



# intercoiffure

MAGAZINE



ICD WORLD  
CONGRESS  
OSAKA/KYOTO

THE ABSOLUTE HIGHLIGHT  
IN THE WORLD OF BEAUTY

THE WORLD  
OF BEST  
HAIRDRESSERS

禁物



# KÉRASTASE

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RAW POWER BECOMES  
A REFINED EXPERIENCE

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Klaus Peter Ochs, President Mondial

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SPECIAL ENERGY AND POSITIVE  
STRENGTH. AND THERE ARE  
PEOPLE WHO WELCOME  
OTHERS WITH OPEN ARMS  
AND A UNIQUE FLAIR.

A VISION OF GLOBAL BEAUTY.

The 22nd World Congress of Intercoiffure Mondial in Osaka/Kyoto was a unique hair fashion festival for the mind and soul, and an international meeting of friends. The congress was fascinating and magical at the same time, and uniquely demonstrated how Japan is a country of contrasts with poetry and futurism, zen stillness and techno beats.

Over three days, 21 hair fashion shows were presented by the world's best hair artists – all showcased on the stage with unfailing passion, handcraftsmanship and plenty of imagination. These presentations were a tribute to our trade and the quality of our work. I am extremely proud to be President of all these ambitious stylists! Our congress thrives on the diversity of the many different cultures involved, as well as mutual exchange and inspiration, but above all on trust, a sense of belonging and heartfelt warmth.

ICD Japan has offered us a magical backdrop and shown us the sincerest hospitality and I bow down to the excellent organisation of this superb event. The time we spent there has left a lasting impression on us all and remains unforgettable. Perhaps the World Congress was also an opportunity for you to gain new perspectives and be inspired by this all-embracing work of art that speaks to all the senses.

Our magazine is a journey through time and celebrates the beauty of our profession, endless style and our enthusiasm for a harmonious coexistence: our Vision of Global Beauty.

intercoiffure  
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- Our most lightweight formula

BACKSTAGE

BACKSTAGE  
PASS  
FASHION  
WEEK



## MAGAZINE

edition 2018

THE WORLD OF BEST HAIRDRESSERS.



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BEAUTY CREATION



# SHISEIDO

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Enriched lustrous color.  
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# PRIMIENCE ENRICH



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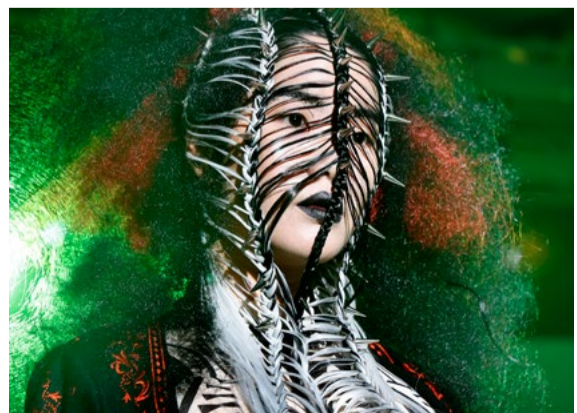
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BEFORE



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**MAGIC HAIR  
IN JAPAN!  
SPECTACULAR  
WORLD SUMMIT  
OF THE HAIR  
FASHION ELITE  
IN OSAKA.**





# MAGIC HAIR IN JAPAN!

**1000 BEAUTY EXPERTS** from 35 countries admired 17 prestige hair fashion shows and four exclusive gala shows. They had the opportunity to experience the unique Japanese approach to hospitality, 'omotenashi', and were captivated by the beauty of the Golden Palace and the wonderful zen gardens of Kyoto.

Osaka/Kyoto, May 2017.

Where Japanese flair met the international fashion world of Intercoiffure Mondial: The world's best hairstylists celebrated global hair art at the 22nd World Congress of Intercoiffure Mondial in Osaka/Kyoto. The encounter pro-

vided an abundance of poetic fashion inspiration. Geisha looks captivated and enthralled the audience and were as magical as a stroll through a zen garden. Cool, futuristic hair creations and explosive colour palettes exuded a sense of vibrancy as dynamic and trendsetting as the pulse of the bustling metropolis of Osaka. Japan preserves its heritage with real dedication but is still always one step ahead when it comes to the latest trends.

For three whole days, more than 1000 beauty experts from 35 countries were blown away by the line-up of inspiring prestige and gala shows. This was the perfect occasion to celebrate extraordinary craftsmanship.

The Intercoiffure Mondial philosophy was plain to see during this mega event: creative passion, masterly skills, outstanding perfectionism, an untiring curiosity and global friendship across borders.

Intercoiffure Mondial's President, Klaus Peter Ochs, Vice President Eizo Kakimoto and ICD Japan President Junji Yamano

welcomed the hairstylist elite – together with the strong industry partners to this international summit of the professional world market leaders in hair products.

Klaus Peter Ochs: "This congress is the absolute highlight of the beauty industry and takes place in a different location around the world every four years. Join us in achieving a new milestone in the history of Intercoiffure!"

To set the tone for the prestige shows, Asia Fashion Director Hiroyuki Ohbayashi presented "Japan Beauty" – showing the influence of fashion and hairstyles as an inspiration for global fashion presentations with Maria Kamiyama ("Miss Universe Japan 2011") as a beauty influencer and star designer Toshihiko Sakurai.

"At the Intercoiffure World Congress, the best of the best come together on stage. The congress offers our members a plentiful source of inspiration. Intercoiffure Japan is delighted to be welcoming you all," said Junji Yamano, President of Intercoiffure Japan.





# REDKEN

5 T H A V E N U E N Y C

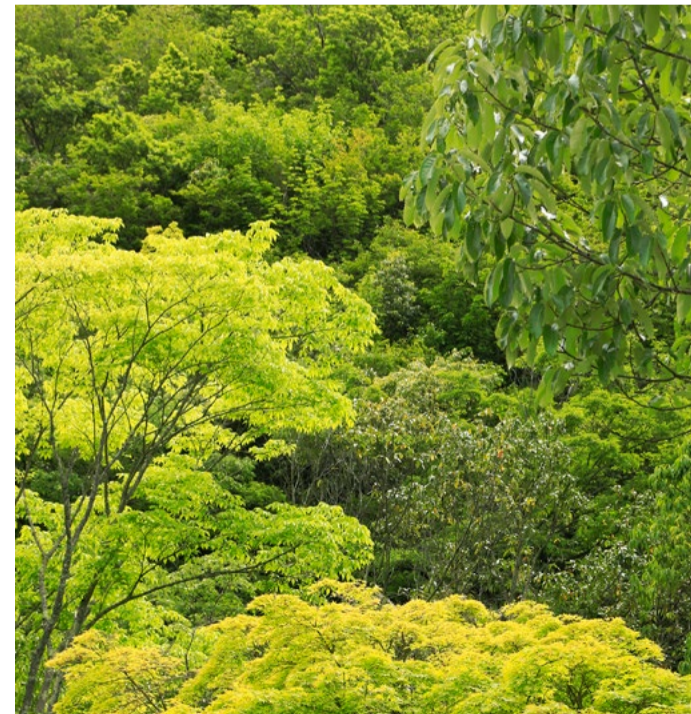




## MAGIC KYOTO



A visit to the old imperial city of Kyoto – a magical place with a special energy. In its temples, shrines and zen gardens you can listen to the trickling fountains and sense the strength of the trees.





**THE OLD  
IMPERIAL CITY  
OF KYOTO**



THE MAGICAL  
APPEAL OF THE  
WORLD  
CONGRESS IN  
JAPAN





PUREOLOGY

serious colour care





# LIFELONG DREAMS

by ICD JAPAN

Kimono presentation -  
Masterpieces of the Japanese style.  
Dreamlike and beautiful.



# LIFELONG DREAMS

by ICD JAPAN



Stunning geisha hairstyles oozing glamour: feminine, traditional up-dos with delicate and imaginative jewellery adornments such as peacock feathers and intertwined silk ribbon.





# LIFELONG DREAMS

by ICD JAPAN



Masterpieces of the Japanese style. Dreamlike and beautiful.



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> Videos

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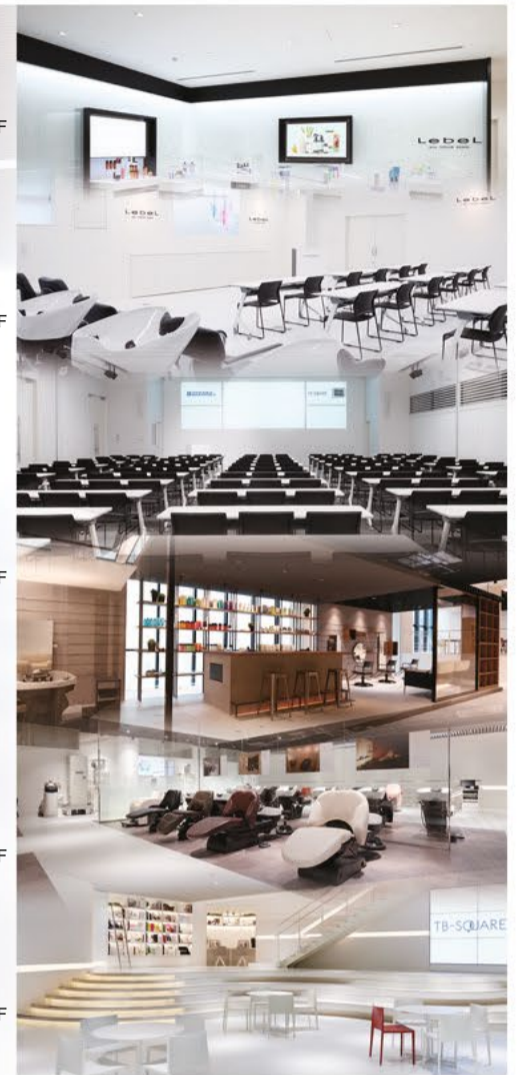
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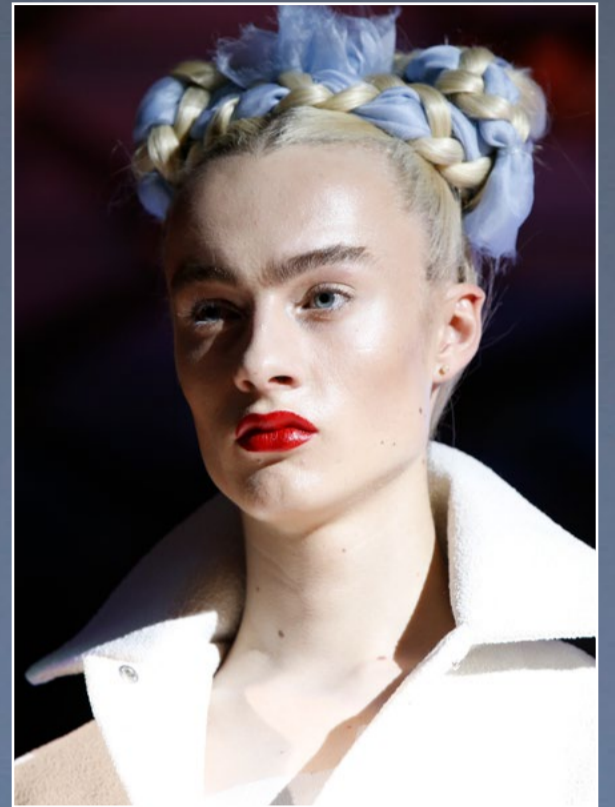
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# REFLECTION

by ICD NORDIC REGION

GENDER-CROSSING WAS  
THE FOCUS OF THE ICD  
NORDIC REGION: "REFLECTION"





