

BEAUTY

LAUNCHPAD

December 2017
@beautylaunchpad
#beautylaunchpad

THE OFFICIAL PUBLICATION OF INTERCOIFFURE

THE BEST ISSUE

266 winning products

Best beauty bets for 2018





TIGI Age Denied

Bet on this because: Who doesn't want to stave off signs of aging—including unwanted grays? Formulated with a rejuvenating complex, which includes three anti-aging ingredients, this range of permanent haircolor helps to reject hair's natural aging process and enables clients to embrace younger-looking tresses.
 @tigiprofessionals



Valera SleekPro 6.0

Bet on this because: The newest tool in the extended Valera Salon Exclusive line, this straightener is great for sleek and curly styles, showcasing numerous technological features and an ergonomic design. Five layers of ceramic coating enriched with tourmaline ensure even and controlled heat distribution while keeping hair hydrated. Spring-loaded plates maintain uniform contact on strands, and the advanced SecurFAST Heat System guarantees fast heat-up and temperature stability.
 @valerausa



Rejuvenol Glow Bronze and Glow Pearl

Bet on this because: Everyone likes glowing skin! Infused with argan oil, the shimmering duo works on the body to enhance skin by giving it a uniform tan, and can also work on the face as a highlighter or as a contour. Bonus: Duo works to keep skin moisturized.
 @rejuvenol

Ardell Beauty Line

Bet on this because: Like the brand's tagline says, "We're obsessed with beauty"—and with the current expansion to a full cosmetics line, it has never been easier to put her best face forward! The product roster includes lipsticks, eye shadows and more.
 @ardellbeauty



MOP Basil Mint Clay

Bet on this because: Natural ingredients like clay and beeswax create a firm, versatile and lasting hold with a matte finish. Apply on wet or dry strands to amplify any style by creating texture or smoothing errant flyaways.
 @mop_hair_products

