

February 2014

American

THE BEAUTY AUTHORITY

Salon

SALON

Errol
Douglas

The evolution of Evo 3.0

DRESSED TO THRILL

A new collection from
Edward & Co's
Gary Taylor

THINK TANK

Our Annual Guide
to Education (see
page 77)



First Look



Timeless Beauty

The reimagined *Scruples Pearl Classic Collection* is a modern version of the company's popular *Pearlscriptives* line.

The **Scruples** Pearlscriptives line of haircare and styling products, established in 1983, recently received a modern makeover. Renamed the Pearl Classic Collection, the products feature the same trusted gluten-, PABA- and cruelty-free formulas, and contain the exclusive Protective Barrier Complex to help promote healthy, strong and shiny hair. Also featuring a new look, the shampoo, condition, style and finish products in the Pearl Classic Collection are organized in categories by packaging color: The shampoos are graphite-colored, the condition products are pearlescent white, the styling agents are black and the finishers are silver.

The salon-exclusive Pearl Classic Collection also includes three new products. Sulfate-free Total Integrity Ultra Rich Shampoo helps nourish chemically treated hair, prolongs the life of haircolor and contains argan to promote healthy hair; Quick Recovery Leave-In Conditioner aims to repair dry and damaged hair, detangle and protect, control frizz and add shine; and Complete Recovery Treatment Masque, for chemically treated and damaged hair, helps soften and restore hair's elasticity, and add strength and moisture.

"The Pearl Classic Collection has been reimagined for today's hairstylists and their fashion-forward clients," says Tracy Liguori, co-president of marketing and advertising for Scruples. "Whether hair is fine, coarse, normal or color-treated, this line is designed to handle every hair type." scrupleshaircare.com —N.A.



Beauty Lab

Eight products you just have to check out



ORIBE HAIR CARE

Take **Oribe Hair Care** with you on the road with new travel-size tubes, available in several products including Signature Shampoo and Conditioner, and Supershine Moisturizing Cream (seen here) to rejuvenate dry hair. oribe.com



REPÊCHAGE

Repêchage's Sea Me Set serum sampler comes with four trial-size anti-aging products including Hydra-Amino18 Hair Spa Serum Biolight Brightening Skin Correct Serum, Vita Cura Cell Renewal Serum and C-Serum Seaweed Filtrate. repechage.com



AURALINE BEAUTY

Auraline Beauty's 10 new Hydra-Gloss shades offer a range of neutral to vibrant lip-gloss colors such as Scarlet Red, Blush and Pink Taffy. The multitasking gloss line hydrates lips while providing shine, and contains brown algae to stimulate collagen. auralinebeauty.com



ÜBERLISS

Salon Commodities introduces to the U.S. the **Überliss** brand and formaldehyde-free Straight Effect Smoothing System to straighten and smooth hair. The system features the Fiber Expander (seen here), which acts as a conditioner for hair's cortex. uberliss.com



TOUCHBACK

Touching up roots can be easy with **TouchBack's** temporary haircolor marker, designed to cover gray growth between salon visits. The marker is available in eight shades including Rich Black, Ash Blonde and Medium Brown (seen here). touchbackgray.com



INTELLIGENT NUTRIENTS

Define curls naturally with light-hold **Intelligent Nutrients' Curly Hair Serum**, which features larch tree resin and castor emollient. Also launching next month are Straight Hair Serum, Replenishing Hair Spray and Volumizing Foam mousse. intelligentnutrients.com



WELLA PROFESSIONALS

Wella Professionals expanded its Color Charm permanent liquid haircolor line, featuring Liquifuse Technology and six new shades in neutral hues such as Intense Medium Brown (seen here). The packaging is sorted into easily identifiable shade families. wella.com



FROMM INTERNATIONAL

For pumped-up blowouts and curls, **Fromm International** Medium Thermal Round Brush's ionic ball-tipped nylon pins and ceramic-coated barrel works with blow-dryer heat to emulate electronic hairstyling tools and is designed for faster drying. frommbeauty.com