

edition 2019



# intercoiffure

MAGAZINE

THE WORLD  
OF BEST  
HAIRDRESSERS

**Mondial  
Spotlight**

1<sup>st</sup>-2<sup>nd</sup> June 2019

THE ABSOLUTE HIGHLIGHT IN THE WORLD OF BEAUTY





experience the

# insta-vintage movement

modern colors with a vintage feel

#AskForWella

WITH  TECHNOLOGY





*Klaus Peter Ochs*

Klaus Peter Ochs, President Mondial



**AS WE MARK  
THE START OF  
ANOTHER YEAR  
TOGETHER,  
WE HAVE  
365 NEW  
CHANCES TO  
BE THE CHANGE  
WE WANT TO  
SEE IN THE  
WORLD**

Individual hairdressers and salon owners have always played their part to move our industry forward but for more than 90 years, Intercoiffure Mondial has offered something extra on top. With our valued partners, we provide inspiration and education, service and support, new connections and life-long friendships. Members come from all corners of the world, enriching our collective whole with diverse experiences, ambitions, hopes and dreams. The pages of our online magazine celebrate that diversity and our passion for art, fashion and hair. And though we are all increasingly online, it is at events like the 2018 European Congress in Interlaken where our community truly comes to life.

When Intercoiffure members come together, we help each other to grow and we take new energy back into the world. For that reason, I hope to see you at the Mondial Spotlight event in Paris, June 1<sup>st</sup>-2<sup>nd</sup> for favorite traditions and the debut of our Trend Blast competition. In the year ahead, you can be sure that Intercoiffure Mondial will continue its work to strengthen our community. Given our role as crafters of style, creators of image and changemakers in beauty, we remain perfectly positioned to lead by example and help our profession thrive – a Vision of Global Beauty well-worth pursuing.

**A VISION OF GLOBAL BEAUTY.**



L'ORÉAL  
PROFESSIONNEL  
PARIS

ALEXA CHUNG

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Each year, fashion teams, sections and members from across Intercoiffure Mondial put their full creativity and hair craft expertise on display. They forecast and explore trends. They take part in challenges and competitions. They bring to life a unique vision of beauty. These special moments paint the pages of our magazine: Studies in cut, color, style, texture and beauty captured for ongoing inspiration.

In this edition, we also hear from our valued sponsors and feature programs proudly offered from the Paris headquarters. This includes new World Academy Seminars at our House of Nations, updates on our online presence and (take note!) a Save the Date for our biggest event of the 2019 calendar: The Mondial Spotlight in Paris, June 1-2.

**PUBLISHER** INTERCOIFFURE MONDIAL, 249 rue Saint-Martin, 75003 Paris, FRANCE

Phone +33 (0) 1 56 43 22 22, Fax +33 (0) 1 56 43 22 29

paris@intercoiffure.org, www.intercoiffure-mondial.org

**PRODUCTION** STUDIO ZAJACZEK, Eidelstedter Weg 55a, 20255 Hamburg, GERMANY

Phone +49 (0) 40 40 20 10, Fax +49 (0) 40 491 74 25, mail@zajaczek.com, www.zajaczek.com

**COORDINATION** Sabine Cotta **DIRECTOR OF COMMUNICATION** Michelle Mason

**ART DIRECTOR** Axel Zajaczek, John Zajaczek



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We shine brighter together. Save the date.





**Aderans**





# Top Message

The Aderans Group celebrated the 50th anniversary of Aderans Co., Ltd., in 2018. Since its establishment in 1968, Aderans has grown and expanded its business pursuits as a leading provider of total hair solutions. To achieve our management vision of “Becoming a Good Company” we have always been dedicated to the creation of products designed to please our customers, providing them with thoughtful and attentive services.

To provide effective ways of dealing with hair problems, and to bring smiles to more people, we have expanded our total hair solutions business worldwide in North America, Europe, and Asia.

Our greatest mission, as the Aderans Group, is to promote overall wellness through our hair-related, beauty and health business. Guided by the three pillars of our management vision “ECSR Sampo Yoshi” , which incorporates Customer Satisfaction (CS), Employee Satisfaction (ES), and Corporate Social Responsibility (CSR) . The Aderans Group, as a whole, will strive to realize its shared goals of “Product Excellence,” “Technological expertise” and “Most educated in hair-related, beauty and health solutions with the highest levels of service” in order to establish itself as a global brand which can make a contribution to the entire world.

We humbly request your continued support and encouragement.



Yoshihiro Tsumura  
Group CEO,  
Representative Director,  
President  
Aderans Co., Ltd.

Nobuo Nemoto Founder,  
Representative Director,  
Chairman  
Aderans Co., Ltd.

**Aderans**



# Profile

Aderans Co., Ltd., has contributed to the development of total hair-related solutions since its establishment in 1968.

## Management Philosophy

Our greatest mission as the Aderans Group is to promote overall wellness through our hair-related, beauty and health businesses. We aim to help clients worldwide attain physical and emotional wellbeing. We also aim to bring smiles to faces, so they can fulfill their dreams and live full, happy lives.

## We strive for

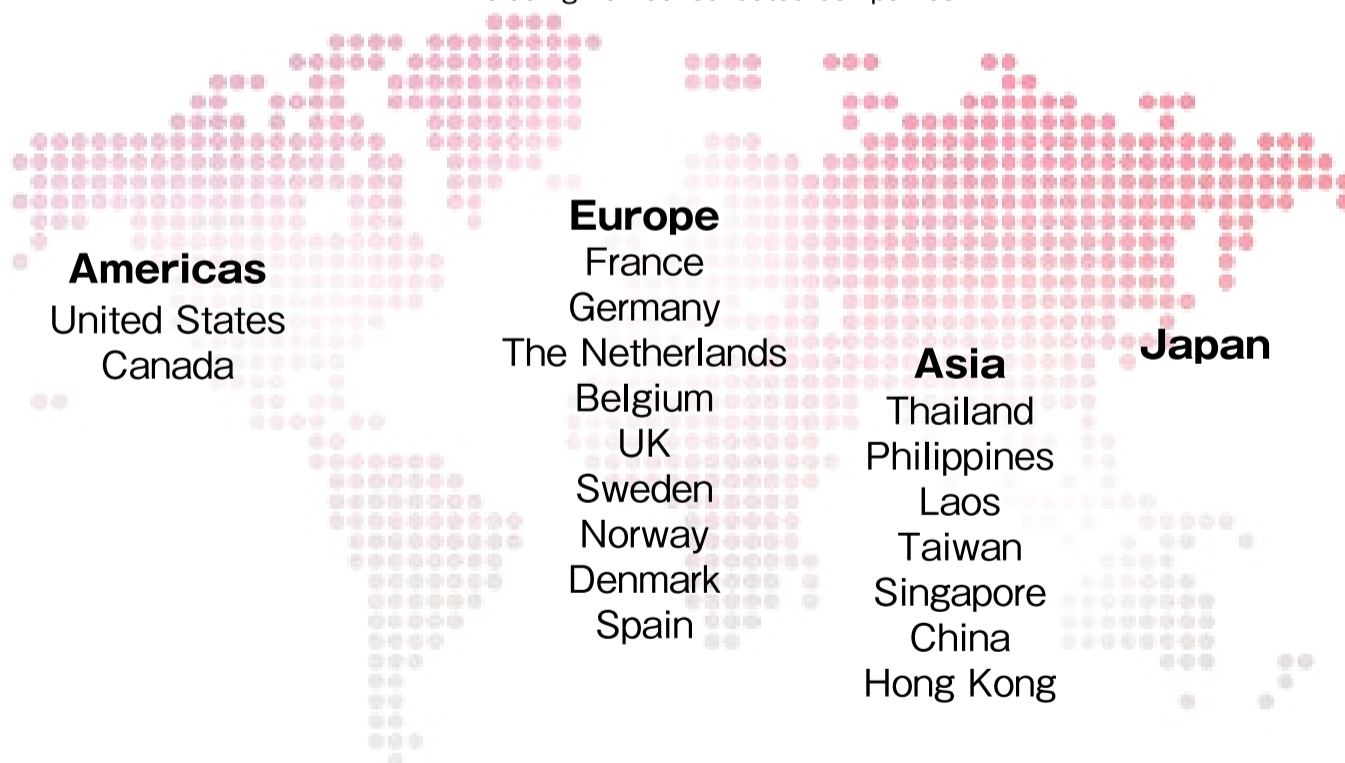
“Product excellence” “Technological expertise”

“Most educated in hair-related, beauty and health solutions with the highest levels of service”

Aderans Group has 64\* companies in nineteen countries overseas.

(As of August 31, 2018)

\*Including non-consolidated companies



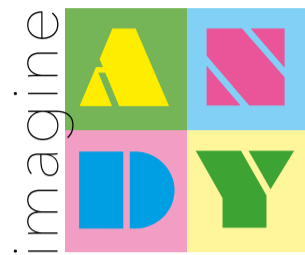
We have five core brands: Aderans for men, Ladies’ Aderans for women and Fontaine for women in the domestic wig business; and overseas, Bosley for hair transplantation services and now Hair Club for comprehensive hair restoration solutions for men and women.

**Aderans**



## CAN YOU imagine THE FUTURE OF HAIR FASHION?

Space and time? The boundaries become blurred. Where does the present day stop and the future start? "imagine" is the name of the latest trend collection by Intercoiffure Mondial. Its focus is on the imagination from which creative potential arises. From worlds of thought, innovative hair designs and creative trend looks are developed. "imagine" consists of three fashion looks.



## CAN YOU imagine THE FUTURE OF INTERCOUFFURE MONDIAL?

"Andy" is a pop-art revival of styling art: eccentric looks in chocolate-violet and raspberry-brown; mullets, mohawks and long bobs are an homage to the 70s. "Eden" is presenting sustainable style variations: wild, natural manes for modern Eves and cool undercuts for Adams.

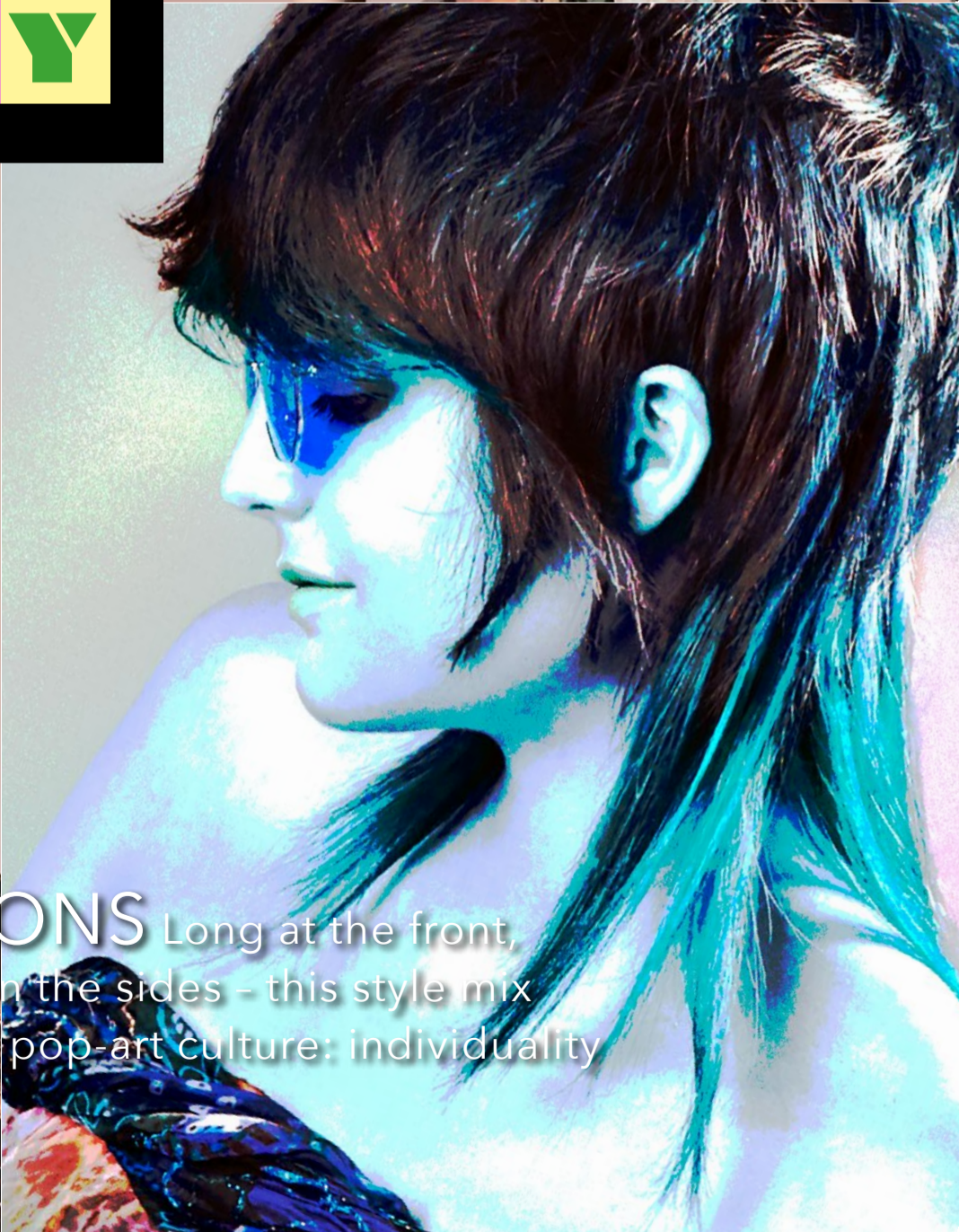


## CAN YOU imagine YOUR CREATIVITY?

"What's next" is the continuation of the Tecvolution: graphic clean chic in gold and metallic. Along the lines of the lyrics penned by John Lennon: "Imagine all the people sharing all the world", Intercoiffure Mondial lives and breathes this free spirit with its international community. "imagine" is ming a reality.







