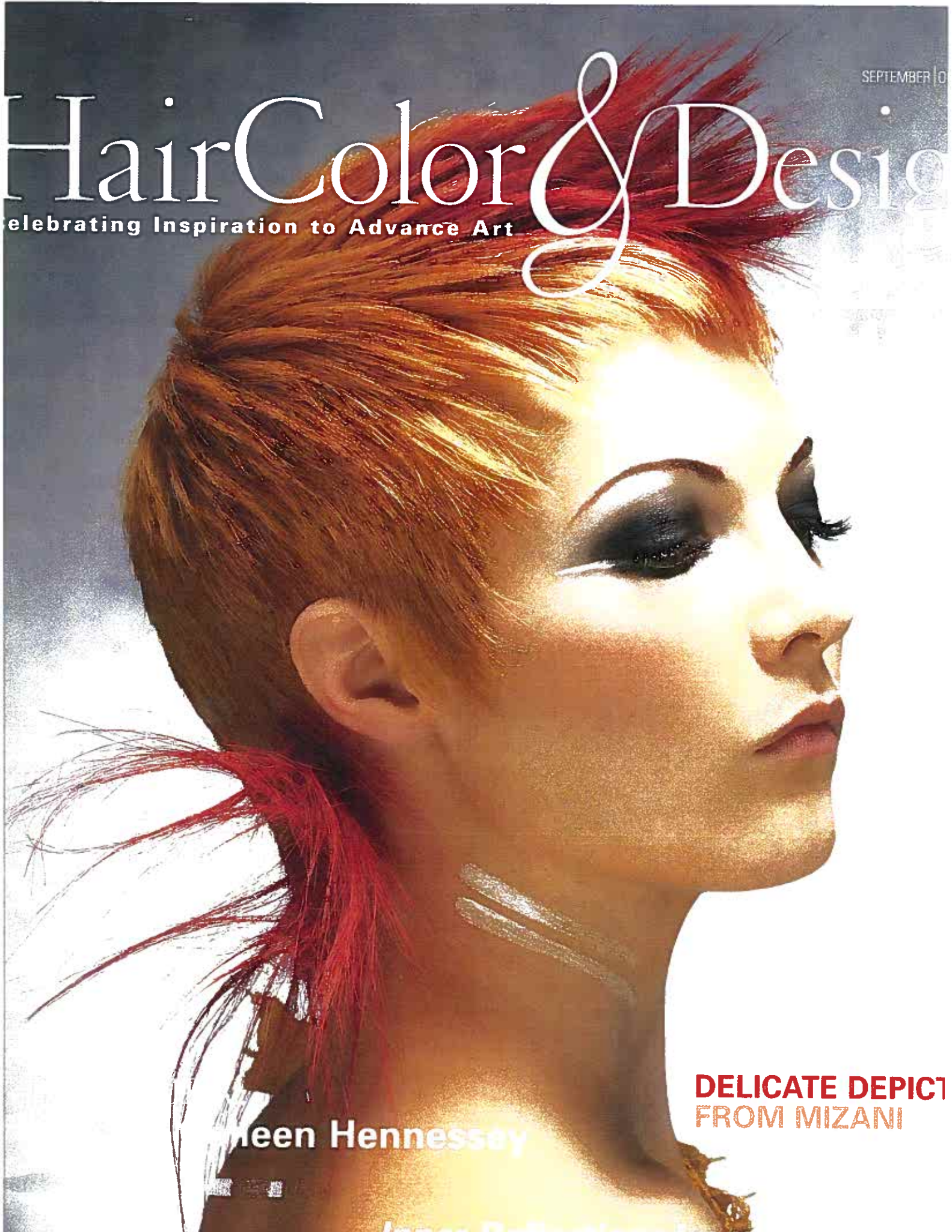


SEPTEMBER 10

# HairColor & Design

Celebrating Inspiration to Advance Art



Shen Hennessey

**DELICATE DEPICT**  
**FROM MIZANI**

Inner Reflections

## Keeps Tones + Tips in Top Shape

**Los Angeles**—Color Intensity, the new semi-permanent shade collection by Vero K-PAK, is available for a limited time this fall and winter. With vibrant, true-tone pigments, Color Intensity is formulated to reconstruct the hair during the coloring process and to help dye molecules penetrate faster and deeper. Vero K-PAK Color international artistic director Sue Pemberton used Color Intensity shades in HI:DEF, Joico's fall/winter 2007 trend collection, where she organized colors into both complex and loose patterns inspired by the works of abstract expressionist painters Wassily Kandinsky, Willem de Kooning and Jackson Pollock. Color Intensity is available in magenta, purple, blue and green, plus a clear mixer.

Nothing impacts the appearance of healthy hair like split ends. New K-PAK Split End Mender mends dry, fuzzy ends and strengthens. This new formula works inside and out to protect hair from environmental, physical and thermal damage, all common causes of frizzed ends. What's it provides weightless shine and a smooth, gleaming finish. The Mender mends porous split ends and fuses them together, creating a durable, long-lasting bond. The formula works from the cortex to the cuticle to reconstruct damaged strands and prevent further damage.

Other news, the North American Hairstyling Awards (NAHA) recently announced winners in 12 categories. Joico's very own Sue Pemberton won the color category, beating out four other contestants. Pemberton recently worked with international artistic director Damien Carney to explore African-American natural textures and colors, creating the Afrique collection. For information on Joico artistic classes teaching Afrique, visit [www.joico.com](http://www.joico.com). Pemberton and Carney have also become *HairColor & Design* columnists beginning this issue with an entitled *Visions*.

