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MAY/JUNE 2015

PRO

HAIR & BEAUTY

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NEW SEASON
HAIR UPDATES

**FREE 36-PAGE
STYLE GUIDE**

- ◆ Wedding season client inspiration
- ◆ Michelle Keegan's bridal style

PLUS
TWO ON-THE-GO
HAIR SAVIOURS

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How nails, make-up
and hair are going from
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ON YOUR BUSINESS



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extreme conditions

BEAUTY BLOGGER
CAROLINE HIRONS
ON SOCIAL MEDIA
DOMINATION



10 ESSENTIALS

Want to know what you should be spending your money on? We quizzed the buyers at Salon Services for their must-have hair and beauty hot picks - and one lucky reader could win them all!

PHOTOGRAPHY: GRAHAM PEARSON



DIVA REBEL DIGITAL TITANIUM WAND 32mm, £28.99, €34.99

"70s waves are hot this season, but you need the right tool to get the look.

With a titanium barrel and digital variable heat control, this wand is ready to style your client's hair in seconds. Not only that, the ultra-even-heat system ensures consistent curls along the whole barrel."

Karen Davies, category manager, hair electricals

VALERA SWISS SILENT 9500 HAIRDRYER, £69.99, €83.99

"This uber-cool hairdryer is ideal for busy salons or mobile professionals, with its 2000-watt long-life motor, six heat/speed settings and cold-shot button. But the main feature is the Silent System filter, which makes it one of the quietest professional hairdryers on the market. It also has an ionic generator and handy 360° rotocord."

Karen Davies, category manager, hair electricals

MARIA NILA TRUE SOFT CONDITIONER, £7.99, €9.99

"This conditioner works best when used with True Soft Shampoo. Without a doubt it has improved my hair's condition and made it look shinier, too. A must-have for your clients, especially those who colour their hair."

Rosie Henden, category assistant, haircare and styling

SALON SYSTEM NATURALASH 040 BLACK UNDERLASH NATURAL, £2.79, €3.59

"These reusable underlashes are ideal for recreating this season's on-trend 70s boho look. If your client wants more than a full top lash, this under-eye enhancement is the perfect solution."

Katie Cracknell, category manager, lashes and cosmetics

WIN!

One lucky reader can bag every product on these two pages. For the chance to win this fabulous beauty kit, go to salon-services.com/essentials3

WIN! A Valera Swiss Silent 9500 Ionic hairdryer worth £69.99/€83.99 for five lucky *PRO Hair & Beauty* readers

Looking for a new eye-catcher in the salon? We have five of Swiss hair specialists Valera's hot metallic red Swiss Silent 9500 ionic hairdryers to give away, each worth £69.99, €83.99.

The new Silent System, an innovative noise-absorbing air-inlet filter design, means that a powerful professional hairdryer CAN now be a quiet one, too! The system makes the Swiss Silent about two decibels quieter than the comparable Valera Swiss Nano model, equating to a 35 per cent reduction in the noise level. The Swiss Silent is a quiet powerhouse, delivering a strong air flow of 72 m³/h for

maximum drying performance. Features include 2000-watt output, extra-long-life AC motor, ions generator, three-metre SuperFlex cable, six air-flow/temperature settings, cold air button, two ultra-slim nozzles and a removable metallic filter.

It's also equipped with Valera's exclusive Rotocord tangle-preventing swivel device, plus another market innovation - the Touch Me styling nozzle, which remains cool when using the hairdryer.

To enter, simply visit salon-services.com/valeracomp and answer the following question:

- What is the name of the cool styling nozzle featured on the Valera Swiss Silent 9500 Ionic hairdryer?
- a) Cool Touch
 - b) Touch Me
 - c) Keep Cool



OVER
£349
WORTH OF
PRIZES
UP FOR GRABS
(€419)

WHEN YOU ENTER THE VALERA SWISS SILENT COMPETITION, YOU'LL AUTOMATICALLY BE ENTERED INTO OUR MAKEOVER COMPETITION BELOW. THE WINNER OF THE MAKEOVER COMPETITION WILL BE ANNOUNCED AS PART OF THE PRO HAIR & BEAUTY AWARDS 2015

WIN! A makeover and photography session for yourself and two friends

Enter the Valera Swiss Silent competition above to be automatically entered into the draw to win this fabulous makeover day out

WORTH
OVER
£2,500
(€3,149)



If you love a pampering session, don't miss out on the chance to win this Ultimate Inner Goddess Experience for yourself and two friends in London with Rupa Photography, where you'll receive:

- Make-up, hair and clothes styling
 - A professional photo shoot
 - Lunch, canapés and bubbly
 - A stay in a luxurious hotel in London Docklands with access to luxury spa facilities
 - Three fine art portraits each.
- rupaphotography.co.uk

TERMS AND CONDITIONS Entries must be received by no later than 23:59 (GMT) on 19 June 2015. No purchase necessary. The winner(s) will be selected at random from all valid entries and notified by email or post within 28 days of the closing date. The judge's decision is final and no correspondence will be entered into. Competition open to all UK and ROI residents aged 18 or over, excluding employees of the promoter and The River Group (and their associated companies), their immediate families or anyone professionally connected with the creation and administration of the promotion. Prize on offer, 5 x Valera Swiss Silent 9500 Ionic hairdryers and one Ultimate Inner Goddess Experience for three people - winner to be drawn and announced in the September/October 2015 issue of *PRO Hair & Beauty*. No purchase necessary. Only one entry per person. The prizes are non-transferable, no changes or substitutions can be made.