**SHORT INSPIRATIONS** Long at the front,  
short at the back and stylish on the sides - this style mix  
represents the cornerstone of pop-art culture: individuality





LOVE FOR NATURE Magical appeal: Vibrant copper and wild curls as a symbol of untamed femininity.





## DIVA DE LUXE

Utopia meets glitz & glam: Up-do with a bold texture - perfect for time travelling to the future.

ICD **trends** 2019

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Londa  
PROFESSIONAL



NEW

# LET PASTELS BE YOUR PLAYGROUND

PASTELICIOUS COLLECTION BY COLOR SWITCH

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# CYBORG

(made in paris) by **kpOchs**

## FUTURISTIC AANT-GARDE

Fiction or Reality?

Magical Cyber-babes featuring styles from another dimension. Hybrid textures and colour-art.

KLAUS PETER OCHS • PHOTO: LAURENCE LABORIE





KLAUS PETER OCHS • PHOTO: LAURENCE LABORIE

# CYBORG FASHINISTAS CONQUER THE FASHION PLANET

(made in paris) by **kpOchs**

With his photo shootings, videos and worldwide shows, kpO drafts visions of the future. He is a master of the international hair fashion scene and the President of the elite association Intercoiffure Mondial. He has received several times the "Grand Trophée de la Presse" from the international trade press AIPP, the international magazine Estetica Design chose him among the ten best hairdressers in the world. In 2016, kpO received the International Legend Award at the Royal Albert Hall in London. His current trend collection 2019 is a futuristic fashion scenario: "Cyborg" styles present beauty as the ultimate aesthetic.



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YOU DARE, WE CARE

# KÉRASTASE

PARIS

NEW

BLOND ABSOLU

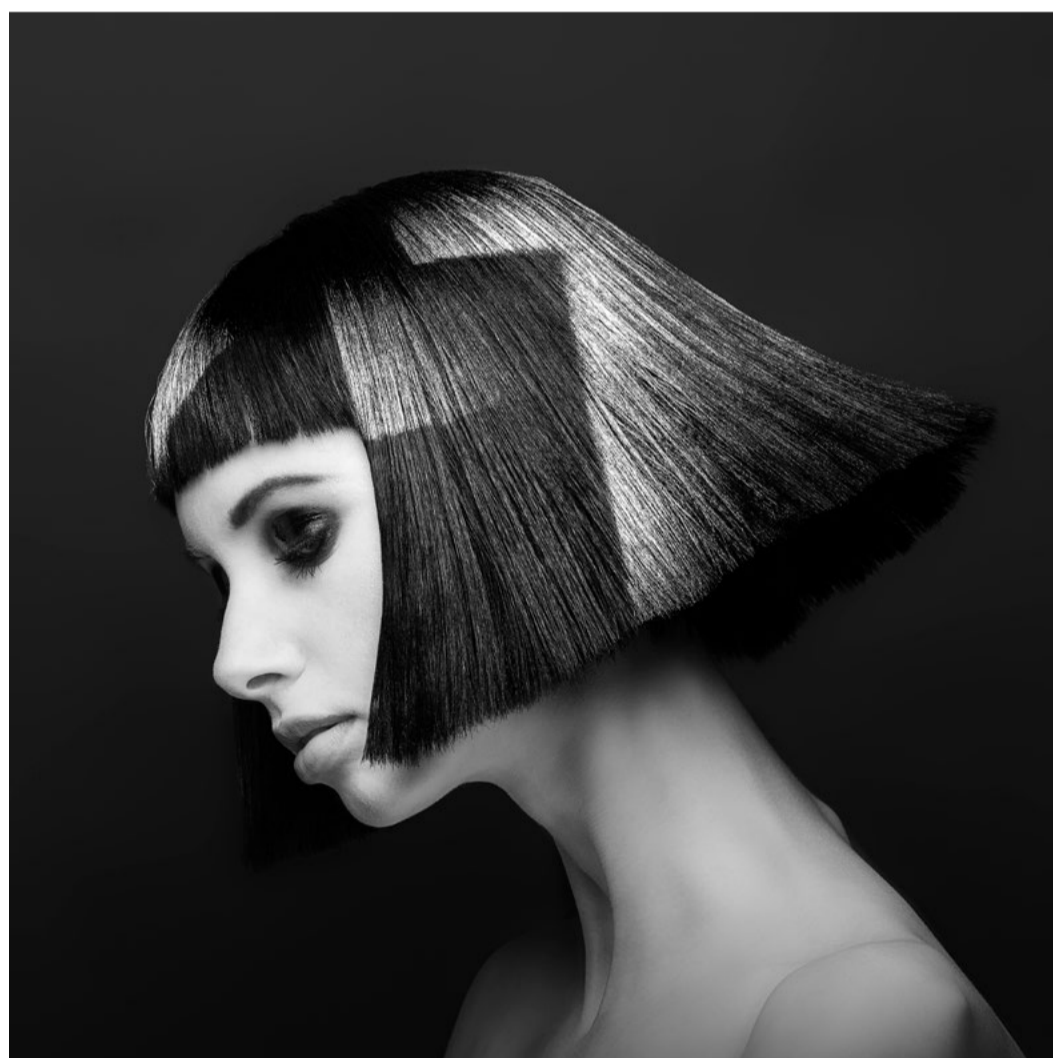
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FOR BLEACHED HAIR



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# TEXTURE



JOAKIM ROOS / YOLLY TEN KOPPEL • PHOTO: MIKE VAN DEN TORN



Topknot • photo: Kim Blomqvist



Bergeldts Frisörer • photo: Atelier



Hantverkargatan 23 • photo Lisa Bergman



Sandbergs Salongen • photo: Carolina Malmros



Aquaroom Trollhättan • photo Mikael Henning



Etage • photo: Linda Schuster



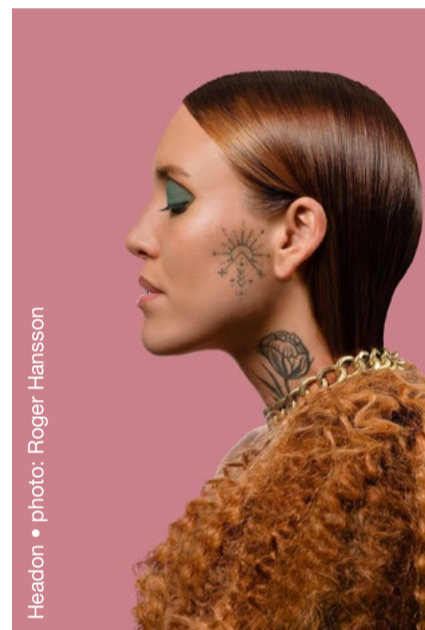
Capo Hairdressing • photo: Nathalie Mitoski



# COM- PETITIVE SPIRIT



Wixners • photo: Frederik Larsson



Headon • photo: Roger Hansson



Bergeldts Frisörer • photo: Atelier Haléfwinj

THE COMPETITORS OF THE 2018 INTERCOIFFURE SWEDEN PHOTO CONTEST SHARE THEIR INTERPRETATIONS OF THIS YEAR'S THEME: TEXTURE.





**Aderans**



**Aderans**







UNTAME BEAUTY TOGETHER WITH  
BEAUTY CREATORS





UNTAME BEAUTY

TOGETHER WITH  
BEAUTY CREATORS





experience the  
**insta-vintage movement**

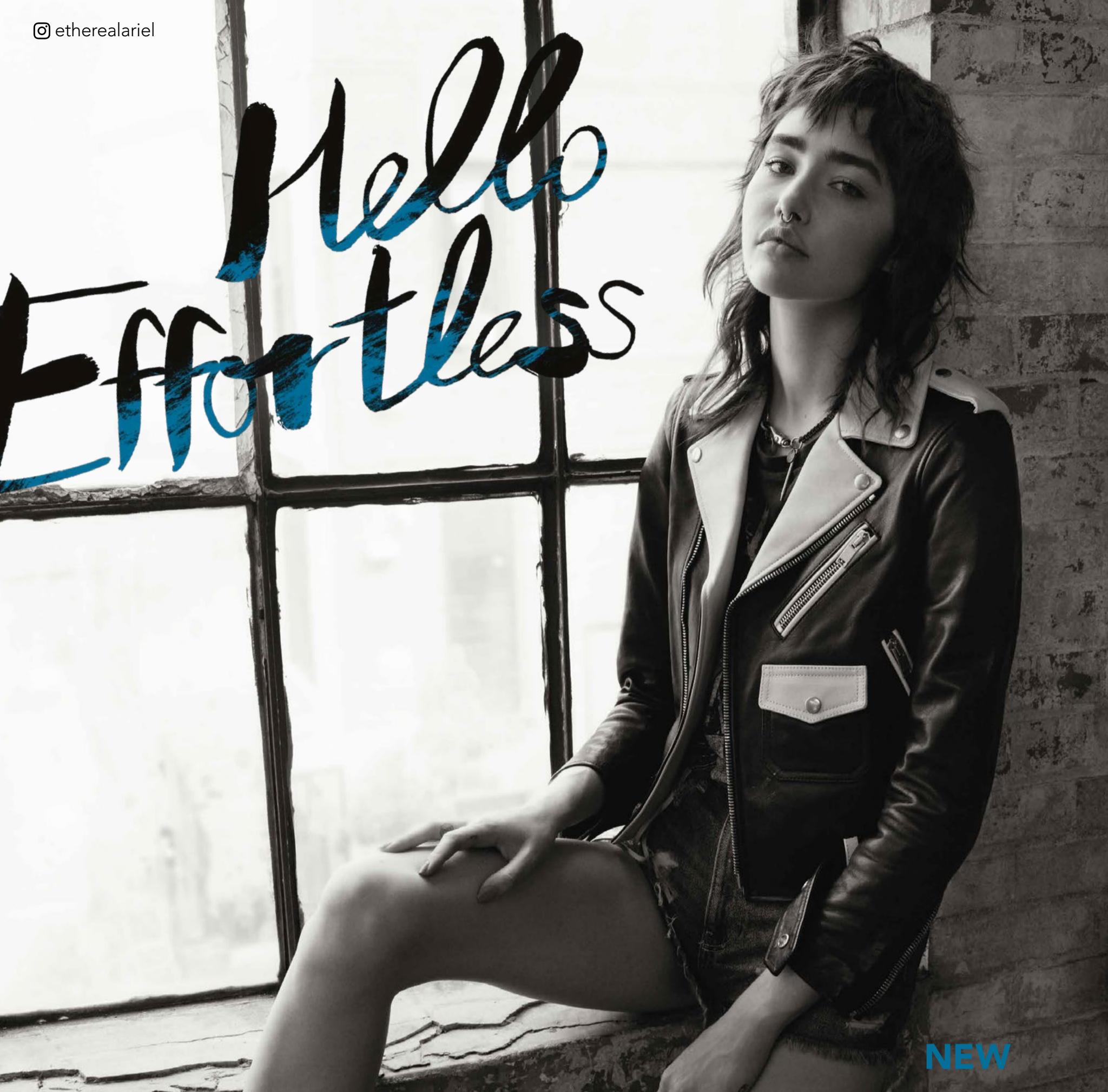
modern colors with a vintage feel

#AskForWella

**couture**  
COLOR



Mello  
Effortless



NEW

PROFESSIONAL  
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The new Sebastian Professional routine to create an effortlessly cool texture.  
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NEW

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Coached by hairdressers



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# KÉRASTASE

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Emily Ratajkowski  
kerastase.com





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ARTS

TRADITIONAL THEATER  
MEETS FANTASY FASHION  
WITH CREATIVE  
ENERGY AND  
EMBELISHED DETAIL.