# REFLECTION

by ICD NORDIC REGION

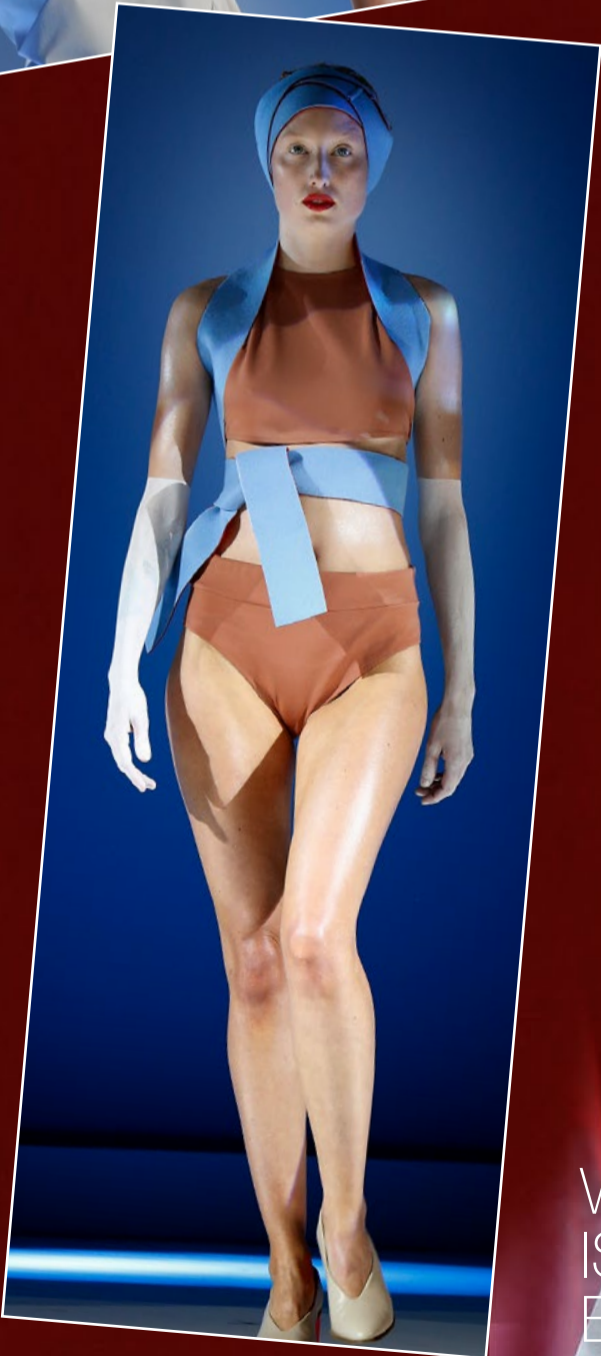


LONG PONYTAILS WERE DRAPED TO FORM VOLUMINOUS UP-DOS AND A PINNED-BACK PLISSÉE BOB.



# REFLECTION

by ICD NORDIC REGION



WHETHER MALE OR FEMALE, GENDER ISN'T RELEVANT HERE AS BEAUTY EXISTS IN MANY DIFFERENT WAYS.

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**L'ORÉAL**  
Professional Products



NATHALIE ROOS, L'ORÉAL PROFESSIONAL PRODUCTS PRESIDENT

## WE WILL CONTINUE LEADING AND DRIVING THE HAIRDRESSING CRAFT DEVELOPMENT AND MODERNIZATION

It's a pleasure to be back with you, alongside with Intercoiffure, to reiterate the strong ambition I have for our industry, and how it is important for me to support its development and to sustain the long-term partnership we have with hairstylists. 109 years together with L'Oréal Professional Products, what a milestone! We are and we remain the partner to support your craft and to accompany the future of the industry.

The future is already happening in a world that is changing at top speed. We have with digital a tremendous opportunity to reinvent professional beauty, connecting our brands to you and to consumers. Pursuing our education commitment to the hairdressing craft, we will bring you this year state of the art e-learning to support your development and to better answer your need. We will also unveil at large scale a content platform co-starring hairstylists, to valorize your craft and to build a deep and trustworthy connection between consumers and you before, during and after salon.

The appetite for the professional difference synonymous with expertise, advice, personalized services and intimate relationships has never been so true. With L'Oréal Professional Products unique brand portfolio, we capture and satisfy all trends, anticipating what con-

sumers will be diving for. We fuel the market with color innovations on our global brands L'Oréal Professionnel, Redken and Matrix, co-creating the future of hair color with so many of you, from Josh Wood, the hair industry icon joining the Redken's tribe, to Jason Backe, Anh Co Tran and Mila Belova. Together we offer to consumers a wide range of shades mirroring make-up trends, driving them to your salons to get a unique and personalized look. We offer a tailor-made hair care approach addressing all hair types with Kérastase Fusio-Dose and L'Oréal Professionnel Série Expert Power Mix, showcasing the professional difference to consumers. We seize the increasing demand for natural beauty, with complete new ranges of ecofriendly professional care like Biolage R.A.W. and Kérastase Aura Botanica.

L'Oréal Professional Products is more than ever engaged by hairstylist's side to craft the future of professional beauty. We support each salon transformation, offering even more services to consumers. We shape the future of professional haircare and haircolor with you, offering them infinite possibilities of hair looks. As beauty experts' historical partner for more than 109 years, we will continue leading and driving the hairdressing craft development and modernization.

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# L'ORÉAL

PROFESSIONNEL

PARIS



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## HOW KÉRASTASE RECONCILES NATURE AND PERFORMANCE

### With Aura Botanica, Kérastase responds to a growing desire for naturality in the luxury hair care market.

At Kérastase, we have always been good listeners. We listen to our customers and to our

global network of experienced hair stylists. So we know that consumers are looking for greater naturality without having to compromise on performance, or the elevated sensorial experience they expect from a luxury brand. They want it all. It's why, in 2017, Kérastase launched Aura Botanica, an absolute vision of naturally luxurious hair care.

Aura Botanica reconciles naturality with performance. It stays true to our vision of "very personalized care for exceptional hair," by fulfilling the highest expectations of authenticity and purity. At the same time, it delivers on effectiveness for stronger, incredibly soft and vibrant hair. Plus, Aura Botanica rituals are customized to fit customer diversity, with solutions for every hair type, styling need and desire. No compromise – ever.

### Wild beauty at its best

Averaging 98% naturally derived ingredients, Aura Botanica is as close to purity as hair care can come. Key active ingredients, like Samoan Coconut and Moroccan Argan oils, are sourced from a responsible purchasing program, traceable to real communities. In addition, all formulae average 97% biodegradability, with no silicones, no sulfates and no parabens.

What the customer sees is healthy, glowing hair. What they feel is Aura Botanica's signature "nude touch." Hair is weightless, vibrant and frizz-free, nourished from within. Customers also love the fragrance, an airy aromatic created with the perfumers at Mane, for an intense feeling of wellbeing.

### Nature in evolution

Following a successful year-one launch, 2018 will see Kérastase expanding the Aura Botanica range to include richer formulations for dry or devitalized hair, as well as adding three new styling products. Still more products are coming soon, so that every woman can discover the healthy glow of naturally beautiful hair. The eight products of the range offer complete diversity including: two aromatic shampoos, **Bain Micellaire** and new **Bain Micellaire Riche**; **Soin Fondamental** moisturizing, deep conditioner; best-selling **Essence d'Éclat**, moisturizing oil-mist; and the already iconic **Concentré Essentiel**, a multi-use, aromatic nourishing oil blend, packed with 99% naturally derived ingredients. To style your hair, there are three, all-new personalized options: **Eau de Vagues** for a beach waves effect; **Lait de Soie**, discipline and smoothing milk; and **Crème de Boucles**, curl defining cream.



### Designed to save

When it comes to naturality, packaging choices matter. At Kérastase, we have been working to assure that at least 25% of all product packaging is composed of PCR (post-consumer recycled) materials. Aura Botanica is our first range to feature products with 100% PCR plastics packaging. Designs have also become lighter, with the *Bain Micellaire* cap alone saving an estimated 45 tons of plastic per year. And we've printed product instructions inside outer packaging to save on paper.

Aura Botanica opens an exciting new chapter in Kérastase's 50-plus-year history of bringing our customers the very best of luxury hair care, backed by pioneering science. Let's keep writing the story together.



# FORGING A PATH OF INSPIRATION FOR THE INDUSTRY

REDKEN'S HAIR DREAM TEAM LEADS S/S 2018 FASHION WEEK

With the new appointment of world-renowned haircolorist and industry icon Josh Wood as Redken's Global Color Creative Director, two creative powerhouses came together this season to dominate the runway in a display of artistry and cultural significance. Wood joins Global Creative Director Guido Palau, fashion's most visionary hairstylist, to create the season's top style and color trends. Wood and Palau are plugged into the fashion and editorial worlds, having close relationships with designers and leading trend-setters. The duo serves as a bridge back to Redken, contributing new ideas to inform innovative products and services, ensuring that the brand maintains its strong connection to fashion.

The career trajectories of Wood and Palau serve as an inspiration to hairdressers as they have made strides to elevate the craft of hairdressing and bring it forward to the masses. In particular, Wood aims to elevate haircoloring and make it as visible and celebrated as hair styling. "As a colorist, I've worked in basements for 18 years – I didn't see sunlight," jokes Wood. "I wanted to take color out of the basement... and to be recognized as

*an expert in a creative way. I felt that if you worked really hard and challenged yourself, there was no reason why color couldn't have equal status."*

Nowhere was this more evident than at Alexander Wang's Spring/Summer 2018 New York Fashion Week show where "Rose Quartz" hair debuted and immediately became the must-have haircolor of the season. Taking inspiration from a Kate Moss look from the '90s, Wood took a very bespoke approach to transforming model Stella Lucia. "There's an element about haircolor like it's makeup – that Stella can be this color today and another color tomorrow," Wood said. "We are referencing the '90s and making it feel right now... here in New York. For me it shows that you can have a very personalized tone of pink that suits your complexion, it's not just one shade of pink."

