



FROM THE BOARDROOM



Hello Society Members- Best wishes for a great Memorial Day Weekend for all our members here in the States. You will receive the Summer 2011 edition of **The National Hair Journal** beginning of July. The upcoming edition **The Journal** features articles from board members, **Lisa Zimmerman and Bobbi Russell**. Meanwhile, there is a lot of great information in this month's Society newsletter. You will read about the new skin rejuvenation profit sharing opportunity being offered through The Society and the latest news in laser technology and anti-aging. Have a great holiday weekend!

SOCIETY NEWS



The National Society of Hair & Skin Rejuvenation- You may have recently seen the front page story in **The National Hair Journal** Spring 2011 edition, "**It's Tomorrow Already.**" The article focuses on the anti-aging market and how the US market for anti-aging skin care products and services hit \$1.8 million. The Society is very aware of these trends so starting this Summer, **The National Hair Society** will have a new look. We want to bring Society members new profit opportunities and technology within the anti-aging market. We are in the process of making this happen. The National Hair Society will eventually be transformed into **The National Society of Hair & Skin Rejuvenation**. The Society has recently introduced a new skin rejuvenation technology at the **Transitions** Meeting in Redondo Beach, CA. It is a profit sharing opportunity that has the potential to increase your profits tremendously. Please visit the website at www.avcoworldwide.com to learn more. You can view a video of the technology on the website. This opportunity may not be for everyone. We do have an eligibility form that members must fill out. Once the eligibility form is filled out, you will receive a DVD with an Excel spreadsheet that will allow you to estimate the income that can be generated from the



skin rejuvenation opportunity based on the number of clients enrolled in the program. I will be heading this project and setting up those members that want to participate. I can be reached at **619-928-9750** for more information. I can send you a folder of information by mail as well upon request. I look forward to working with those members that want to introduce anti-aging into their business. The future is in anti-aging and **The National Society of Hair & Skin** will help your business by introducing new profit opportunities. The Society has been wanting to introduce profit making opportunities for years and now this is finally happening. I believe in this technology and clients will be impressed by the results.

NEW SOCIETY MEMBER



Please Welcome John Rutter- John Rutter joined **The National Hair Society** this month. His salon is located in Chalk Hill, PA. You can view his website at www.jrhair.com for more information. Once again, I would like to welcome John to The National Hair Society.

LATEST NEWS FROM OUR WHOLESALERS



Hair Loss Retailing Tips For Long Term Results - *By William C. Blatter, President Hair Loss Control Clinic, Latham, NY-* As a hair loss expert, you know the importance of retailing home care maintenance tools and products for your clientele. These products bring in extra revenue and when your clients see results, you'll have a residual income stream. With **hair loss treatments**, the more hair your clients grow the happier they are and the more likely they will be to continue their program. A very common mistake many owners make is to buy a single product or a single device like a hair loss laser. By taking a multi-therapeutic approach to hair loss, you can offer clients the best results. **Provide clients with quality lasers, DHT blocking products (natural or Finasteride), hair nutritionals, marine concentrates, Minoxidil (preferably enhanced five to six ways) and topical DHT blockers.** Show clients how the most effective way to fight hair loss is by using long-term hair loss systems, encompassing more than one product. At **Hair Loss Control Clinic**, all of our product offerings work synergistically for the





best possible outcome. Our **HLCC Scripts Brand** of hair loss products includes oral, topical and haircare maintenance items designed to work together to provide the most effective hair loss solutions. Hand-held low level lasers are also marketed along with these products to further enhance hair growth with light therapy. We find that our clients will receive far better results when combining therapies and using an entire system, as compared to cherry picking individual products. Offer customized retailing solutions to your clientele, as hair loss needs will vary for each individual. We package our individual hair loss products together in sets as complete treatment programs, attractively boxed for convenient one-step retailing. Products can also be easily customized for different options and hand-held lasers can be included. Make purchasing your products easy for clients with this type of foolproof merchandising. For those clients who may really want to begin with just one product instead of an entire system, you can offer a combination oral nutritional such as our **HLCC Scripts Complete DHT Inhibitor, Marine Concentrate & Hair Nutritional**. This clinically developed formula is a combination of marine concentrates, essential vitamins and DHT blockers. Using an affordable combination product like this saves your clients money, as it is essentially three products for the price of one. A combination oral nutritional would be a good introductory product for clients that provides results and ultimately influences them to use the entire system. Share as much information as possible on the extra benefits for using a more comprehensive multi-therapeutic approach. By retailing home care hair loss product systems, you will be providing your clients with valuable new hair loss resources. In addition, you will also be dramatically increasing your bottom line with high-end hair loss programs that create long term, loyal repeat customers for years to come! **Taking Control Of Hair Loss. The Hair Loss Control Clinic** remains a globally respected industry leader, providing the most effective products and services available for salons, spas, medical spas and hair replacement centers. For more information on HLCC, low level laser therapy systems, or the Scripts line of DHA inhibitor products, scalp hygiene and haircare maintenance products, call 877-HLCC-123 / 518-220-1500 or visit www.HLCCOnline.com.



Help Your Clients Extend The Life Of Their Hair Extensions This Summer
Tips to Maintain Healthy Looking Hair While Increasing Salon Revenue