Find Your Beauty **MILBON**



# MILBON





Find Your Beauty **m i l b o n**

## Beautiful from the Inside out

At Milbon, our unique fusion of science and creativity ensures every salon-exclusive product we create is delightful, easy to use, and undeniably effective.

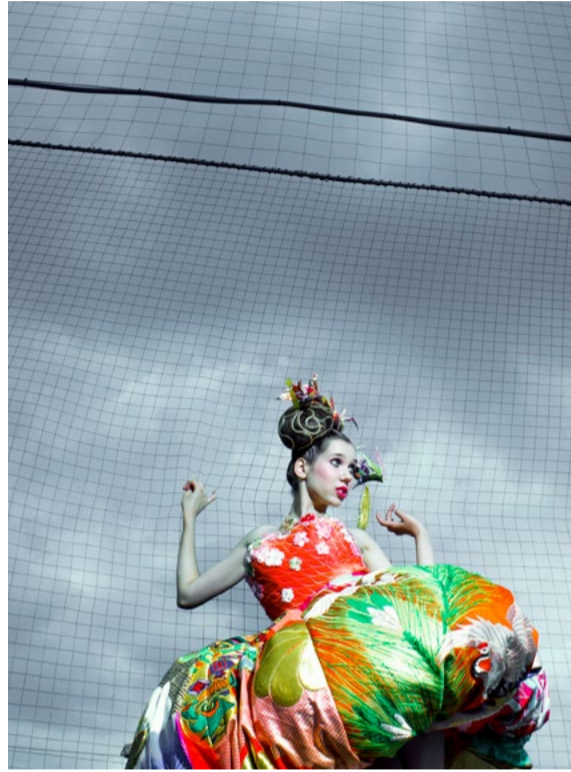
Working in partnership with leading stylists worldwide, we at Milbon have meticulously studied hair for more than 50 years—even at the nano level—to help it achieve its fullest natural potential.



360° Beautiful Hair

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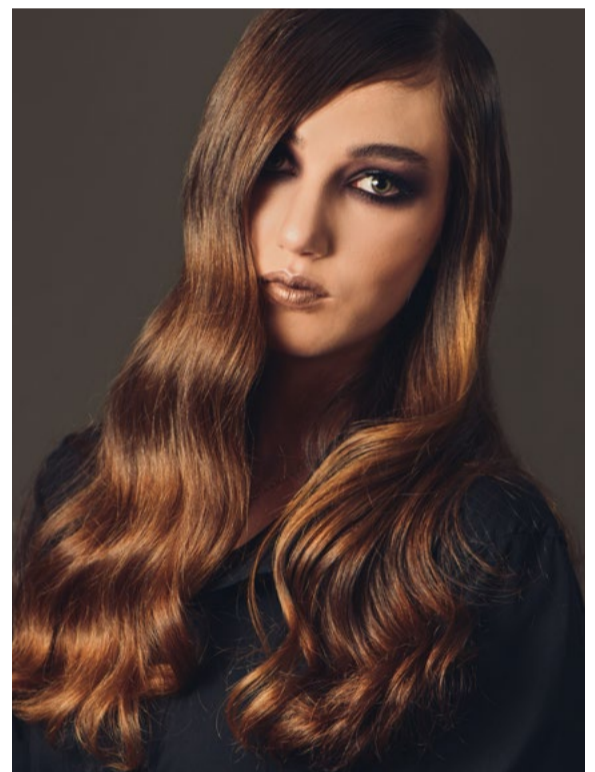
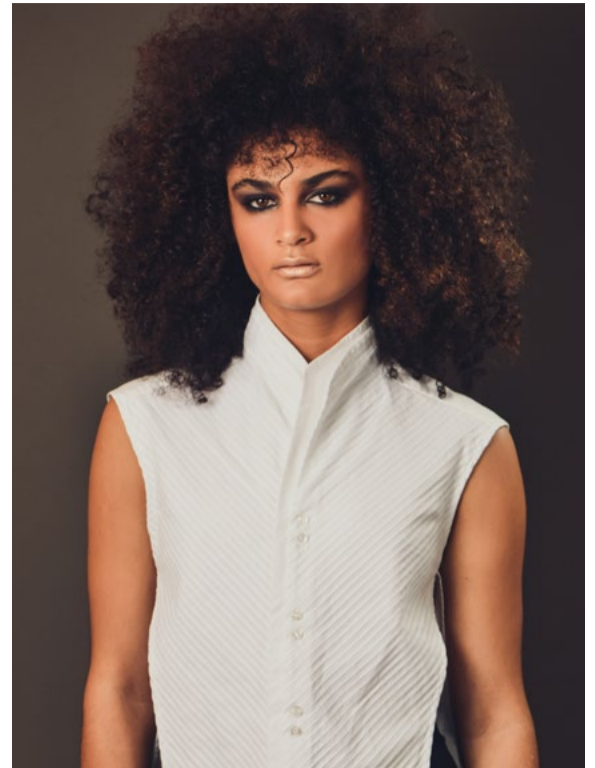






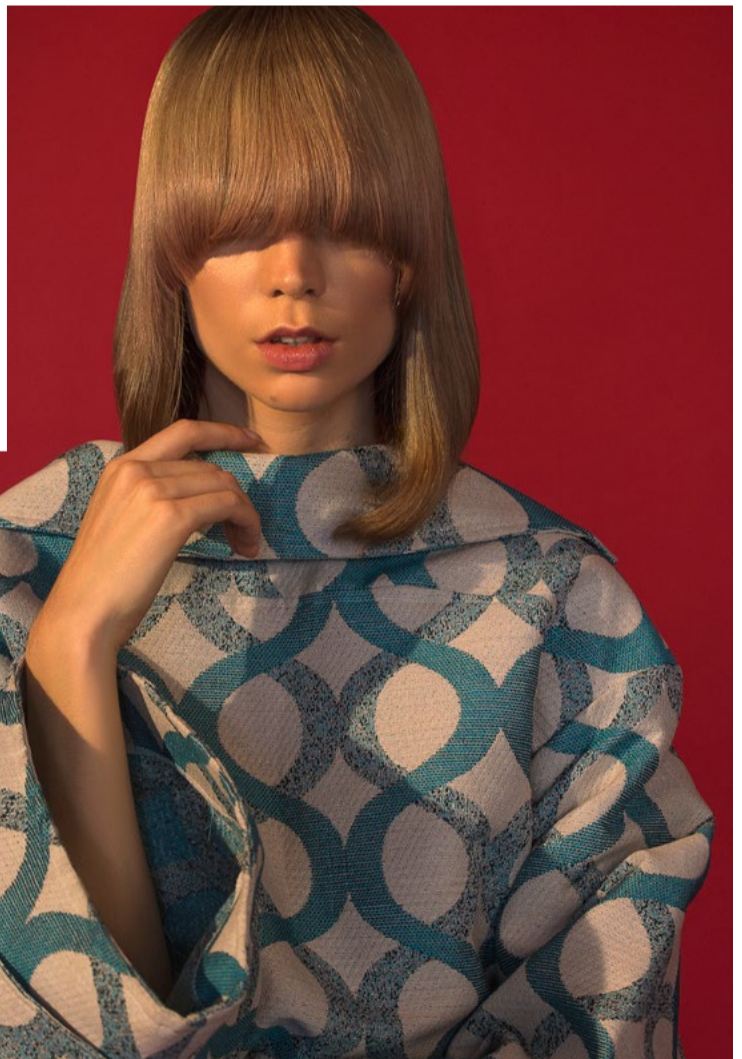
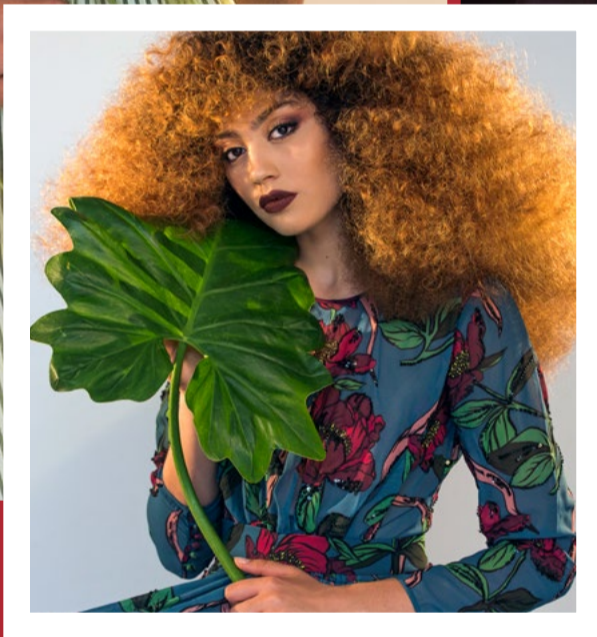
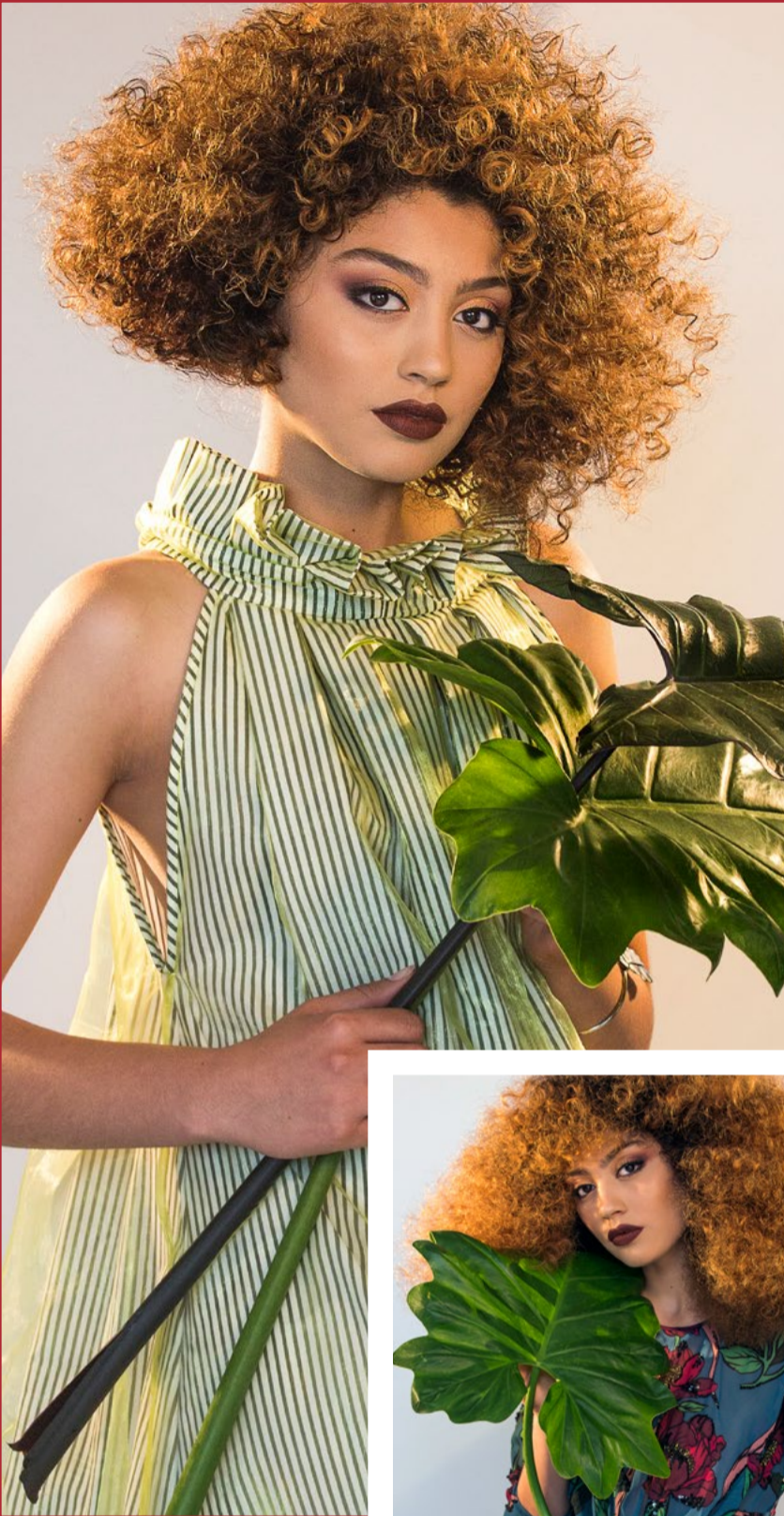
# DUALITY

WE ARE ALL DUAL  
BODY AND SOUL  
SPIRIT AND MATTER  
TWO PRINCIPLES  
TWO NATURES  
ESSENTIAL FOR BALANCE.