The '90s seemed to permeate the season in both style and nostalgic spirit. This was epitomized at the Versace Spring/Summer 2018 show at Milan Fashion Week. In an epic tribute to her late brother, the legendary designer Gianni Versace, Donatella Versace tapped '90s supermodels Claudia Schiffer, Naomi Campbell, Cindy Crawford, Helena Christensen

and Carla Bruni to walk the runway. The supers closed the show walking to George Michael's "Freedom! '90", which holds a special significance for Palau. He styled the hair for the iconic music video, which featured a slew of '90s supermodels and went on to make pop-culture history. Palau credits the experience as having launched his legendary hairstyling career.



Palau is a longtime collaborator of Donatella Versace's, having worked with her for countless Versace shows over the years. "I try to challenge my perception of beauty all the time, and it requires a level of trust with models because they know I'm not necessarily going to make them look traditionally beautiful. I experiment and push myself to further my aesthetic and to challenge people looking at it."

It's clear that Redken has brought together two masters of their craft in a way that will benefit the industry in their forward-thinking approach, with the result of their collaboration inspiring future techniques, products, and in-salon services. With these dynamic creators at the helm, we can look forward to more groundbreaking work to come.



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# CO-DEVELOPMENT AT THE HEART OF L'ORÉAL PROFESSIONNEL



As the historical partner of hair artists, L'Oréal Professionnel's first mission is to empower hair artists and co-develop the best services and products not only for them but also with them.

Today the brand runs tens of co-development workshops with the edgiest Hair Artists around the world. These workshops are a true game changer and a fantastic way to stimulate hair artists' creativity, share their pro tips and build a strong and inspiring community of top worldwide experts in haircolor, haircare and styling.

## #Colorfulhair

A great example of this new way of working is Colorfulhair, L'Oréal Professionnel's new professional range of concentrated direct dyes to answer the massive trends of fashion colors. From Vegas to Sao Paulo, New York to Seoul, the brand gathered the world's edgiest colorists

The result? A unique salon-service, 100% personalized, to not only meet all women's color expectations but also unleash the creativity of colorists. Thanks to the 7 pure concentrates and 1 exclusive clear shade, the colorist can create an infinite color palette and personalize it up or down on demand. There are also many ways to apply the dye: directly on light bases, on some highlights or after a pre-lightening with Blond Studio and Smartbond.

ColorfulHair combines an infinite possibility of looks with the low commitment of direct hair coloring : from the most vivid #rainbowhair for a few weeks to a softer #pastelage for the weekend, everybody can find its ColorfulHair!

With this new range, L'Oréal Professionnel empowers all hair artists to meet all needs, from the most discreet to the most extravagant!

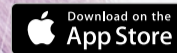




Brie Harding for  
L'Oréal Professionnel



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Ask your hairdresser for  
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For strong and protected hair.

WANT TO FEEL UNIQUE?  
ONLY YOUR COLORIST  
CAN TAILOR YOUR #COLORFULHAIR  
**#MYCOLORFULHAIR**

**L'ORÉAL**  
PROFESSIONNEL  
PARIS



# MAGIC ICE

by ICD CHILE



Hair artworks  
like dazzling  
ice crystals.



# MAGIC ICE by ICD CHILE



ICD Chile presented sculptural up-dos with silver and grey-blue accessories.



INTERCOFFURE  
22ND WORLD  
CONGRESS  
OSAKA PHOTO



# MAGIC ICE

by ICD CHILE

Video projections showed majestic glacier landscapes as a backdrop for the extraordinary big hair creations of the ice princesses.

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# DIGITAL TRANSFORMATION

by L'ORÉAL

A great concept of new communication technologies was staged by L'Oréal Digital, who presented a perfect system of interactive exchange between clients and salons.



◀ BACK TO CONTENT



BOOK NOW

**NEW** - Facial Lift Yoga

PROFESSIONAL LIFTING FACIAL POWERED BY ESSENTIAL OILS  
FOR SMOOTHED, FIRMED & LUMINOUS SKIN.



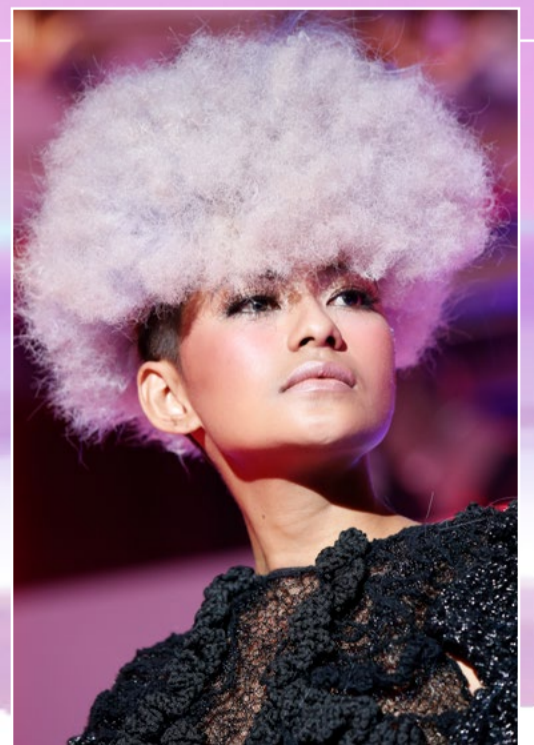
#DECLÉOR #RECHARGEYOURLIFE #LIFTYOGA





Bangkok  
Dynamic &  
Diversity  
by ICD Thailand

SOFT LAVENDER  
MEETS GREY, VIOLET  
LOVES BLONDE: ICD  
THAILAND TRANS-  
FORMED THE STAGE  
INTO A CATWALK OF  
A DYNAMIC FASHION  
METROPOLIS.





BACKCOMBED  
UP-DOS WITH  
BRAIDED HAIR-  
BANDS LOOKED  
ULTRA-TRENDY,  
CONFIDENT,  
PLAYFUL AND  
EXTRAVAGANTLY  
ELEGANT.



Bangkok  
Dynamic &  
Diversity  
by ICD Thailand





UNDERCUTS WITH  
WILD AFRO  
TEXTURES,  
DISCONNECTED  
STYLES WITH  
GRAPHIC SHAPES  
AND ASYMMETRY.

# Bangkok Dynamic & Diversity

by ICD Thailand





## CELEBRATING PROFESSIONAL BEAUTY



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

### ***It's been a year since Wella's merger with Coty.***

#### ***What is your take on it?***

It's been a busy and exciting year to say the least! Consider that we're on the heels of what is the largest merger in the history of the beauty industry. Just imagine the complexity of this undertaking then add to the mix the integration. Moving to Coty has given us a fresh energy to continue our support for the salon professionals and the salon industry. The teams continued to have professionals at heart and innovate to delight them and their clients, and this was rewarded with growth.

In the 9 months following the merger, we grew faster than the market and faster than the leading competitor. And all this while dealing with an incredible amount of complexity, driven by the migration from P&G to Coty system. We have now completed this huge work, whilst growing the business. I see this as a testament to the strength of our iconic portfolio of brands as well as the skills of our people. They are really the ones that helped us pull off this great achievement.

Finally, on the company level, we also had exciting news, with additional family members for each of the three Coty divisions with Burberry Beauty, Yunique and of course ghd for our division. This helped us further consolidate our salon professional footprint - having OPI the #1 salon professional nail brand with ghd the #1 professional appliances brand and Wella, the #1 Professional color brand.

#### ***What has been Coty Professional Beauty's biggest accomplishment on the brand side this past year?***

Firstly, we continued to drive premium color services and color leadership on Wella Professional, behind the Couture Color approach and our Contouring trend collections. System Professional has continued to make inroads in Prestige Care with its ultra-customized offer and proprietary EnergyCode mapping. To date, we have conducted almost half a million customized consultations – and counting. Our presence in fashion week just doubled overnight. We went from sponsoring 7-8 shows per season to having presence in over 14 top shows and more ambassadors than ever before. We now have more shows, more artists across more categories than ever before. Of course, there was also the addition of actress Sophie Turner to the Wella Family, as well, with an exciting new product, Wellaplex.

#### ***Last year you shared your thinking behind Coty's purpose, which is to celebrate & liberate the diversity of beauty. There have been some developments in this area.***

Yes, last year we started the journey of bringing the Coty purpose to life

and we have also worked on becoming even clearer what that exactly means. As you have seen, at Coty, we believe beauty is about self-expression, individuality and inclusion, but too often people are held back by labels. As a beauty company we have an important role to play in changing attitudes and mindsets that keep people from achieving their full potential. We have decided to fight the prejudice and discrimination which creates barriers to individual self-expression and we have recently announced the global partnership between Coty and Global Citizen, a digital NGO.

We admire the disruptive and modern methods that Global Citizen have used to make real impact on some of the world's biggest challenges. That's why we're partnering with them and mobilizing our people to take action. The long-term partnership will focus on those who face discrimination based on their gender, sexual orientation, disability or ethnicity and we will challenge the norms, stereotypes and policies that perpetuate prejudice and discrimination around the world. There will be more to come in 2018.

#### ***What can we expect in 2018?***

As always we will continue to bring leading education as well as innovation in the form of trends, products and services that help our customers to grow their business and to enable them and their clients to show their colors, celebrate the individual and embrace diversity. On Wella Professionals, we will have the SS18 Nontouring-shift collection as well as several product innovations. Take Wellaplex, the only bond strengthener with Opti-PH, the same PH as the color and bleach mass to ensure flawless color results. We will be launching Color Fresh Create, our latest technology in semi-permanent color, which delivers amazing color results from pastel to bright and which fades beautifully, setting us apart from other level 1 ranges. On OPI's, we have a new Gel Color range which on top of a packaging facelift and new sizing includes an additional base and top coat with Pro-Health technology. This removes in half the time, as little as 7 minutes and without damage for healthier nails.

We will also see exciting news on Nioxin, Sebastian and System Professional, all designed to offer clients bespoke solutions and treat your hair as well as your skin. And ghd is preparing some great news as well. I already mentioned our new collaboration with Global Citizen – net, there's lots to look forward to in 2018!



# WELLA PROFESSIONALS INTRODUCES WELLAPLEX

#SayYesToColor  
#StylistsDoltBetter  
#YesToWellaplex

Coty's Wella Professionals introduces its latest scientific innovation, NEW WELLAPLEX with Opti pH System, an exclusive strengthening treatment that helps to reconstruct inner hair bonds for stronger hair\*\* guaranteeing the best lifting results on the market.

\*\*vs. without WELLAPLEX

NEW WELLAPLEX is the best partner of Wella Professionals color products during lightening and color services and is designed to work in perfect synergy; furthermore, it is the only product recommended for use with Wella Professionals. The collection consists of 3 new products: No1 Bond Maker, which helps to create bonds within the hair during lightening or color services; No2 Bond Stabilizer, which further strengthens the bonds, re-balances pH and strengthens the hair structure after chemical treatment; and No3 Hair Stabilizer, for use at home which helps to keep the hair strong, smooth and soft until the next WELLAPLEX treatment.

