



intercoiffure

MAGAZINE



**ICD WORLD
CONGRESS
OSAKA/KYOTO**

THE ABSOLUTE HIGHLIGHT
IN THE WORLD OF BEAUTY

**THE
WORLD
OF BEST
HAIRDRESSERS**
magic hair and fashion

**ICD
ONLINE
MAGAZINE**

all about
**BEAUTY
and STYLE**

Go digital,
click for
**TRENDS
and NEWS**

(included LINKS to Websites,
Facebook, YouTube...)

YOUR HAIR SAYS
EVERYTHING ABOUT YOU



KÉRASTASE
PARIS

VERY PERSONAL CARE FOR EXCEPTIONAL HAIR*

*Soins ultra personnalisés pour des cheveux exceptionnels



Cosmopolitan,
curious
and incredibly
enthusiastic are
attributes
shared by all
Intercoiffure
members from
55 nations.

The future of beauty, fashion and hairstyling lies in the diversity. Here in Paris we celebrated a Super Saturday of creativity – with fabulous gala shows, a great "Focus on Fashionista" presentations and our prestigious Night of the Stars. Intercoiffure Mondial is eponymous with high fashion, excellent training and a global network. We want to set an example – with creativity and innovative business concepts. We live and breathe authenticity and identity, internationality and individuality. With this current issue of the Intercoiffure Mondial Magazine we want to showcase our global beauty power. And we're also inviting you to take a glimpse into the future. We'll be presenting the programme for the 22nd Intercoiffure Mondial World Congress, which is taking place from 15th – 17th May 2017 in Osaka/Kyoto. Global creative energy at an event of superlatives, where Japanese flair meets the international fashion world of Intercoiffure Mondial. We are expecting 1000 guests from all over the world to attend this global beauty highlight – the preparations by our Japanese friends are already well underway. We're looking forward to seeing you!

And now join us on a fashion journey through our different sections and enjoy reading.



Kindest regards,

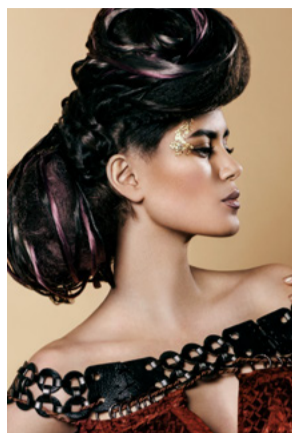
Klaus Peter Ochs, President Mondial



intercoiffure

MONDIAL

PARIS · TOKYO · LONDON · ROMA
NEW YORK · BERLIN



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NEWS**

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KYOTO
WORLD
CONGRESS**

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Catwalk glamour from the international fashion capital: with magical stage performances, gala shows and personality awards.

MAGAZINE

edition 2017

THE WORLD OF BEST HAIRDRESSERS.

CONTENT

Hair fashion news. Trend looks. Super Saturday. Charity power. Workshops. 22nd World Congress Osaka/Kyoto. Hair art. Colour and cut. In this issue, Intercoiffure Mondial is showcasing the latest collection: “Fashionista”. Every year the fashion teams from Intercoiffure Mondial create trend forecasts and hair fashion collections. Plus: new colour trends and innovative cutting techniques. At the Paris headquarters, our “House of Nations”, top trainers from all corners of the globe pass on their knowledge and skills in our innovative seminar concept entitled “I’m getting trained in Paris”. Find out more about our new training programme. Social commitment: with the “Education for Life” initiative, Intercoiffure Mondial is giving young people from socially deprived backgrounds the chance of a better life. We are also providing you with an overview of the activities happening in our individual countries and looking ahead to a truly special event: the 22nd World Congress in Japan with spectacular, inspiring prestige and gala shows.

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EIMI



SAY STYLE SPEAK EIMI
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HAIR ART

Avant-garde. Design styling. Extravagance. High-class hairstyling.

ICONS OF
TRANSFORMATION



P R O F E S S I O N A L
SEBASTIAN

1 HAIRSPRAY SOLD EVERY 5 SECONDS
IN THE WORLD*



Vision of the Elite

Klaus Peter Ochs

President Intercoiffure Mondial

presents in collaboration with the **INTERCOIFFURE MONDIAL ARTISTIC TEAM 2016 -2017**

Hiroyuki Obayashi, Asia | Marc Menden, Western Europe | Natasha Balabanova, Eastern Europe | Mauricio Pina, Latin America | Mariann Klein Ivansdóttir, Nordic | Betina Frank, Nordic | Stoffel van Wyk, Oceania | Bruno Sommer, Fondation Guillaume



K-POP

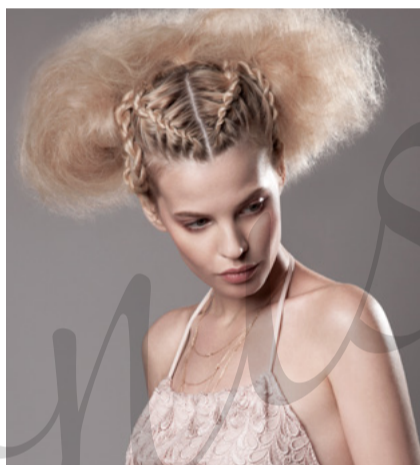
CONFIDENT AND VERY PERSONAL, RADICALLY REBELLIOUS AND FULL OF A ZEST FOR LIFE:

fashionistas impress with their inimitable style. They are familiar with every style code but don't feel the need to follow them. They are style icons who never chase the trends, but are always creating something new. K-Pop is an explosion of colours – crazy and bright with asymmetrical graphic cuts.

ADAGIO

BALLET INSPIRATIONS AND DESIGN COME TOGETHER IN THE HAIR CREATIONS OF ADAGIO.

Artistic braiding styles are the favourite looks of the fashionistas: whimsically girly but still laid-back. Soft blonde hair is given feathery layers and a slight wave. Adagio presents delicate feminine styles in blonde and powdery tones.



DESERT ROSE

FASHION NOMADS LOVE ETHNIC ELEGANCE:

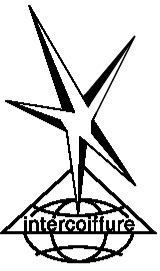
eye-catching, artistic up-dos and shimmering gold make-up details. The looks of the Desert Rose lifestyle trend are inspired by the colours and opulence of Marrakech.

TECVOLUTION

GALACTICALLY BEAUTIFUL!

Could these it-girls even be fashion princesses from another planet?! Futurism meets imagination and the result is magical avant-garde stylings: Tecvolution by "Fashionista".





k-pop

FLAMBOYANT, QUIRKY,
LOUD AND SURREAL,
LIKE AN EXPLOSION
IN OUTER SPACE.

K-POP STYLES ARE AS
BRIGHT, YOUNG AND
EXPERIMENTAL

AS A KOREAN POP SONG.

A PULSATING, ULTRA-HIP
LOOK FULL OF HUMOUR
AND IMAGINATION.

K-POP








fine hair hydration THAT'S SHEER PERFECTION

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 **PUREOLOGY**
serious colour care

EXTRAVAGANT,
TRIPPY,
LOUD AND AS
SURREAL AS AN
EXPLOSION IN
OUTER SPACE.

K-POP IS A CREATIVE HAIR FASHION EXPLOSION. THE HAIRSTYLES ARE BLACK, SHIMMERY GRAPHIC CUTS WITH A BLUE-GREY ON THE CROWN OR LOWLIGHTS AND HIGHLIGHTS IN AZURE – EXCELLENTLY AND PRECISELY CUT. OR WILDLY BACKCOMBED, PROTRUDING PONYTAILS WITH BLUE HIGHLIGHTS.

k-pop



NEW

EIMI



48H SHAPE
MEMORY
OUR NEW BLOWOUT HERO

FASHIONISTAS ARE MIXING THE LATEST DESIGNS WITH VINTAGE PIECES, EXPERIMENTING WITH CONTRASTS AND FINDING THEIR OWN STYLE.

adagio

SUBTLE, FEMININE FASHION STATEMENTS – AS GRACEFUL AS A DANCE. ADAGIO LOOKS ARE NATURAL AND STAND OUT WITH THEIR LIGHTNESS AND FLATTERING TEXTURES. STYLES FOR MODERN BALLERINAS WITH OLD-SCHOOL SEX APPEAL.



FASHIONISTAS HAVE NO FEARS; THEY ARE FREE SPIRITS AND SHINING STARS. FASHION ICONS WITH A DISTINCT SENSE FOR THE ZEITGEIST AND UNDERSTAND THE IMPORTANCE OF STANDING OUT, WHILE ALWAYS REMAINING TRUE TO THEMSELVES.

desert rose

COMPLICATED BRAIDING AND ECCENTRIC STYLE DESIGNS IN CHOCOLATE BROWN, SOMETIMES WITH PASTEL EXTENSIONS. XXL VOLUME AND PILED UP, TWIRLED RINGLETS ENSURE ALL EYES ARE ON THE DESERT ROSE FASHIONISTAS.





**“I CHANGE MY HAIR TO EXPRESS MY TRUE SELF.”
MARIA BORGES, MODEL & STYLE TRENDSETTER**

Maria made history recently by choosing to wear her natural hair on the runway. Help your clients express themselves and go natural with the **Mizani True Textures** collection. A rich, lush blend of **coconut, olive** and **marula oils** provides maximum moisture replenishment to **define and control every style, every texture, every expression.**

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FASHION STATEMENT
DESERT ROSE – WITH
THE MYSTERIOUS
BEAUTY OF A
DESERT FLOWER:
LUXURIOUS,
PRECIOUS,
UNIQUE.

A fashionable journey into the Orient – opulent with elaborate details.

Desert Rose fashionistas are the birds of paradise of the fashion world. The inventors of unique looks.

A homage to the feminine allure with creative up-dos in brown nuances.



FASHIONISTA STYLE QUEENS ARE NONCONFORMIST WITH A STRONG ATTITUDE. THE COLLECTION WANTS TO PROVOKE, CAPTIVATE AND CAUSE A SENSATION WITH FOUR SOURCES OF INSPIRATION.

tecvolution

GORGEOUS SCULPTURES WITH RED HAIR.

Architectural silhouettes with an ultra-modern style. Tecvolution is creating radically new looks – in both fashion and hair design. Spacey futuristic looks in the form of streamlined up-dos.



tecvolution

STRONG TEXTURE CONTRASTS

with sumptuous hair reminiscent of ocean waves. Eccentric and magical – hair and fashion as a complete avant-garde work of art. Created as architectural hair couture, these up-dos with new silhouettes are veritable artworks.



SHISEIDO

PROFESSIONAL



Beauty Innovator

福田

save the date

Japan Welcomes the World

May 15th -17th 2017

OSAKA
KYOTO

HOSTED BY
intercoiffure
JAPAN



THE ABSOLUTE HIGHLIGHT IN THE WORLD OF BEAUTY

Poetry and coolness. Culture and fashion. Experience the different worlds of two cities. The 22nd Intercoiffure Mondial World Congress is taking place from 15th - 17th May 2017 in Osaka/Kyoto. Awaiting the international visitors from all over the world is a unique journey around the world of hair fashion by elite hairstylists. Welcome to Japan!

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Beautiful Hair



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*INTERCOIFFURE MONDIAL IS
INORDINATELY PROUD TO
PRESENT ITS 22ND ICD WORLD
CONGRESS IN JAPAN.
IT IS THE ABSOLUTE HIGHLIGHT
OF THE BEAUTY INDUSTRY, HELD
EVERY FOUR YEARS IN A DIFFERENT
PART OF THE WORLD. CREATE WITH
US A NEW MILESTONE IN THE
HISTORY OF INTERCOIFFURE!*

A handwritten signature in black ink, appearing to read 'Klaus Peter Ochs'.

Klaus Peter Ochs, President Mondial

福
WELCOME
TO THE
WORLD
CONGRESS
OSAKA/
KYOTO



福田



THE 22ND INTERCOIFFURE MONDIAL WORLD CONGRESS WILL BE HELD IN OSAKA AND KYOTO IN JAPAN. INTERCOIFFURE IS A WORLDWIDE ORGANISATION THAT PROMOTES THE EXCHANGE OF EXPERTISE AMONG THE WORLD'S HAIRDRESSERS AND PROFESSIONALS OF THE BEAUTY INDUSTRY. THE JAPANESE CULTURE WILL MOST BEAUTIFULLY ENRICH THIS TOP-CLASS EVENT, BECAUSE THE FUTURE IS BUILT ON TRADITIONS.

