

March 2014

American

THE BEAUTY AUTHORITY

SALON



Guido!

The New Minimalism
from **Redken**

MOODY HUES

Anna Chapman and
Petros Mairoudhiou
unveil the London
collection

GOOD VIBRATIONS

Art and nature intersect
in new looks from
Nicole and Horst
Rechelbacher

For this look, the Intelligent Nutrients and Dass Salon creative teams used Intelligent Nutrients Harmonic Shampoo and Conditioner, followed by Straight Hair Serum on damp hair. Next, they blow-dried hair with the Infrared Hair Dryer and Original Paddle Brush, and flat-ironed with Replenishing Hair Spray to finish the look.

Family Ties

Texture triumphs in a new collection from Horst Rechelbacher and the Intelligent Nutrients and Dass Salon creative teams.

Texture made a strong showing on the spring 2014 runways, and the latest body of work from Horst Rechelbacher and the Intelligent Nutrients and Dass Salon creative teams proves it continues to have an impact on hair today. Rechelbacher, founder of Aveda and Minneapolis-based Intelligent Nutrients, created the styles seen exclusively on these pages with the teams and his daughter, Intelligent Nutrients co-president Nicole Rechelbacher. To get the hair just right, they used a variety of techniques and products to craft modern looks that evoke glamour and simplicity. “We’ve worked together many times,” Horst says. “It was a pleasure to work with [Dass Salon owner] Don Shaw’s son, Jim, as well as his assistant. I enjoyed the family atmosphere we had going and want to thank *American Salon* for featuring us.” —Nicole Altavilla

Style File

Family Ties

To create this sleek style, the teams washed hair with PureLuxe Shampoo and Conditioner, then applied Straight Hair Serum to damp hair. They then blow-dried strands with the Infrared Hair Dryer and Eco-Sleek Paddle Brush and applied Straight Hair Serum again. A flat-iron and Replenishing Hair Spray finished the style.



The teams started this look by using PureLuxe Shampoo and Conditioner. Next, they applied Curly Hair Serum to damp hair and diffused it dry with the Infrared Hair Dryer and Round Brush. They finished the look with the Perfect Curl Ionic Hair Wand, and applied Perfect Hold Hair Spray and Hair Shine.

Style File

Family Ties

The teams first washed hair with Harmonic Shampoo and Conditioner and applied Curly Hair Serum to damp hair before diffusing it dry with a blow-dryer and Round Brush. To create curl patterns, they relied on the Perfect Curl Ionic Hair Wand and finished ringlets with Perfect Hold Hair Spray and Hair Shine.