ARTISTIC TEAM INTERCOIFFURE BRAZIL • PHOTO: NANDO VELHO





# IMAGINE BRASIL

SUSTAINABLY BEAUTIFUL STYLE INSPIRED BY NATURE: TONES FROM THE EARTH AND SUN, A VOLUMINOUS MANE, THE SEDUCTIVE STYLE OF EVE.

ARTISTIC TEAM INTERCOIFFURE BRAZIL • PHOTO: MÚCIO MATTOS

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\*\*vs. Biolage matching Conditioner





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**SYLVIE MOREAU,**  
President  
**Coty Professional Beauty,**  
is responsible within Coty for the division which is home to some of Coty's biggest brands: **Wella,** the No.1 brand in professional hair color, **OPI,** the No.1 nail salon brand globally, and **ghd,** a leader in premium hair straighteners and appliances

**What has changed in the market, and how has Coty Professional Beauty evolved to meet those needs?**

The beauty industry is evolving at a rapid pace, and I firmly believe that within professional beauty, we are well-placed to drive the future of beauty, and to disrupt it. Consumers today desire a mix of physical and digital experiences, and want to be able to access them when and where they want, 24/7. They want to connect to brands that matter to them and we want to connect with them directly, building 1-1 relationships in and outside of a salon. We need to keep educating and equipping professionals for this future. Education is one of our biggest focus areas in Coty Professional Beauty as we know the difference it can bring to the whole salon experience. We offer 360 degrees education 24/7 online & offline, mainly focusing on growing the color craft of our hairdressers so they can provide unique and premium color services to their clients. Innovation is our lifeblood and I think that with Koleston Perfect ME+ and Color DJ which we recently launched, we have great examples of how we are continuing to lead the industry forward.

In 2018, we continued to thrive and perform ahead of the market. This is driven by the passion and hard work of our people as well as our portfolio of iconic and leading brands, Wella Professionals, Sebastian Professional, System Professional, OPI and ghd to name a few.

**What are some of your big innovations this year?**

Well this has been a very intense year so let me pick my top three! Firstly, the new Koleston Perfect ME+, which is the first and only professional brand to feature breakthrough technologies, Pure Balance Technology™ and ME+™. This product has proven to deliver vibrant rich color with less damage color after color, while reducing the risk of developing a new allergy to hair color. The product is amazing, it's been a labor of love, and has shown very promising results in the markets where it launched. We also kicked off our first consumer facing digital campaign with #AskForWella, in an effort to educate and raise awareness among clients on the importance of understanding which brand of color is used on their hair and to help drive traffic to Wella salons. This program has already proven successful with significant increases in booking salon services by consumers. Secondly, we launched our most recent innovation in terms of hair styling with ghd platinum+. It's the first smart styler that can predict what any individual's hair needs, features exceptional styler innovation. Its technology responds to hair in a way that people can style while controlling heat more effectively which predicts personal hair needs, giving ultimate results and visibly healthier hair.

Last but not least, we developed two new grooming lines made specifically for men : SEB MAN by Sebastian Professional and System Man, by System Professional. SEB MAN is our grooming line designed for the busy millennial and Gen Z men of today. Urban, trendy, and on-the-go, the Millennial man is part of "the slasher generation," those juggling multiple careers and passions. SEB MAN offers a line of hassle-free haircare, styling, and grooming products. As for System Man, we have introduced a range of four haircare products and five styling products with EnergyCode plus Creatine. The nine new products of the System MAN range, when combined with the full System Professional range, offer men over 262 million possibilities of product combinations. With this launch, System Man becomes the answer for discerning men of sophisticated taste.

**Social Media plays a growing role in the beauty industry, how is Coty Professional Beauty addressing that?**

It's incredibly important. Social media is a place where hairdressers, in particular the growing base of independent stylists, go to build a sense of community. It's where hairdressers and nail technicians go to learn about new techniques and products. And, particularly on

Instagram, given it's a very visual platform, it has now become the default look book and a powerful way to attract new clients and grow the business. From a brand perspective, just by listening to what's being said online, we have learned an incredible amount about how to better serve and support professionals.

In the last year, we have partnered with some of the most influential professionals to co-create relevant content, education materials for other professionals, and in some case products. We offer trainings and tools to enable professionals to increase their digital IQ and build their influence. For example, we have an Instagram Master Class that we make available to all Wella stylists. We also have been building online communities of passionate hair dressers who love our brands, and who we support through our products, education programs, and by giving them social media platforms to showcase their work.

**What are your plans for 2019?**

As mentioned earlier, our industry is experiencing a high level of change, driven by the trends shifting and changing the landscape, and changing what salon clients are asking for. Our professional beauty industry is very well-placed to drive the future of beauty, and we need to seize the chance that the evolving consumer presents us with today. Our aim is to meet the needs of a diversity of people around the world and to step change the industry, elevate it to its right place. We are doing so with our latest innovations such as Koleston Perfect ME+ or Wella Professionals' Color DJ, the world's first in salon device for stylists to design and produce ultra-personalized color masks digitally that clients can take home to maintain their unique salon look until the next visit. We keep offering 360 degrees education, 24/7 both online and offline. We are constantly developing solutions to help our customers to grow, and a great example is our Activate Your Salons program for professionals. We are relaunching this program in Europe and North America, which helps professionals optimize salon operations, supports them with team management tools (recruiting, education and motivation), and also provides salon marketing, such as in salon communication or digital marketing. We offer innovative online education, interactive courses on trends, how to videos and Masterclasses facilitated by trainers and top artists. We look forward to continuously supporting and elevating beauty professionals, through our unique portfolio of brands and services and through world-class education.

**C O T Y**





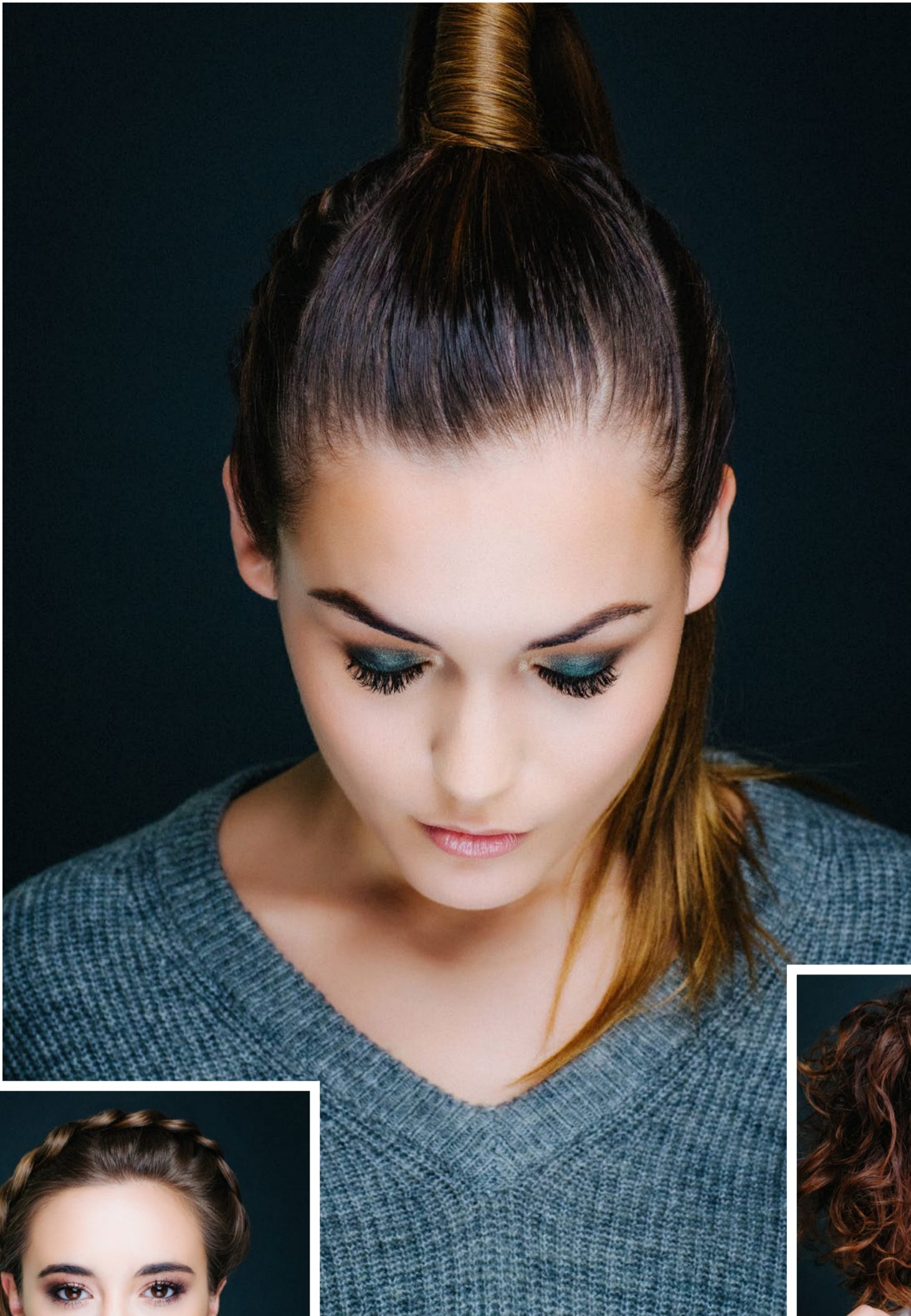
WILLIAM DE RIDDER • PHOTO: PATRICK VERBRUGGEN

Like a cool breeze or a crisp winter night. This collection feature colors and shapes that evoke the northern lights, sunrise pinks and glacial blues. Chic cuts emphasize movement to match moods of any color and temperature.

# AURORA NORTHERN LIGHT

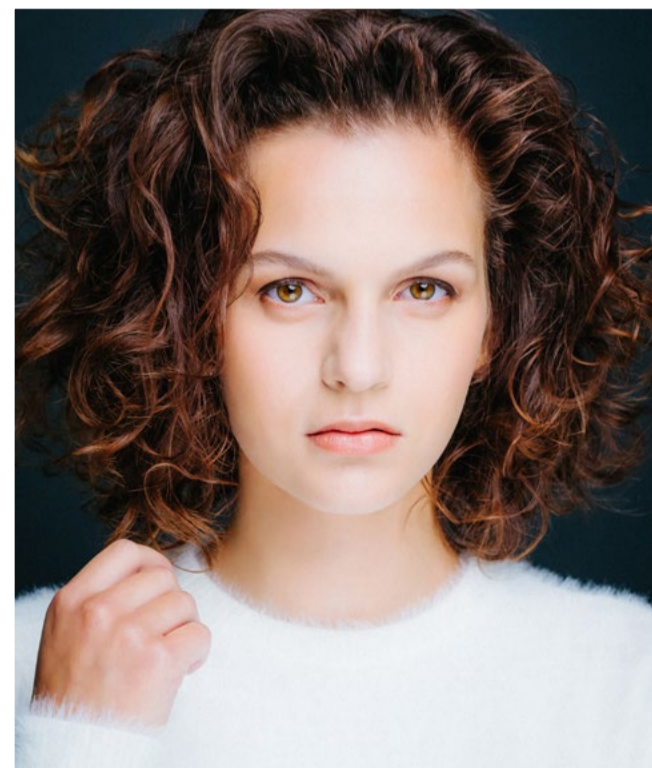






A TRIO OF CONTEMPORARY LOOKS RADIATE UNDERSTATED EASE. THE SLEEK PONYTAIL, BRAIDED UPDO AND SOFTLY WAVED LONG BOB ENHANCE A MEDLEY OF MULTI-TONAL CARAMELS, COPPERS AND MAHOGANY BROWNS.