WELCOME TO THE WORLD CONGRESS OSAKA/ KYOTO

AT THE INTERCOIFFURE WORLD CONGRESS, THE BEST OF THE WORLD'S HAIR FASHION WILL BE GATHERED ON ONE STAGE. THE CONGRESS OFFERS OUR MEMBERS THE POSSIBILITY TO GET TO KNOW EACH OTHER BETTER, TO INSPIRE EACH OTHER AND TO EXCHANGE IDEAS ABOUT THE LATEST DEVELOPMENTS. AN EVENT THAT YOU SHALL NOT MISS! A GREAT OPPORTUNITY AND TWO EXTRAORDINARY CITIES: OSAKA AND KYOTO! ALL THE MEMBERS OF INTERCOIFFURE JAPAN LOOK FORWARD TO WELCOMING YOU!

Eizo Kakimoto
Vice President Intercoiffure Mondial
President Intercoiffure Asia Region

Junji Yamano
President Intercoiffure Japan

TB-SQUARE

ティービースクエア



Floor

- 4F / 5F Education space
- 3F / Realize new ideas
- 2F / Find new ideas.
- 1F / Discuss new ideas.

As a new landmark of beauty

Proposal of new ideas to solve problems faced by salons. Our equipment, cosmetics, education, and spaces, which makes our clients say, "I am excited every time I come here," or "I can find a new things."

Gathering everything possessed by Takara Belmont, we will support everyone working in beauty salons to find and realize their dreams.



TB-SQUARE 

2-13-22, Shimanouchi, Chuo-ku, Osaka, 542-0082 Japan



WELCOME TO THE WORLD CONGRESS OSAKA/ KYOTO

SUNDAY 14TH MAY

13.00

Registration starts

18.00 – 21.00

FONDATION GUILLAUME KISSING PARTY / RIHGA ROYAL HOTEL

MONDAY 15TH MAY

08:00 – 12:00

ASSEMBLY OF THE DELEGATES

13:00 – 17:00

PRESTIGE SHOWS (I)

19:00 – 21:30

JAPAN WELCOME PARTY (Buffet Style)

TUESDAY 16TH MAY

11:00 – 13:00

PRESTIGE SHOWS (II)

FONDATION GUILLAUME SHOW

16:00 – 18:00

AWARDS CEREMONY

19:00 – 22:00

GALA DINNER (seated)

GALA SHOWS:

ICD JAPAN, KPO, L'ORÉAL, JU-NI-HITOE

WEDNESDAY 17TH MAY

12:00 – 17:00

KYOTO SIGHTSEEING TOUR

3 GROUPS / BUS TOUR

19:00 – 22:00

ONE NIGHT IN JAPAN (Buffet Style)

福

VENUE:

RIHGA ROYAL HOTEL OSAKA

THE WORLDWIDE HAIR FASHION HAPPENING. THIS IS THE TIME TO MARVEL AND BE CARRIED AWAY BY THE NEW BEAUTY MOVEMENTS: JAPANESE-SPIRIT MEETS THE INTERCOIFFURE MONDIAL INTERNATIONAL FASHION WORLD. THE WORLD'S TOP HAIRDRESSERS WILL BE EXHIBITING AT INTERCOIFFURE MONDIAL'S 22ND WORLD CONGRESS THAT WILL BE HELD IN OSAKA. THERE WILL BE PIONEERING, SPECTACULAR, INSPIRING AND PRESTIGIOUS GALA SHOWS.



福

KYOTO – ONCE IN A LIFETIME

Join ICD World Congress

There are the magical and enchanting effects of the old imperial city of Kyoto with its Zen Temples and shrines that are open to visitors. For more than 1000 years, Kyoto was the capital of Japan, and today it is a UNESCO World Heritage Site. Kyoto is just 43 km from Osaka and here you can immerse yourself in the traditional culture of Japan.

Visit such historic sites as:

- *The Golden Pavilion*
(UNESCO World Heritage Site)
- *The Nijo Castle*
(UNESCO World Heritage Site)
- *The Kiyomizu Temple*
- *The Gion district with the Yasaka Shrine – look out for geishas here.*



**WELCOME TO
THE WORLD
CONGRESS
OSAKA/
KYOTO**

ONE NIGHT IN JAPAN

“Omotenashi” is the word for amazing, unique Japanese hospitality.

Experience a unique evening as the guest of Intercoiffure Japan. “Omotenashi” is an extraordinary art and a special experience.

Take part in this different culture of hospitality.

- *Haute cuisine dishes*
- *Traditional Japanese aesthetics*
- *Artistic decoration*
- *Artistic performances and displays*



Japan Welcomes the World
May 15th, 16th and 17^h 2017

福

福



CONDITIONS & BOOKING INFORMATION

The booking fee includes

MONDAY 15TH MAY

13:00 – 17:00 Prestige Shows (I)

19:00 – 21:30 Japan Welcome Party - Venue: Rihga Hotel / Osaka (Buffet Style)

TUESDAY 16TH MAY

11:00 – 13:00 Prestige Shows (II)

19:00 – 22:00 Gala Dinner - Venue: Rihga Hotel / Osaka (seated)

Gala Shows: ICD JAPAN, KPO, L'ORÉAL, JU-NI-HITOE

WEDNESDAY 17TH MAY

12:00 – 17:00 Kyoto Sightseeing Tour

3 Groups / Bus Tour

19:00 – 22:00 ONE NIGHT IN JAPAN - Venue: Rihga Hotel / Osaka (Buffet Style)

TOTAL per person 1100 €

The congress fee does not include hotel / air fare and individual meals and drinks.

intercoiffure
MONDIAL
22nd WORLD CONGRESS

福

OSAKA
KYOTO

15 - 17 MAY 2017

HOSTED BY
intercoiffure
JAPAN

INFORMATION AND BOOKING:

www.intercoiffure-mondial.org

www.intercoiffure.jp

<https://amarys-jtb.jp/icdwcc2017/>



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SPECIAL THANKS TO OUR PARTNERS & SPONSORS

THIS IS THE WORLD'S LEADING PROFESSIONAL HAIR CARE AND FASHION EVENT. THE 22ND INTERCOIFFURE MONDIAL WORLD CONGRESS IS BEING HELD IN OSAKA/KYOTO, PAIRING AESTHETICS AND CREATIVITY WITH PERFECTIONISM. FASHION IS A MUTUALLY UNDERSTANDABLE WORLD LANGUAGE THAT TRANSCENDS ALL BORDERS. INTERCOIFFURE MONDIAL IS ONE OF THE KEY DRIVERS IN THE HAIR FASHION COSMOS. IN JAPAN, THE ELITE ASSOCIATION WILL BE CELEBRATING A GLOBAL MEGA-EVENT WITH ITS POWERFUL INDUSTRY PARTNERS. A BIG THANK-YOU TO ALL OF OUR PARTNERS AND SPONSORS WHO GENEROUSLY SUPPORT US AND WORK WITH US TO IMPLEMENT GROUND-BREAKING IDEAS – INTERCOIFFURE MONDIAL AND ITS PARTNERS STAND FOR THE HARMONIOUS COEXISTENCE BETWEEN 55 NATIONS. GLOBAL VISION OF BEAUTY!

PRIVILEGED INTERNATIONAL PARTNERS



GOLD PARTNERS



OFFICIAL PARTNERS



OFFICIAL SUPPORTERS



GLOBAL PARTNERS








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Showtime in PARIS



interculture

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CATWALK GLAMOUR FROM THE INTERNATIONAL FASHION CAPITAL: WITH MAGICAL STAGE PERFORMANCES, GALA SHOWS AND PERSONALITY AWARDS. INTERCOIFFURE MONDIAL CELEBRATED THE ART OF HAIRDRESSING AND CREATIVITY FOR A WHOLE DAY AND GALA EVENING. A SUPERB HAIR FASHION HAPPENING WITH THE SUPER SATURDAY AND THE FASCINATING NIGHT OF THE STARS.



show **kpo**

A defining moment for hair fashion: His futuristic gala show entitled Arctica is Intercoiffure Mondial President Klaus Peter Ochs' take on a topical theme.



CASCADING WHITE-BLONDE HAIR REMINISCENT OF FROZEN WATERFALLS,

short gelled cuts with a frozen look and experimental up-dos that looked like bizarre ice sculptures. The Arctica styles shown in the collection by Klaus Peter Ochs were all about volume and graphic clarity.



Sonya Dove

Award-Winning Stylist, Hairdreams Global Ambassador
and owner of The Doves Studio, Santa Monica, CA



“I was looking for new ways to create added income to my salon, so I decided to look into hair extensions. I became the model for experimenting because I’ve always wanted long hair. My quest lead us to Hairdreams where I found the quality to be absolutely incredible especially with my fine hair that’s so difficult to grow out.

What sets Hairdreams apart besides their legendary quality is their wide array of hair extension and thickening services, which gives us hair stylists a new dimension in creativity. I love my Hairdreams hair extensions as a client and as a professional. **Hairdreams has changed the way we do hair.**”



THE YOUNGSTERS OF THE FONDATION GUILLAUME WOWED THE AUDIENCE WITH THEIR "PURPLE RAIN" SHOW, a homage to legendary musician Prince. The styles were carefree and experimental – transgender looks merged masculine cuts with feminine silhouettes. Brightly coloured extensions turned young girls into radiant glamour pusses.



show Fondation Guillaume



A cool performance by up-and-coming talents who styled red, cropped boy cuts and long wavy styles with extensions, blonde girls with mega volume, glam-rock quiffs and crazy up-dos in pink and purple.

show ICD JAPAN



ULTRA-FEMININE
WITH
SPECTACULAR
EFFECTS

PLAYFUL AND
AVANT-GARDIST:
FUTURISTIC BRAIDING
WITH HIGHLIGHTS
IN PURPLE, AND
CASCADING PONY-
TAILS WITH FLORAL
HAIR ACCESSORIES.



Good-time women:
Spontaneous by Intercoiffure Japan.
Elegant yet experimental at the same time.
Silvery-grey shimmering graphic cuts,
bob styles with pink nuances and blue highlights.



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slip into gel-like perfection with an easy 2-step system.
no lamp needed. gentle removal.



step 1:
lust-worthy
couture
color



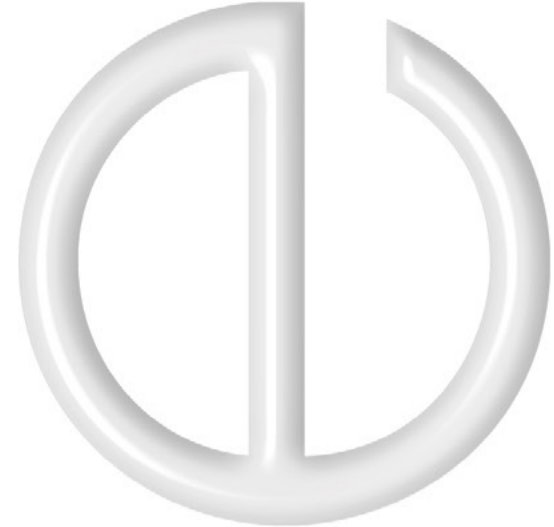
step 2:
impeccable
gel-like
shine



patent-pending curve-hugging brush
creates perfect color coverage.



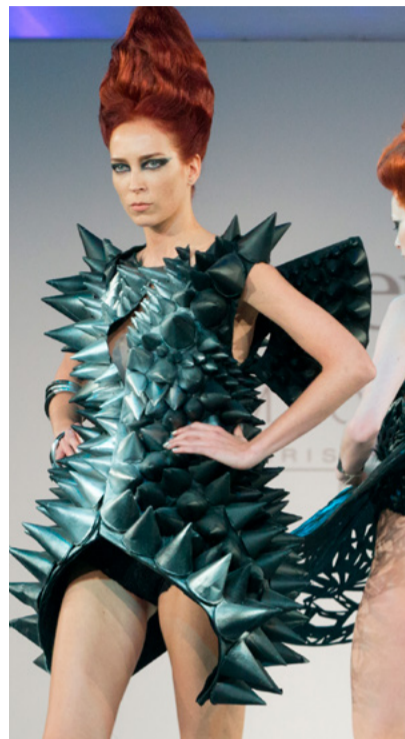
42 curated couture shades



USA's nail
salon expert.
Since 1981.



show ICD MONDIAL



FASHION IS
FUN AND
REVOLUTIONARY



The international creative team with their four Fashionista looks: K-Pop, Adagio, Desert Rose and Tecvolution. Individual styles: wild, colourful graphic cuts; feathery layered blonde hair and soft wavy looks; power volume and piled-up curls; architectural silhouettes with streamlined up-dos.

Beauty, fashion flair and a touch of provocation: Fashionista by the Créateurs de Mode.