Each product works by targeting the inner hair structure where amino-acid bonds within the hair have been broken due to chemical processes, mechanical or environmental stresses. WELLAPLEX reconstructs inner hair bonds for stronger hair. Bold or subtle hair changes can now be made with the assurance that hair will be healthier, flexible and more manageable. WELLAPLEX strengthens hair from start to finish, meaning more of your clients can now say yes to color.

**Sophie Turner** is the perfect muse for Wella Professionals as she is consistently pushing style boundaries, making fearless and bold hair color transformation. She inspires not only her fans but the larger community of beauty professionals.

*"When I said yes to blonde, the countless hours of on-set styling and daily changes damaged my hair. My colorist has been using Wella Professionals newest product, WellaPlex before any color services and my hair feels healthier. I'm not worried about my on screen color transformations any longer because I know Wellaplex keeps my hair more manageable."*



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# INFINITE STYLING

new ghd nocturne collection

## STYLE, STYLE AND STYLE AGAIN

Blurring the boundaries between night and day, and delivering infinite styling opportunities without damage, the ghd limited edition nocturne collection allows you to express yourself throughout the party season and beyond.

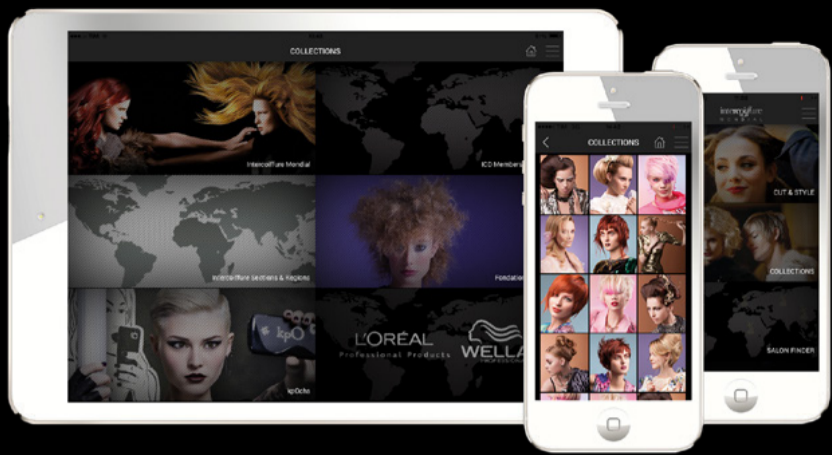
Allowing you to style your hair as often as you please, with the confidence that your hair health is being respected while doing so, choose from the ghd nocturne range of tools including the innovative ghd platinum styler which gives you 50% less breakage\* and 20% more shine\*\*. Discover our styles at [ghdhair.com/infinitestyle](http://ghdhair.com/infinitestyle).

**New ghd nocturne collection available in the finest salons, department stores and [ghdhair.com](http://ghdhair.com)**



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This App has been created and developed in collaboration with Estetica magazine, [www.esteticomagazine.com](http://www.esteticomagazine.com)

## 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".

### CHECK IT NOW AND:

- Have a look at the best Intercoiffure hair collections worldwide.
- Find your hairdresser among the 3,000 Intercoiffure hairdressers around the world: search by country, city, name or according to the nearest ICD salon close to you.
- 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.
- Read our Magazine on tablets and smartphones!

 [www.facebook.com/intercoiffure.mondial](http://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":  
THE APP YOU NEED!



intercoiffure

M O N D I A L

PARIS · TOKYO · LONDON · ROMA  
NEW YORK · BERLIN



# MADE IN OMOTESANDO

by ICD JAPAN

IT-GIRLS WEARING TEXTURED ROMANTIC LOOKS: SOFT BOBS, ASYMMETRIC AND LOOSE. BLONDE, RED, COPPER. THE FOCUS HERE IS ON HAVING FUN. ICD JAPAN SHOWCASED STREET-STYLES FROM THE MEGACITY TOKYO IN "MADE IN OMOTESANDO".





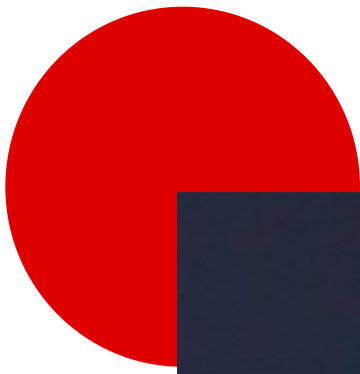


NATURAL WAVY  
VOLUME FOR  
ROCK'N' ROLL  
QUEENS AND FIERY  
RED FOR BOLERO  
SHOWGIRLS

Made in  
OMOTESANDO  
by ICD JAPAN







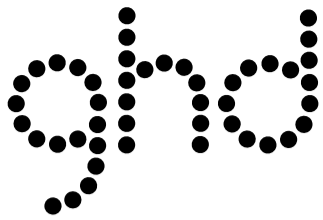
Made in  
OMOTESANDO  
by ICD JAPAN

UNDERLINED  
BY THE LYRICS  
OF DAVID BOWIE:  
“THERE’S A STAR  
MAN WAITING IN  
THE SKY” –  
TREND LOOKS  
FOR A HEAVENLY  
FASHION FUTURE!



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# INFINITE STYLING



Style, style and style again with ghd platinum®.  
With 50% less breakage\* your hair stays stronger and healthier.  
**For more information contact your local sales representative**

#InfiniteStyle

\*vs a styler working at 230°C





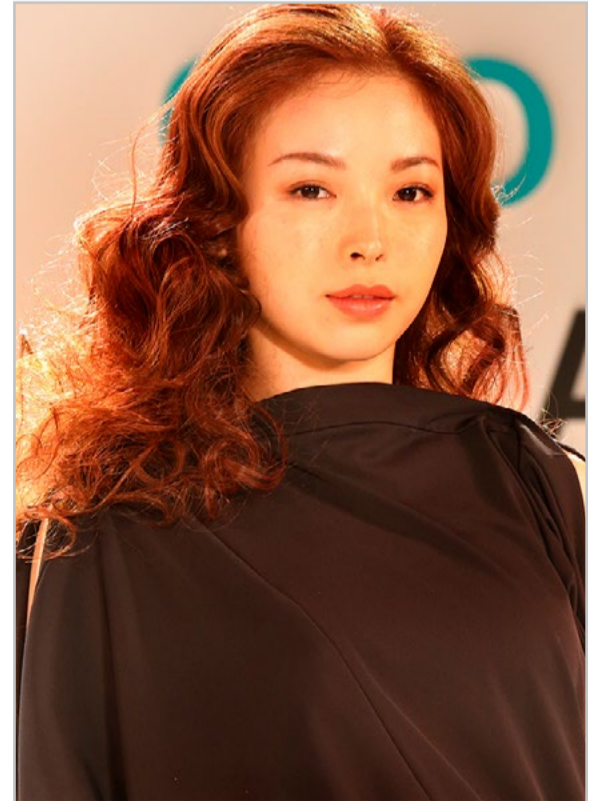
# DANIEL GALVIN for HOYU



Daniel's  
philosophy  
and  
endless  
enthusiasm



COLOUR ART BY ONE OF  
THE GREATEST HAIR  
ARTISTS PERFECT  
COLOUR  
COMPOSITIONS AS A  
HOMAGE TO FEMININITY  
CUSTOMISED, NATURAL  
AND EXUDING A  
SENSATIONAL GLAMOUR.



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**hoyu**  
Professional

<http://www.hoyu-professional.com>





全ての女性へのヘアカラー定義は  
「自然で美しい、魅力を高めるもの」であるべき。

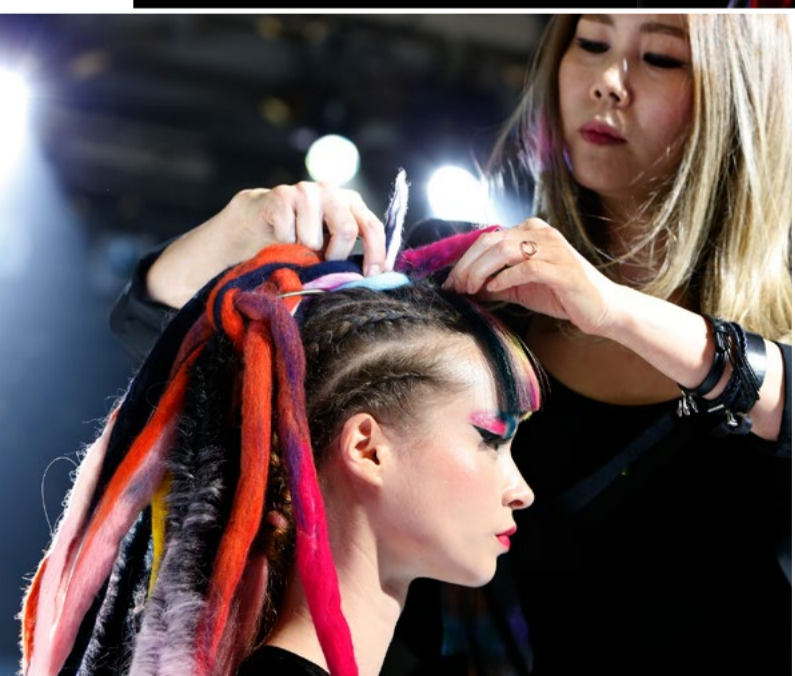
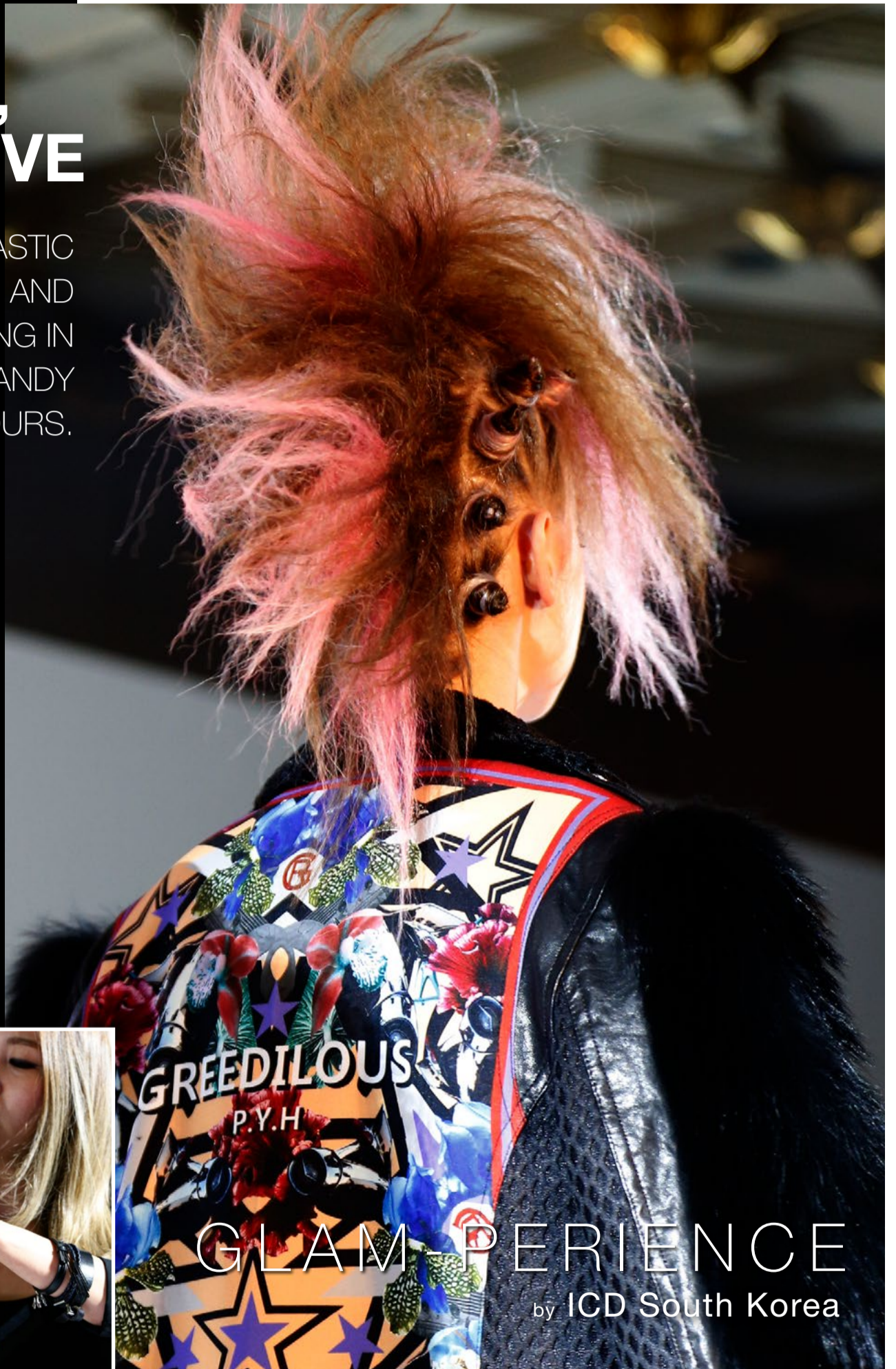
**hoyu**  
Professional