GLENN ENGELS



# SUBTLE

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Emma Delury  
for Redken 5th Avenue

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NATHALIE ROOS,  
L'ORÉAL  
PROFESSIONAL PRODUCTS PRESIDENT

## IN 1909, IN THE HEART OF PARIS FRANCE,

a young man named Eugene Schueller launched the world's first diverse range of safe hair colorants, creating the L'Oréal Professional Products Division. From day one, he was devoted to educating and supporting hairdressers to further their careers, and to pushing the standards of the hairdressing industry to new heights.

Today, 110 years later, that mission has not changed in any way and in fact, our division is now made up of more than 12,000 individuals each devoted to contributing to the success of the hairdressing industry and of your businesses in all countries.

In a changing world, more than ever, creating a unique consumer experience is key to the success of our business. As a matter of fact, today consumers' desires start with a trend they've identified via an influencer or a YouTube channel, and they come to you to get a fully personalized service.

We understand the challenges of this new reality and are consequently working harder than ever to support you and prepare you to thrive in it. For example, have you heard about ACCESS yet? Launching throughout 2019, it is our division's new education and community platform that is open to all hairdressers across the world, giving you 'access' to hundreds of brand trainings, technical upskillings and most importantly connections to your colleagues and mentors in the industry.

This year we also continue our endeavor to help transform your salons into unforgettable, personalized experiences with the Salon Emotion program. The program looks at everything from reception and diagnosis to coffee stations and relaxation time, helping to make sure that a salon visit is a comfortable, memorable experience for consumers, time after time.

And our Style My Hair application, now going even further with a 3D version, allows consumers to virtually test

a hair style and color, then driving them to a nearby salon to experience the professional difference. This year, we're excited to release the professional version, bringing stylist-consumer relationships into a new realm.

Our innovations are also never ending, with products designed to give you the professional edge and give consumers ultimate satisfaction. We are constantly putting forward new coloration techniques and trends with launches like L'Oréal Professionnel's Color me French nude collection to create Parisian-inspired hair color, and Botanea, the brand's first natural hair color line. Matrix's So Color Cult provides an extensive palette of shades for vibrant hair color allowing consumers to perfectly express who they want to be. And So Color Cult also comes with a color eraser, so that you can remove previous color and change your consumers look as much as they want! The very successful ammonia-free Redken's Shades EQ range is most versatile hair color tool, the demi-permanent gloss creating healthy-looking hair with high-shine results in only 20 minutes. And of course we continue to always push further in hair care as well. This year, after the tremendous success of Kérastase's Extentioniste range for dreamy long hair, a new range for light colored hair will hit the salons to care for and maintain all shades of blond. This will be a game changer for your consumers.

Our commitment is to work alongside you, every step of the way, as we have done for the last 110 years. We are greatly looking forward to working with you throughout 2019. Thank you for your beautiful partnership. Together, we'll make this another year to shine!





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

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# 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** in 2016 pushed our commitment even further. The company is now **part of a global network more than 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. The tangible realization of all these values is the Davines new headquarter in Parma- Italy. Built on a surface of 77,000 square metres, the complex covers about 11,000 square metres and includes spaces dedicated to offices and training, the Research and Development laboratory, the production plant, the warehouse, and a large central greenhouse that works both for a restaurant and a co-working area. The remaining spaces, 80% of the total area, have been allocated to green areas including a scientific botanical garden in which some of the plant species used in the cosmetic formulations are grown.

Davines Village has been designed to communicate a message of deep care for people and environment. Transparency, lightness, nature, sustainability, community and well-being are the key words that characterize the project and find expression through the overall plan: virtuous and sustainable technical & building solutions. Those values are also stated in the annual Sustainability Report that list the results obtained from brand efforts and sets goals for the next year.



*Davines Village,  
the new house of Sustainable Beauty*



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 200 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.



*Davines Village, view of the internal court.*

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 of last years campaign winner: "**Beauty Blessings**" is a network project founded in Texas by the hairdresser Gina Scholl that creates a positive impact on communities all over the country.

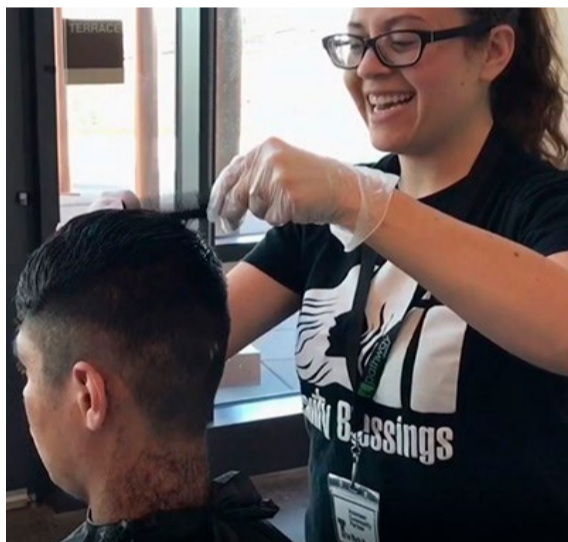
It is a group of beauty professionals that offer nail care, haircare and wellness services to people who could not otherwise access them.

The payment they receive is the most valuable kind: smiles and happiness.



*Gina Scholl, winner of I Sustain Beauty global campaign.*

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.



*Gina Scholl, working for the Beauty Blessings project.*



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

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.

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).



*School in Odessa, Ukraine.*



*School in Selo Mira, Bosnia.*

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

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

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



JOAKIM ROOS



# INSPIRED VINTAGE

QINGYUNSHE INT'L IMAGE DESIGN ACADEMY



ROSE LI QIULING

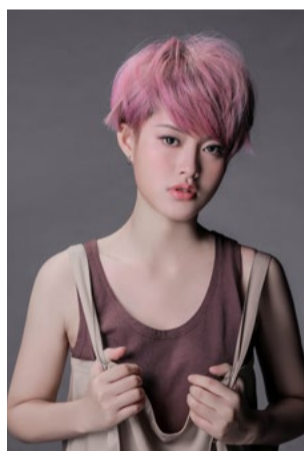
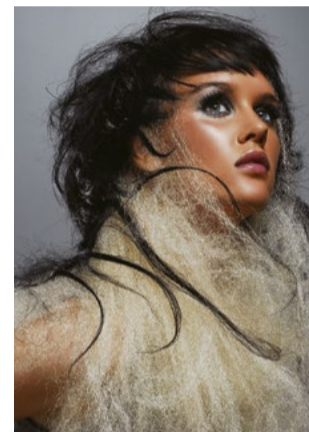


RICHARD LUO WEIQING



Sculptural updos explore balance, shape and artistic constructs.





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Vibrant reds, sharp angles and avantgarde details punctuate these looks with powerful, attitude and clear vision.





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THE ART OF HAIR CREATION



BEFORE



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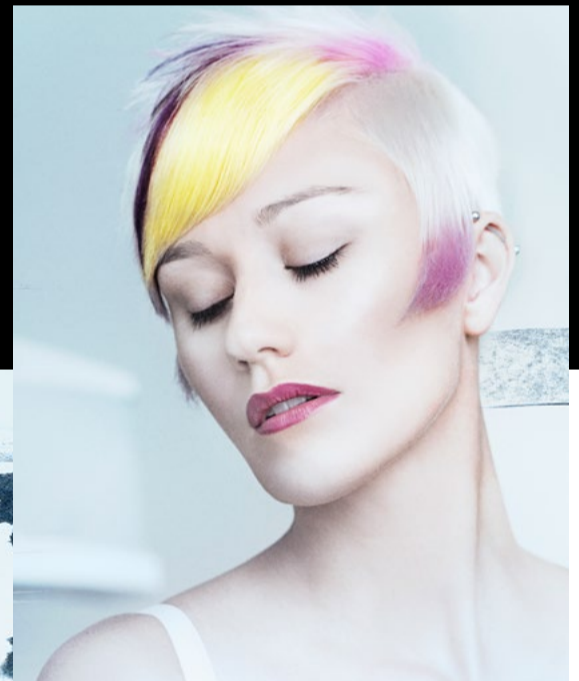
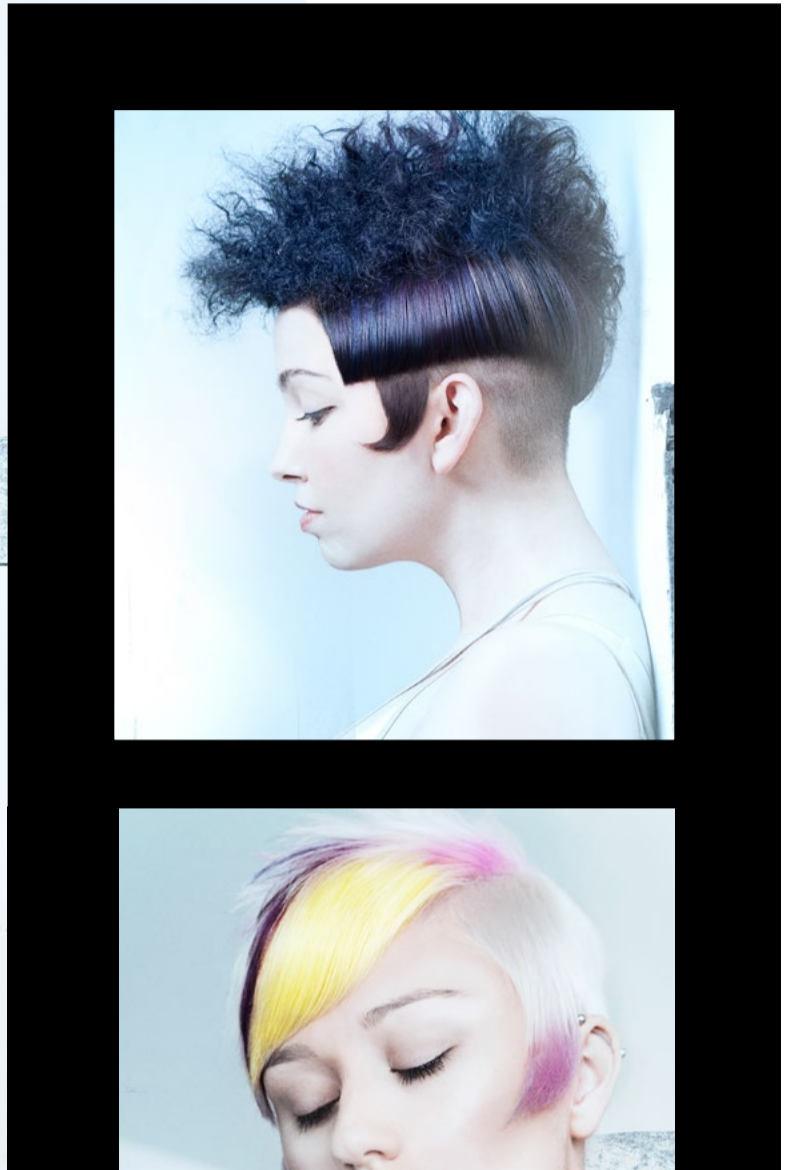
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VAN COUNCIL • PHOTO: BABAK

# ‘Echo’

We live and learn day to day -  
and the things we learn “echo” throughout for years to come.

Strong short hair is an echo from the early 80’s when the only trend was to be different. From round and square shapes, hair is taken away in aggressive geometric lines with classic shears, straight razors & clippers. The result? A clean canvas for extreme cuts that pulls your eye to the hair. Hair art with visual and visceral delights.



# LASH STYLING by RefectoCil

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Fastest Lifting  
worldwide!  
**8 + 5 min.**  
Nourishes  
with collagen  
& cysteine.

## I woke up like this!

For lashes appearing longer and fuller in 13 minutes.  
The effect lasts for 6 weeks.



**NEW!** RefectoCil Eyelash Lift, for the perfect look without mascara and mechanical lash curlers while doing sports or at the beach! The Lifting works in a worldwide record time of just 13 minutes. Lashes appear much longer and fuller while they get nourished. RefectoCil Eyelash Lift - the most natural lifting in the world.