## Farouk Systems Releases New Products

**Los Angeles**—Farouk Systems' latest color-correcting shampoo and conditioner are the Silk Silver Lights Cleanse and Condition System. Formulated to moisturize and neutralize yellow tones, BioSilk Silver Lights brightens dull gray hues and eliminates brassiness found in golden tones. The system even corrects problem bleached and highlighted hair.

The new Farouk is the CHI 2 in 1 Razor. The razor is designed to lock into place when cutting and used with the guard for extra protection when doing tapering or texturizing. The razor is evenly tapered for better control, and its ergonomically designed handle provides durability and comfort.

The new Ionic Permanent Shine Color brings hair to the new Gallery Edition 07 collection from the Farouk Systems artistic board of directors. Using techniques such as brushstrokes, color washing and color blocking, the team liberated hair's natural texture. They drew inspiration from traditional and modern impressionists, along with global travel, to fashion this trend color.



## Quantum Colors Line Reduces Fading

**Los Angeles, Conn.**—Revive, refresh and brighten haircolor with Quantum Colors, a new line from Zotos International that prolongs and maintains the richness and vibrancy of color between salon visits. Quantum Colors' Beautiful Browns, Brilliant Golds and Riveting Reds shampoos reduce fading by depositing color, hydrate, moisturize, and protect hair. The conditioners gently nourish and hydrate brown, golden, or red tones while minimizing color fading.

## Bigen Haircolor Comes to America

**Los Angeles**—Hoyu America Co. Ltd. has expanded the availability of its flagship haircolor product line, Bigen, to U.S. consumers. Bigen's ten dark and brunette permanent haircolors are powder-based and convenient to use by just mixing with water. The system colors dark hair simply, for a healthier look and smooth shine. Based on a time-released water-dissolving suspension sys-

## Sexy Hair Gets Straighter

**Chatsworth, Calif.**—Sexy Hair Concepts has made over its Straight Sexy Hair line with fresh formulations and a sexy new look. In addition, the company has launched Darn Straight and also Straight Sexy Hair Shampoo and Conditioner. Darn Straight is a humidity-resistant straightening lotion that rewards hair with a lustrous sheen. The new shampoo and conditioner, meanwhile, are formulated to smooth the hair cuticle and eliminate frizz.

## On the Color Edge

**Los Angeles**—New Color Edge Lightener, from Atlas Wholesale, is toned with blue to neutralize unflattering orange/gold overtones. It can be used with any developer and lifts six levels without heat. An extremely concentrated powder with a 1:1 mixture, Color Edge Lightener has a mild, creamy formula that ensures adhesion to the hair shaft; yet it's gentle enough to be used on and off the scalp. For information: [www.trycoloredge.com](http://www.trycoloredge.com).

New Color Edge Defrizzer is a creamy leave-in treatment that intensely conditions and detangles dry, over-processed hair. The lightweight formula replenishes moisture to make hair silky, shiny and manageable and is safe for daily use.



## Goldwell's New Topchic Max Reds

**Baltimore**—Achieve intense, brilliant reds with maximum durability with Goldwell's new Topchic Max Reds in depot cans or tubes, in six high-performance true red shades from warm to cool. Goldwell Raymax teams with Coenzyme technology to create vibrancy and protection by neutralizing free radicals to prevent oxidative damage, and by anchoring pigments in the hair prepared by Goldwell's Color Equalizer System. For more information: [www.goldwellusa.com](http://www.goldwellusa.com).

## Dennis Bernard Offers More Support

**Freehold, N.J.**—Dennis Bernard Campanaro, president and CEO of Dennis Bernard Inc., has added a 24-hour, toll-free, customer-support technical hotline. It's available at all times for anyone needing answers regarding the company's products. The company has also launched Smart Solutions FHS, Flexible Holding Spray. Formulated to be quick-drying, non-flaking, weightless, water-free at 55% VOC, and crystal clear for high shine, Smart Solutions also has a pleasant fragrance. The company has also launched a sulfate-free Dual-Action Creme Shampoo (DCS) and Conditioner (DCC) as part of the Smart Solutions professional brand. Formulated with chamomile, sage, rosemary and nettle extracts, the products will "protect the color while sulfate-free maintains color," Bernard says. "Like the shampoo and conditioner, the entire line is developed with plant extracts, which will protect color."

## R Session Tools—Designed by Stylists, for Stylists

**Marlton, N.J.**—R Session Tools is a new and distinctive line of professional styling tools developed by celebrity editorial stylist Kevin Ryan and salon owner, educator and fashion stylist Frank Rizzieri. Nalu Waver and Root Control were Style.com's "Picks of the Week" even before the tools were available. Nalu Waver is a two-pronged curler that allows for unlimited creativity with waves and curls. Root Control is a straightening comb specially designed to keep the heat source away from the scalp. The ceramic barrel provides the heat source while the two combs grip hair at its root and smooth in every direction. Unlike flat irons, Root Control creates volume and avoids breakage and other damage. For information: [www.rsessiontools.com](http://www.rsessiontools.com).



## New Enso Personalized Products for Salons

**Darien, Conn.**—Enso Beauty introduces a luxury personalized product line