

BEAUTY **LAUNCHPAD**

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THE OFFICIAL PUBLICATION OF INTERCOIFFURE

**COME  
CLEAN**  
*Shampoos  
for every hair  
concern*

**UPPER  
CUT**

**TOOLS AND PRODUCTS FOR  
THE PERFECT CUT**

**COLLECTIONS  
GALORE**

Chrystofer Benson —  
UNITE —  
Robert Grimes —



## Redken Roundup

Redken's most recent releases guarantee the greatest in haircare, starting with Pillow Proof Blow Dry Express Treatment Primer ([redken.com](http://redken.com)). Featuring exclusive Microflex Stylane Technology, it both cuts down on blow-dry times and provides heat protection up to 450 degrees. Genius Wash conditioners may not rely on rocket science, but their apricot oil and soy protein formulas are ingenious when it comes to cleansing medium, coarse or unruly hair in a single step. The Beach Envy Volume collection calls on minerals and polymers to craft loose waves with awesome sun-kissed oomph, while the High Rise range's blend of filloxane and softening polymers lend max lift. Finally, the Curvaceous line was conceived specifically for curls: A combo of sugar crystals attract moisture to reactivate shape, while moringa oil drenches dehydrated spirals with a refreshing hydration boost.

## Back to the Future

Dudes don't typically use dryers—but that's all about to change, thanks to Valera ([valera.com](http://valera.com)). Perfect for barbershops and salons boasting a vintage feel, the Classic 1955 chrome-plated dryer combines hipster-worthy retro design with 21st-century technology. Featuring six air flow and temperature settings with a cold-shot button as well as an ion generator and TOUCH ME cool nozzle, the dryer delivers 2000 watts of styling power.



## PUMP UP THE VOLUME

"Volume is a critical foundation for making styles pop, and the next generation of this trend is all about massive, rough, messy looks," raves Thomas Osborn, TIGI Creative Director and VP of Education ([bedhead.com](http://bedhead.com)). Born of this theory is the new Bed Head Volume Collection, achieving controlled chaos starting with Fully Loaded Massive Volume Shampoo. Its proprietary Uploader Technology suffuses volume memory, so that simply pushing hair back up to rebuild shape throughout the day will reactivate its original blow-dried bounty. Fully Loaded Volumizing Conditioning Jelly relies on Thickening Technology to penetrate follicles, causing them to swell. Post-wash, Big Head Volume Boosting Foam permeates fibers while locking in moisture sans crunchiness. "Last but not least, Full Of It Volume Finishing Spray first boosts coifs then swoops in with a softening agent, taking the edge off hold for tresses that are always soft and never stiff," says Osborn.

# Valera

SWISS  
  
*Classic*  
SINCE 1955



## TRUST THE EXPERIENCE

The original metallic hairdryer for salons,  
as in the good old days.

From Valera, Swiss hair specialists since 1955.

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NORTH AMERICA LAS VEGAS BEAUTY  
BOOTH 36335

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*Classic*  
SINCE 1955