Watch our video



Find your local partner





# LASH & BROW STYLING by RefectoCil refectocil.at



## Life is too short for thin brows & short lashes!

RefectoCil Lash & Brow Booster – 2 in 1 Double Effect

- Up to 56% longer lashes
- Thicker, broader brows with fewer gaps
- With natural active substances
- Significant hair growth after 10 weeks
- 93% of the test persons confirm the effect
- Innovative applicator

Watch our video



Find your local partner







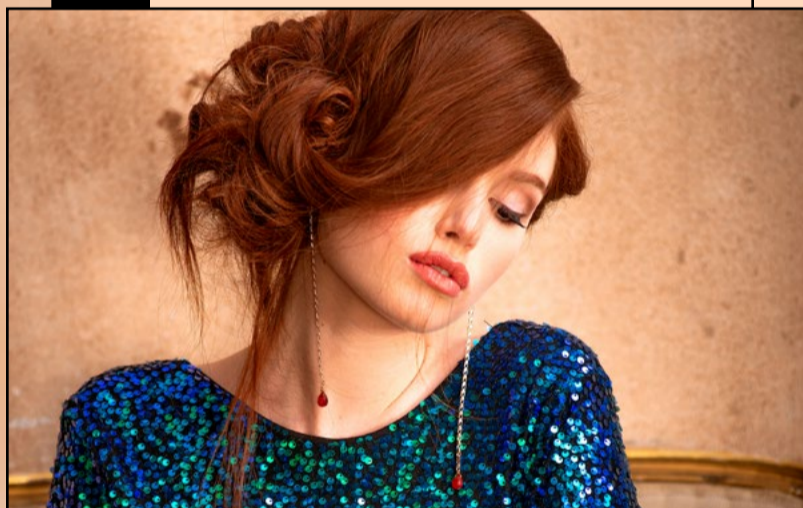
ARTISTIC TEAM INTERCOIFFURE ITALY • PHOTO: MARCO D'ELIA

# *Café Racer*

Perhaps you've met this woman - the one who steals your heart yet tries your patience. Perhaps she is all women. A collection that pays homage to divine femininity in her favorite settings with deep dulcet tones and rich expressive styling.







Sophisticated shapes evoke the time, the place, the mood and the night we met. A richly crafted collection celebrating the feminine mystique.

ARTISTIC TEAM INTERCOIFFURE ITALY • PHOTO: MARCO D'ELIA



# Wella Professionals International TrendVision Awards 2018

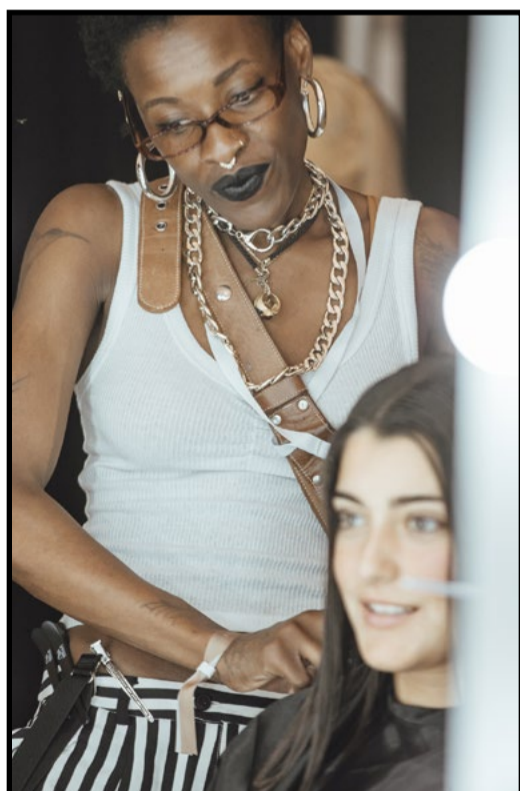
The event marks the launch of Wella Professionals ITVA Creative Retreat Experience, a totally NEW format focused on taking salon professional creative excellence and social media skills to the next level

OVER #76 PARTICIPANTS FROM #43 COUNTRIES WINNERS OF THEIR LOCAL NATIONAL TRENDVISION AWARDS, GATHERED IN LISBON TO TAKE PART IN THE NEWLY REDESIGNED WELLA PROFESSIONALS INTERNATIONAL TRENDVISION AWARDS CREATIVE RETREAT EXPERIENCE, ENABLING THE COMPETITORS TO TAKE THEIR CREATIVE EXCELLENCE TO THE NEXT LEVEL.

As part of Wella Professionals' commitment to celebrating and elevating the heart of Professional Beauty, the 16th edition of the ITVA featured a new format, which included hands on and inspirational experiences for the 76 national finalists across three days. Newly named ITVA, the Creative Retreat Experience, the programme also provided mentorship from some of the industry's most notable icons. The entire weekend was broadcasted live across Wella's social channels reaching more than 15Million hairdressers, emerging influencers and the next generation of industry shapers around the world.

The ITVA Creative Retreat Experience kicked off with some of the best and most sought-after names in the industry including the exceptional **Eugene Souleiman**, Wella Professionals Global Creative Director Care & Styling and ghd fashion week ambassador, who provided an overview of fashion week looks using references from Thom Browne, Maison Margiela and Olivier Theyskens. Coty Professional Beauty Global Ambassador **Rossano Ferretti** inspired the audience with his incredible success story as an industry leader with over 30 years of experience. With 23 luxury hair spas worldwide to his name, Rossano is known as the Maestro and the creator behind the iconic Invisible Haircut. **Sarah Potempa**, Celebrity Hair Stylist, demonstrated the power of social media sharing her tips and experience while **Andreas Kurkowitz**, Wella Professionals Global Color Ambassador, introduced the seasonal Color Palette from INSTA-VINTAGE MOVEMENT, a new and exciting evolution in expressing individual uniqueness by applying modern colors with a vintage feel.

**Sylvie Moreau**, President of Coty Professional Beauty commented " I hope we have offered all our participants a once in a lifetime experience with this new Creative Retreat experience. It was incredibly inspiring to watch the teams and their mentors during these three days, pushing their boundaries and working outside of their comfort zone. The quality of the work that we witnessed here was simply outstanding. "



CREATIVE RETREAT COMPETITOR WORKING ON THEIR TEAM'S MODEL COLLECTION



INTERNATIONAL TRENDVISION AWARDS CREATIVE RETREAT 2018 COUTURE COLLECTION WINNING LOOK



# Wella Professionals International TrendVision Awards 2018



TO CELEBRATE THE FUTURE OF HAIRDRESSING THE #16 MENTORS SELECTED THE WINNERS FOR THE WELLA PROFESSIONALS INTERNATIONAL TRENDVISION AWARDS 2018, COLOR VISION AND CREATIVE VISION AWARDS, A SOUGHT AFTER INDUSTRY ACCOLADE THAT RECOGNIZES THEIR EXCEPTIONAL INDIVIDUAL WORK. THE WINNERS OF THOSE TWO PRESTIGIOUS AWARDS ARE:

- International TrendVision Award 2018 Color Vision Winner:  
Tanya Grant, Australia from Joey Scandizzo salon - @hair\_by\_tanyagrnt
- International TrendVision Award 2018 Creative Vision Winner:  
Sergei Chernyshev, Russia from Pavel Okhchapkin studio salon - @sergeycher03

The ITVA Creative Retreat Experience also saw the introduction of new award categories to recognize the great team work that took place over the weekend, including:

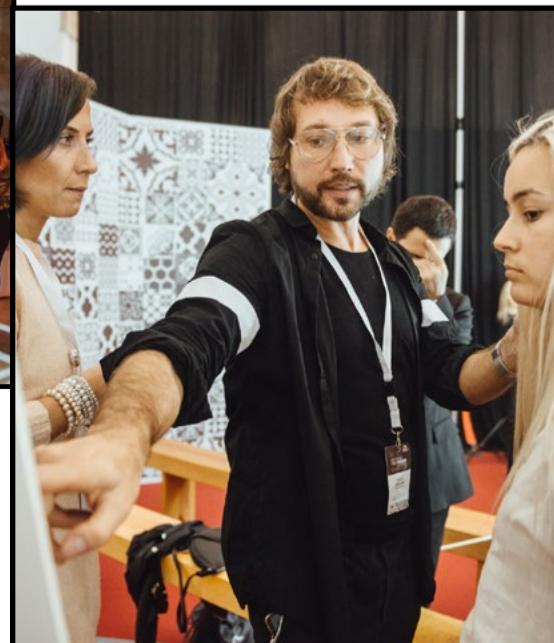
1. International TrendVision Award Creative Retreat 2018 Social Media Winner : Anastasia Petrova (@nesteapetrova)
2. International TrendVision Award Creative Retreat 2018 Ghd Queen Maker Winner: TEAM 1 – Mentors Abby Smith and Dmitry Vinokurov
3. International TrendVision Award Creative Retreat 2018 #SpeakEIMI Winner: TEAM 4 – Mentors Cyrill Brune and Matthias Herzberg
4. International TrendVision Award Creative Retreat 2018 Couture Color Winner: TEAM 8 – Darren Ambrose and Jayson Gray
5. International TrendVision Award Creative Retreat 2018 Couture Collection Winner: TEAM 8 – Darren Ambrose and Jayson Gray

#### MENTORS ARE:

- Dmitry Vinokurov, Wella Professionals Global Creative Artist
- Abby Smith, Wella Top Artist
- Akin Konizi, Wella Professionals Global Creative Artist
- Sonya Dove, Wella Professionals Global Creative Artist
- Markus Herrmann, System Professional Energy code Ambassador Germany / Austria/Switzerland & ICD President Germany
- Christophe-Nicolas Biot, Wella Professionals Global Creative Artist
- Cyrill Brune, Wella Professionals Global Creative Artist
- Matthias Herzberg, Wella Passionista and Digital Influencer Germany
- Miguel Estelrich, Wella Professionals Global Creative Artist
- Zoe Irwin, Wella Professionals Colour Trends Expert UK
- Alexis Ferrer, Wella Professionals Global Creative Artist
- Bruce Masefield, Wella Top Artist
- Andreas Kurkow Wella Professionals Global Color Ambassador
- Renya Xydis, Wella Professionals Global Creative Artist
- Darren Ambrose, Wella Professionals Global Creative Artist
- Jayson Gray, Wella Professionals Global Creative Artist



*Of the talent in this year's competition, Coty Professional Beauty Chief Marketing Officer Laura Simpson said: "Every year sees the bar set to a higher level than the last and this year again I was blown away. The work that goes into creating the looks, the craftsmanship and the vision are incredible. We have so many young talented artists in Lisbon with us. It was truly challenging to select the final winners across both, the individual and the team awards."*



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Beautiful nails are nothing without beautiful skin. We've partnered with renowned dermatologists to bring all the benefits of facial skincare to mani/pedis. Featuring a proprietary blend of cupuaçu butter and white tea extract, OPI ProSpa will naturally elevate your clients' skin & salon business.

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# O·P·I

#1 SALON BRAND WORLDWIDE





# OPI REIMAGINES CLASSICS WITH THE NUTCRACKER AND FOUR REALMS COLLECTION

THIS HOLIDAY SEASON, GIVE THE GIFT OF OPULENT COLOR WITH OPI'S THE NUTCRACKER AND FOUR REALMS COLLECTION. WITH 12 NEW LIMITED EDITION SHADES PLUS THREE PERFECTLY COORDINATING GLITTERS, THE NUTCRACKER AND FOUR REALMS COLLECTION OFFERS FESTIVE LOOKS FOR EVERY HOLIDAY EVENT AND WISH LIST.







Based on the upcoming film reimagining of the holiday classic, Disney's The Nutcracker and Four Realms Collection consists of 12 nail colors and three glitters in Nail Lacquer, Infinite Shine Pro-Stay™ and GelColor formulations – a first for OPI's glitter hues. Starting with sweet sugar plum-inspired shades, the collection includes deep red Candied Kingdom, fuchsia Toying with Trouble, and a gold foil wrapping Dazzling Dew Drop. Delicate floral hues in emerald green Envy the Adventure and purple Lavendare to Find Courage and Berry Fairy Fun offer contrast to rich, vintage carnival meets heroine soldier-inspired colors like maroon Ginger's Revenge, dark black shimmer Black to Reality and navy March in Uniform. Soft glacier blue Dreams Need Clara-fication, pearlescent silver-white Tinker, Thinker, Winker? and shimmering snowflake white Dancing Keeps Me on my Toes evoke a winter wonderland.

In addition to the 12-color collection, The Nutcracker and Four Realms Collection includes three glitter shades. Three shades in gold Gold Key to the Kingdom, silver Dreams on a Silver Platter and rose gold I Pull the Strings.

