

BEAUTY **LAUNCHPAD**

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THE
COLOR
ISSUE

Trends, products, inspiration

IT'S THE SMALL THINGS

With plenty of leave-in treatment products already on the market, **ColorProof Evolved Color Care** (colorproof.com) has nevertheless revolutionized a novel system utilizing the latest scientific discoveries in the field of nanotechnology to dive deeper into hair shafts, repairing from the inside out and protecting color-treated tresses.

SuperRich Split End Mender means you can bid adieu to pesky frayed frizzies. Its emollient mix of geranium flower oil and seaweed extracts potently moisturizes strands, sealing 94 percent of split tips in a single use. “Truly a miracle mender, our proprietary Protein Power Complex—which includes strength-building keravis proteins and soy lipids—further acts to heal, fortify and renew dyed locks,” discloses CEO Jim Markham. Baobab Heal & Repair Leave-in Treatment smells deliciously of French vanilla and oats, but that’s only the beginning. The serum rehydrates and revitalizes even the thirstiest of scalps via baobab super fruit. “Born of the legendary African ‘Tree of Life,’ its phenomenally curative powers visibly reset hair’s age while delivering heat protection up to 450 degrees,” Markham reveals. Both formulas not only protect color from fading—they visibly enhance saturation levels by pumping up the vibrancy.



STRIKE A BLOW

For more than 60 years, Switzerland-based **Valera** has been crafting top tools (valera.com). Commemorating the brand’s many decades in the biz, Valera is unveiling a Salon Exclusive line of three dryers meant just for the professional: UnlimitedPro 5.0, MasterPro 3.2 and MasterPro 3.0 Light.

UnlimitedPro 5.0 boasts 1875 watts of power and a durable brushless motor; MasterPro 3.2 includes 1875 watts of power with a professional AC motor; and MasterPro 3.0 Light features 1600 watts of power with a professional lightweight DC-Pro motor. And of course, all offerings incorporate so much more, such as Smart AirFlow Technology for maximum drying performance with minimal noise, soft-touch finish for excellent grip, six airflow/temperature settings, and a bounty of exclusive accessories. Stylish tools meant for the savviest of beauty pros? We’re in! —**ALYSON OSTERMAN-KERR**

Each dryer comes in an elegant black case for easy storage and protection!



Now Shear This

Many stylists are unsure of how to select the shears needed to achieve desired results—and, in fact, often take a chance by purchasing the first reputable pair spotted. “But shears are like diamond rings,” enthuses **Fuel** Director of Education Lindsey Misale (fuelhair.com). “Great thought and consideration should be lent before making the investment.”

Given this lofty goal, last month the brand launched 17 new models that now make up the Flowline, Iconic, Lefty, Prism and Smartflow series, with sizes ranging from five to six inches. All are produced in a single dedicated factory operated by a family in Japan, whose pedigreed heritage is defined by the finest-quality steel production. “Each blade goes through 154 handcrafted processes made from a custom blend of metal that’s manufactured on site,” Misale explains. The stainless steel model ensures a hardwearing, durable blade ideal for dry cutting, while cobalt clippers guarantee the sharpest edges, perfect for slicing and channel snipping. For the best of both worlds, choose Damascus steel: It blends stainless and cobalt to provide the smoothest range of motion, reducing impact and acting as a shock absorber. When it comes to details, no attention was spared. Says Misale, “Custom molds on our offset handles ensure a comfortable ergonomic grip, plus the unique ratio between handle length and blade further enhances stability.”