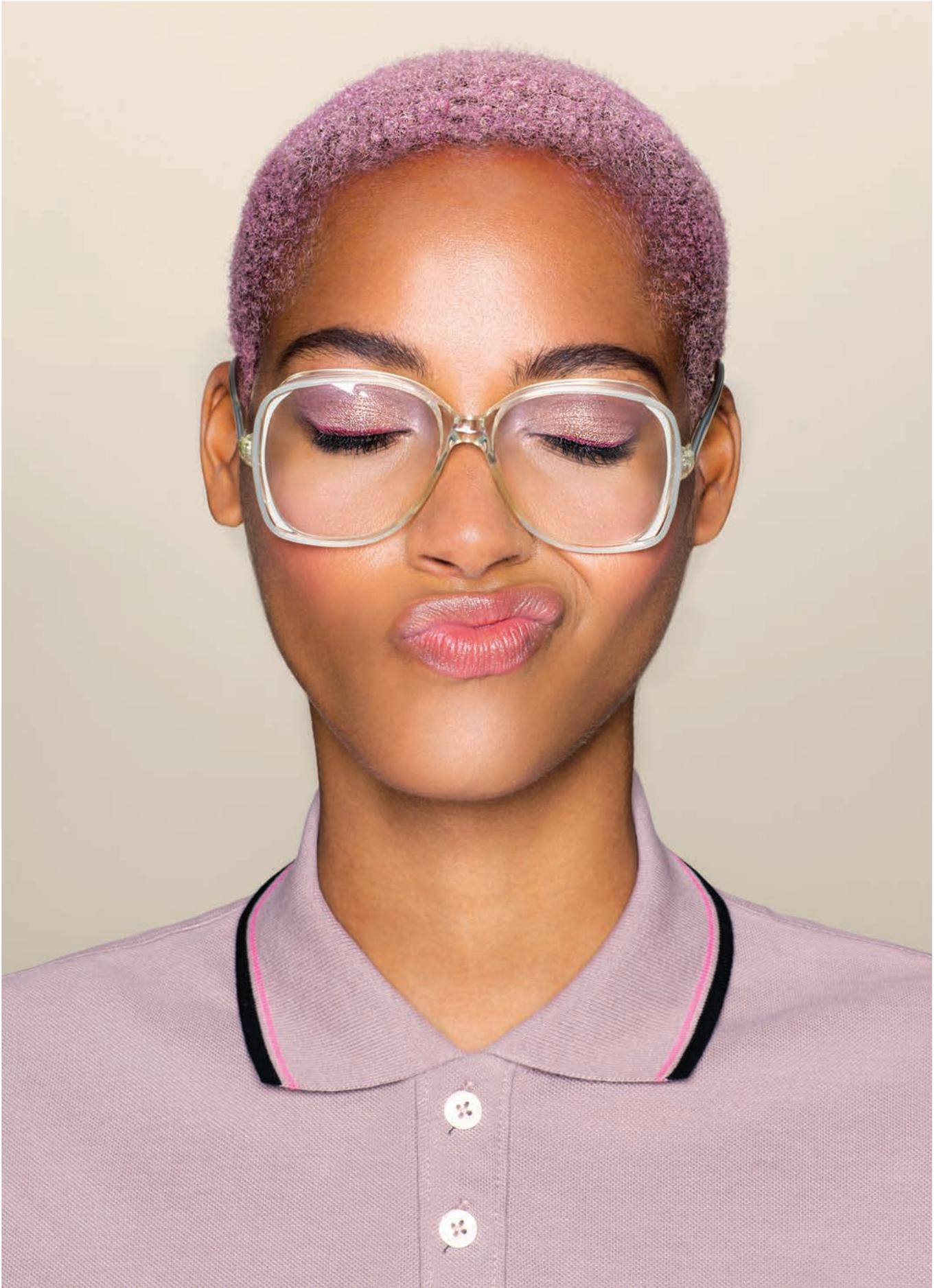
Hair: Jonathan Turner  
Makeup: Kirsten Baillie  
Styling: Clare Frith  
Photography: Michael Young





*Based on a 1970s  
yearbook, this collection  
is all about having fun,  
creating a feeling of joy  
and, most importantly,  
celebrating individuality.*

# SCHOOL YEARBOOK





Hair: Sophie Gibson and Jonathan Turner  
Makeup : Kirsten Baillie  
Styling : Clare Frith  
Photography : Michael Young