GW
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BROW STYLING by RefectoCil

Create the total look!
Perfect shape and colour for brows.



„Fashion can be bought, style one must possess. With the Brow Styling system I can create an individual look for all of my customers. With every colour treatment, I can make additional profit. And my customers have the added benefit of getting the total look.“ Markus Herrmann /Haare.net



Watch our video



Find your local partner





I'm getting trained in Paris



**EDUCATION
concept**

2016 – 2018

A TRAINING
PROGRAMME
IN COOPERATION
WITH THE PARTNERS
FROM THE INDUSTRY
AS AN ADDED VALUE
FOR THE MEMBERS
OF ICD MONDIAL.

Preamble

The Board of ICD Mondial realized at an early stage that there was going to be a global deficit of qualified professionals due to years of low birth rates and increasing immigration. This also concerns the world's leading Intercoiffure salons whose employees must satisfy the highest quality standards. Since 2008, ICD had been actively searching for a house that was adapted to its multiple needs, including a training center. This property was found in 2013, the existing house located rue Jean Goujon was sold and the new "House of Nations" located at 249, rue Saint-Martin was acquired by ICD as ownership from its own resources. Since that time, the house has constantly been extended and renovated, particularly to fully comply with the demanding fire protection regulations and the legislation on disabled people. Of course there was also a demand for modernization. The house and the entirely equipped hairdressing studio can now be fully used for training purposes.

Education Concept

As from 2016, a training programme involving the partners shall be offered at least once a month. Within this context, it should be noted that as many members as possible from the 56 countries will send their employees to these training courses at the least possible cost. The different native languages of the countries must be given special consideration in the elaboration of the concept.



EXCLUSIVE PARTNER OF
intercoiffure M O N D I A L



intercoiffure

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with superior ergonomics and maximum sharpness.

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Service and content

For each course, the appropriate trainer from the different regions will be consulted. The contents shall be very focused on the offer. This means that each training course has a particular orientation as priority. The themes provided shall always distinguish “basic” from “advanced”. The courses shall include a theoretical, demonstrative and “hands-on” part.

The following contents (topic of discussion and open to further suggestions) shall be scheduled:

- Colouring
- Special colours and particular techniques
- Cuts, variations for women
- Cuts, variations for men
- Long hair techniques including up-dos
- Special techniques with flat and curling irons or other tools
- Latest trend news



Offer and costs

The offer shall be particularly aimed towards young employees and enhanced with the slogan “I’m getting trained in Paris”! In a medium and long-term planning, the costs must be acceptable for the employer.

- There are no training courses fees for the ICD Mondial members and their employees
- Nowadays flights are very cheap when booked in advance
- Hotel arrangements are made by ICD Mondial at special conditions, agreed upon in advance
- Food and beverage is offered by ICD Mondial
- Teaching material, e.g. practise heads, is undertaken by ICD Mondial.



Conclusion

This type of training at an inclusive price, in cooperation with the partners from the industry, shall be considered as an added value for the members of ICD Mondial.



www.facebook.com/intercoiffure.mondial



GET IN TOUCH

Use a QR-Reader on your mobile to get the latest news from Intercoiffure Mondial!


intercoiffure
MONDIAL
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(SOL1+S3+SOL4+H5)

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YOUR UNIQUE
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YOUR PERSONAL 1 IN OVER
174 MILLION CARE SOLUTIONS

#UNLOCKYOURLOCKS THIS ENERGY MONTH

Experience EnergyCode Mapping, for an ultra-personalized care system prescribed specifically to your changed needs during summertime. Protect your hair and keep it full of energy. Find participating salons at systemprofessional.com

DIAGNOSTIC. PRESCRIPTIVE. TRANSFORMATIVE.



WELLA -

REACHING FOR THE STARS AS IT JOINS THE NEW COTY FAMILY

YOU ARE A FEW MONTHS INTO THE NEW COTY, TELLS US ABOUT THE NEW COMPANY?

Coty is an exciting new company to be part of, it is a true beauty player, founded more than 100 years ago in Paris. The merger between Coty and P&G Specialty Beauty which was completed a few months ago has resulted in Coty holding the #1 position in fragrances, #1 position in professional nail, #2 in professional hair category and #3 in color cosmetics. Importantly it has also propelled the new Company to the #3 player overall in the global beauty industry.

What is Coty's ambition?

Coty has a huge ambition, to act as a true challenger in Beauty so that over time we become a clear market leader. And this ambition comes with some very important ingredients for success – a fantastic portfolio of brands, outstanding people with an entrepreneurial spirit and an inspiring new purpose.

Our new purpose is to “Celebrate and liberate the diversity of your beauty”. We believe that beauty comes from diversity, is at its best when authentic and grows with individuality. Consumers told us that they don't think the beauty industry really communicates with them in an authentic way. We actually champion diversity, authenticity, individuality, for people to feel confident as they are, their beauty.

You mention divisions, can you tell us more about that?

We have designed our new company with 3 divisions : Luxury, Consumer Beauty and Professional Beauty, which I have the honor to lead globally. We have chosen this set up so that each division has end-to-end accountability, focused on specific categories and channels, and is fully accountable for its success.

With the Professional division we bring together leaders in their fields such as Wella, OPI and ghd. Our portfolio is fully complimentary and led by passionate, expert teams eager to win. We are fueled by innovation, education and creativity and the desire to serve and delight our salon professional partners, helping them and their business thrive.

And specifically for Wella, what does it mean to be part of Professional Beauty?

Coty is a pure play company fully focused on Beauty. Coty needs to win in Hair and Salon to become the biggest and best in beauty, which is our ambition. The move to Coty is naturally a great fit for Wella. We will continue to celebrate and elevate the professional beauty industry – crafted, hand-made and bespoke beauty transformations that our clients experience every day in the hands of professionals. The professional is and will remain at the heart of everything we do.

You have recently acquired ghd, why did you do this so quickly after the merger?

Well, it is a very coveted brand and we needed to act fast! ghd is a fantastic and creative beauty brand, gold standard in its field and for us at Coty it represents a strategic opportunity to expand in an adjacent, complementary category. It strengthens our worldwide leadership position in the salon industry.

What values do you think the new Coty has in common with Intercoiffure Mondial?

Intercoiffure and the new Coty have many values in common. To highlight a few, the entrepreneur spirit both our organizations have and the relentless focus on developing young talents and the industry. We are both always looking to innovate in the industry, celebrating the creativity of the hair-dressing craft and providing platforms and opportunities to bring them to life, including educational platforms. Coty is a pure play beauty company so the

passion for Beauty is in everything we do, and Intercoiffure shares that same passion.

Can you give us the highlights of successful launches in 2016, and your plans for 2017?

We have had many innovations in 2016 as the needs of our consumers keep evolving and we need to stay ahead of the game to keep delighting them. For example, we know that 6 out of 10 women are not fully satisfied with the quality of the consultation they get from their stylist.

We keep focusing on Couture Color as it enables hairdressers to showcase their skills. Couture Color is a premium service and experience that builds on the craftsmanship of the stylist helping them better understand the client's needs.

We developed a unique solution with System Professional to meet that need where Hair Professionals can offer tailored consultations and diagnosis of each of their client's hair.

Another example is Sebastian Dark Oil, an innovative oil, combining care & styling properties, augmenting hair body, facilitating style creation. For 2017, we have a lot of exciting news starting with the Ultra Contouring SS 17 Wella Professionals Trend Collection. Looking at product news, there is no lack of choice, with the new Fusion by Wella Professionals, our first intensive hair recovery and repair system for truly overworked hair, Nioxin Instant Fullness DRY, the first ever on-the-go, instant fullness product, or System Professional's Instant energy and Alpha Energy – a dry leave-in product that includes EnergyCodeTM Complex and a hair and scalp energizer designed to create fuller and more manageable hair.

We will have more exciting plans for 2017 to deliver our mission and purpose as a Company, to celebrate and liberate the diversity of your beauty!



*Interview with Sylvie Moreau,
Global President,
Coty Professional Beauty*

COTY
BEAUTY, LIBERATED



NEW WELLA PROFESSIONALS

Oil Reflections

For up to 3 times smoother hair* and instant luminosity.
With camellia oil and white tea extract. www.wella.com



WELLA THE HEART OF HAIRDRESSING

*shampoo, mask and oil vs. non conditioning shampoo



UNLOCK HAIR'S ENERGY

NEW System Professional with ENERGYCODE™ COMPLEX, for responsive & energized hair and scalp

INSPIRED BY LUXURY SKINCARE, System Professional scientists have succeeded in unlocking the secret to re-energizing and transforming hair; discovering that each individual's hair has an energy profile that's as unique as a fingerprint. The condition of hair's protein (keratin) and the lipids that cement these keratin 'bricks' together define a client's individual hair energy profile. "The important role of lipids in hair condition has until now been over-looked, probably as lipids only make up 3-4% of hair's main building blocks, this new research shows that lipids have a uniquely active influence on hair, helping to maintain both the hair structure and keratin in good condition," comments *Dr. Ramon Grimalt, independent hair biologist and Professor of Dermatology at the University of Barcelona.*

The first step towards optimal "Hair Energy" is to diagnose a client's unique hair energy profile in the salon. Here System Professional scientists have created a special HAIR ENERGY MAPPING diagnostic system, including a hand-held microscope for detailed hair analysis to be used by trained System Professional hair care consultants.

WHAT DOES GREAT "HAIR ENERGY" LOOK LIKE?

"Hair with the right energy levels is responsive to styling, is manageable, with glossy shine and comb-ability – it's not tired, limp or dull, it's alive with youthfulness and vitality," says Roland Munz, Global Education Manager System Professional.

Once a client's unique hair energy profile has been diagnosed, and the condition of hair protein and lipids assessed, the hair care consultant can prescribe a personalized system of new System Professional treatments and products with ENERGYCODE™ COMPLEX– to address the specific needs of the client through over 100,000 possible care combinations.

NEW SYSTEM PROFESSIONAL WITH ENERGYCODE™ COMPLEX

System Professional's NEW ENERGYCODE™ COMPLEX is a new combination of naturally occurring active lipids and other powerful ingredients that will restore hair's energy for responsiveness, help reduce hair damage and improve manageability.

New System Professional in-salon treatments with ENERGYCODE™ COMPLEX are a truly luxurious and bespoke experience for the client, from express leave-in through rinse-out care to indulgent rituals - all replenish hair from root to tip for visible results.

In addition to innovative technology, new System Professional with ENERGYCODE™ COMPLEX has a radically new look and feel: a prestige new pack design, a new brand architecture and an elegant floral fragrance. The brand architecture has been designed to be intuitive and facilitate prescription of the personalized system of in-salon treatments. Fragrance plays an important part in elevating clients' in-salon experience, so new System Professional treatments and products with ENERGYCODE™ COMPLEX have an innovative new scent engineering approach with a prestige floral fragrance base common to all products to cue luxury and different top notes depending on the line, so the clients receives their own uniquely personalized scent.

A personalised combination of new System Professional at-home products with ENERGYCODE™ COMPLEX will enable clients to maintain great "Hair Energy" between salon visits. For more information about new System Professional with ENERGYCODE™ COMPLEX visit: <https://www.systemprofessional.com>



from all over the world



ARCTICA

made in Paris by kpOCHS



BEAUTIFUL ICE QUEENS – LIMITED EDITION. ARCTICA BY KPO IS AN ARTISTIC COLLECTION THAT REFERENCES THE COLOURS AND SHAPES OF UNIQUE ICE LANDSCAPES

The cuts are clean and graphic: ultra-short cuts with shaved sides and black sideburns, asymmetric bobs with an exact, straight fringe or soft lines with a precise cut. Plus: structured curls and experiments with contrasts. Modern ice queens love cool blonde with black colour effects.

KLAUS PETER OCHS • GERMANY (photo: Michèle Bloch-Stuckens)



CARITA
PARIS

Where beauty
takes shape.

Sanctuary of Augmented Beauty, Carita has been at the forefront of professional beauty for the past 70 years. Only in the unique alliance of beauty serums, multi energy beauty device and the branded Carita protocols lies the power to shape beauty for an immediate and measurable transformative result. CARITA is the iconic signature of exceptional women in exceptional beauty salons.