Chances are that your clients have thought about trying out a new fashion or beauty trend this summer season. Many will want to experiment with more length, volume, body and texture or to try out a new haircolor. The easiest and safest way to change up their style is by offering them professional quality salon **hair extensions**. Hair extensions provide instant multi-dimensional haircolor, highlights or length, texture, and volume where they need it most. Best of all, hair extensions are great for all summer activities. Clients will be able to swim, run,





shampoo and style their hair as they normally would. Once professionally bonded hair extensions are properly applied, they can last for up to six months with regular at home and salon maintenance using the correct regimen of products. Following are some tips to help them maintain their natural hair extensions as well as tips on how to increase your hair extension business. It is important to educate your clients on the ways to protect the life and vibrancy of their hair extensions before they kick off the summer. **Kathy Williams, SHE by SO.CAP. USA Hair Extensions Educator and Artistic Director** offers some tips on how to extend the life of your client's hair extensions this summer. "Clients need to remember that the color of their hair extensions can fade just like most haircolors. It's important to stress regular maintenance and care to prolong the life of haircolor." says Williams. One of the most simple and stylish ways of protecting hair from harsh summer weather is by wearing hats to protect against violent UV rays that fade color faster. **Regular maintenance** also includes proper brushing. "Being outdoors more often means more exposure to wind, which can cause tangling. By properly brushing from scalp to ends you ensure less breakage," says Williams. If clients plan on swimming, they need to rinse hair very well after exposing it to chlorine from swimming pools or salt from beaches. **Williams suggests** spraying hair with a repair formula designed to add UV protection and other essential oils. Another suggestion would be to wear a swim cap. Hair should be washed in a downward motion starting from roots and moving towards the end. When they shampoo, they will need to be taught to massage lightly and rinse properly to avoid any product build-up. Then apply a good moisturizing conditioner to keep tresses shiny and soft. Avoid alcohol based conditioners as they tend to make hair dry. When drying hair, teach your clients to avoid rubbing hair extensions vigorously, as this may lead to breakage. When possible let wet hair extensions air dry. Use of professional shampoos and conditioners is another way to extend the life of hair extensions. Teach clients that essential oils that are produced in your scalp are more difficult to extend to hair extensions. "It is important that clients realize that they have to keep up with a professional haircare product regimen that is specifically designed for **hair extensions**," notes Williams. A strict home care regimen is essential for your salon clients to maintain the longevity and appearance of their hair extensions investment. **SHE by SO.CAP. USA Hair Extensions** has made challenging home maintenance a thing of the past, with their three new **4U Hair Extension Product Systems**. These specially formulated haircare product lines for curly, straight and normal hair allow for simple and easy maintenance of all textures of hair extensions by you and your clients. Summer is the perfect time to offer your salon clients hair extension services. "One of the biggest challenges for women with fine hair is how to fight the heat and humidity which tend to leave hair looking limp. One way salon professionals may help combat those effects is by suggesting a single row of **hair extensions**. For first time clients, it is not necessary to push them for starting with a full-head of hair extensions. Adding just one row or even just a few strands can help them with volume. This is a great way to introduce hair extensions to new clients." notes Williams. Salon professionals can consider offering young adults hair extension services in the summer. While some student athletes like to see their school colors in their hair, some schools do not allow students to play around with fantasy haircolor shades. Summer is the perfect time for them to have fun experiencing crazy colored strands. For those clients that





have never experienced **hair extensions**, try to work those services into special event and bridal packages. Since summer is also wedding season, salons should make hair extension services part of their bridal service packages. Not only will you help them create their dream look using **hair extensions**, but you may have them coming back for more even after the honeymoon. Besides offering your clients maintenance tips for their hair extensions, offer them some sort of special maintenance service package. Similar to a tanning package, your packages should consist of a 2 to 3 month program that includes a certain number of visits for touching up their hair extensions as well as to add haircare products. Salons should start activating their hair extension business this summer by participating in charitable fundraisers. “This is a nice way to give something back to the community, while promoting your salon as well as your hair extension services. For example breast cancer awareness month, which takes place in October, is a very popular cause that many salons get involved with.” says Williams. **Pink Hair For Hope, a fundraising campaign created by SHE by SO.CAP. USA Hair Extensions**, allows salon clients to donate \$10 to help fund breast cancer research. In return, they receive a pink hair extension to show their support of breast cancer awareness in a very unique and stylish way. By using this fun annual charity fundraiser, many new clients are successfully introduced to hair extensions for highlights, length and volume. Contact your local and national charitable organizations to start a fundraising program for your salon, using extensions. No matter what exciting activities your clients take part in this summer, ensure they are educated on how to extend their new looks! These are just a few ways to increase your hair extension services this summer and beyond!

LATEST NEWS FROM OUR RETAIL MEMBERS



Tips By Toni Love by Toni Love- Is It Time To Change Your Image?-

Hello Everyone! First, let me thank you for the calls, e-mails and texts I received after that devastating tornado hit Alabama.....my family is fine...Join me in praying for the families who were not as fortunate. I ask all of you, “**Is it Time to Change Your Image?**” This question can be applied to your personal and professional life. Changing your personal image can start with something as simple as a hairstyle or an outfit. It can also apply to your personal lifestyle.

Making changes in different areas of your life is important and it can range from your attitude to painting a room in your home. Many may ask, “**how will I know when I need to make a change?**” You’ll know when you are tired, unhappy and/or not getting the expected results. In life, we must realize if you continue to do what you have always done, you’re going to get the same results. If you can’t see growth or progress from what you are doing in your personal or professional life then it’s time to make a change. Professionally when you’re ready to take your business to a new level, you may need to seek the help of an image consultant to work with you or your company. The image consultant can assist with brand strategy, media training and much more. This person or agency can assist in “rejuvenating” your appearance to the public. Your new business image will attract more customers and more





customers means more revenue. Many celebrities have image consultants and wardrobe stylists. The wardrobe stylist acts somewhat as a personal shopper and selects the proper clothes for the celebrity. If you feel you're not as strong in this area or you need someone with a "bit" more expertise in this area, then hire a wardrobe stylist to assist with creating a new image for you and or your business. One person can hold both titles or you can hire multiple people. When hiring a person, be sure to consult their references and be sure they have a pleasant disposition and attitude because you will have to work in close proximity with this person. Be sure they are not emotional, opinionated, rude and unprofessional. Many of you have made comments regarding my website: www.tonilove.com. At the beginning of this year, I changed my image. It took a team of people to assist in getting the results I envisioned. They are: **Maria Palladino, my website designer, Kris Cole, wardrobe stylist, Derek Blanks, photographer, Saisha Beechum, make-up artist and Makeda Smith, a public relations manager.** As I've stated in the past, surround yourself with the right people. Maria and Makeda have been on my team for years, advising and assisting me throughout my career. Kris, Derek and Saisha worked with me for the first time on this project. Many of you have seen Derek Blanks photos on magazine covers such as: "**Essence**" along with taking photos of **Angela Bassett, Jennifer Hudson, Monique, Trey Songz, Usher and many more.** Until next time.... Toni Love, www.tonilove.com. Facebook: Toni Love Cosmetology. Twitter: @cosmogirl205.