**CRAVET**

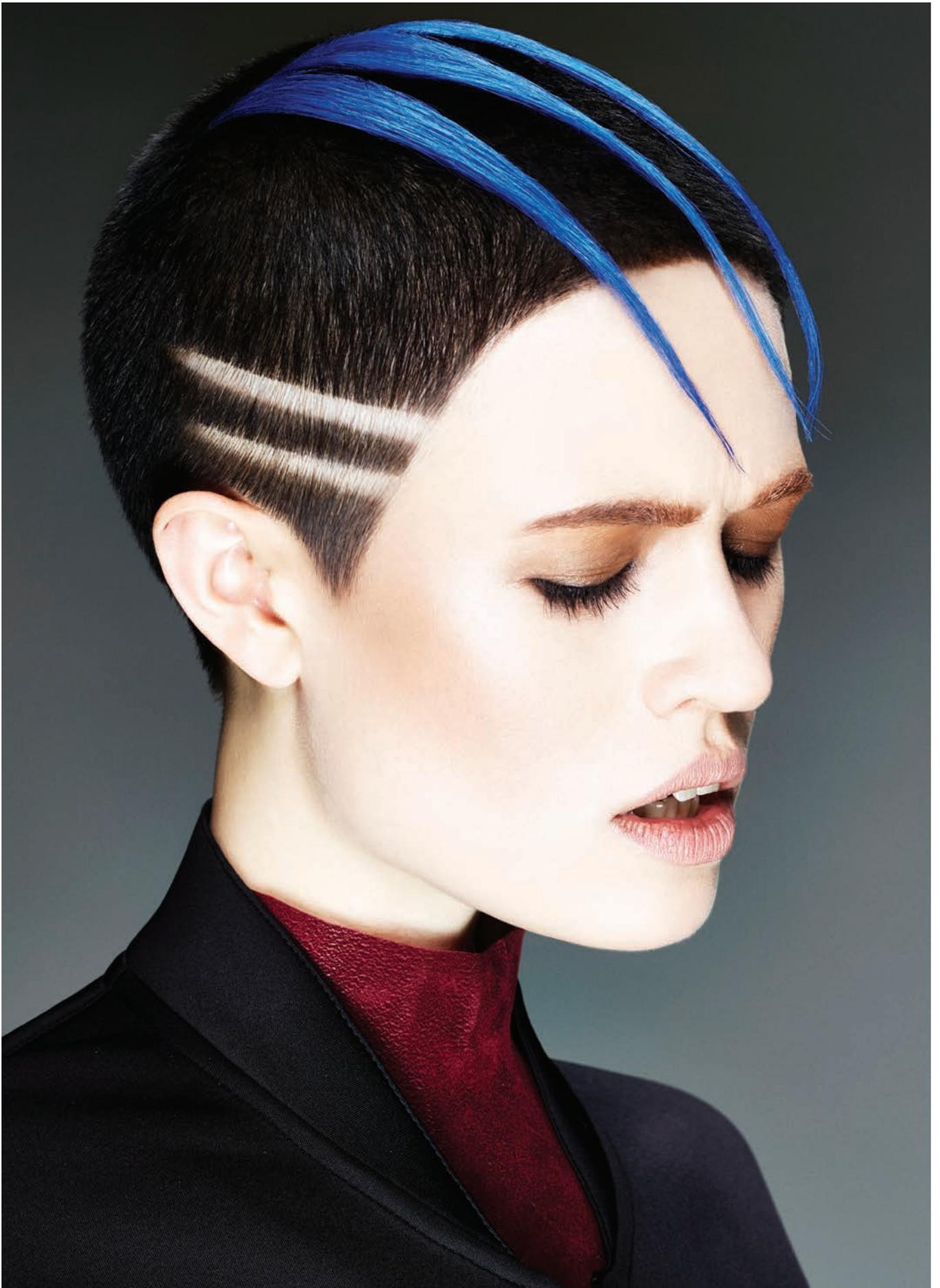


*This collection pays homage to creativity and colour in its boldest form, with an execution of pigment that's wild at heart.*









Hair: Thomas Hills + Lauren Killick, TH1 Hair, Oxted  
Makeup: Claire DeGraft  
Photography: Richard Miles  
Styling: Bernard Connolly





# WE LOVE

*Every minute matters, now more than ever, hence why we're introducing you to this month's We Love: Indola's latest XpressColor fashion shades.*

**L** launched last month, Indola's newest XpressColor fashion shades, Chocolate/Mahogany, Red, Violet and Copper, are sure to revolutionise how you colour.

With #XpressColor shades, root re-touches, partial colours and short crops are now three times faster and that can only be good use for the busy post-lockdown period.

Created with the solo stylist in mind, XpressColor offers greater control over your time, clientele and profits thanks to its '3x faster' guarantee.

The colour range, which now comes in a total of 18 shades, has just a 10-minute development time, which was devised with the freelance hairdresser in mind. It enables them to complete more colour services in a day and in turn, increase their business turnover.

The XpressColor is a permanent colour cream to be used with a low percentage developer of 6%. It offers perfect grey coverage and promises to leave the hair feeling nourished and cared for.

**This is what we like to call- a no-brainer.**



# DIVA

PRO STYLING

## AIR Curl

An Industry First  
from Diva Pro Styling

Heated barrel  
with cold air  
curl fixing system

Lower heat required  
- kinder to hair for  
longer-lasting styles



**NEW**



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+ KERATIN CERAMIC

**210°C**  
EVEN HEAT

DIGITAL  
DISPLAY



COLD AIR FIX

## INTENSO 4000PRO

**NEW**



CERAMIC +  
TOURMALINE

LIGHT <sup>450g</sup>  
WEIGHT

**Turbo  
FLOW**  
≡ 120m<sup>3</sup>/h



SuperCharged  
**ION JET**  
SYSTEM  
15,000,000 ions/cm<sup>3</sup>

**DC** HIGH TORQUE  
MOTOR POWER OF AC



Compact, lightweight  
and powerful for  
all-day styling

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