<http://www.hoyu-professional.com>



# COOL, YOUNG, EXPRESSIVE

FANTASTIC  
CUTTING AND  
STYLING IN  
CANDY  
COLOURS.



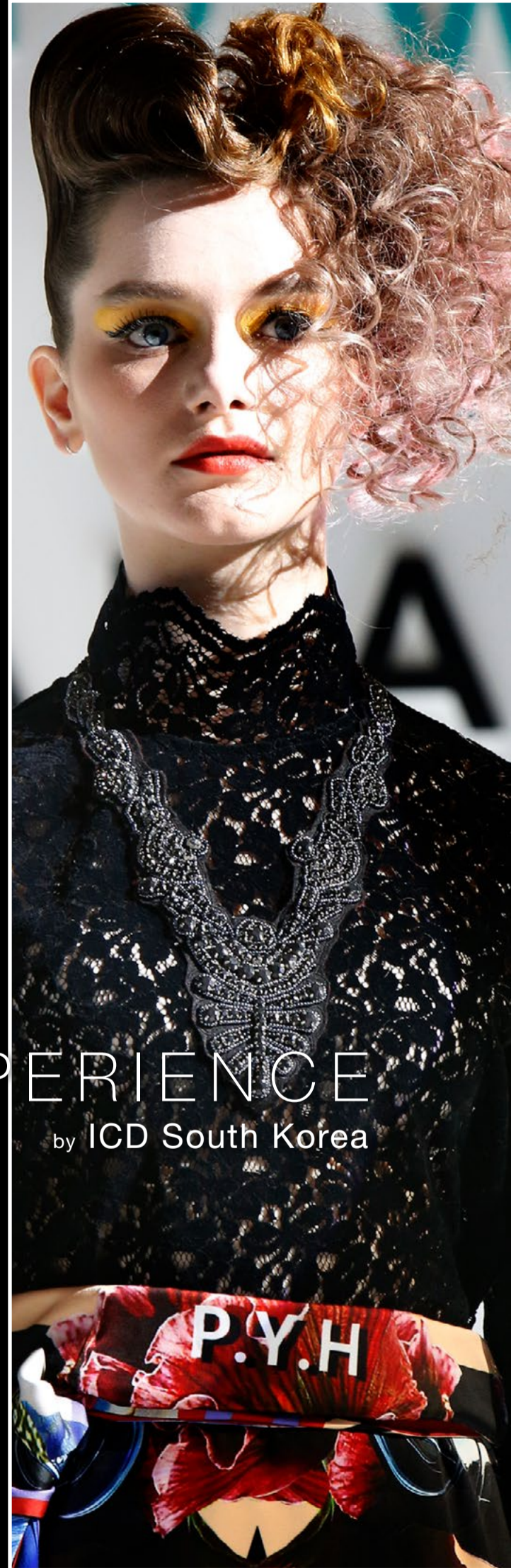




GLAM-PERIENCE  
by ICD South Korea

MODERN MOHAWK LOOKS, LONG  
HAIR WITH GRAPHIC CUT-OUTS,  
RAINBOW COLOUR GRADIENTS AND  
HIPPIE GLAMOUR WITH EXTRA-LONG,  
COLOURFUL EXTENSIONS.





THE APPROACH  
HERE WAS:  
"COLOUR  
IS LIGHT.  
LIGHT IS  
SHADOW.  
SHADOW IS 3D."

# GLAM-PERIENCE

by ICD South Korea



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CREATIVE COLOR

Londa  
PROFESSIONAL



LEARN IT  
LIVE IT  
SHARE IT



**PYPER  
AMERICA  
SMITH**

*Brand Ambassador  
OPI Infinite Shine*

# DON'T BOSSA NOVA ME AROUND

Upgrading your lacquer clients  
to long-wear just got easier



**INFINITE SHINE**

Increase your revenue without increasing service time!

Professional Long-Wear Lacquer System • Easy application and removal • No light curing needed  
Available in 150+ shades including 20 more of the most iconic OPI nail lacquer shades

**O·P·I**  
#1 SALON BRAND WORLDWIDE



# Davines: A story of Beauty and Sustainability

Certified



Corporation

**davines**

*The sustainable hair care brand committed to making a positive impact on people and the environment.*

Ethical and environmental sustainability have shaped Davines' identity as a beauty brand of top-quality professional hair care products with Italian roots and international breadth. Obtaining **B Corp certification** one year ago pushed our commitment even further. The company is now **part of a global network of 2000 large for-profit companies that have redefined the concept of success**: by supporting a better and more responsible way of doing business, and acting as a regenerating force for the communities in which it operates, for both society and the planet.

**Sustainable Beauty is the core of all daily activities and projects**, thanks to a systemic approach that involves the company and its worldwide community in its path between ethic and environmental sustainability. This is stated in the annual Sustainability Report that list the results obtained from brand efforts and sets goals for the next year. One of the most significant projects carried out is the company's global callout "**I Sustain Beauty**," an invitation to the professional community to engage in activities aimed at generating, promoting and protecting beauty in the artistic, social or environmental fields. More than **170 projects in 22 countries** have been featured on [isustainbeauty.com](http://isustainbeauty.com) since the campaign began in 2014, an example of how it is possible to make the world a more beautiful place through acts both big and small. Each project confirmed that it is possible to sustain beauty in its broader meaning 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 strong word of mouth and positive influence outside their own sector.





This was the case with the **three winners** and testimonials selected from this past year's contest.

**"Mondays at Racine"** is the project developed by **Cynthia and Rachel** from Racine salon in New York. Racine has always been on the front line in supporting cancer patients: providing free assistance and care every first Monday of the month through cosmetic and aesthetic therapies, yoga classes and makeovers. They have created a network of salons and trainers that volunteer to help more than 6,000 people that face cancer everyday.



*"Mondays at Racine" is the project developed by Cynthia and Rachel from Racine salon in New York.*

**"Fiumi D'acqua Viva Onlus"** is a non-profit organization founded by an Italian spa center in Lamezia Terme, a town in the south of Italy. The owner **Ewa Mackowiack** is helping local youths who are dealing with issues of social integration, bullying and anorexia, as well as various addictions like drugs, alcohol and social media abuse. The youth club created inside her spa helps to re-integrate these teenagers into society.



*"Fiumi D'acqua Viva Onlus" founded by Ewa Mackowiack.*



*Salvatore Giaquinta teaching lessons in his school in Lima, Peru.*

Similarly, the Peruvian project **"Without Border"** made by hairdresser **Salvatore Giaquinta** focuses on supporting women with financial difficulties in the outskirts of Lima, Peru. The hairdresser free training courses in this program work to bridge the gap between beauty and poverty. By teaching a profession, Salvatore gives these women the possibility of achieving a better future, as well as health assistance for them and their families.

Through the I Sustain Beauty campaign Davines is also partnering with the **Intercoiffure Mondial** training program **"Education for Life,"** sharing the common objective of supporting needy people from various countries through hairdressing training programs. The goal is **provide tools, equipment and trainers** to help sustain free schools for young people who wish to become hairstylists in disadvantaged areas of the world.



*Davines is partnering with Intercoiffure Mondial's with its training program's "Education for Life".*



*School in Odessa, Ukraine.*



*School in Selo Mira, Bosnia.*

Since 2017, Davines is helping the School of **Christel House in Cape Town** (South Africa), the **Vocational School of Technologies and Design in Odessa** (Ukraine), and the **Kinderzukunft Foundation in Timisoara** (Romania) and **Selo Mira** (Bosnia).

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

Send your project at  
[isustainbeauty@davines.it](mailto:isustainbeauty@davines.it)

[www.davines.com](http://www.davines.com)



# ICD FRANCE

by Raphaël Perrier

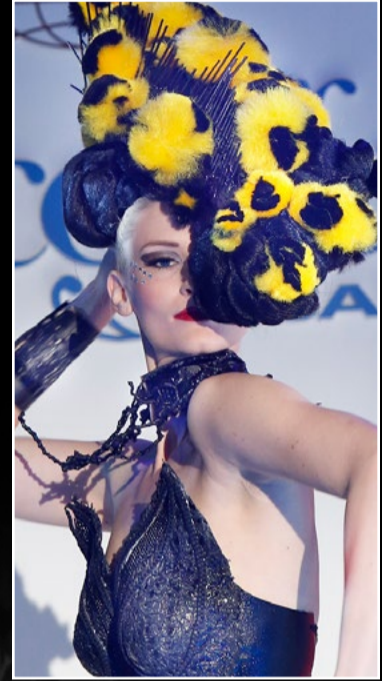


IMAGINATIVE  
AVANT-GARDE  
UP-DOS



# ICD FRANCE

by Raphaël Perrier



HAIR SCULPTURES WITH OVERSIZED FLOWER ACCESSORIES AND ARCHITECTURAL SHAPES ALONGSIDE HAIR ART WITH "BUTTERFLY" APPEAL.