IN OTHER HAIR NEWS



Anti-Aging Haircare Gives Hair A Facelift- *Hair shows aging just as skin & bodies do-Offer Clients Anti-Aging Haircare Services-* We may think of anti-aging as a term used only for skin or body care. Yet just like skin, our hair will also show the effects of aging along with the results of environmental damage. Offer your more mature clientele a series of professional services and products formulated specifically for the needs of aging hair. As we age, hair follicles grow thinner and become weaker, with both men and women losing the natural volume they had in youth. Older hair may also appear dull and dry, with the use of haircolor or other chemical services contributing to the damage aging hair can amass. Now, many product companies are addressing the needs of aging hair and there are a variety of salon services that you may offer your clients to revitalize and energize aging hair. **Divi International offers the HairCheck** measuring system to augment anti-aging haircare services. For the first time, beauty care and medical professionals are able to offer their clientele real data about the condition of their hair, as the HairCheck system scientifically measures the amount and density of hair in a localized area on the scalp. President **Mike Vidal** notes, "For those who are marketing services and products for aging hair, hair breakage and thinning, the **HairCheck** device will offer better results for clientele, as the effects of your professional products and services can be quantified. Salon and spa professionals can now adjust service and product recommendations as needed for the ultimate in healthy haircare. Normal hair growth rates are about one half inch per

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MARKETING GRAPHICS

natureal
PARIS

REVIVOGEN
Dermatologist Formulated, Natural Hair Loss Solution

HairMAX
haircare

FOLLEA
HAIR'S BEST KEPT SECRET

SOCAP USA
hair extensions

NEW! HIRI

Virtual
REALITY

ANAGEN
AlphaLose LX40

PHOTON
haircare

easthair
Lifestyle Hair

INVISIBLE HAIR

IHI

INTERNATIONAL
HAIRGOODS
INCORPORATED

Ion Renew



month, so hair that is longer than shoulder length will be two years or older. Special care should be given to longer haired clients with services and maintenance products designed to combat breakage and shedding. Some amount of hair shedding is normal, with the average at about 50 to 60 hairs per day. Many environmental factors can affect hair shedding such as medicines, genetics, diet, autoimmune disorders and stress. Beauty professionals should offer older clients haircare maintenance product lines that address anti-aging with ingredients to provide added moisture, conditioning and volume. Some effective anti-aging ingredients include **hyaluronic acid and aloe for hydration and antioxidants such as pomegranate, green tea or grape seed extract to fight UV damage. Vitamins and minerals like Biotin, Vitamin B, Folic Acid, Selenium and Zinc are vital for nourishment.** Essential oils like wheat germ, jojoba or safflower will provide gloss and conditioning. Amino acids and proteins rebuild the keratin bonds in hair to provide strength and shine. UV protectors will guard against sun damage while also preserving haircolor from fading. Professional hair loss products for increased hair growth will also contain special ingredients that stimulate blood flow and deliver nutrients directly to the follicular level while neutralizing DHT, the active element in balding. All haircare products for aging hair should be sulfate-free with no harsh chemicals, as inflammation to delicate hair follicles will prohibit maximum hair growth and volume. Provide your clients with specialized anti-aging haircare services, starting at the shampoo bowl with sulfate-free cleansers and deep conditioning treatments. Offering your clients organic haircolor with low ammonia content will ensure the healthiest results with no harsh chemical damage to hair follicles. Highlights with organic haircolor, protein and keratin treatments, glossing services or natural straightening services will provide silky, frizz-free and youthful hair. There are also many opportunities to retail appliances and tools for hair breakage including hairbrushes, combs, hairdryers, wigs, hair pieces, hair extensions, styling tools, upstyle devices and many other healthy haircare items. To add to your healthy haircare services, provide your clients with quantifiable data on how your services and products are working with regular **HairCheck** measurements. **HairCheck** services for breakage may be performed at every client visit, so that the performance and results of product use may be checked and adjustments made for the best results. **The HairCheck service** takes only five minutes to perform and not a single hair is cut. Salon & spa owners can provide valuable anti-aging haircare solutions to clientele while boosting business revenues and increasing client loyalty and trust. **Divi International's Mike Vidal** encourages beauty professionals to become hair loss experts to advance their careers and grow their businesses. Vidal anticipates that hair loss services will become standard throughout the beauty industry. Vidal concludes, **"The HairCheck measurement system** is the perfect complement to every hair loss service or product regimen. We anticipate that HairCheck will become the standard service throughout the beauty industry as well as for medical professionals and we want to be responsible for introducing this innovative new technology throughout the world." **Get Your Hair Score With HairCheck!** For more information on HairCheck or the full line of Divi International products including the Depilève Hair Removal System, call [800-233-7453](tel:800-233-7453) or visit them on the web at www.HairCheck.com.





Men Now Using Latisse Against Balding- When eyelash-enhancing product **Latisse** hit the market two years ago, it had many wondering about potential side effects including unwanted facial hair growth, but now it seems as if that hair could be very much wanted in other places: bald guys' heads. Hair restoration

physician **Dr. Alan Bauman** told **ABC's Good Morning America** last week that he's been using the formula "just like you would for your eyelashes, and that would be once a day, and you use a little bit topically, on the scalp." **Bauman** says he's seen positive results in around 70 percent of the patients he treated, but he also warns that "this is not a miracle cure...this is mainly for patients that have still some thin, wispy hair left." Also, **Sy Sperling**, founder of well-known US hair restoration company, the **Hair Club**, weighed in saying: "When there's a real solution for baldness, I'll be banging your door down. I'm ready for it. People shouldn't get too excited about this. I think that **Latisse** is a lot better for the eyelashes and not quite as successful for hair loss." Anyone willing to give it a try needs to be aware that it will be a costly endeavor: a monthly supply of **Latisse is \$150**, and that's only for around 400 eyelashes - the average man has around 100,000 hairs. But, as Bauman points out: "when you're talking about hair growth it's priceless."



