

# BEAUTY LAUNCHPAD

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beautylaunchpad.com

THE OFFICIAL PUBLICATION  
OF INTERCOIFFURE

## FALL TREND ISSUE!



Travel Backstage  
With Guido  
Jeanne Braa Foster's  
Eyes on Cancer



# The Crown Tools

Give your clients the royal tress treatment with gear fit to tame VICs—very important coifs!

## THE NEW DRIES

*Extend a warm welcome to the latest dryers on the market.*



Designed with barbershops and retro salons in mind, the vintage-cool, 1,800-watt **Valera Professional Classic 1955** has six airflow and temp settings, a cold-shot button and an ion generator. [valera-salonexclusive.com](http://valera-salonexclusive.com)



A supercharged A/C motor and advanced ionic technology give **ghd Air Elite** an edge in creating sleek, smooth strands and voluminous blowouts alike, while a 10-foot cord and ergonomic design cater to salon use. [ghdhair.com/us](http://ghdhair.com/us)



Even-flow technology allows **Wet Brush Aspire Professional Hair Dryer** to produce balanced, high-velocity airflow, and two innovative Cool Touch concentrator nozzles boost control and accuracy. [prowetbrush.com](http://prowetbrush.com)



Developed for top editorial and salon pros, the compact **Orbe Imperial Pro Hair Dryer** delivers a powerful 2,000-watt Italian motor and six speed/heat settings. [oribe.com](http://oribe.com)



## BOAR NO MORE

Crafted from 100-percent premium-quality beechwood, the **MarulaOil Medium Round Brush** boasts heat-resistant vegan bristles that expertly mimic real boar bristles. [raremarula.com](http://raremarula.com)

## CURL POWER

More styling surface and the patent-pending Rotating Cool Tip on the **Hot Tools Professional Extra-Long Barrel 1.5-inch Salon Curling Iron** make for faster, longer-lasting results. [hottools.com](http://hottools.com)



## SPLISH SPLASH

Water-friendly **Bass Brushes Shower Brush** employs engineering-grade nylon construction and an ultra-lightweight nonslip handle for easy detangling and heat-resistant styling. [bassshowerbrush.com](http://bassshowerbrush.com)

## ALLOY, MATEY

Adjustable-blade **Andis Pro Alloy** clipper features patent-pending XTR Technology, which aids in cooler, quieter operation and dampens in-hand vibration for added comfort. [andis.com](http://andis.com)



## FLIP THE SWITCH

Four interchangeable barrels on the **Theorie Quantum Switch** call on ultra-powerful MCH heating elements, which allow each to reach desired temp quickly and evenly. [yourtheorie.com](http://yourtheorie.com)



## “OFF LABEL” SALON SECRETS

Robert Santana, Matrix Artistic Director and Latin Expressions Team Leader, shares some of his favorite hair hacks to make his artistry truly shine.

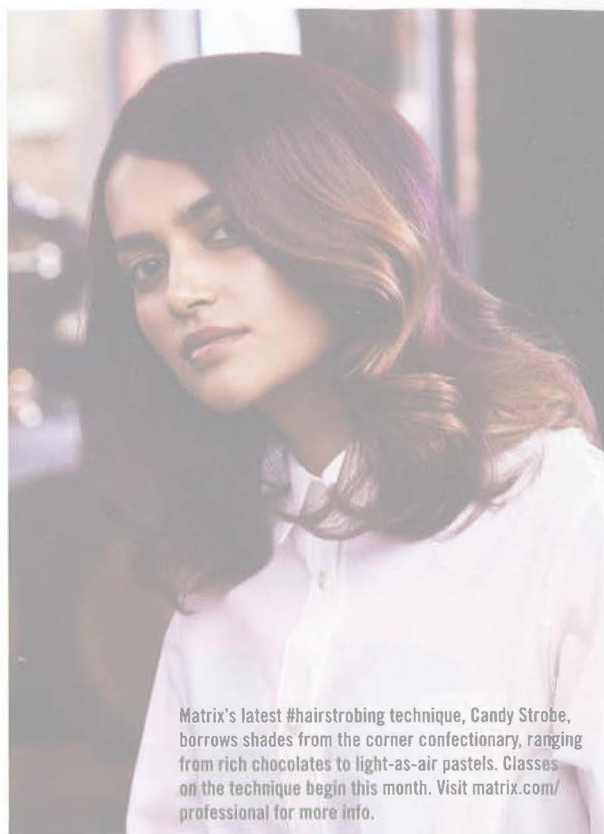
Great tools to help apply color can be found anywhere—even the local stationery store. My favorite finds, though not originally intended for use in the salon, are fun and effective aids when I’m creating color for my clients.

### PACKING FILM

Recently, I’ve discovered that packing film, available at Staples and Home Depot, makes my balayage work easier. I buy an enormous roll to cut into the sizes and shapes I need. This material can be rinsed and reused, so it’s very cost effective. Because it’s sticky on one side, the material doesn’t slip when I place it on the hair. It helps maintain the moisture and it doesn’t transfer color. Current color trends—like the Candy Strobe collection from Matrix—are about expressing the client’s individuality with patterns and pixilation, and about combining many colors. Packing film makes these techniques much easier and neater. Plus, when I use it, it generates so much attention and conversation in the salon!

### SPONGES

Because so much of color design right now is about fusion and color melting, it’s important to have tools that create soft, gradient diffusion. In addition to using the new sponge applicator from Matrix—it looks like a blush brush with a sponge on the tip—I’ve discovered that makeup sponges work well. I keep a selection of sizes and shapes on hand to smudge and blend multiple shades along the hair shaft.



Matrix’s latest #hairstrobing technique, Candy Strobe, borrows shades from the corner confectionary, ranging from rich chocolates to light-as-air pastels. Classes on the technique begin this month. Visit [matrix.com/professional](http://matrix.com/professional) for more info.

# Valera



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