"This collection has something for everyone from light, wintry shades to rich, moody colors," states OPI Co-Founder and Brand Ambassador, Suzi Weiss-Fischmann. "There's so much inspiration in this holiday classic and now big screen adventure. The visuals are spectacular. To add to this collection's drama, we now have glitters available in Nail Lacquer, Infinite Shine and GelColor formulas for even longer lasting manicures! Glitter continues to be a top trend during the holidays, and these glitters are designed to be worn alone as well as mixed and matched with the collection's colors. Add to bare nails for a festive pop or create dimension by adding over color for this celebratory time of year."



The Nutcracker and Four Realms Collection includes the below perfectly matched shades across all signature formulas, classic Nail Lacquer, Infinite Shine and GelColor:

-  **Dancing Keeps Me on my Toes**  
Waltz among magical snowflakes on your way to the ballet.
-  **Tinker, Thinker, Winker?**  
In this land of ice and snow, the light twinkles and glows.
-  **Dreams Need Clara-fication**  
Get cozy in a charming village perched on the edge of a glacier.
-  **March in Uniform**  
When surrounded by menacing mice, follow the young man in uniform.
-  **Dazzling Dew Drop**  
You'll get a glint in your eye when you see these delicious digs.
-  **Envy the Adventure**  
A land of blooms must be grounded in green.
-  **Lavendare to Find Courage**  
Open your heart – like a blooming flower – to the many hues around.
-  **Berry Fairy Fun**  
Pause, take a deep breath and smell the flowers.
-  **Toying with Trouble**  
The delicacies decorating the sweet surroundings will make you blush.
-  **Candied Kingdom**  
Some candy, you'll find, can be rather hot and spicy.
-  **Ginger's Revenge**  
The tyrant of the Fourth Realm will have you seeing red.
-  **Black to Reality**  
Beware! The forest is dark, thick, foreboding – and absolutely exhilarating.
-  **Gold Key to the Kingdom**  
Godfather Drosselmeyer presents Clara with a golden thread that leads to a big surprise.
-  **Dreams on a Silver Platter**  
The Great Hall glows brighter than a chandelier.
-  **I Pull the Strings**  
Guests of Drosselmeyer's annual holiday party mingle in their finest garment.

The Nutcracker and Four Realms Collection will be available in classic Nail Lacquer, Infinite Shine and GelColor formulas; these three options offer consumers and professionals a variety of choices for the best products to fit their needs. GelColor provides a salon-perfect finish with two-week wear, while Infinite Shine offers a high-shine finish with 11-day wear and traditional lacquer application. Nail Lacquer features a highly-pigmented, rich formula for even application without streaking.

Beginning October 2018, Nail Lacquers will retail for \$10.50 (\$13.50 CAN) each and Infinite Shine colors will retail for \$12.50 (\$16.95 CAN) each at Professional Salons, as well as Beauty Brands, beautybrands.com, Chatters, Dillard's, Hudson's Bay, Regis, Sally Beauty, ULTA, ulta.com and Amazon Beauty via Amazon.com. GelColor is an in-salon professional service only. OPI is guaranteed only when purchased through authorized professional beauty outlets and prestige stores, not from a drugstore, supermarket, mass outlet, or other unauthorized sources.



For more information, please visit [OPI.com](http://OPI.com).

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**Aderans**





**Aderans**





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INTERCOIFFURE  
SOUTH AFRICA  
-  
AFRICAN  
FASHION WARRIOR



Cultural overflow distilled. A cross pollination of different cultural and traditional influence and inspiration results in rural African styling concepts mixed with European sensibilities.



ARTISTIC TEAM INTERCOIFFURE SOUTH AFRICA • PHOTO: COERT WIECHERS





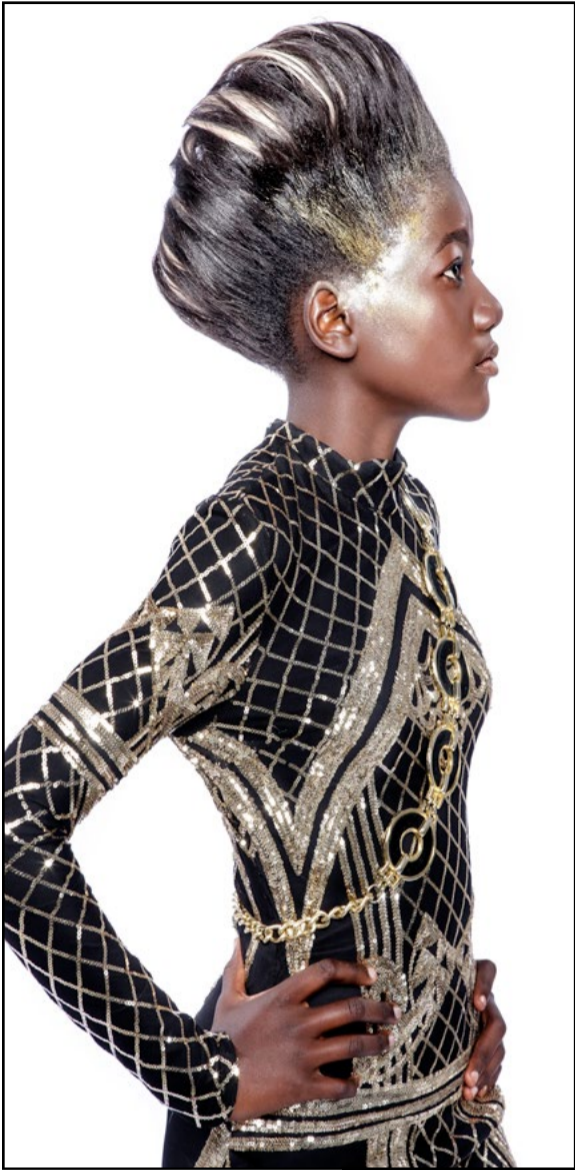
**INNOVATION, CUSTOMIZABLE LONGEVITY!  
VIVID COLORS IN SEMI, DEMI & PERMANENT**



**MATRIX**

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# NEXT LEVEL

## INTERCOIFFURE SOUTH AFRICA -



When tribal energy becomes an intrinsic part of the African influence. All history is preserved and reflected in the rainbow of tribes and their war stories. Energy is transformed. Nothing is lost.



ARTISTIC TEAM INTERCOIFFURE SOUTH AFRICA • PHOTO: COERT WIECHERS





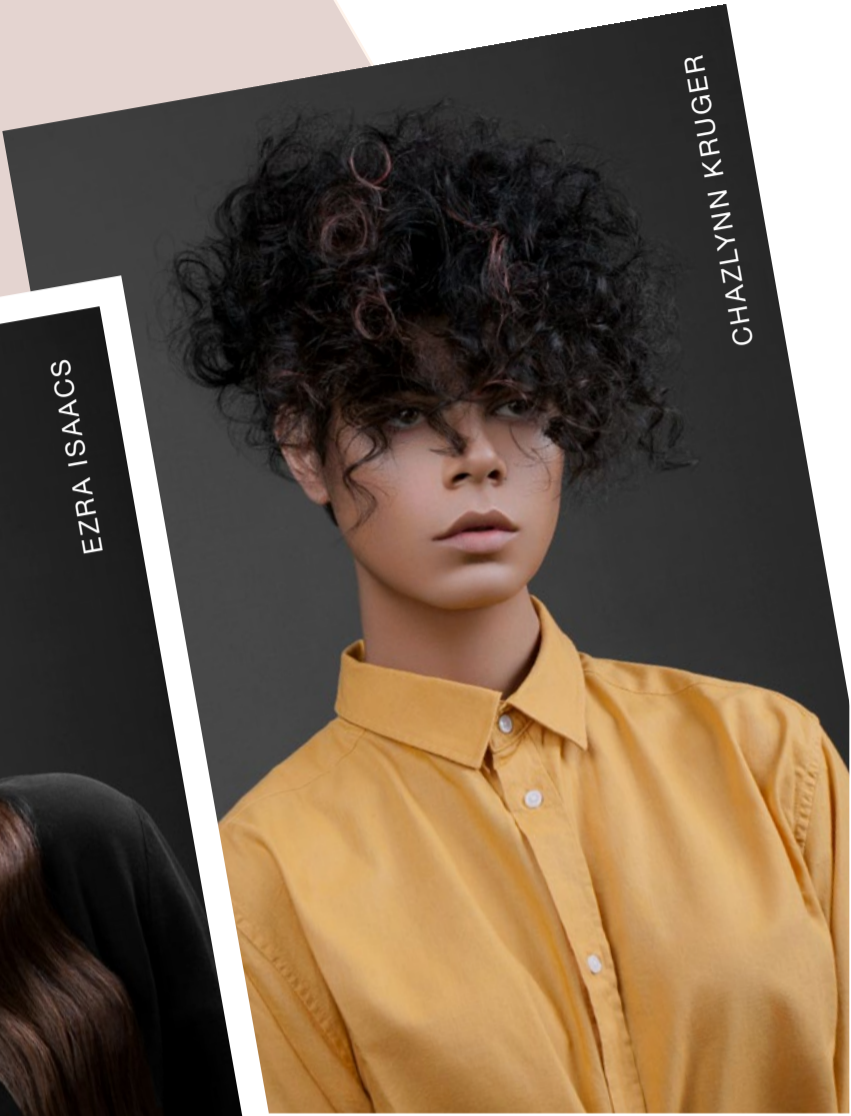
UNTAME BEAUTY TOGETHER WITH  
BEAUTY CREATORS



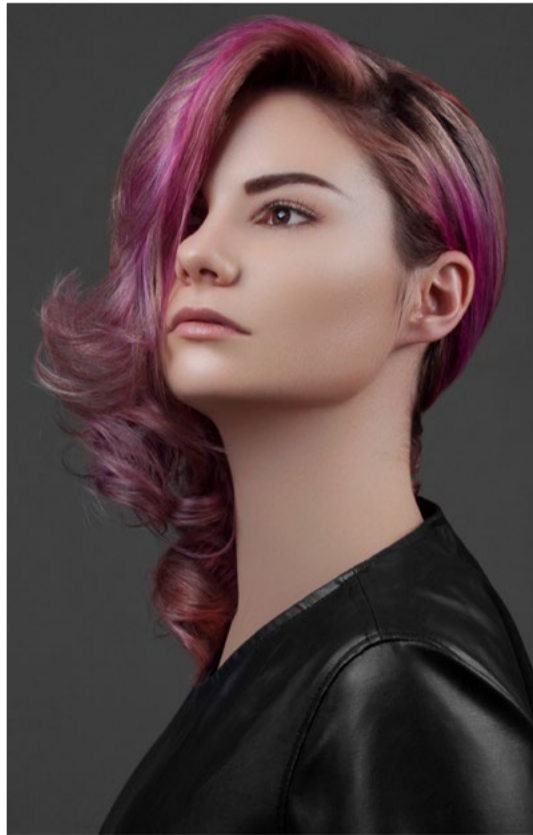
# THE BREAKFAST CLUB



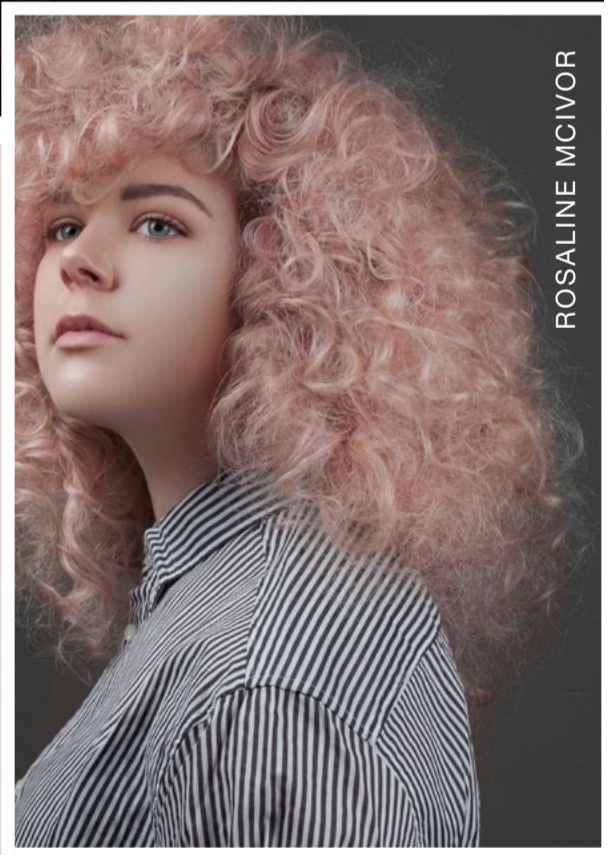
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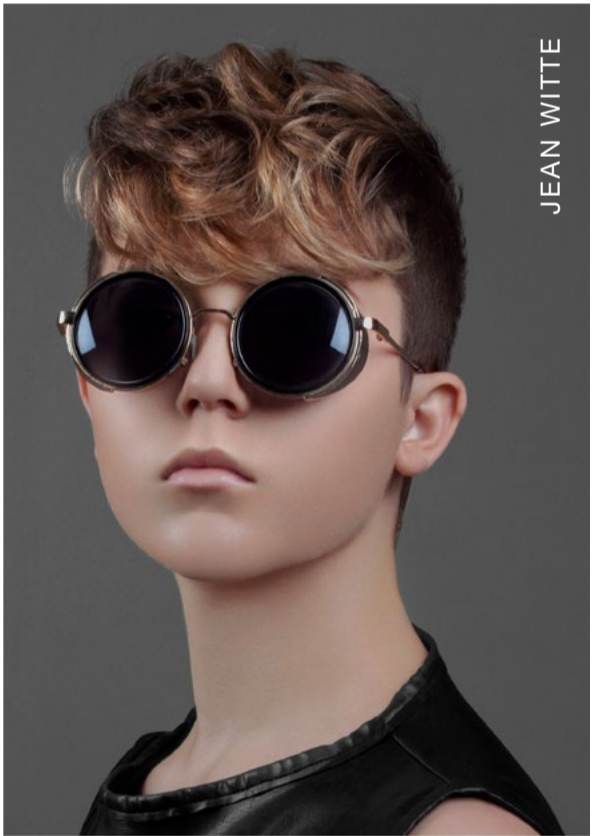
CHAZLYNN KRUGER



NAOMI DAVIDS



ROSALINE MCIVOR



JEAN WITTE

**F**resh, clean, complete looks that reflect your client's personality and emphasize their best features. Unique features they can make their own after they leave your chair. That's a master craft that will never go out of style.