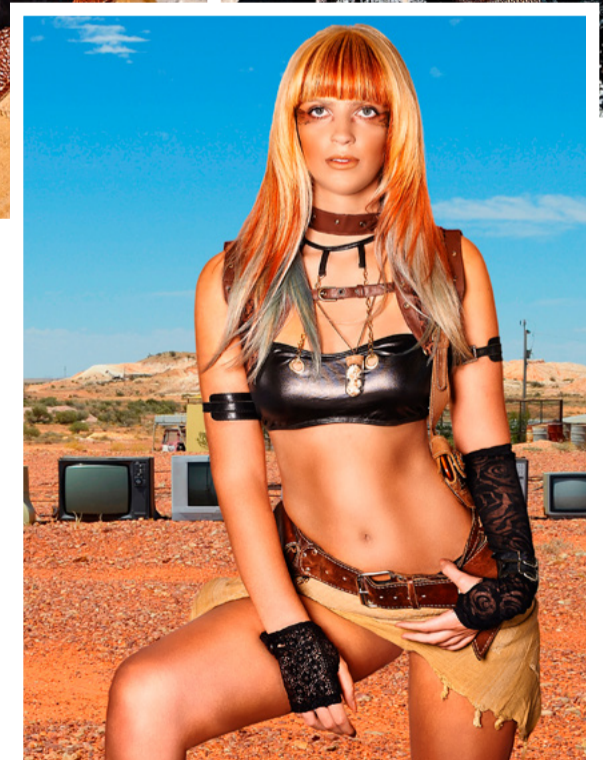
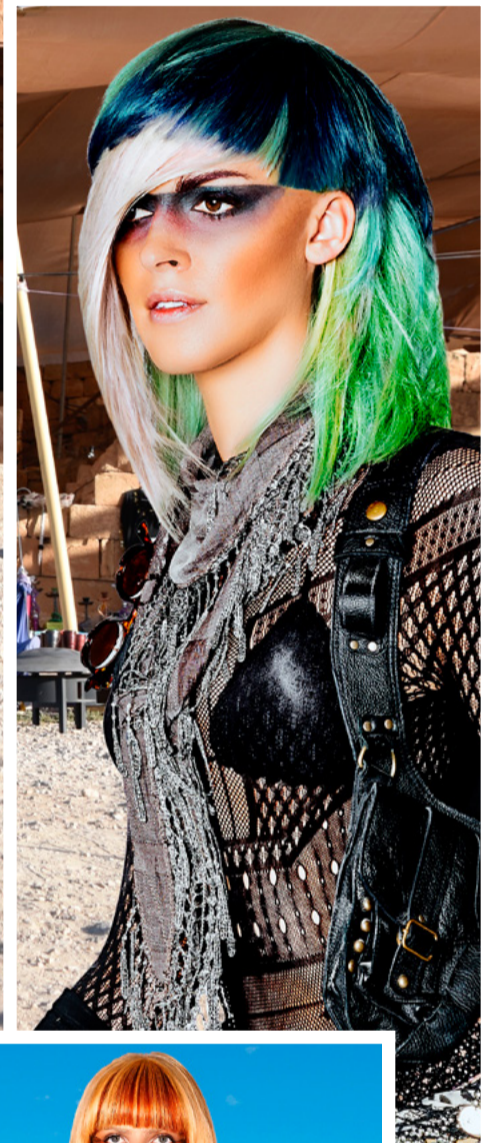
**AUGMENTED
BEAUTY**



from all over the world

AMERICA/
CANADA

DAVID KINIGSON • AMERICA-CANADA (photo: John Ciambone)



Colours of high noon:

THE SOPHISTICATED COLOUR EFFECTS OF THE BEAUTIFUL ADVENTURERS DREW THEIR INSPIRATION FROM THE OUTBACK. MULTI-COLOURED EFFECTS: BLONDE-ORANGE TONES WITH ASH GREY TIPS LIKE A SUNRISE IN THE DESERT AND BLUE-GREEN COLOUR EFFECTS TO REPRESENT THE SKY AND GRASSY LANDSCAPES.

from all over the world



FINLAND

KATI SUOKAS • FINLAND (photo: Mikko Karekivi)

Art, fantasy and futurism

*BY ICD FINLAND,
GEOMETRIC
SHAPES AND
FLOWING LINES
DEFINE THIS FINE
ART OF HAIR-
STYLING WITH
TRUE EXPRES-
SION AND STYLE.*



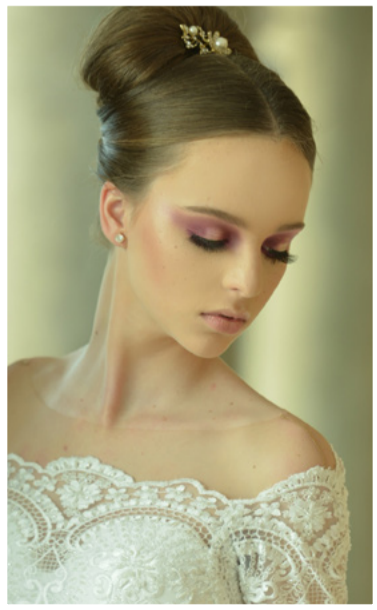
from all over the world



ICD BRAZIL (photo: Nando Velho)

Beautiful brides -

DELICATE ROMANCE WITH CLASSIC CHIGNONS, LIGHT WAVES AND HALF UP-DOS WITH FASHIONABLE HAIR ACCESSORIES, OR A TOUCH OF THE ECCENTRIC IN PALE PINK.



BRAZIL

GW Cosmetics

Custom Colour.
For Your Eyes Only. **RefectoCil**

refectocil.at

LASH STYLING by RefectoCil

Create the total look!
Perfectly curled and coloured lashes.

Be irresistible. RefectoCil Eyelash Curl gives you a look, that's breathtaking but natural. It curls lashes and lets eyes appear bigger. Tint lashes after curling – it only takes 2 minutes and makes the effect even more intense. The look becomes more open and you are styled perfectly around the clock.



Watch our video  Find your local partner 

from all over the world



KOJI FURUKUBO • JAPAN



JAPAN

REBELL YELL

*THEY ARE DIVERSE, BOLD AND, ABOVE ALL,
EAGER TO EXPERIMENT – THE YOUNG AND
WILD ONES ARE MAKING AUTHENTIC
STATEMENTS WITH THEIR DARING COLOURS
AND COOL STYLES.
WE WANT MORE, MORE, MORE!*

HIROYUKI OBAYASHI • JAPAN



DECLÉOR
PARIS

SKIN · BODY · MIND



A true botanical powerhouse in your hands

Become the sanctuary to your client's urban life challenges, using the combined power of aromatherapy, aromachology and skillful hands. Offer your clients mindful advices, rejuvenating treatments and exquisite result driven products to recharge their life in salon, and at home.

As therapists ourselves, we care that you care.

It's our turn to treat you with mindful business support and in-depth education.

from all over the world

FRANCE

ICD FRANCE (photo: Richard Zouari)

MAGIC BLOND

*POP ART PRINCESS: THE CUT AND STYLE
REVEAL THE REAL 'ME', WHETHER SHORT OR
LONG, ASYMMETRIC OR LAYERED,
GLAMOROUS FASHION BLONDES.*



JOICO

LIVE THE BLONDE LIFE



the **joi** of healthy hair

JOICO.COM      

from all over the world

ROMANIA



SILVER LININGS – A GREY CROPPED CUT WITH EXTRAVAGANT COLOUR HIGHLIGHTING. A PINK FRINGE IS COMBINED WITH A MOHAWK-STYLE QUIFF.



PINNED UP, PLAIED, TWISTED: IT MIGHT LOOK MESSY AT FIRST, BUT THERE IS DEFINITELY METHOD TO THE MADNESS. THE ROOTS OF THIS LOOK ARE WELL HIDDEN INSIDE A CREATIVE SWIRL WITH ITS HINTS OF COLOUR ON SHIMMERING COPPER THAT LOOKS AS IF IT HAS BEEN MESSILY THROWN TOGETHER.



DETAIL MIX

ICD ROMANIA

**PYPER
AMERICA
SMITH**

Brand Ambassador
OPI Infinite Shine

©2017 OPI PRODUCTS, INC. * CALL 800.341.9999 OR VISIT OPI.COM. PYPHER IS WEARING THE THRILL OF BRAZIL. * vs. previous Infinite Shine System

Upgrading your lacquer clients
to long-wear just got easier

New **ProStay** technology for up to
11 days of gel-like wear & shine*



INFINITE SHINE

Professional Long-Wear Lacquer System

Increase your revenue without increasing service time!

Professional, 3-Step System | Easy application and removal | No light curing needed
Available in 120+ shades including 60 of the most iconic OPI Nail Lacquer shades

O·P·I
#1 SALON BRAND WORLDWIDE

from all over the world



A WILD MANE AND EYE-CATCHINGLY BRIGHT COLOURS – THIS MODERN GEISHA HAIRSTYLE IS TAKING THE TRADITIONAL BEAUTY WORLD BY STORM. AND ISN'T CREATING ELECTRIFYING MOMENTS WHAT IT'S ALL ABOUT?!

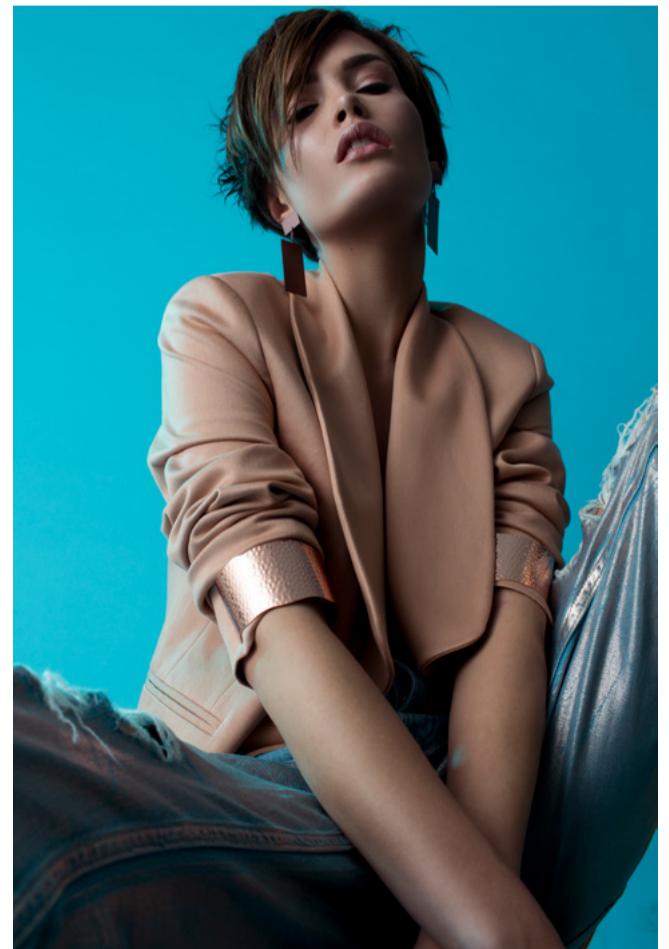


AURA of a GEISHA

SASCHA HIRTSGAARD • DENMARK (photo: Rasmus Luckmann)

Clear, graphic and urban styles for the modern, independent woman. Expressive cuts and harmonious colours provide hair-styling inspiration. Blonde and chocolate brown are expressed in understated styles.

DENMARK



[◀ BACK TO CONTENT](#)

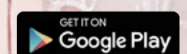
SPRING SUMMER 2017
COPPER FOILYAGE
& NUDE BEIGE

inOIA
BY
vanessabruno

L'ORÉAL
PROFESSIONNEL
PARIS



Try these looks on you.
Get the Style My Hair app.



Hailey Baldwin & Emmy Rappe
for L'Oréal Professionnel

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Nathalie Roos, L'Oréal Professional Products President

HAIRDRESSING IS DRIVEN BY EMOTION, PROXIMITY AND GENEROSITY

I feel so fortunate to be part of the hairdressing adventure and to embark on this journey alongside Intercoiffure and millions of hairdressers. I'm always impressed to see how beautiful a woman feels when she leaves a salon. I have discovered how much hairdressing and hairdressers are driven by emotion, proximity and generosity, it's inspiring! As the newly appointed President of L'Oréal Professional Products, I am personally committed to supporting the development of hairdressing, to lead its digital transformation, and to create new relationships benefitting hairdressers and their clients. The industry is changing a lot and our role is to support you to benefit from this amazing opportunity. As from now, everything L'Oréal Professional Products is creating, developing and initiating is to drive even more clients to your salons, to valorize your craft and expertise and to make the experience of your clients unique. We have exciting perspectives ahead of us!

L'ORÉAL

Professional Products



“HAIR COLOUR IS THE NEW MAKE-UP”



L'ORÉAL
Professional Products

Hairdressers are the trend makers. L'Oréal Professional Products is partnering with 1,5 million hairdressers all around the world and that includes key trend makers contributing to create the runway's styles, the editorial and advertising shoots and the A-list celebrity's haircuts and hair colours. Among them, British hair legend Guido Palau partnering with Redken, and Italian hair maestro Luigi Murenu teaming up with Kérastase. They are creating each season the hair trends women will soon all want in salon.