Beat Summer Mascara Bumpers With Novalash- Ahhh, summer: a laid-back season of swimming, sand, surf and sun. Unfortunately, it's also traditionally a season of messed-up mascara, courtesy of all that swimming and sweating! **What's a lash loving girl to do?** Of course, you *could* mess with clumpy, flaky waterproof mascara, or even choose to suffer silently a summer of runny raccoon eyes. Or, you could make like the savviest of summer girls and open your eyes to **NovaLash**, long-lasting and luscious eyelash extensions that are also known for being the world's healthiest. **NovaLash eyelash extensions** use professional medical-grade adhesive, which means they're gentle on your sensitive eye area while also being

super durable. In fact, **NovaLash** lashes are known for their ability to last for four to six weeks! Even better, they're so thick, long and lustrous that you can skip mascara altogether. Just roll out of bed and onto that beach, boat, or—if you must! —Boardroom. And if you're a certified lash artist, or are looking to become one, check out novalash.com to get the goods on applying, selling, and becoming certified in the world's best lashes. In short, whether you're a beauty junkie or a savvy stylist, **NovaLash** ensures that you'll have an eye-opening experience. Established in 2004 as the first global distributor of eyelash extension products, **NovaLash, Inc.** has quickly become the leader in the field of lash extensions by striving to provide the best that technology, science, creative artistry and customer satisfaction can achieve. **NovaLash** has since expanded into over 40 countries outside of the U.S. and continues to globally enhance the eyelash extension industry through substantial R&D, improved regulations and superior education. **NovaLash** was recognized in **2007 by ICMAD** for product innovation of the year and voted Reader's Choice for Best Eyelash Extension Company in 2010 by **Beauty LaunchPad Magazine** and won **Professional's Choice Award for Favorite Eyelash Extension Line** from





American Spa Magazine. NovaLash continues to provide the only physician-developed training program using the longest lasting, medical-grade adhesives, earning NovaLash its reputation as 'the healthiest' professional lash extension system. More information about the company can be found at <http://www.novalash.com> and <http://www.facebook.com/novalashUS>. [866-430-1261](tel:8664301261).

Celebrity Choice Lash Artists Selected By Novalash-

Seven Women Shaping The Industry-One Lash At A Time



NovaLash is comfortable with excellence. From their reigning title as “**Favorite Eyelash Extensions**” in **American Spa’s Professional’s Choice Awards**, to their win for “**Best Eyelash Extension**” in **LaunchPad’s 2010 People’s Choice Awards**, the healthiest, lushest eyelash extension system is totally tops. That commitment to excellence is why Novalash set out to select seven of the savviest extension artists from the nation’s top salons and spas to represent the ever-expanding company. Meet the 2011 Celebrity Choice Lash Artists! Hand selected to work for international advanced trainer, **Sophia Navarro, at The Lash Co. in Houston, TX**, **Kelly Bosset** is an award-winning lash artist who is most proud of her work with patients suffering chemotherapy-related hair loss. After 20 years working in finance, **Marilyn Burr** left to follow her *true* passion: making others look beautiful. The result? A wildly successful salon in Woodland Hills, CA. A guest advice columnist for the NovaLash NewsFLASH, **Aimee Costales** has been busy with the beauty industry since her days as a child working in her parents’ salon. From New York Fashion Week to Good Housekeeping to Beauty LaunchPad, **Alicia Hunter** has made her lash-mark across the nation as “the lashionista” to the stars. Not only is **Michelle Mirizio** Frederic Fekkai’s exclusive lash artist, she’s a Fashion Week veteran, a NovaLash instructor, and the owner of a successful makeup distributing company. NovaLash’s June 2010 Lash Artist of the Month, **Whitney Mullins**, has “lashed out” in Fashion Week Miami Beach and has been featured in both *Santa Rosa* magazine and **Shop SoCa**. Orange County’s **Joanna Roche** trained with Sophia Navarro, resulting in an “extension” to her already successful airbrush tanning business. This eye-opening crew celebrated their selections as **Celebrity Choice Lash Artists by representing NovaLash** in the company’s celebrity suite at the Super Bowl. Established in 2004 as the first global distributor of eyelash extension products,

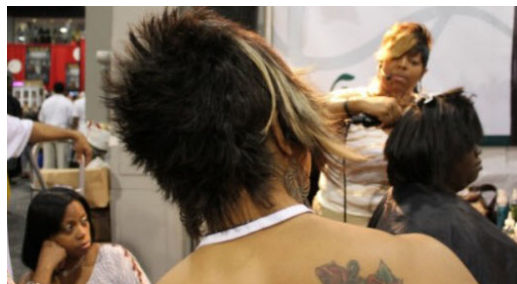




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The Big Business of Weaves and African-American Hair-

