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PRO HAIR & BEAUTY

JANUARY/FEBRUARY 2015

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The BEAUTY DEBATE HIGH TECH OR BACK TO BASICS?

YOU REVIEW *Shine shampoo*

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HAPPY NEW YEAR!

It's all go in 2015, especially for me as I start the year by joining *PRO Hair & Beauty* as editor. It's an exciting time for the magazine, too, with lots of fresh new features and a dramatic digital makeover planned. Watch this space...

January and February can be a great time for beauty businesses to upgrade or try out new techniques or treatments. We look at the pros and cons of natural v chemical treatments on page 26, and how implementing change can boost your business on page 58. On page 40, we reveal the top 10 essentials you need for the new year – and give you the chance to win the lot!

As always, the magazine is packed with expert advice, emerging trends and the best buys in store and online. Get all this and more in every issue with our brand new subscription offer on page 38 and have *PRO Hair & Beauty* delivered to your door the day it comes out. Subscribers get six issues for only £9.95/€13.75* plus a gorgeous skincare gift for the first 200 readers to sign up.

Most importantly, we want to hear from you. Tweet us your magazine highlights, favourite looks and trends, and tell us what you'd like to see more of. If you Instagram snaps of your best styles, nail art and beauty, tagging #PROHairBeauty, you might make it into the next issue yourself.

FREE GIFT! Subscribe today – see page 38

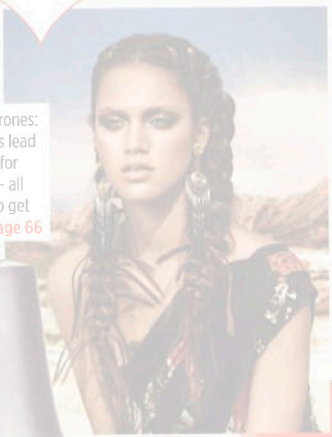
Helen Wright, editor
@helenwrites

GET INVOLVED

We want to hear from you! Look out for this speech bubble throughout the magazine and get in touch with us!

Small, stylish and new in store, this 2000w mini dryer is ideal for mobile businesses and session stylists on the go. Swiss Nano 9200 Ionic Rotocord, page 31

Editor loves



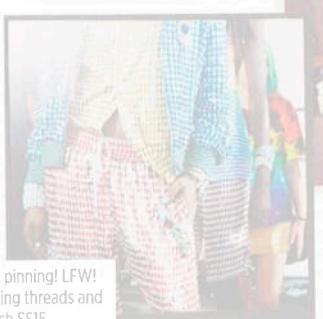
Mane of Thrones: Boho braids lead the charge for girl power – all you need to get the look, page 66

Go for your take on the negative space mani in a cute coral with Morgan Taylor Nail Polish in Candy Coated Coral, page 14

#PROHAIR&BEAUTY IS GETTING SOCIAL

Keep an eye on our social networking and we'll keep you posted on any exciting events or digital developments.

#behindthescenes @josephkoniak and @karenlouisenail work their magic on our cover star Kirstie.



We're pinning! LFW! Amazing threads and nails at Ashish SS15.

We had a sneak peek at the OPI Hawaii collection and it looks gorgeous! Look out for it at the end of February.

WIN Tweet us your New Year beauty resolutions and you could win a star prize! @PROHairBeauty We promise not to come to work with chipped nail polish this year... *crosses fingers*

@PROHairBeauty PROHairBeauty PROHairBeauty 'Salon Services'

Email: prohb@therivergroup.co.uk

PHOTOGRAPHY: JONNY STOREY

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hair edit

The latest products you need to know about...

Jessica Chastain is well-known for her shining red carpet locks

SPLIT ENDS NO MORE

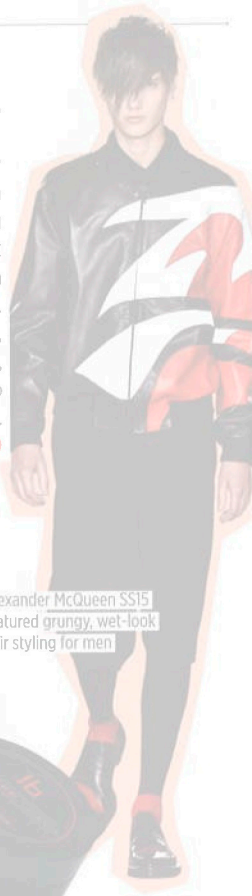
The Argan Secret Perfect End is a luxurious cream that targets the tips of the hair, thickening and mending. Nourishing argan and hemp seed oils give a soft, shiny finish, treating the hair while leaving a more manageable and silky texture. Available from 19 January. £8.99, €9.99

SLEEK & STYLED

Schwarzkopf Professional 3D Men Styling is the brand's first styling range 100 per cent engineered for men – providing great grooming performance and an instant refreshing effect. Available in selected stores and online. From £6.50, €8

GROOMING GREATS

Giving texture and hold, the Wahl Academy Collection offers a range of men's styling products with different finishes, and a fresh watermelon scent. Whether it's strength, shine, body or durability, there's a product to cater for every need. £4.99, €6.69