Digital will help us drive even more clients to your salons. Today, hairstyle and hair colour are hot topics on social networks and it is a worldwide phenomenon. The boom of social media spreading the multiplication of colour trends and techniques mirroring make-up is undeniable, with hair colour as the first topic searched on search engine. It is becoming desirable for women to create their very own look and identity. As we say here at L'Oréal Professional Products, hair colour is the new make-up!

It's all about the professional difference. And we all know only a professional can customize colours and techniques for each woman, making them feel really themselves. Through monthly "Hair trend alerts", our hairdressers get to know what consumers are craving for, from hair contouring to pastel hair, from effortless French brunette chic (#frenchgirlhair) to the vibrant colours of New York (#redkencitybeats). The mobile application L'Oréal Professionnel Style My Hair also allows women to test new hairstyle and haircolour with the Style My Hair virtual make-over application, which include a salon locator. And newly, our Bond protective and strengthening service, co-created with hair colourists and totally adapted to their routine, offers through L'Oréal Professionnel, Redken and Matrix full confidence for you and your clients during the lightening or colour process. Women can dare all their heart desires!

Helping each of your clients to feel good about them is at the heart of what you are doing every day in your salon and this is so powerful. You just love your clients and it is a very unique relationship! For more than 108 years we have been partnering to help women make the best of themselves. More than ever 2017 will be a colourful year together!

Chloe Nørgaard
for Redken 5th Avenue



MARCH TO THE BEAT OF YOUR OWN DRUM! NEW CITY BEATS

Rock your boldest haircolor with New City Beats acidic conditioning color cream. Now you can create the edgiest looks inspired by the streets of NYC. Feel the energy, hear the beat and discover 12 vibrant colors that let you unleash your creativity. No-mess cream formula for easy application and long-lasting semi-permanent results. Bold hair, don't care. #CityBeats



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REDKEN

5TH AVENUE NYC

LOOK & LEARN



ICD GERMANY (photo: Torben Köster)



CROPPED MASTERPIECES.

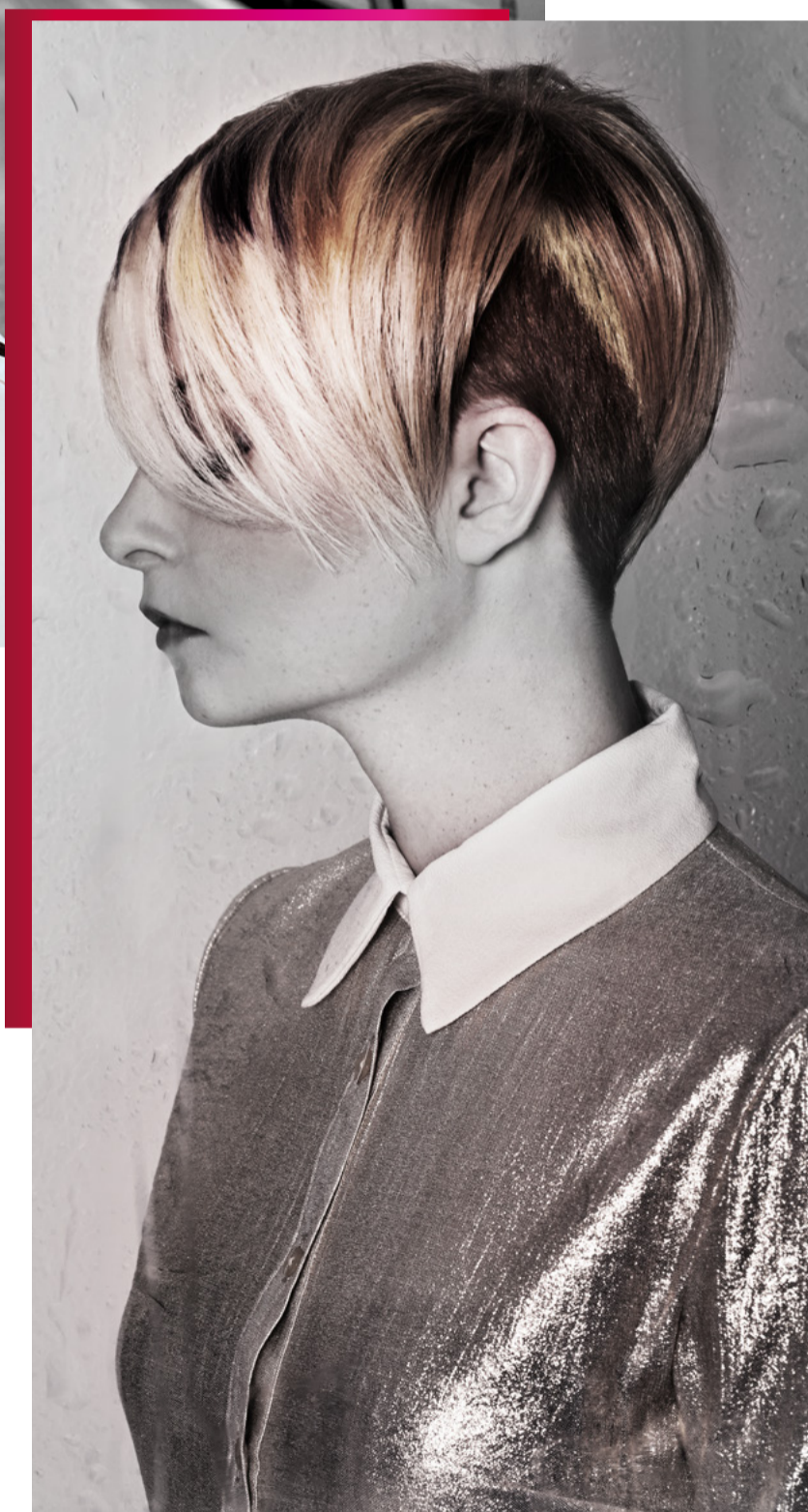
A bob, an undercut or pixie cut with a modern twist – these short haircuts are scoring points thanks to their bright colours and unique reflections. Asymmetrical and with a casual fringe, stylish cropped cuts are emphasizing the new femininity with a dash of androgynous elegance.



DAVID KINGSON • AMERICA-CANADA (photo: John Ciambone)



Cool fashion attack: The soft colour gradient forms a sharp contrast to the precisely cut lines, partially broken up by cleverly set accents that give the look more depth. A sophisticated and seductive style.



HEIKE BREITER • GERMANY (photo: Melanie Riedl)

CUT

BOWIE GLAM: SHARPLY CONTOURED WITH PRECISION LINES AND BESPOKE HAIR COLOURS, THESE COOL UNDERCUTS AND ASYMMETRIC BOBS ARE SURE TO TURN HEADS!

color



COLOR



UTE PAPST • GERMANY (photo: Petra Hützen)



*SILVER AND ORANGE COLOUR UPGRADE,
THE NEW COLOUR TRENDS ARE
PROVOCATIVE, MULTIFACETED, LOUD AND
RANGE FROM EXPRESSIVE TONES LIKE
BRIGHT PUMPKIN-ORANGE TO
SILVERY SHIMMERING WHITE-BLONDE.*

LADIES' NIGHT OUT! CONTRASTING COLOUR EFFECTS: THE TREND LOOKS STAND OUT WITH THEIR IRIDESCENT COLOUR PLAYS, POWDERY PASTEL NUANCES AND PLENTY OF LIGHT REFLECTIONS. GLAM GIRLS LOVE TO SHINE.



WILLIAM DE RIDDER • BELGIUM (photo:Patje Verbruggen)

GLAM CODE

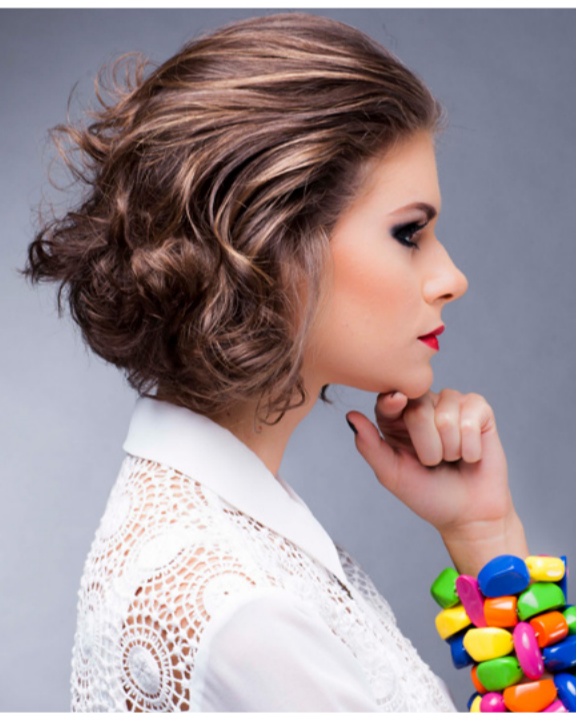
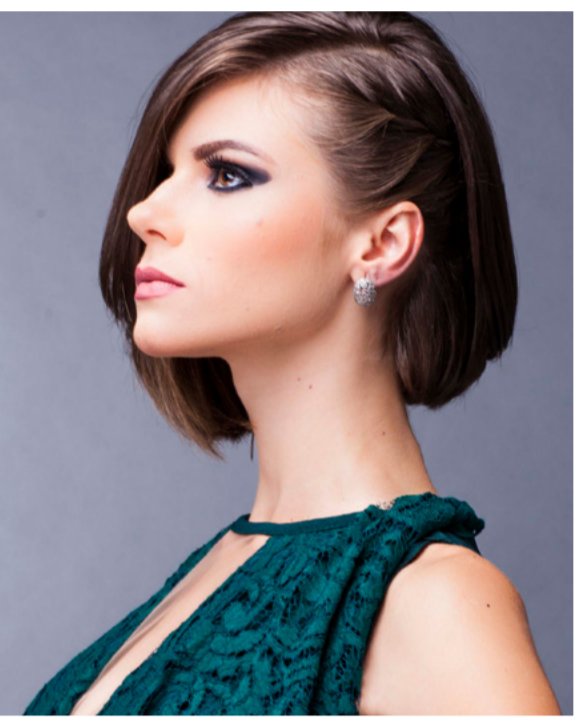
EXPERIENCE OUR NEW

CONTOURING COLLECTION

We take contouring beyond face shape definition through color, combined with cut and texture, to create ultra-personalized optical illusions in hair.

couture
COLOR

*EASY
ELEGANCE,
WAVY LOOKS
AND VOLUME
STYLES.*



*FEMININE, CLASSIC,
SOPHISTICATED;
LOOSELY PINNED WAVES,
GELLED CURLS OR
PLAILED SIDE STRANDS.
EVERYONE WILL LOVE
THESE NEW STYLES
SHOWING LOTS OF
MOVEMENT.*

TECHNIQUE

*INTERPLAY:
ONE CUT,
TWO LOOKS –
AN ELEGANT
SLEEK STYLE OR
WILD VOLUME
PUSH-UP,
STRAIT-LACED
FASHIONISTA OR
SEDUCTIVE
IT-GIRL?*



DWELL IN DARKNESS

LINDA BERONIUS • ICD SWEDEN (photo: perolsson.com)

BIOLOGE



BIOLOGE R.A.W. IS REAL. AUTHENTIC. WHOLESOME.

Discover the new feel of healthy-looking hair. Professional care that hair craves.

#LIVERAW

- up to 95% natural origin
- up to 99% biodegradable
- no parabens
- no silicones
- no sulfates

Q: What is natural origin?

A: We consider an ingredient to be natural origin if it is unchanged from its natural state or has undergone processing yet still retains greater than 50% of its molecular structure from its original plant or mineral source. Learn more about what natural origin means for Biologie R.A.W. at matrix.com/Biologie/RAW.



BIOLOGE

long

BALAYAGE

LUXURIOUS COLOUR EFFECTS FOR LONG HAIR. THE COLOUR TREND: BALAYAGE FOR BEAUTIFUL, PERFECTLY GROOMED HAIR WITH LIGHT COLOUR HIGHLIGHTS.



BRUNO SOMMER • SWITZERLAND



The hair resembles a painting on a canvas that captivates everyone with its intense shine, soft colour gradients and gently shimmering reflections. Upon closer inspection, the creative colouring reveals a flattering contouring effect.