Written by H. Fields Grenee-The Atlanta Post



Straight, wavy, curly, fine, course-few things generate more passion or anger among **African American** women than their hair. Some critics note that the emphasis placed on hair is a double-edged sword aimed at ones' self esteem. Or when quaffed well, i.e. "Good Hair" becomes a passage to acceptance within the dominate cultures' ideal of beauty. Then there are those who view hair-commercial or natural-as an accompaniment to an outfit; like a hat or that essential accessory that glams up the whole look. Despite what stance you view the landscape from hair-**African American hair** and the cultivation of that "look" via the placement of weave is a multi-billion dollar industry. Extensions can cost as low as **\$300** (depending) on your geographical area) and go up to **\$10,000**; based on the service-strand by strand extensions or weft (track) that are calculated per weft or a set price for the entire head, says Atlanta-based beautician **Toni Love**, who has more than 20 years experience styling hair with the addition of weave placement. Factor in maintenance; better known as touch-ups, required every four to six weeks determined by how fast the recipients natural hair grows-commercial hair placement can range between \$4,000 to \$80,000 a year-not including transportation, child care or lost productivity incurred by the three to eight hours required to complete the process. Despite the cost reductions since weaves first gained popularity in the late 70s and early 80's-when it was primarily used for theatrical purposes, movies, videos and on fashion runways-the expense is



difficult to juggle with real incomes. Nevertheless, their hyper-visibility can be seen everywhere from corporate boardrooms to inner-city food desert bodegones. **Quest For Fashion Fabulous Hair Speaks Volumes About Us-** Consider this: \$46,326 was the median household income in the United States according to 2010 U.S. Census data and the average income for African American families was \$32,584, well below a middle-class lifestyle. Yet we over-spend for the purpose of appearance. Why is this? “It’s not that I think “natural hair” is now invisible but (weave) has become a way for more people to achieve that “good hair” status if only synthetically,” gleamed **Davarian L. Baldwin, Paul E. Raether**, distinguished professor of American studies at Trinity College. “The culture surrounding weaves; such as the links between more traditionally white hair textures and the pricing system of weaves, helps to exacerbate the notion of “good hair” as “non-Black.” Baldwin continued, “Who really knows if “Indian Remi” (a popular human hair weft texture) is a reflection of actual Indian women’s hair or what “Hollywood Italian” (another texture classification) actually means but in hair weave stores there is certainly a hierarchy of hairs that is also linked to a hierarchy of racial value.”



Summer Time, Summer Locks- *Celebrity Stylist Naz Kupelian*

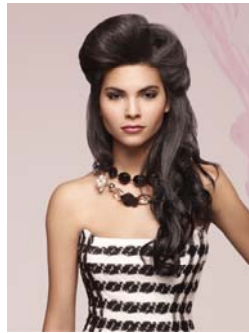
Provides Tips for Summer Hair!- Summertime may bring glorious

visions of beachy waves, carefree curls, and natural highlights, but in reality the summer heat does more than give you kiss sun-drenched locks. Scorching temperatures, humidity and excess exposure to the sun’s rays can leave hair brittle and dry, not to mention a little bit green from those extra romps in the pool. Luckily, **Celebrity Hair Stylist Naz Kupelian’s** has three simple summer tips and products that will keep hair healthy and shiny, and keep those carefree curls from frizzing out! **1. For hippie waves: Rollercoaster waves or loose, flowing locks, no curl is cute with frizz!** Kupelian recommends prepping your hair with Rusk’s Resurfacing Texture Crème. Full of silky, hydrating properties, this cream is great for keeping curls bouncy and protecting them from harmful UVB rays. **2. For beach goddesses: No matter how carefree it looks, beach hair doesn’t come naturally.** If you plan on spending a lot of time outdoors, at the beach or in the pool, it is important that you condition! Not only will a nutrient-rich formula restore hair to a smooth shine, but it will keep tangles from getting in the way of your fun! **Kupelian recommends Rusk Coral Therapy**, a bio-marine formula that has been recognized for centuries as an intense strengthening and detangling treatment. **3. For summery nights:** There is nothing more appealing than soaking in the sun and taking a dip in the pool on a hot summer day, but sometimes the smoldering heat calls for a smoldering look! **Sexy and straight calls for a light cream that will instantly smooth and silken the hair while providing amazing shine.** Kupelian calls for **Rusk’s Being Smooth**, a styling tool for the nights when you just need to be smooth. With these three easy ways to keep tresses tamed and healthy, there will be nothing else to do but pray or sunlight! For more information or appointment scheduling, please call [781.676.7791](tel:781.676.7791). Visit www.nazkupeliansalon.com for a full list of services, Rusk products are available at the salon. **Naz Kupelian Salon** is location on 311 Woburn Street, Lexington MA 02420.





Five Hair Extension Woes-Wiped Out With Simplicity!



Long, Luscious locks without the muss and fuss of actually growing them sound great-so why are most hair extensions such a hassle? **Simplicity**, maker of a revolutionary, patented system of extensions looked into the top five client complaints surrounding the hair extensions process and then set about solving them. The result is pure Simplicity. The head-jarring process of applying most extensions and the often wince-worthy weaves that keep them fastened, leave clients needing an aspirin just to wear their hair! **Simplicity Hair Extensions**-which utilize a patented, new comfort-grip adhesive-strip-sidestep the sore by fastening flat to the client's natural locks, leaving the need for pill-popping in the dust. **Hair extensions** may be easy on the eyes, but they aren't as easy on the wallet. Old hair extensions systems cost your clients up to \$2,500 for just one application. But Simplicity's strands are savvier. You can get away with charging literally thousands of dollars less, while still pulling a profit. Everyone wins. No busy client relishes the two hours typical of the extensions application process and **Simplicity Hair Extensions** drastically reduce her stint in the salon. Applied by a professional, Simplicity takes less than 60 minutes, so she's in and out on her lunch break. Removing the hair extensions of old was a pretty painful process, involving plenty of pulling and pinching. Simplicity sidesteps the issue by utilizing a gentle remover and your own tail comb to easily detach each extension and then slip it off the end of the natural hair. Perhaps the biggest client complaint about hair extensions is that they can look totally faux, which is so not hot. With **Simplicity Hair Extensions**, quality is never, ever compromised. All 26 colors, three textures and two styles are made of the highest quality, **Indian Remi hair**, for a fit that couldn't look less fake. You can find out more about Simplicity extensions by visiting www.tressallure.com.