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# MODERN FASHION

by ICD China



*edgy,  
urban,  
unique*





# MODERN FASHION

by ICD China

ICD CHINA SHOWED LOUD, COLOURFUL AND EXPERIMENTAL FANTASY LOOKS. "MODERN FASHION" LOOKED LIKE IT WAS FROM A DESIGN LAB OF HAIR FASHION ROCK STARS.





# MODERN FASHION

by ICD China

EXTRA-LONG FRINGES, A WILD MIX OF TEXTURES AND MULTICOLOURED “PAPILLOTE” STYLES – HAIR FASHION WITH AN IRREPRESSIBLE ENTHUSIASM FOR CREATIVITY.



[← BACK TO CONTENT](#)





*Baxter*<sup>™</sup>  
OF CALIFORNIA

HAIR / SKIN / SHAVE  
#LIFELIVEDTRUE  
BAXTEROFCALIFORNIA.COM





# ETERNAL BEAUTY

Tadao Arai for Milbon



AN ARTIST  
WITH AN  
UNDERSTAND-  
ING OF  
BALANCE:  
**TADAO ARAI**  
FOR MILBON  
CREATED  
CLASSIC,  
ELEGANT HAIR-  
STYLES WITH  
INCOMPARABLE  
ELEGANCE.





# ETERNAL BEAUTY

Tadao Arai for Milbon

IN “ETERNAL BEAUTY”, HAIR WAS SHOWCASED AS A PIECE OF PERFECTLY FORMED JEWELLERY – AS IF IT WERE DESIGNED FOR A PRECIOUS JAPANESE DOLL.





360°  
Beautiful Hair

**MILBON**  
global.milbon.com





360°  
Beautiful Hair

# MILBON

[global.milbon.com](http://global.milbon.com)





# INFINITE BEAUTY

Masa Ohtake  
for Shiseido Professional



DREAMLIKE, TIMELESS GLAMOUR STYLES BY MASA  
OHTAKE FOR SHISEIDO PROFESSIONAL: HIS "INFINITE  
BEAUTY" SHOW TRANSPORTED THE AUDIENCE TO A  
WONDERLAND OF STYLE:





DELICATE UP-DO  
INTERPRETATIONS,  
ULTRA-FEMININE  
BEEHIVES

# INFINITE BEAUTY

Masa Ohtake  
for Shiseido Professional





# INFINITE BEAUTY

Masa Ohtake  
for Shiseido Professional



MODERN GRAPHIC CUTS WITH  
RED AND BLACK CONTRASTS  
AND BIG HAIR WITH FASCINA-  
TORS WITH STAR APPEAL.

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# SHISEIDO

PROFESSIONAL

Airy light movement.  
Salon smooth control.



THE HAIR CARE  
**AIRY FLOW**  
for UNRULY HAIR

Shiseido Professional Brand <http://www.pro.shiseido.com>



SHISEIDO  
PROFESSIONAL



BEAUTY CREATION



# PANEURHYTHMY

ICD Bulgaria



NATURALNESS  
WITH  
NOSTALGIC  
LOOKS





# PANEURHYTHMY

ICD Bulgaria

ROMANTIC BRAIDS,  
SOFT CHERUB CURLS  
AND PLAITED STYLES  
WITH A MYSTICAL  
APPEAL.



[◀ BACK TO CONTENT](#)





# BROW STYLING by RefectoCil

refectocil.at





## My life isn't perfect, but my brows are!

Create the individual total look! Aside from hair colour, brows and lashes play an essential role. The trendy punk look can be perfected easily with Brow Styling by RefectoCil.

Shape the brows with the Brow Styling Strips, then tint with a mix of blue black and graphite for a rocking style.



Watch our video 

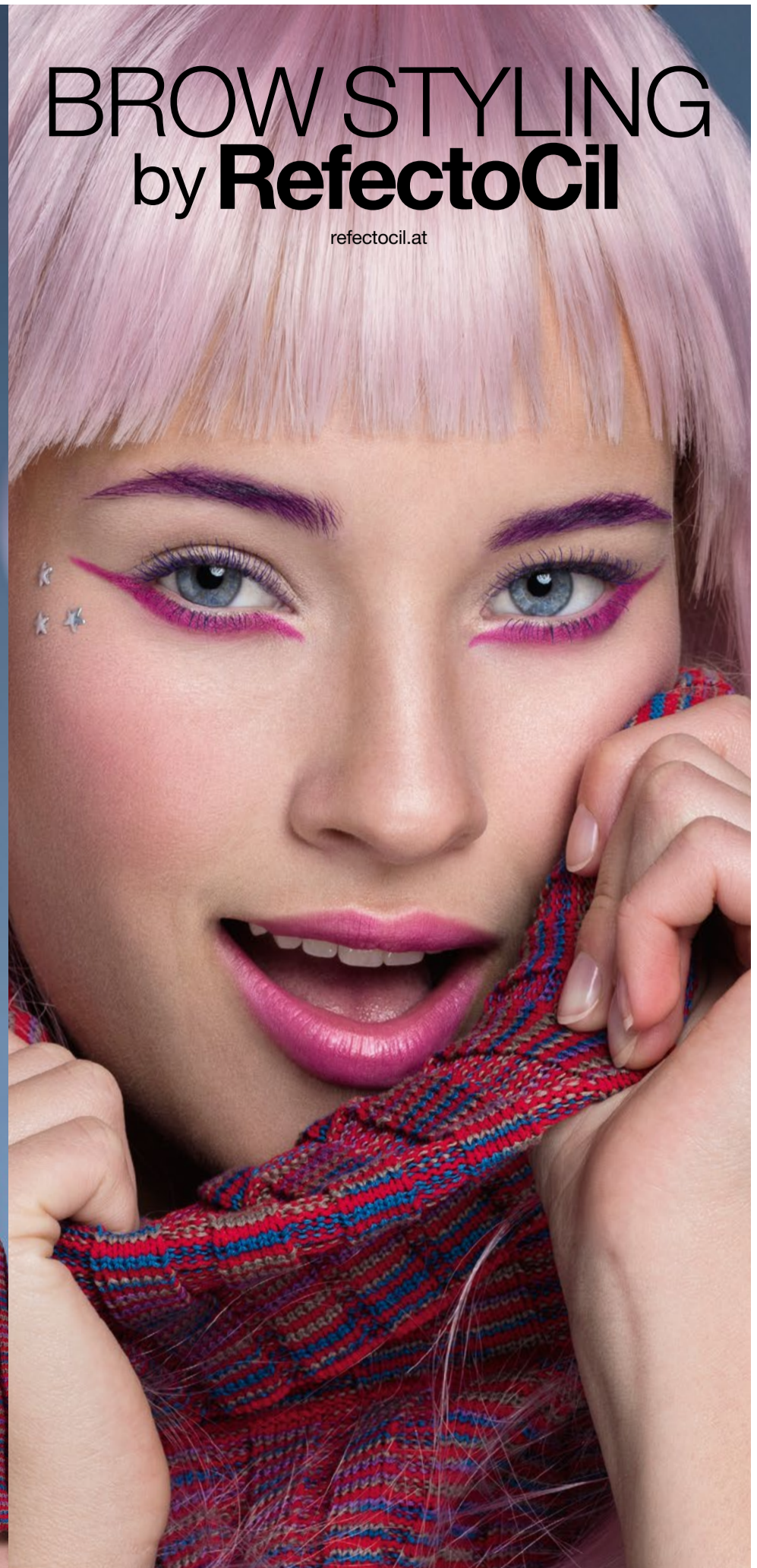
Find your local partner 





# BROW STYLING by **RefectoCil**

refectocil.at




## She's got 99 problems but her brows ain't one.

Even customers wearing the most original outfits want their looks to be individual and type-matching. When creating these looks the style of brows and lashes is as important as the hair colour. With Brow Styling by RefectoCil even the wildest, most creative looks can be perfected.

Shape the brows with the Brow Styling Strips and tint with a mix of red and deep blue – for young & crazy styles!



Watch our video 

Find your local partner 



MODERN  
TRADITIONS  
AROUND  
THE ALP

ICD Europe

ICD EUROPE AND ITS  
HAIR ARTISTS FROM  
GERMANY, AUSTRIA  
AND SWITZERLAND  
TURNED THE STAGE  
INTO AN AVANT-  
GARDIST, HIP FOLKLORE  
FESTIVAL WITH THEIR  
PRESTIGE SHOW .





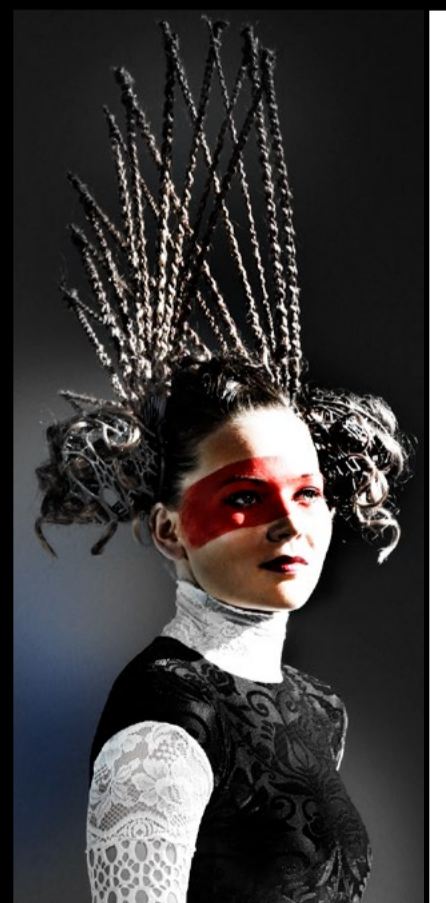
MODERN  
TRADITIONS  
AROUND  
THE ALP  
ICD Europe



BRAIDED  
CROWNS  
WITH  
FLORAL  
ADORNMENTS,  
XL TWISTED  
BRAID SWIRLS  
WITH FILIGREE  
ADORNMENTS







# MODERN TRADITIONS AROUND THE ALP

ICD Europe

AVANTGARDE UP-  
DOS WITH BRAIDED  
HORNS, SOFT CURLY  
BOBS AND COOL  
SHORT GRAPHIC  
CUTS THAT EXUDED  
JOIE DE VIVRE AND  
A PLAYFUL  
FASHION VIBE.

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Inspired by Facial Skin Care.  
Perfected for Clients' Hands and Feet.



**O·P·I**  
PRO SPA  
SKIN CARE  
HANDS & FEET

WE'RE ABOUT TO CHANGE THE MANI/PEDI. READY?