BEAUTIFUL LONG-CUTS



PETER F. PFISTER

„ We offer THE CARECUT as a service in our salon. This hair cut with electrically heated scissors seals the ends as the hair is cut. Especially clients with long hair confirm that their hair feels much stronger and healthier ... and split ends are a thing of the past. It's a BEAUTIFUL LONG-CUT.“

TCC THE CARECUT®

The new hairdresser service
for strong hair right down
to the ends!



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powered by
JAGUAR

THE ART OF WHIMSICAL UP-DOS FOR SPECTACULAR SHOW LOOKS: THIS SEASON'S INNOVATIVE AND TECHNICALLY CHALLENGING UP-DOS HAVE A REAL 'WOW' EFFECT. SLIGHTLY DARING, WITH LOTS OF MOVEMENT AND IN NUMEROUS STUNNING VARIATIONS. THE HAIR FASHION COUNTERPART TO THIS ARE CASCADING CURLS – WHICH ARE AT THE VERY TOP OF THE TREND SCALE.



UP
and
DOWN

GERALDINE & KLAUS-DIETER KOCHANSKI • GERMANY (photo: Petra Hützen & Hellen Pass)

OLYMP[®]
BEST SALON INSPIRATION



Ausgezeichnetes Design.
Ausgezeichnete Markenführung.

International hochkarätige Fachjuroren haben den Saloneinrichter OLYMP mehrmals, und nun auch wieder in 2017, für seine besondere Designqualität ausgezeichnet. Wer bei Qualität, Design und Leistung auf nichts verzichten will, kann sich auf den mehrfachen Designpreisträger und Gewinner des German Brand Award 2016 verlassen.

**EXCELLENT DESIGN.
EXCELLENT BRAND MANAGEMENT.**

An international high professional jury has awarded the salon equipment manufacturer OLYMP for its outstanding design quality in the past years and again in 2017. You don't have to miss quality, design and performance if you decide to work with the multiple design prize winner and winner of the German Brand Award 2016.



GERMAN DESIGN AWARD SPECIAL 2017



**Create your own world.
Be different.**

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Web www.olymp.de

OLYMP[®]
BEST SALON INSPIRATION



“LET’S TWIST AGAIN, LIKE WE DID LAST SUMMER” – A TREND THAT WILL NEVER GO OUT OF FASHION BUT ALWAYS MANAGES TO REINVENT ITSELF: FANCIFULLY PLAITED BRAIDS!



Whether as an undone style or as an accentuated version of the classic braid, fishbone plaiting is also making fashion statements on the catwalks. The fairytale-like braided artworks are playful and ambitious, with small colour effects that catch the eye and draw the attention to what matters the most – the special skills needed to pull off this style.

SHERRI JESSEE • AMERICACANADA (photo: Julia Kuzmenko)

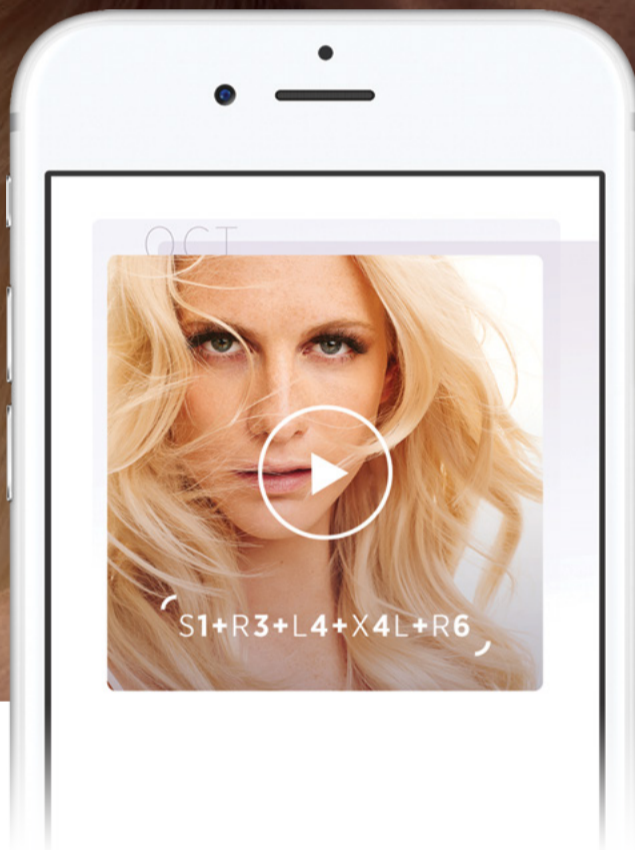


BRAIDS



HENRIETTE VEDEL MADSEN • DENMARK (photo: Ove Helman)

POPPY DELEIVINGNE SYSTEM PROFESSIONAL AMBASSADOR



WHERE ARE YOU GOING TO GET
YOUR ENERGY FROM, THIS YEAR?

Download the app to create your video,
discover your **EnergyCode™** and share the
experiences that filled you with energy.

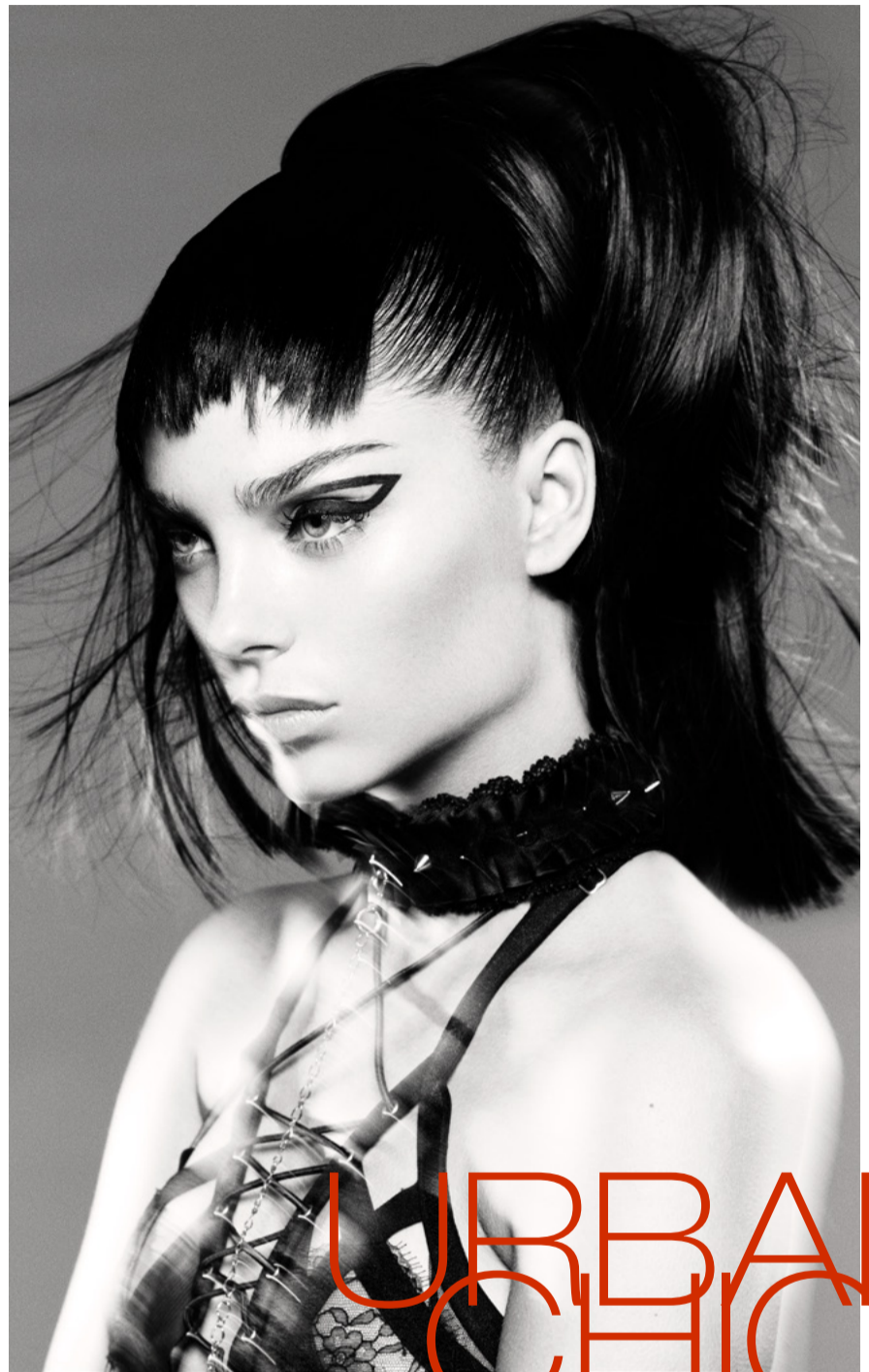
www.oneyearofenergy.com

SCAN TO DOWNLOAD




SYSTEM
PROFESSIONAL

BEING DIFFERENT
AND
FOLLOWING YOUR
OWN STYLE IS
MEANWHILE A
MUST FOR
EVERYONE WHO
EMBRACES
EXTRAVAGANCE,
WHETHER LONG
OR SHORT, IT'S
ALL ABOUT
SWIMMING
AGAINST THE
MAINSTREAM.



URBAN CHIC



No taboos. Strong women are opting for expressive hairstyles that very clearly stand out from the crowd. Beehives, undercuts and the undone pixie look are therefore the loud, strong fashion statements being made by urban Amazons.

HIGHWAY OF HAIR

Wild nature demands untameable looks that interpret the pristine beauty of the landscapes on either side of the highway. A palette of natural colours complements the style trip along Route 66.



FG
GERMANY



FG
DENMARK



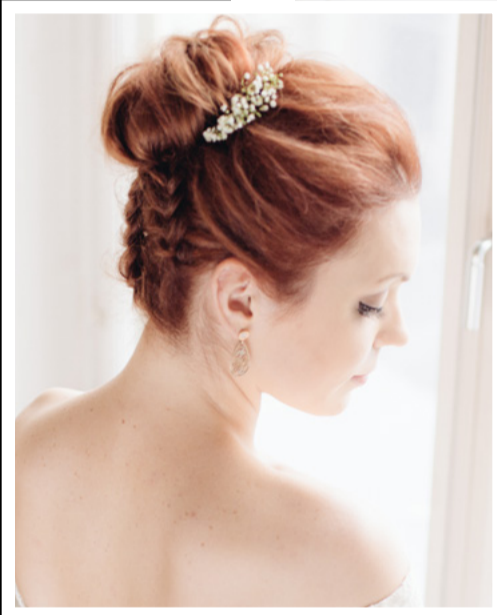
MYSTIC BEAUTY

Historical and mystical elements served as the source of inspiration for captivating and creative braided looks, which, in true Viking style, are very much in harmony with nature. Nordic blonde tones and chestnut-red shades are bringing the old legends back to life.



SAY „YES!“

Romantic looks for brides with fashion flair. Rose accessories and sparkling gemstones adorn feminine up-dos and plaits.



FG SWEDEN



FG BRAZIL

HIGH STYLE

Extravagant and head over heels in love with artistic, elegant looks: wild curl styles and eye-catching half up-dos are all about volume. This guarantees the utmost star appeal and sexiness.

(photo: Vaness Becker)

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CONTOURING COLLECTION

We take contouring beyond face shape definition through color, combined with cut and texture, to create ultra-personalized optical illusions in hair.



WORLDWIDE CHARITY POWER



Why we help

Intercoiffure unites the best hairdressers in the world and has the highest standards in terms of professional and human skills for its members. This is the aspiration from which derived the idea that the association shall also commit itself socially in order to help the people who are not on the sunny side of life. The Intercoiffure Mondial President Klaus Peter Ochs laid the foundation stone when he launched the relief program "Education for Life" in Paris and proclaimed: "We feel it is our duty to support young people and to give them a prospect. The most important thing we can provide is qualified education". This was at the same time the birth of the first charity project, of the first training school "Casa Do Menor" – a survival relief and a way out of the slums of Rio de Janeiro for young people.

The Education for Life Committee, together with the Intercoiffure Mondial President Klaus Peter Ochs, chairman Jens Dagné and the Intercoiffure charity delegates and board of directors (education for life ambassadors) of each country, coordinates the worldwide activities.

The objective is to run training schools for hairdressing in as many countries as possible.

Where we help

In the meantime, several education projects have emerged around the world, giving the opportunity to young people to receive a qualified training and, consequently, a future. These are children and teenagers from the slums and conflict areas of this world, threatened by starvation, violence, criminality, drugs and war. The majority of young people who have followed a training session in one of these schools could find a job in a hairdressing salon. Education for Life provided immediate help also in natural disasters, in order to help the children on site – in a quick, direct and monitored way, through the worldwide Intercoiffure network of friends.

"Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime." True to this guiding principle of Education for Life, we concentrate on a long-lasting help – on the basics of a self-determined life. We sometimes use the facilities of our closely connected "for example Kinderzukunft e.V. and Christel House" foundation, which already runs children's homes for street kids or war orphans in several countries and provides training courses. We thus incorporate and finance the Education for Life training offer in the existing structure.

"EDUCATION FOR LIFE" STANDS FOR FUTURE

WORLDWIDE CHARITY POWER

"EDUCATION FOR LIFE" STANDS FOR FUTURE

CASA DO MENOR RIO DE JANEIRO (BRAZIL)



In 2004, "Education for Life" introduced its pilot project in Brazil, in the favelas of Rio de Janeiro. "Casa Do Menor" is located in the favelas of Rio de Janeiro. Every year around 200 young people are trained in the basics of hairdressing. The aim: offer teenagers a professional perspective, in order for them to earn a living for themselves – free from criminality and drugs. "Casa Do Menor" is a great chance – in the past years around 80% of the trainees have found a job.



of professionals who do lectures and teach the kids notions of citizenship, environment, relaxation, sexuality, family life, and drug prevention. The Tesourinha project also includes cultural activities, participation in events related to the beauty field, free access to these events and invitation of the impoverished people, the involvement of pupils and teachers, demonstrations and workshops with professionals and companies from the beauty area. Thanks to this project, more than 17,000 pupils already joined the work market and there are now 38 teachers involved in the project!

courses in the centre. The young people in Selo Mira are keen on learning and very motivated. However, there is no training system in Bosnia that can encourage and guide them. In cooperation with the Lukavac training centre, 40 apprentices are trained permanently. The courses are organized on a weekly basis, for each group. The chances of getting a job once the training has been completed are of approximately 50 per cent. Well-being and customer-oriented work are foreign words. Progress is when we are fast; quality remains a vague concept. There have been training centres for a little over 5 years but the basis for training is still very sketchy. In addition to material supply, the hairdressing sector here needs massive support in terms of training the instructors. During a conversation with one of the instructors, she said to me: "Before the war, I didn't even know there was a difference between Muslims and Christians. We lived together and nobody cared about the other's religion. But after the war ...". of pupils and teachers, demonstrations and workshops with professionals and companies from the beauty area. Thanks to this project, more than 17000 pupils already joined the work market and there are now 38 teachers involved in the project!

FORTALEZA (BRAZIL)



Learn to live. Education for the future. Fortaleza is a shelter in northern Brazil for abused and vulnerable children. They are street children with no family and no social ties. Drugs and prostitution are part of the children's every day life. The "Education for Life" relief program in Fortaleza supports teenagers aged between 16 and 21. In the training centre, the aice become young professional hairdressers.



KINDERZUKUNFT TIMISOARA (ROMANIA)



Commitment to charity in Romania. In 2006, a second training centre was opened and equipped in Timisoara, in collaboration with the "Kinderzukunft" foundation. Street children and teenagers from socially vulnerable families can be trained in hairdressing through a six-month course - 16 places are provided every year. The trainees take an exam recognized by the state and get a certificate, the best condition for a job position.

KINDERZUKUNFT SELO MIRA (BOSNIA)



The "Kinderzukunft" project in Selo Mira, Turija, Bosnia is supported financially by "Education for Life", among others. The hairdressing salon has been entirely furnished and equipped. The foundation develops and consolidates the training here, in the region. It works on a contractual basis with the professional training centres and reimburses trainees their travel expenses to the centre. Each trainee must sign an agreement requiring him to attend the training and the

INTERCOIFFURE ROMANIA SCHOOL (BUKAREST and BUZAU)



Two training centres in collaboration with CONTRAST IMPEX. The two owners (one of them being the President of Intercoiffure Romania) and four additional teachers train from 16 to 64 children in each school through a one-year-program.

TESOURINHA SAO PAULO (BRAZIL)



In 1992, Ivan Stringhi, launched the Tesourinha project, a non-profit making civil association providing free haircuts in a slum quarter of Sao Paulo (Brazil). This project focuses on the training of young people in the hairdressing, health, education and environment fields. Gradually, the investment of the private sector made it possible to propose new activities in the beauty domain (manicure, pedicure, make-up & depilation) and also courses in other parts of Sao Paulo. The hairdressing course is now completed after 332 hours of training. The training of the youngsters in these various activities includes the contribution



HELP FOR EDUCATION

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International Donations for Education for Life

UBS AG, Zug

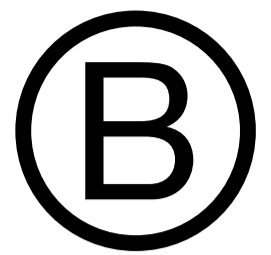
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Davines: A story of Beauty and Sustainability

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davines

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A passion for beauty and sustainability has characterised the Davines brand since its foundation in 1983. Thanks to a forward-looking growth strategy based on the development of top-quality professional hair care products that combine innovation and respect for the environment, the company has continued to extend its influence internationally, in over 90 countries.

To further their sustainable commitment, Davines recently obtained the B Corp certification. They are now part of a network of 2000 big for-profit companies that have redefined the concept of success by supporting a better and more responsible way of doing business. B Corp companies operate as positive and regenerating forces for the communities in which they operate, society and the Planet. Davines becoming a B Corporation is consistent with the company's effort to pursue with method, objectiveness and consistency a business model focused on a "prosperous longevity" where the values expressed gradually come to life.

"We were relieved to find out that there is a movement of companies that draws inspiration from the same principles we believe in. This makes us optimistic about the possibility that business becomes a tool beneficial for the well-being of the society and not the other way round."

– Paolo Braguzzi, CEO of Davines.

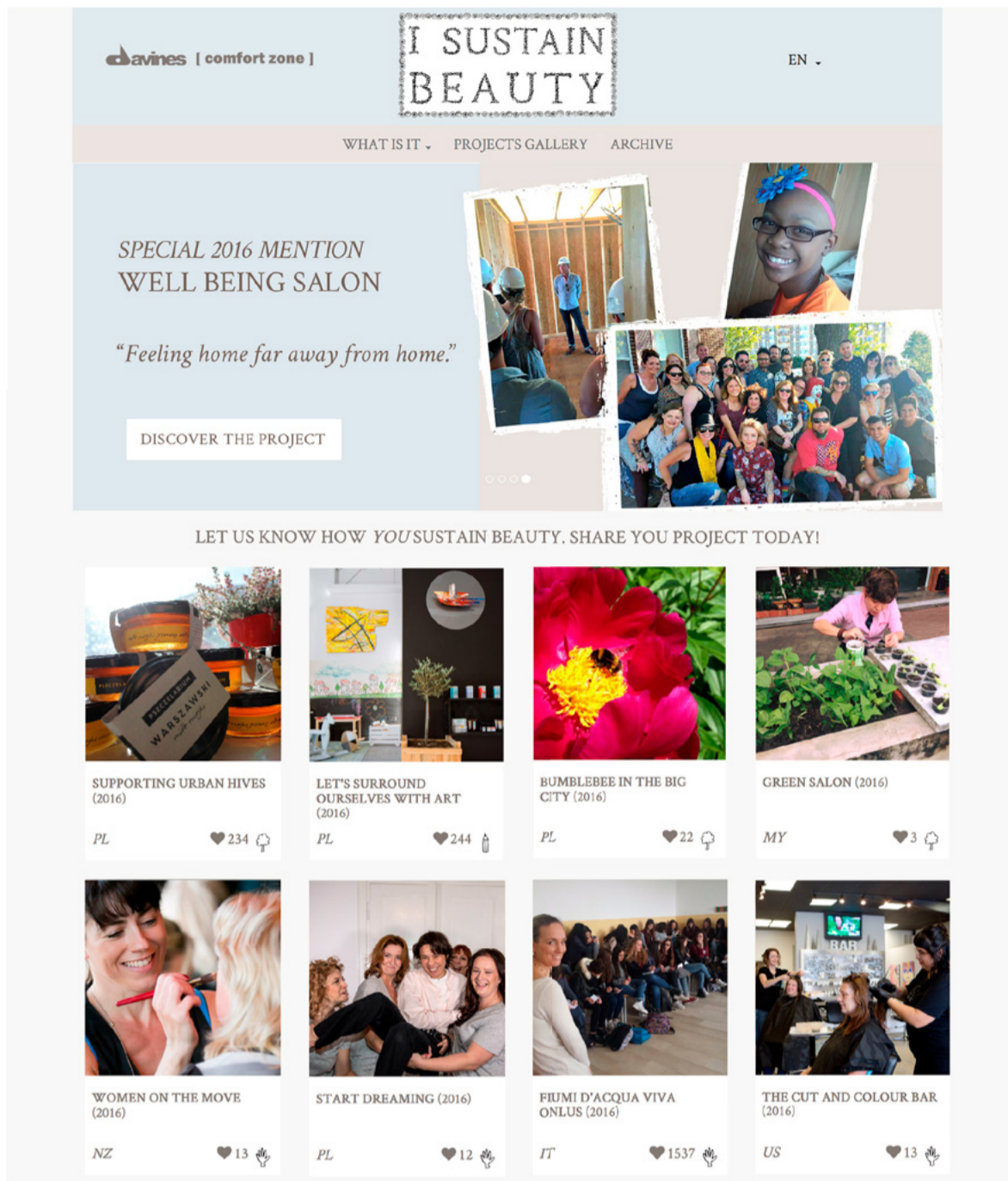
Ethical and environmental sustainability has shaped Davines' identity. Today, it's the core of all daily activities and projects thanks to a systemic approach that involves the company and its worldwide community. One of the most significant sustainability projects carried out is the company's global callout "I Sustain Beauty", an invitation to their professional community to engage in activities aimed at generating, promoting and protecting beauty in the artistic, social or environmental fields. The larger goal is to make the world a more beautiful place through small and bigger acts that have a positive impact on society.

The first "I Sustain Beauty" edition counted

56 projects from 21 countries, and the second edition doubled that number with 114 projects from 22 countries: Poland, United States, New Zealand, Italy, Mexico...

All projects are available to explore at www.isustainbeauty.com.

Each project confirmed that it is possible to create, protect and promote beauty through the willpower and dedication of those who believe in this value and support it even outside their own profession. Among these, there are projects carried out by beauty professionals who not only bring to the forefront their own ability, but also generate a virtuous



The project gallery section of I Sustain Beauty website.

circle of word of mouth and positive influence outside their own sector. This was the case of the two co-winners selected in this year's contest: "Mondays at Racine", a United States' project from Racine salon and "Fiumi D'acqua Viva Onlus", a non profit organization founded by the Italian company Ewa Beauty Spa.

Racine has always been on the front line in supporting cancer patients, providing assistance through cosmetic and aesthetic therapies, and Fiumi D'acqua Viva Onlus is helping young people resolve issues related to integration, bullying and anorexia through a youth club created inside the spa's garden! Two other projects that also deserved a special mention were: "Redverdece", a Mexican project from Juan Corte Belleza Sustentable salon, for their research of an innovative environmental

technique which recycles cut hair to grow green areas, and "Well Being Salon", a United States' project that built a salon inside one of the Ronald McDonald's houses, which for years have been involved in providing accommodation for sick children who have to spend extended time in the hospital away from their own homes.

At the tail end of this second edition, we want also to acknowledge Davines' commitment in supporting Intercoiffure Mondial's training program's "Education for Life".

The foundation of this partnership rests in the common objectives that the Davines "I Sustain Beauty" campaign shares with "Education for Life". This program is committed to supporting needy people from various countries through numerous training projects.

President Klaus Peter Ochs started "Education for Life" with the goal to open free training schools for hairstylists in the most disadvantaged areas of the planet.

Similarly, the Peruvian project "Without Border", winner of the first Davines "I Sustain Beauty" campaign, focuses on supporting women with financial difficulties in the outskirts of Lima through hairdresser training courses, bridging the gap between beauty and poverty.

Can beauty save the world? It can certainly make it a better place if we continue to support it.

www.davines.com



Salvatore Giaquinta teaching lessons at Without Boundaries beauty school located in a very poor and polluted area of Lima, Peru. This social project is helping improve womens' lives giving back to them new dignity and economic power.

WORLDWIDE CHARITY POWER

"EDUCATION FOR LIFE" STANDS FOR FUTURE



CHRISTEL HOUSE CAPE TOWN (SOUTH AFRICA)



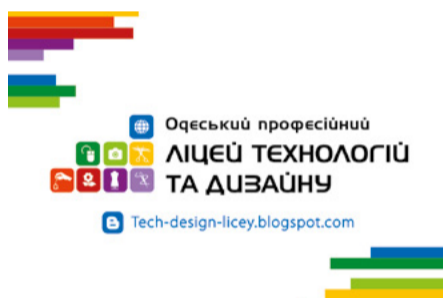
Christel House.