Pravana Teams Up With Brig Van Osten in “Show Us Your Vivids” Contest



You’re a cutting-edge stylist whose coloring skills are as varied as the hues in a rainbow—literally! From red to violet, you can creatively customize a seriously colorful semi-permanent coloring job. If **Pravana Naturceuticals Vivids** are the secret weapon supporting your talent, then **“Show Us Your Vivids”** is the contest for you. This once-in-a-lifetime opportunity combines Pravana’s premium product with **Shear Genius winner, Brig Van Osten’s**, top talent. To prove you’ve got prowess, all you have to do is upload three images, one of a ho-hum “before” model and two of your model “after” exposure to your very own unique methodology of applying **Pravana’s Vivids** color. Your fate then rests in Brig’s hands—the seasoned stylist and owner of Play Hair Lounge in California will select three licensed professionals as the most creative colors. The first prize winner will receive a paid trip to an editorial photo shoot with Brig herself. Those pictures will then wind up in a major salon industry publication! Second place will receive \$1,000 worth of Pravana hair care, styling and coloring products, while the third runner up will be gifted with \$500 worth of products. If you know you have what it takes to color the world *your way*, visit pravana.com from July 1, 2011 to August 31, 2011 to get more information and to enter the first ever **Show Us Your Vivids** contest. Then, anxiously await September 5, 2011 when Brig will bestow her three favorite colorists with premium prizes. Happy coloring! **Pravana Naturceuticals** is a revolutionary hybrid that combines the power of nature with technological innovation, creating a new professional hair care standard. Its **Proprietary Naturceutical Complex™** utilizes nine Meso-American botanicals that nourish and promote hair’s health and wellness, while three advanced hydrolyzed proteins increase strength, elasticity and shine and provide complete hair color protection. All **Pravana** formulas are infused with a blend of keratin amino acids and pure silk protein to ensure the highest quality and most efficient hair care system. **Pravana shampoos** are sulfate-free and sulfite-free, providing for longer-lasting hair color and intensely hydrated strands. **Pravana’s products are free of Cocamide MEA and DEA, phthalates** and meet the strictest environmental regulations - with absolutely no animal testing. Pravana guarantees its shampoos with complete confidence. If after four weeks hair isn’t in better condition and/or color isn’t more vibrant and lasting longer, send the unused portion to Pravana for a full refund. www.Pravana.com.



SKIN, HEALTH AND BEAUTY CARE NEWS



Rihanna Helps Nivea Celebrate 100th Anniversary- In commemoration of its 100-year anniversary, skin care company **Nivea** celebrated its birthday in a big way and they brought Rihanna along for the ride. The company kicked off a two-day celebration beginning May 9th on the special **Nivea Blue Boat cruise in Hamburg, Germany**. The event was also followed by a meet and greet with more than 50 Nivea consumers from around the world. Rihanna signed on as spokesperson for the skin care brand earlier this year, posing nude for their, “The 100 years of Skincare for Life’ campaign. In accordance with the endorsement, the company will also sponsor the 23-year-old’s **Loud tour**, which begins later this month. “Over the past 100 years, **Nivea** has been an iconic skincare brand across the world that is built on the trust of our consumers, “**Nivea** board member **Markus Pinger** said in a statement. “We are excited to have Rihanna supporting us in our celebration and building a new generation of fans.” **Nivea began in Hamburg 1911** with the development of the first stable emollient and moisturizing crème containing the emulsifier **Eucerit, created by Dr. Oscar Troplowitz**, owner of the cosmetics company **Beiersdorf AG’s**. Over the past century, Nivea has become the world’s largest skin care brand and is one of four other skincare companies under the Beiersdorf umbrella.



May Is Skin Cancer Awareness Month- Memorial Day weekend marks the start of the Summer season. But all the outdoor activities the warm weather makes possible can increase your risk of sun-induced skin damage. Enjoy yourself in the sun safely by following our **Prevention Guidelines**. Since its inception in 1979, **The Skin Cancer Foundation** has always recommended using a sunscreen with an SPF 15 or higher as one important part of a complete sun protection regimen. Sunscreen alone is not enough, however. These are the prevention tips: **1) Seek the shade, especially between 10 AM and 4 PM. 2) Do not burn. 3) Avoid tanning and UV tanning booths. 4) Cover up with clothing, including a broad-brimmed hat and UV-blocking sunglasses. 5) Use a broad spectrum (UVA/UVB) sunscreen with an SPF of 15 or higher every day.** For extended outdoor activity, use a water-resistant, broad spectrum (UVA/UVB) sunscreen with an SPF of 30 or higher. **6) Apply 1 ounce of sunscreen to your entire body 30 minutes before going outside.** Reapply every two hours or immediately after swimming or excessive sweating. **7) Keep newborns out of the sun.** Sunscreens should be used on babies over the age of six months. **8) Examine your skin head-to-toe every month. 9) See your physician every year for a professional skin exam.** For more information, please visit www.skincancer.org.





Eye Skin Care Tips and Tricks- The skin surrounding the eyes is much thinner and much more sensitive to external factors' damage, so if you want to maintain your skin looking fabulous, you need to pay attention to your [skin care](#) routine. To prevent premature aging, take these into account and try to prevent any skin damage or early development of fine lines and wrinkles. Your skin, especially the one around your eyes can actually take or add a few years to your real age depending on how it's maintained, so if you want to look youthful and have an enviable skin, try to take proper care of your [body](#).