Introducing the OPI ProSpa collection. Developed with renowned dermatologists, featuring a proprietary blend of cupuaçu butter & white tea extract plus peptides, to take skin and your salon's business to the next level.

Elevate your services with techniques and tips at [opi.com/prospa](http://opi.com/prospa)

**O·P·I**  
#1 SALON BRAND WORLDWIDE





e-VOLUTION S/S 18

PROFESSIONAL  
**SEBASTIAN**

"Challenge yourself whatever you do."

IAM#WHATSNEXT



UNION  
AND  
HARMONIE  
ICD TAIWAN

A ROCK-CHIC PERFORMANCE  
WITH URBAN SHORT CUT





UNION  
AND  
HARMONIE  
ICD TAIWAN

THE PERFECT INTERACTION OF DISCONNECTED LOOKS



UNION  
AND  
HARMONIE  
ICD TAIWAN

BAUHAUS-STYLE  
ELEMENTS WERE  
COMBINED WITH  
EXPERIMENTAL  
COLOUR NUANCES  
IN BLUE-VIOLET.

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**ECO S<sup>+</sup>**



**NEW!**

**2x  
MORE  
POWER**

The new TONDEO ECO S+ trimmer: Its strong 2.4 V motor and extra-sharp carbon cutting blades ensure maximum cutting power and precision shaping of contours. A powerhouse that makes working fun!

**TONDEO cuts. TONDEO styles.**

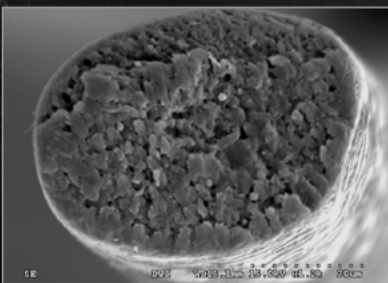
[MORE INFO](#)



# THE CUT THAT SEALS THE ENDS

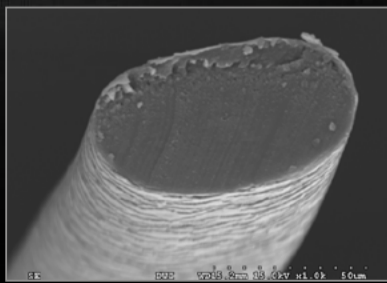
**TCC THE CARECUT®**

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



## **NORMAL CUT**

Hair tips are not sealed, the cortex dries out, environmental influences are able to penetrate the hair.



## **THE CARECUT**

Sealed hair tips, intact cortex, moisturizing and caring substances remain in the hair.

BECOME A CARECUT SALON > [WWW.CARECUT.COM](http://WWW.CARECUT.COM)

powered by

**JAGUAR**



# HYAKKA-RYORAN

ICD JAPAN

SAMURAI  
GIRLS  
AND MANGA  
PRINCESSES  
ARE THE  
FASHION ROLE  
MODELS OF  
ICD JAPAN  
AND THEIR  
PRESTIGE  
SHOW





# HYAKKA-RYORAN

ICD JAPAN



XXL CHIGNONS IN BLACK COPPER,  
PILED-UP HAIR WITH SILVER FEATHERS  
AND NEO-BAROQUE DESIGNS WITH  
VOLUMINOUS HAIR ART.





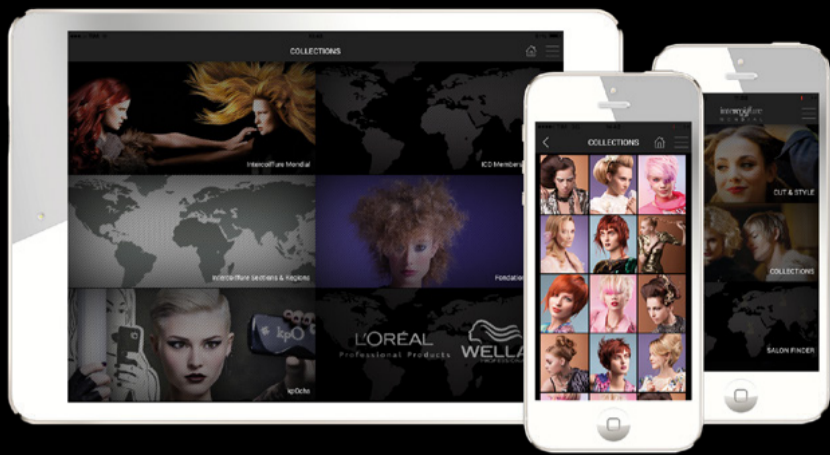
**THE LOOKS  
• WERE  
OPULENT,  
GLAMOROUS  
AND  
DARING**



ICD JAPAN

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This App has been created and developed in collaboration with Estetica magazine, www.esteticomagazine.com

## 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".

## CHECK IT NOW AND:

- Have a look at the best Intercoiffure hair collections worldwide.
- Find your hairdresser among the 3,000 Intercoiffure hairdressers around the world: search by country, city, name or according to the nearest ICD salon close to you.
- 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.
- Read our Magazine on tablets and smartphones!

 [www.facebook.com/intercoiffure.mondial](http://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":  
THE APP YOU NEED!

# Create your own world. Be different.

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BEST SALON INSPIRATION







PRESTIGESHOW



# Neon Fascination

Fondation Guillaume



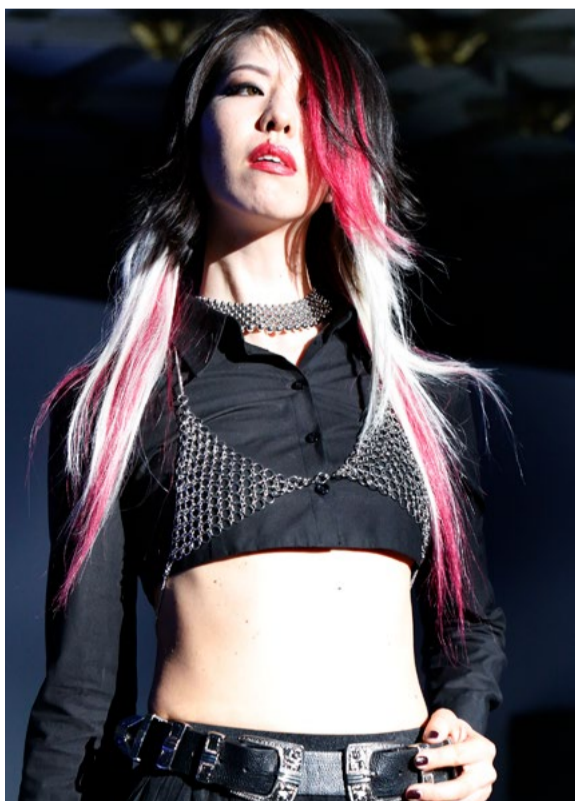
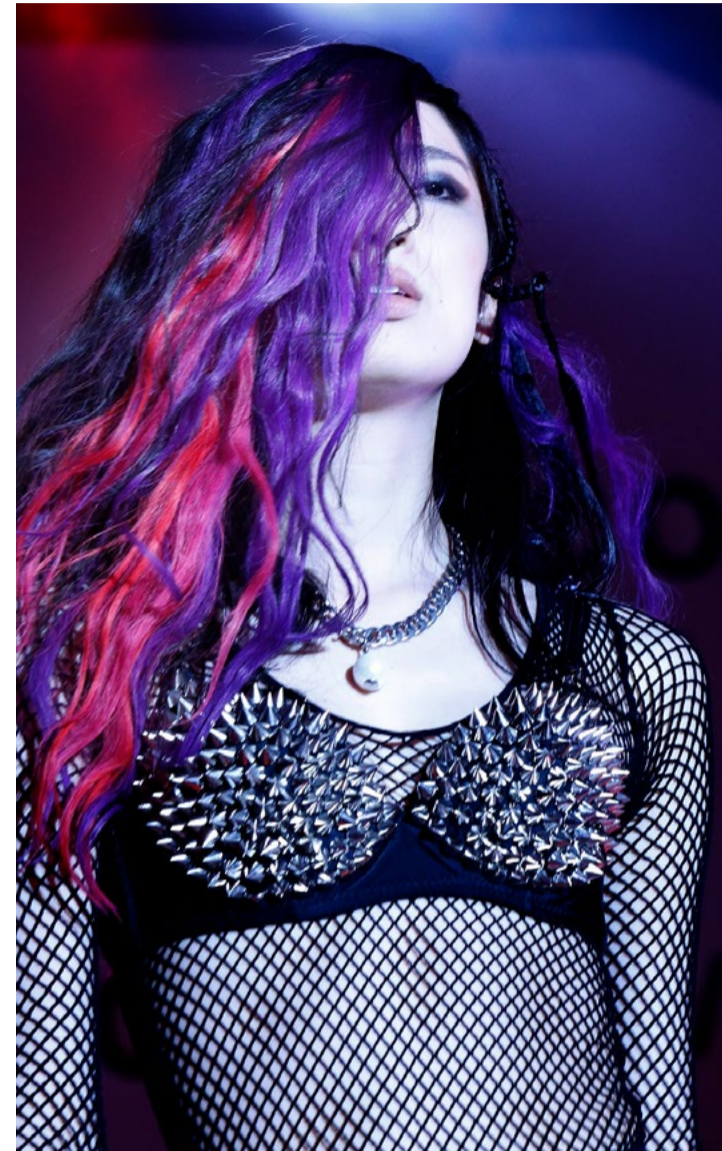
SO MUCH POWER, PASSION AND CAREFREE FLAIR!



NEON FASCINATION  
Fondation Guillaume



**PINK, BLONDE AND BLUE WITH ULTRA-LONG PONY-TAILS AND WILDLY BACKCOMBED BEEHIVE STYLES. JAPANESE GIRLS LOVE COMICS AND THIS WAS REFLECTED IN THE LOUD, EXTRAVAGANT AND WEIRD AND WONDERFUL LOOKS, STRAIGHT OUT OF THE PAGES OF A MANGA FAIRYTALE.**





# NEON FASCINATION

Fondation Guillaume

**35 JUNIORS FROM 15 COUNTRIES ROCKED THE STAGE WITH "NEON FASCINATION", FASHION POP WITH BRIGHTLY COLOURED HAIR TOWERS AND XL EXTENSIONS BY HAIRDREAMS.**

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L1+S3+L5C+X5A

THE ENERGY  
OF HAIR.  
ENRICHED.

#MYENERGYCODE

Ask for **new System Professional LuxeOil**, our first high performance oil line, to re-energize, nourish and enrich your hair. Get free EnergyCode Mapping for an ultra-personalized care system diagnosed to your needs. Find participating salons at [systemprofessional.com](http://systemprofessional.com)

DIAGNOSTIC. PRESCRIPTIVE. TRANSFORMATIVE.