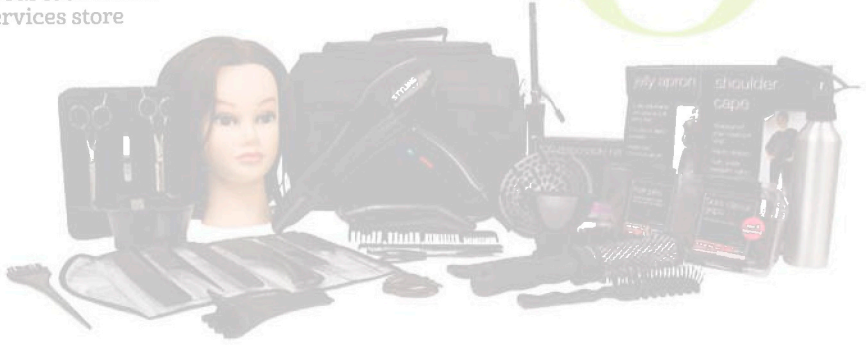
Alexander McQueen SS15 featured grungy, wet-look hair styling for men

BLOWN AWAY

Brand new in store from 26 January, the Valera hairdryer range is an exciting addition to our collection of electricals. The Swiss Nano, Swiss Turbo and Swiss Silent all boast high-performance professional technology and come in a sleek range of colours. From £62.99, €74.99

WHERE TO BUY...

Go to salon-services.com to buy online or to find your local Salon Services store

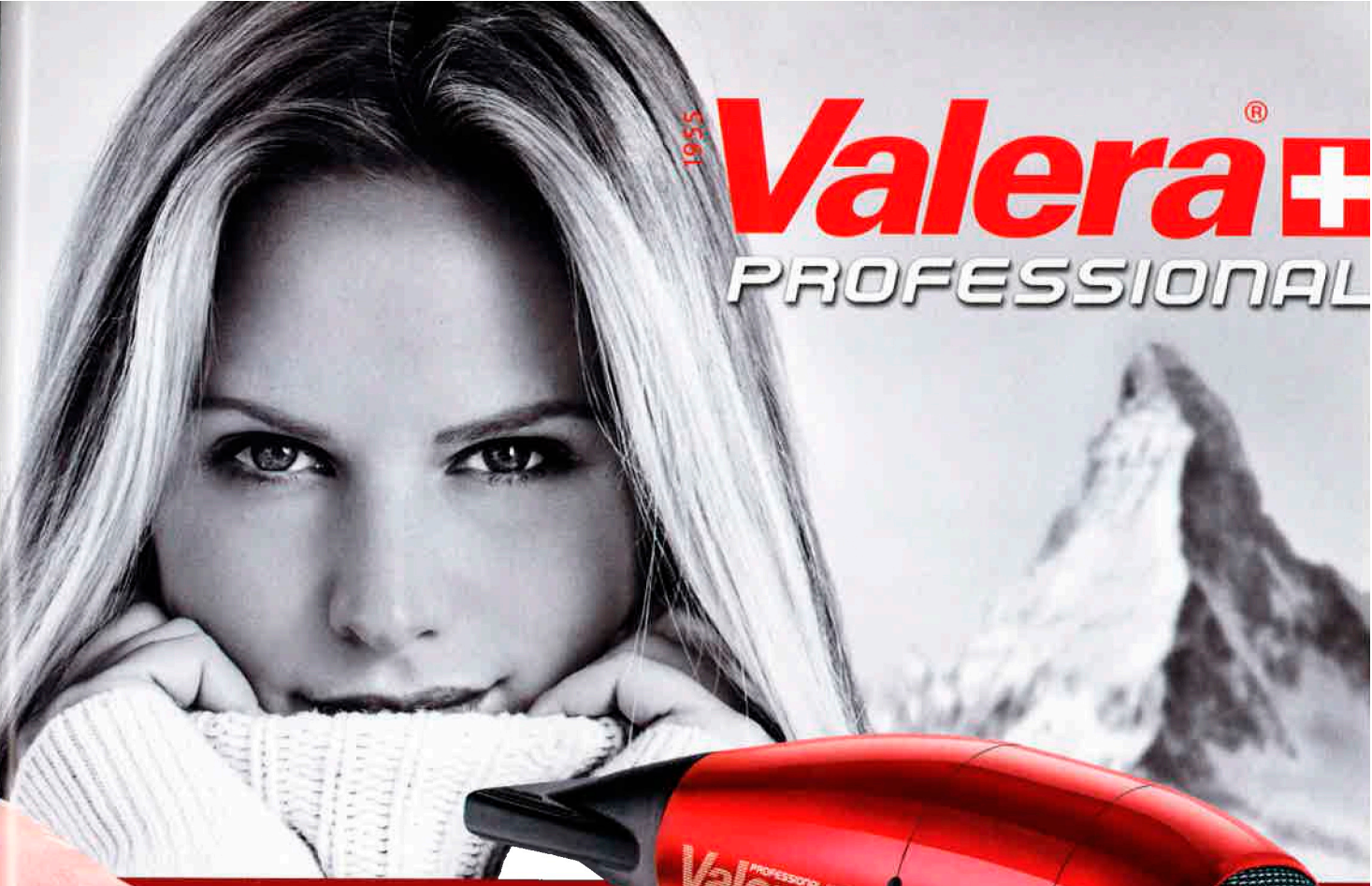


NEW STARTER

Our professional range of college session kits for aspiring hairdressers and barbers include all the key products needed – from scissors and brushes to electricals and more! The new 2015 kits have been updated in line with NVQ standards, are suitable for Levels 1-3 and are HABIA approved. From £60, €70

PHOTOGRAPHY: GETTY, ANTHEA SIMMS

All prices exclude VAT



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*Compared with Mod. SN 9200Y RC.