Since the skin around your eyes is much more sensitive, it requires special care, so learn the proper steps to make it look fabulous, so you can radiate [beauty](#). [Baggy eyes](#) can make you look tired, so try your best to reduce the puffiness using different special products. The puffiness is created by water which is being retained in [bags](#) under the eyes, and certain products can help diminish the bags. Use under eye creams which are based on vitamin K and wild chestnut, as they will diminish the [tired eyes](#) look. **Caffeine eye roller** products also work, so purchase the ones that you find suitable for you. Get enough sleep, as lack of sleep can definitely have an impact over your look and cause the skin surrounding the eyes to puff-up and develop dark circles which don't actually help your look. Don't apply a regular face cream under your eyes as the skin is much more sensitive in this area and thus needs softer ingredients to look and feel fabulous. Purchase a specially formulated eye cream and apply it using your ring finger gently by tapping the cream in back and forth movements, on small portions of the under-eye area, starting from the outside eye corner towards the inside. **Don't apply eye cream before bedtime** as you might end-up with irritated eyes, plus your skin will not be able to breath. Give your skin a break and allow it to breathe through the night. Keep in mind that most creams if not all, contain chemical ingredients, so give your skin some time to regenerate. The cucumber slices on the eyes is not a way through which you can look funny, but actually a way to pamper the skin surrounding your eyes. **Cucumbers are rich in minerals, so cut two fresh slices of cucumber and place them for 10 or 15 minutes on your eyes to allow** the minerals to be absorbed by the skin. Sleep on a comfy pillow which will maintain your head a little bit higher than the rest of your body to prevent puffy eyes. This way the blood will not rush to your head and cause the swelling under your eyes. **Avoid making grimaces** as they can become a habit and lead to the development of fine lines and wrinkles. Protect your eyes with [sunglasses](#) when you're exposing yourself to the bright sunlight as the sun light will also force you to make grimaces and cause fine lines. Emphasize your eyes and make your skin luminous by opting to enhance your eyes with light colored [makeup](#). Go for shimmery shades of nude, taupe, soft pink, lavender to brighten up the eyes. Keep your skin in fab condition and you'll definitely feel more comfortable and confident!





The Professional Beauty Association Announces The 2011 North American Hairstyling Award (NAHA) Finalists- Be More Recognized At The NAHA 2011 Awards Ceremony on July 31st, 2011 in Las Vegas, NV-

The Professional Beauty Association (PBA) announces the much anticipated finalists for the 2011 **North American Hairstyling Awards (NAHA)**! As the most prestigious photographic beauty competition in North America, NAHA celebrates the artistry and skill of the professional salon industry. From avant-garde and editorial styling to recognizing the

business savvy nature of salon owners, winning a NAHA award is a true pinnacle career achievement. **PBA invites the entire beauty industry to come together for the 2011 NAHA Award's Ceremony on Sunday, July 31, 2011 at the Mandalay Bay Resort in Las Vegas.** An evening filled with high-energy, creative expression and artistic presentations by some of the industry's leading figures including current Hairstylist of the Year, **Tony Ricci, the 2011 NAHA Award's Ceremony** is the perfect place to salute rising stars and industry icons. **NAHA 2011 is part of PBA Beauty Week**, which also includes *PBA Symposium, Beacon, Best Practice Club, the City of Hope Charity Gala*, and is hosted by Cosmoprof North America.

NAHAs are given in 13 distinct categories, including: *Hairstylist of the Year, Master Stylist, Avant-Garde, Contemporary Classic, Editorial Stylist, Fashion Forward, Haircolor, Makeup Artist of the Year, Salon Design, Salon MBA, Student Hairstylist, Salon Team and Texture.* In addition to winning the NAHA, the 2011 Hairstylist of the Year winner will also be flown to New York City for meetings with leading consumer beauty editors and appear on the nationally syndicated lifestyle television program, **BETTER**. **NAHA** also salutes two professionals who have made a significant impact and contribution to the industry. NAHA 2011 is proud to present its top honor, the *Lifetime Achievement Award*, to **Michael O'Rourke**, an internationally renowned hairstylist, salon owner, educator, and businessman. NAHA 2011 is also pleased to induct entrepreneur and philanthropist, **Stan Klet Sr.**, into the NAHA *Hall of Leaders*. **NAHA** continues to draw from a diverse and internationally renowned list of hairstylist and makeup artists from the **United States, Canada, Great Britain, Australia, and Switzerland**. Judges included **Angelo Seminara, Kris Sorbie, Vivienne Mackinder, Tabatha Coffey, Ruth Roche,, Mary Brunetti, Darren Bain, Bennie Tognini, Robert Lobetta,, Kendall Ong, Jamie Carroll, Gary Sunderland, Heather Wenman, Karg, Antoinette Beenders, Dean Banowetz, Nicholas French, Sam Brocato, Anthony Morrison, Mark Hayes, Sharon Blaine, Eveline Charles, Leon Alexander, Jonathan Lovett, Damian Stoney, James Morrison, Damien Carney, Michael Baker, Will Bruder** and several others. Via a blind entry process, entries were narrowed down to five finalists per category, and one winner in each category will be chosen. **The NAHA** festivities kick off with a Red





Carpet Reception at 6:30 p.m., followed by a star-studded Awards Ceremony featuring special artistic presentations, live entertainment and special guest appearances. The show will also be broadcast live, via streaming video, at hairdesignertv.com. **NAHA is part of PBA Beauty Week**, North America's largest, most inclusive beauty event, offering unlimited networking, educational, and professional growth opportunities to all sectors of the beauty industry. PBA Beauty Week is produced by the Professional Beauty Association and is hosted by Cosmoprof North America. probeauty.org/beautyweek / facebook.com/pbabeautyweek.

NAHA 2011 Finalists

Avant Garde

Palma Anshilevich - The Hair Spot
Damien Carney - JOICO
Dan Csicsai - Salon Glo
Kris Sorbie - Redken 5th Ave, NYC
Jake Thompson - Lunatic Fringe

Contemporary Classic

Simon Chercuitte - SACO
Eli Mancha - Bang Salon
DJ Riggs - Main Entrance
Timothy Switzer - Timothy & Co Salon & Spa
Dimitrios Tsioumas - Mizu New York

Editorial Stylist

Damien Carney - JOICO
Amy Freudenberg - MAKKA Beauty Systems
Charlie Price - Antoine du Chez the Spa
Dimitrios Tsioumas - Mizu New York
Marshall Vanierland - Kelly Cardenas

Fashion Forward

Michael Albor / Donna Hamilton - The Loft Salon by Michael Albor
Chrystofer Benson - Salon Tantrum/Matrix
Steve Elias - Elixir Salon & Spa
Jake Thompson - Lunatic Fringe
Zahir Ziani - Red Door Spas

Haircolor

David Adams - redCHOCOLATE
Martin Alarie - Salon Pure





Chrystofer Benson - Salon Tantrum/Matrix
David Munn / Natalie Gurley - Van Michael Salons
Dimitrios Tsioumas - Mizu New York