Our training class is an institution founded by Intercoiffure South Africa and industry partners, under the umbrella of the English charity organization "Christel House", where currently around 720 pupils of 12 different age groups are being cared of and instructed.

The teenagers in our Education for Life project are taught 2-3 hours three times per week and in addition many Intercoiffure friends support this project with their own training missions. We will further develop the training in order to obtain a state-approved diploma. Our Intercoiffure initiators on site: Jean, Ezra and Rolf are committed to the organisation and the education. In addition, they tirelessly help collecting donations.



KYIV & ODESSA (UKRAINE)



Two Education for Life projects in Ukraine: In September 2015 our first project opened its doors in the capital and biggest city: Kiev ! This education project is integrated in the "Specialized School of Technology and Design" (Kiev, Yuri Gagarin Blvd. 22). A little bit later, in November 2015, our second project was introduced 500km south of Kiev, right at the Black Sea in Odessa. It is also integrated in the Specialized School of Technology and Design. These schools give hope to teenagers by giving them the opportunity of proper education.

The classes are incorporated in a public vocational school for young people with poor education. Here the kids experience formal education like it is necessary in their future jobs and they have the possibility of graduating as a certified hairdresser. The associates of Intercoiffure Ukraine educate the kids themselves. At the beginning we had 20 orphaned teenagers who, without proper apprenticeship, would have never had a chance to find a job on the market.



ESCUELA DE PELUQUERIA MONTEVIDEO (URUGUAY)



„Escuela de Peluquería ALAS“ school was inaugurated in 2007. Destined to boys and girls over 17, the school intends to give the necessary tools to the learners to integrate the work life. It started recruiting its learners in the poorest parts of Uruguay. Scholarships have been created for more advanced and specialized trainings. 2 main ateliers compose the program. The first atelier trains specialists of blow-dry, hair washing and manicure. The second atelier brings the knowledge to search a job, informs about the rights of the workers, the possible evolutions in work life, and trains the candidates for future interviews. A real follow-up is established to accompany the candidates in their first work experience.

28.11.2013 marks the launch of "Estudio Paolino" in Montevideo, Uruguay. Under the direction of the Intercoiffure Uruguay President, "Education for Life Uruguay" was founded, together with a new education project. The project could be realized thanks to the commitment of our friends in Uruguay, the financial start-up support and additional donations, like for example hairdressing tools from Switzerland. Currently, ten training positions can be provided. Employed teachers and Intercoiffure friends continuously instruct the young people.

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WORLDWIDE CHARITY POWER



"EDUCATION FOR LIFE" STANDS FOR FUTURE

The successes confirm our concept

Provide education to the best is what we can give, what is reaffirmed time and time again and what is reflected in many individual achievements. Two examples from South Africa: Abbigail Waylin and Noorun-Nisaa Dela-Cruz. They came from the poorest backgrounds; Abbigail lost her father at the age of 15 months and Noorun lived alone with her brother and mother. They attended school in "Christel House" and from 2012, the "Education for Life" training course in hairdressing. Both were highly motivated and happy about their training opportunity. What seemed fun at the beginning quickly became a passion and it showed in their achievements – they had found a job. Two years later: Noorun-Nisaa works in the Salon "Avalon Hair Design", near Ottery and her employer is very pleased with her professional development. Abbigail has found her position in the renowned Salon "Carlton International Cape Town" with its own training school. In the meantime, she is the assistant of the salon manager and continues to improve her professionalism.

Here are two not unusual professional paths: from the Education for Life school to a job, to a salary and to a better life.

Intercoiffure Mondial

The worldwide organisation of the hairdressing elite is not only providing the impulse for the best fashion, the association also lives friendship, Logengedanken and thus social commitment. Young people get the best training and conditions for an international career. Individual school projects, top-level seminars, international knowledge sharing, an individual foundation that gives priority to quality optimization and educational support; the charity program and the charity association with their worldwide activities send out a clear signal.

Long term help

Being committed to a charity project means to collect donations, to knock on many doors and to motivate over and over again people, companies and businesses. It does not matter how much someone can donate because our global Intercoiffure network guarantees that each contribution will get to the relief project, without any deduction or administrative cost. Besides the ongoing motivation it is important to continuously develop new ideas and incentives to become involved in the project. These can be regular collections in the context of Intercoiffure events or members' own celebrations used for fundraising, or like the example of our Brazilian Intercoiffure friends who had their salons nationwide opened a day just for the relief project and donated the day's receipts. For the same reason Jens Dagné, Ludwig Janz and Klaus Bertisch founded the first Charity Golf Club "Play for Life e.V." in Germany. A portion of the membership fees is donated to the charity association. Together with sponsors and longtime friends from the industry, they organize a Charity Golf Cup, which regularly brings in the major part of the annual donations. This outstanding project is also supported by prominent members of the public and by the media. "Give a man a fish and you will feed him for a day. Teach him to fish and you feed him for a lifetime". True to this motto, concentrates on long term help and on a basis for self-paced life. Therefore we regularly work together with the institutions of the Rudolf-Walter-Foundation (Kinderzukunft e.V.). They operate several children's homes for war orphans and offer trainings as well. Our "Education for Life" trainings are directly integrated into their structure. If you want to support our work you can donate. Thank you!

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FASHION TRANSFORMATIONS
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INTERCOIFFURE MONDIAL APP FOR FREE ON IPHONE, IPAD & ANDROID DEVICES!

This "Intercoiffure Mondial" application is a free software program designed for iPhone, iPad and Android smartphones and tablets. It is a great tool for customers, the place for them to find ideas for their new hair look and locate where to get it.

This App has been developed to provide the best range of hair salons worldwide. It also enables you to have a look at the best collections of top Intercoiffure hairstylists and find the nearest salons according to your current GPS position.

Browse the App or Play Stores and search for "Intercoiffure Mondial".

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- Search through over 3,500 men & women haircuts/hair styles/haircolors from the Estetica database - to be selected by gender, length, color and style.
- Get the details of each Intercoiffure salon including location, website, top services, contact details, map view, special offers and much more!
- Look for Intercoiffure Mondial and Estetica worldwide news and the greatest information about the hairdressing industry.
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WHETHER ELEGANT GENTLEMAN, STRIKING TRENDSETTER OR CASUAL BUSINESSMAN: MEN'S STYLES ARE AS DIFFERENT AS THEIR PERSONALITIES. THE QUIFF CAN BE EITHER STYLED FLAT ON THE HEAD, STICKING STRAIGHT UP OR AS A CLASSIC SIDE PARTING. THE RIGHT AMOUNT OF SHINE IS ESSENTIAL TO EACH OF THESE LOOKS TOO.

Radically creative: Bad-boy charm with eccentric details. Boys will be boys! Young, cheeky cuts and cool styles underline the authentic men's look.



MICHAEL SCHUH • AMERICA-CANADA



ICD BRAZIL • (photo: Vanessa Becker)

ICD SOUTH AFRICA (photo: Igor Polzenhagen)

MEN

RETRO-LOOKS WITH LOTS OF ELEGANCE AND A TOUCH OF DOWN-TO-EARTH BOLDNESS: HAIRSTYLES THAT MEN LIKE AND WOMEN LOVE!

VARIOUS

CATERINA DI BLASE • AUSTRALIA



MODERN MEN STYLES

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NATURAL GLOW



ICD FRANCE (photo: Richard Zouari)



TWO TYPES, FIVE LOOKS: VARIABLE UNDERCUTS WITH A LOT OF HAIR ON THE TOP OF THE HEAD: SOMETIMES SPRAYED, BRAIDED, TWISTED OR CASUALLY LONG. IT'S DIFFICULT TO SAY WHICH LOOK BEST DESCRIBES THE MODERN MAN OF TODAY AS ALL THESE STYLES WILL MAKE HIM AN ABSOLUTE TRENDSETTER.

GERALDINE & KLAUS-DIETER KOCHANSKI • GERMANY (photo: Petra Hützen & Hellen Pass)



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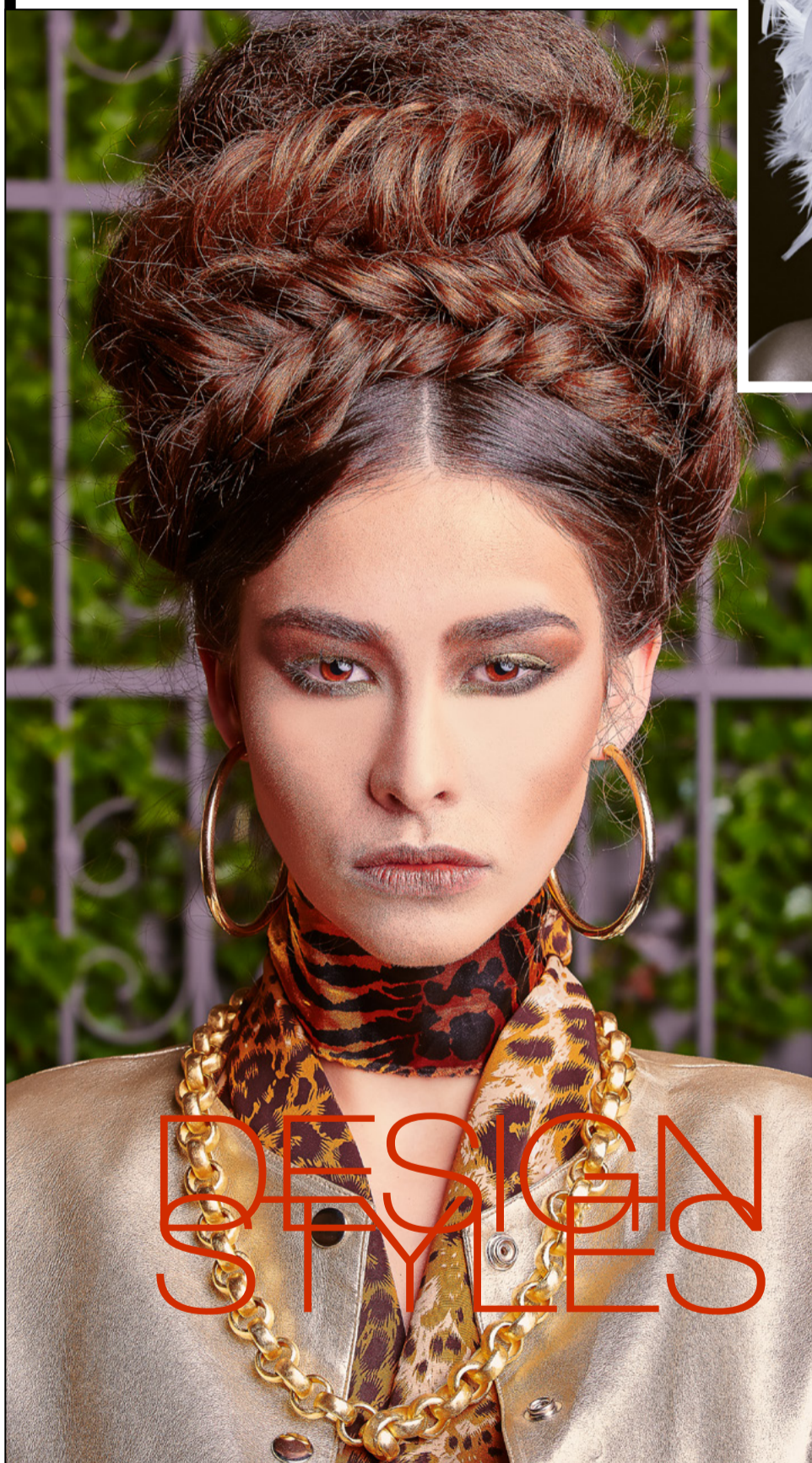
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ANTHONY TAN • AUSTRALIA



ICD BRAZIL (photo: Juliano Kirinus)

DESIGN STYLES



ANDREA FILTHAUS • GERMANY

A hair fashion homage to the Mexican painter Frida Kahlo. A braided and pinned-up masterpiece: the beehive and braids make this a technically ambitious and creative style.

ALL ABOUT THE VOLUME! THIS STYLE REALLY EMBRACES XXL VOLUME: OVERSIZED PONYTAILS AND A BUN RESULT IN AN OPULENT RETRO LOOK FOR HAIR FASHION LOVERS LOOKING TO ATTRACT THE MAXIMUM ATTENTION.



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