**SYSTEM**  
PROFESSIONAL



EXPERIENCE THE

# NONTOURING SHIFT

COLOR TO SOFTEN STATEMENT STYLES

**couture**  
COLOR





# romeo & juliet

by klaus peter OCHS

WHEN WE'RE IN LOVE, THE STARS SHINE BRIGHTER AND COLOURS SEEM MORE INTENSE

ADVENTURE ROMANCE IN STEAMPUNK STYLE:

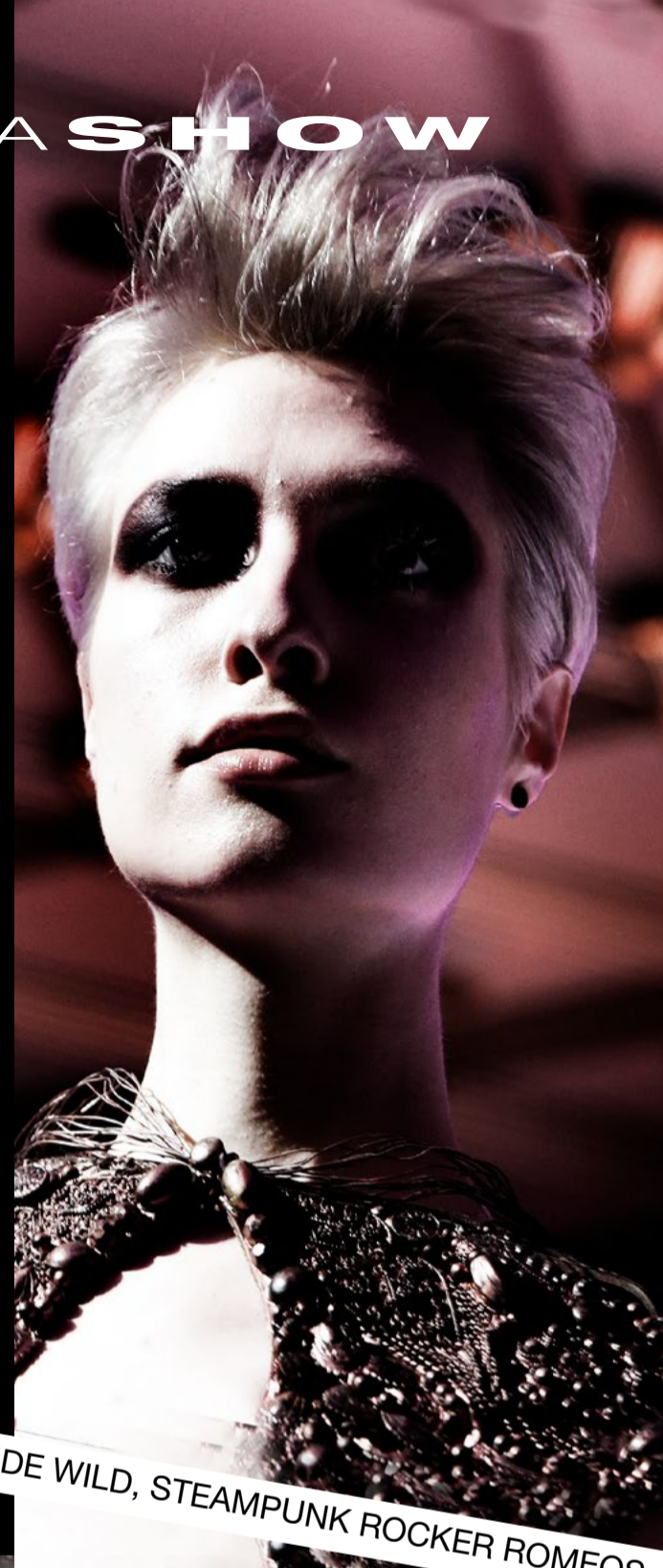
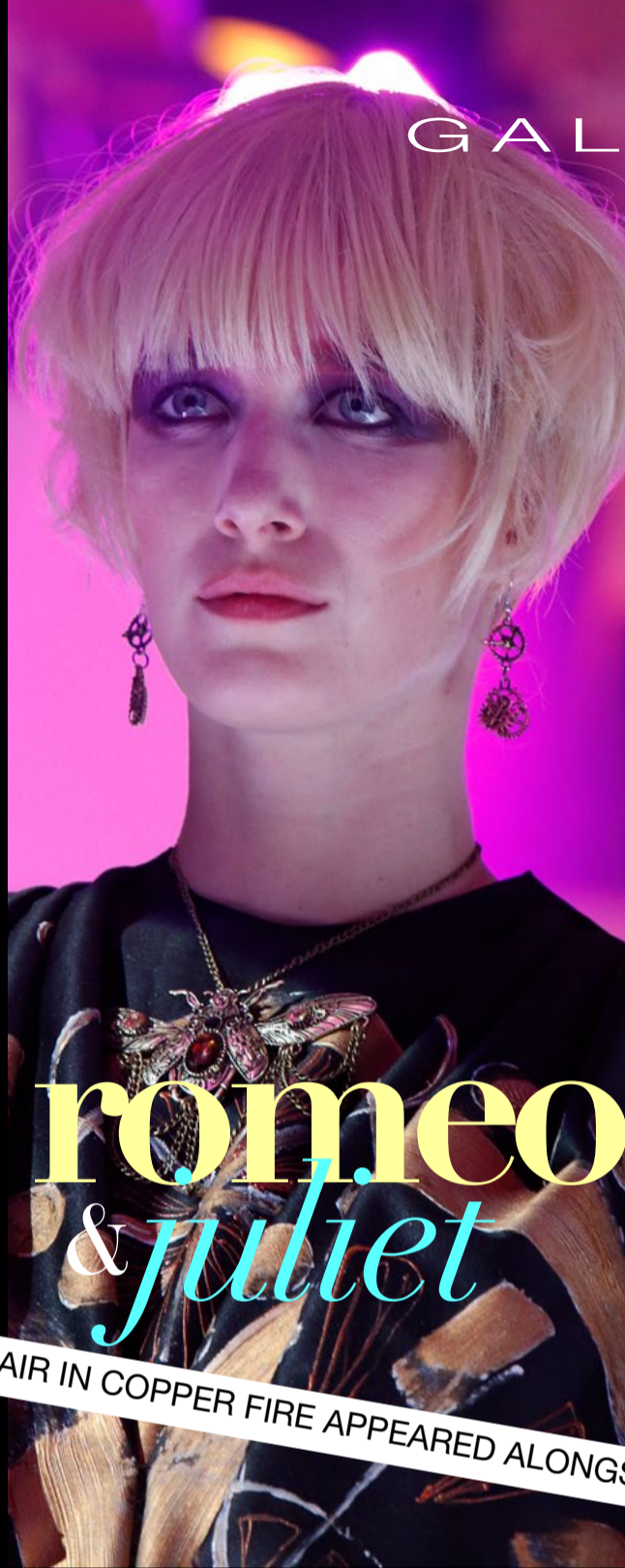




*"Romeo & Juliet"  
by kpO for Wella,  
was an impressive  
ultra-modern fashion  
presentation with  
expressive short cuts  
and colour explo-  
sions: blue, blonde  
and passionate red.*







romeo  
& juliet

FEMALE LOVERS WITH FLOWING LONG HAIR IN COPPER FIRE APPEARED ALONGSIDE WILD, STEAMPUNK ROCKER ROMEOS.



by klaus peter OCHS



Now I can say  
#YESToBlonde

# NEW WELLA PLEX

## WITH OPTI pH SYSTEM

- Reconstruct bonds for stronger hair
- Unique pH for optimal penetration of lightening & dye molecules
- Perfect lift and color development
- Hair feels healthier, more manageable
- Up to 97% less hair breakage\*



The only product recommended for use with Wella Professionals color and lightening.

\*When lightening with Wellaplex vs. without



SASSOON PROFESSIONAL

STATEMENT COLOUR FOR HAIR



Unlock your clients' individual colour personality with Sassoon's MONDAINE collection. Combine our **INTENSITONE** bespoke shades with your own skill and artistry to bring a whole new level of colour design to your salon. Use together with our **MAGIC OFF** pre-colour to delight every one of your clients with their own iconic 'statement' look.

This is Sassoon. This is Hair Design.



SASSOON  
PROFESSIONAL



INTERCOIFFURE  
22<sup>ND</sup> WORLD  
CONGRESS  
OSAKA/KYOTO

Royal  
*family*  
Kimonos

Juni Hitoe

A CELEBRATION OF GRACE AND HUMBLENESS. THE FINEST FABRICS WITH WONDERFUL HAND-

PAINTED VISUALS IN 12 LAYERS WORN OVER ONE ANOTHER.





Royal  
family  
Kimonos



*For the four gala shows aesthetic was paired with the utmost creativity and perfectionism*





# Royal family Kimonos

Juni Hitoe

VISIONARY FASHION EXPERTISE.

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**MATRIX**

[f](#) [@](#) [v](#) [M](#) #COLORMELTING



GALASHOW

# colorful

by Christophe Gaillet for  
L'Oréal Professional

HIS GALA SHOW "COLORFUL" FOCUSED ON SUBTLE FINESSE  
AND WONDERFUL FEMININITY: VOLUMINOUS UTOPIAN MANGA STYLES  
AND SENSUOUS UP-DOS WITH GLAM ACCESSORIES.





colorful



SUBTLE FINESSE  
AND WONDERFUL  
FEMININITY



by Christophe Gaillet for L'Oréal Professional







GALASHOW



FOCUSED ON SUBTLE FINESSE AND WONDERFUL FEMININITY: VOLUMINOUS UTOPIAN MANGA STYLES

colorful

by Christophe Gaillet for L'Oréal Professional

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ICDMAGAZINE 106





My **C.L.E.**  
CINETIC    LIFT    EXPERT

**VISIBLY SHAPE  
THE YOUTHFULNESS OF YOUR SKIN.**

**1 DEVICE - 2 ENERGIES**

**FOR A PERSONALIZED EXPERIENCE, NOW AT HOME.**

DAY AFTER DAY, SERUMS COMBINED WITH POWERFUL LED AND  
MICRO-CURRENTS, TO AMPLIFY YOUR CARITA BEAUTY ROUTINE.





Empty  
*your*  
mind

by ICD JAPAN

FILIGREE BLOSSOMS, RED LEAVES AND ZEN GARDEN LOOKS FEATURED IN  
THE PROJECTED ILLUSION AND SERVED AS A BACKGROUND  
FOR THE GALA LOOKS BY THE JAPANESE HAIR





*ICD Japan whisked  
us off to a magic  
Japanese world:  
"Empty your mind"*



# Empty your mind

by ICD JAPAN







# Empty *your* mind

by ICD JAPAN



THE ARTISTIC FLOWER-SHAPED HAIR DESIGNS AND DRAPING RESULTED  
IN BEAUTIFUL, SCULPTURAL HAIR FASHION.



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**MIZANI®**