Hairstylist of the Year

Michael Albor - The Loft Salon by Michael Albor
Carlos Cintron -TIGI - Lewisville, TX
Daniel Holzberger - Van Michael Salons
Eli Mancha - Bang Salon
Charlie Price - Antoin du Chez the Spa

Master Hairstylist

Damien Carney - JOICO
Edwin Johnston - Cutting Room Creative
Anna Pacitto - Salon Pure
Dusty Simington - n/a
Kris Sorbie - Redken 5th Ave NYC

Salon Design

Bangz Salon & Wellness Spa
Lati & Sara Domi
Lunatic Fringe
Rebellations Hair & Beauty
Salon M Squared

Student Hairstylist

Caitlin Charles - Eric Fisher Academy
Christine Doerge - Eric Fisher Academy
Bella Hammer - Aveda/Fredric's Institute - Cincinnati
Holly Hui - MC College
Giovanna Simington - Golden West College Cosmetology

Salon Team

Fresh Hair
Studio
Hair Body & Sol Inc.
Jackson Ruiz Salon
JC Salons
Studio 1452





Texture

Carlos Cintron - TIGI - Lewisville, TX
Shirley Gordon - Strands Hair Studio
Jaymz Marez - Sophisto
DJ Riggs - Main Entrance
Daniel Roldan - MATRIX

Makeup Artist of the Year and Salon MBA finalists will be released Mid May 2011.



The Professional Beauty Association's Salon & Spa Performance Index Hits A New Record High In The First Quarter of 2011- Industry See's Strong Growth in hiring and Capital Spending-

Driven by stronger retail sales, customer traffic, labor and capital spending, the Professional Beauty Association's (PBA) *Salon & Spa Performance Index (SSPI)* rose to **104 in the first quarter - up 0.4 percent from the fourth quarter 2010 and up 0.8 percent year over year**. The SSPI is a quarterly composite index that tracks the health and outlook of the U.S. salon/spa industry. Following a modest increase in the fourth quarter of 2010, salon/spa owners continue to see positive indicators for the industry and remain optimistic about future growth. **"The Salon & Spa Performance Index** continues to see steady gains as consumer spending and confidence returns," said **Steve Sleeper, Executive Director for the Professional Beauty Association**. "The significant rise in capital spending by salon and spa owners is also very optimistic and indicates more business owners are confident in their future." **The SSPI** is based on responses to **PBA's "Salon & Spa Industry Tracking Survey,"** which is fielded quarterly among salon/spa owners nationwide on a variety of indicators. It is constructed so that the health of the salon/spa industry is measured in relation to a steady-state level of 100. Index values above 100 indicate that key industry indicators are in a period of expansion, while index values below 100 represent a period of contraction. The Index consists of two components - the **Current Situation Index and the Expectations Index**. The *Current Situation Index*, which measures current *trends* in five industry indicators (service sales, retail sales, customer traffic, employees/hours, and capital expenditures), **rose to 102.5 in the first quarter - up 0.9 percent from fourth quarter 2010**. While service sales were slightly down in the first quarter, fifty-seven percent of salon/spa owners reported higher retail sales along with a net increase in overall customer traffic across the industry. Labor registered its highest increase since the inception of the Index with thirty-four percent of salon/spa owners adding employees. Salon/ spa owners also invested in their business with capital spending on equipment, expansion or remodeling up thirty-two percent from the fourth quarter. **The Expectations Index**, which measures salon/spa owners' six-month *outlook* on five industry indicators (service sales, retail sales, employees and hours, capital expenditures, and business conditions), remained relatively unchanged, but still highly optimistic. A strong majority of salon/spa owners believe net sales will continue to improve. Their outlook for capital spending however dropped off slightly. Based on the rise in capital spending in the first quarter, this





would be logical as many have made their investments for the year. Overall, the beauty industry, which essentially touches the daily lives of everyone and every community, continues to steadily improve. Driven by improvements in consumer spending, salon/spa owners continue to invest in their businesses and support broader economic recovery and growth. *The full SSPI report and the "Salon & Spa Tracking Survey" can be found at www.probeauty.org/research.*



PBA/NCA Disaster Relief Fund- The PBA | NCA Disaster Relief Fund was established in 1955 to assist salons in rebuilding following the devastation of a natural disaster.

Over the course of five decades, the **Disaster Relief Fund** has been there for beauty professionals in times of dire need. As devastating tornadoes have affected the lives and livelihoods of many in multiple parts of the country, particularly Alabama, **PBA | NCA** is asking all industry professionals to make their tax deductible donations to the **PBA | NCA Disaster Relief Fund** - *a unique effort that provides 100% of all funds raised directly to beauty industry professionals in need.* "The **PBA | NCA Disaster Relief Fund** is a perfect way for our industry to come together and help support fellow beauty professionals in their time of need," states Steve Sleeper, Executive Director of the Professional Beauty Association. **Donations can be made to the PBA | NCA Disaster Relief Fund online, by mail, or by phone.** Contributions can be made online by credit card by simply completing the online donation form at: www.probeauty.org/disaster-relief-fund. Check or money order donations should be made payable to PBA | NCA Disaster Relief Fund and mailed to 15825 N. 71st Street, Suite 100, Scottsdale, AZ 85254. Contributions can also be made by phone by calling the PBA | NCA toll free number at [800.468.2274](tel:800.468.2274). **Please help us spread the word. Salon professionals that have been affected by this natural disaster can apply for assistance from the PBA | NCA Disaster Relief Fund by downloading the Application for Aid at www.probeauty.org/disaster-relief-fund.** Please send completed application and any additional documents to:

PBA | NCA Disaster Relief Fund
C/O PBA | NCA
15825 N. 71st St, Suite 100
Scottsdale, AZ 85254

100% of donations made to the PBA | NCA Disaster Relief Fund, a 501c3 tax-exempt fund, will be used to help rebuild careers, businesses and lives. Donations are tax deductible as charitable contributions.