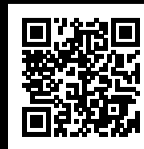


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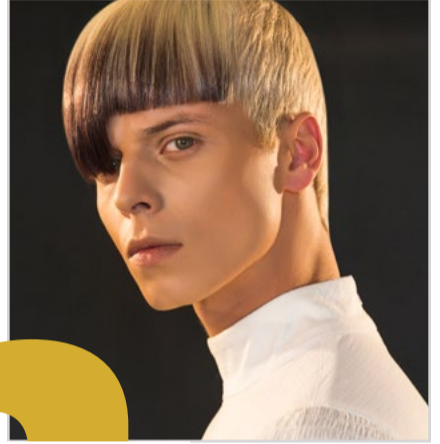


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# men

ICD BRAZIL



ON TREND WITH MEN.

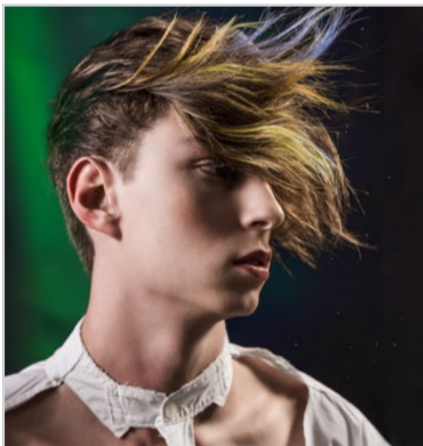
THE GROWTH IN SALON AND GROOMING SERVICES FOR MEN AND BESPOKE MAN-FOCUSED BARBERING EXPERIENCES CONTINUE UNABATED.

STYLES FOR THE YEAR AHEAD RUN THE FULL GAMUT ACROSS SLEEK TAILORED LOOKS, VARIABLE UNDERCUTS, AND STUDIES IN NATURAL TEXTURES, LENGTH AND VOLUME.



ICD BRAZIL

MIGUEL ESTELRICH



ICD SOUTH AFRICA



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# Introducing SEB MAN

the new grooming line for men who refuse to be categorized

SEBASTIAN PROFESSIONAL, THE PROFESSIONAL HAIRCARE AND STYLING BRAND FOUND IN SALONS AROUND THE WORLD, HAS EXTENDED ITS EXPERTISE INTO A NEW DIRECTION... MEN. WITH THE LAUNCH OF A NEW SUB-BRAND FOCUSED ON THE BUSY MILLENNIAL AND GEN Z MEN OF TODAY, SEB MAN IS ONE OF THE FIRST MEN'S GROOMING LINES TO RECOGNIZE THE SHIFT IN WHAT IT MEANS TO BE A MAN IN TODAY'S WORLD, AND TO ANSWER THE CALL OF MEN LOOKING TO BREAK FREE FROM ONE-DIMENSIONAL STEREOTYPES.

What sets SEB MAN apart from its hair care contemporaries is its distinct awareness of the fact that today's young men don't want to be defined by one descriptor alone. Urban, trendy, and on-the-go, the Millennial man is part of "the slasher generation," those juggling multiple careers and passions. He demands convenience, simplicity, and quality, in order to more readily fit in to his otherwise highly charged life. In answering this call, SEB MAN offers a line of hassle-free haircare, styling, and grooming products made for the man of today, who refuses to be categorized.

ACTING AS THE PERFECT DAILY POWER-SHOT FOR EFFORTLESSLY COOL MEN ON-THE-GO, SEB MAN PRESENTS AN EXCLUSIVE LINE UP OF HAIRCARE, STYLING AND GROOMING PRODUCTS:

## HAIRCARE

- The Multi-Tasker, a 3-in-1 hair, beard, and body wash suitable for all hair types
- The Purist, an anti-dandruff shampoo that leaves the hair and scalp purified
- The Smoother, a rinse-out conditioner that adds moisture and manageability
- The Cooler, a refreshing leave-in tonic that provides a stimulating and cooling sensation, creating definition and a denser feeling head of hair.



## GROOMING

- The Groom, grooming oil for smoothness, definition and shine. An exclusive blend, with grape seed, jojoba, almond and Argan oil, for controlled definition and shine.
- The Gent, moisturizing / cooling after-shave soothing balm. Helps to calm / hydrate the skin after a close shave. A moisturizing lotion that brings quick relief from that nasty razor burn
- The Protector, smooth shaving gel for easy handling and distribution and suitable for all beards



## STYLING

- The Hero, versatile liquid wax, re-workable all-day long that provides a sleek finish with high hold and shine
- The Dandy, the pomade for light hold and a shiny polished finish
- The Sculptor, a mineral clay with a matte finish and long lasting hold and texture
- The Player, a medium hold gel that provides control and is easy to distribute through hair
- The Fixer, a re-workable hairspray with high hold and up to 24h anti-humidity control. Ideal to fix any style.



An impressive line-up infused with a natural source of power, energy, and stamina, the guarana plant, brought to the fore with a multi-faceted fragrance finding its originality in the audacious use of peppercorn, balanced with the freshness of bergamot and the warmth of amber. The result is a woody oriental spicy fragrance, masculine that stands out for modern men.

At the heart of the campaign are three individuals that embody the very essence of what it means to be a SEB MAN. Boss, biker, and producer, British born model Billy Huxley doesn't hesitate to showcase his personality to his 400k fans on Instagram. His tattooed body, East London charm and striking beard make his personality atypical and multi-faceted. Then there's Matthias Dandois who hails from Paris and is a world champion BMX rider. He is a thrill seeker, filmmaker, and actor. To complete the trio, fashion blogger and menswear stylist from NYC, Denny Balmaceda, can be described as a dandy, vintage collector, and writer. What is undeniable is that these men cannot easily be described in just one word. They are free to live by their own code and are free to embrace the amazing possibilities that make them un/definable.



No stranger to creative change, SEB MAN's New Global Creative Artist, Aiden Xydis, leads the charge in celebrating the rich multiplicity and individuality of men and their hair. The 22-year-old Australian stylist and self-described digital addict, has recently been making waves on the editorial circuit with his looks that represent the perfect mix of classic refinement and cutting edge charm. "I love doing sleek, sharp cuts and lifting my client's image to new heights." His young and fresh vision sets the scene for a new era of haircare, styling and grooming for men.

SEB MAN answers the call from men who refuse to be defined by narrow and limiting definitions of themselves and encourages men to not only go beyond mere stereotypes but to also embrace this exciting new wave of masculinity. The hassle-free products on offer inspire men to discover who they are but more importantly, who they could still become.

For more information, please contact: [tamar\\_koifman@cotyinc.com](mailto:tamar_koifman@cotyinc.com)

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**“NEVER SETTLE  
FOR ONE  
DEFINITION  
OF YOURSELF.”**

**@BILLYHUXLEY**

**SEB  
MAN**  
PROFESSIONAL  
SEBASTIAN

Discover **SEB MAN**, a complete range of hair care, styling and grooming products, for men who refuse to be categorized.

**THE NEW GROOMING LINE  
FOR THE UNDEFINABLE MAN**



**#UNDEFINABLE**

**@SEBMAN\_OFFICIAL**





# SYSTEMMAN



**THE ENERGY OF HAIR. REACTIVATED.**

Discover our new care and styling line with EnergyCode™ Complex for men.

  
**SYSTEM**  
PROFESSIONAL



**OLYMP**<sup>®</sup>  
BEST SALON INSPIRATION



**EXCELLENT  
DESIGN.  
EXCELLENT  
BRAND  
MANAGEMENT.**

Ausgezeichnetes  
Design.  
Ausgezeichnete  
Markenführung.

International hochkarätige Fachjuroren haben den Saloneinrichter OLYMP mehrmals, und nun auch wieder in 2018, 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.

An international high professional jury has awarded the salon equipment manufacturer OLYMP for its outstanding design quality in the past years and again in 2018. 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  
WINNER  
2018**



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

OLYMP GmbH & Co. KG  
Phone + 49 711 2131-0  
E-Mail [service@olymp.de](mailto:service@olymp.de)  
Web [www.olymp.de](http://www.olymp.de)

**OLYMP**<sup>®</sup>  
BEST SALON INSPIRATION





# girls



HUANGHUI

MINGSI ACADEMY

WEI LIAN, YANG REN, LIN HA

XIAOPING LU

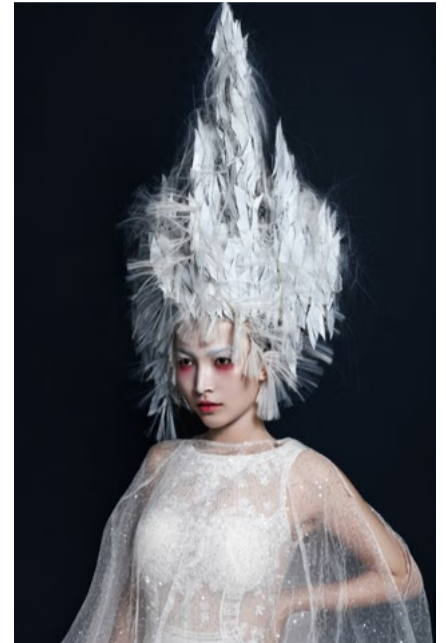
XIAOPING LU

MINGSI ACADEMY

LOVELY LOCKS AND LOVELY LOOKS  
 ACROSS A FULL SPECTRUM OF CUTS,  
 COLORS AND TOUSLED TEXTURES.  
 MOVEMENT IS THE WORD OF THE DAY  
 IN THESE SALON-READY STYLES.



# HAIR ART



ZHOU DESIGN ACADEMY, MR. GAO ART

Romantic, dramatic, full-bodied and evocative. This collection of excites all senses with its neo-baroque shapes and volumes, echoes of Asia and textures from across the animal kingdom. Like haute couture fashion, Hair Art is best reserved for a special kind of master craftsman and story-teller. Look closely to hear what they have to say ...



## Transformative Solutions for an Array of Hair Concerns

Our extensive portfolio caters to a multitude of individual concerns giving magnificent results when personalized by stylists.

Infused with SSVR-Silk™, every product in the collection helps restore hair's integrity and shine, while offering targeted solutions to enhance manageability and appearance.

SMOOTH

MOISTURE

REPAIR

ANTI-FRIZZ

VOLUME

SCALP



Instantly detangles, leaving hair shiny and silky-smooth.



Weightlessly nourishes and enhances color vibrancy.



Intensively repairs and reconstructs severely damaged hair.



Eliminates frizz, defines waves & curls, and blocks humidity.



Boosts volume and fullness while creating bounce and body.



Normalizes the scalp and restores a healthy balance.





THE "MIRROR, MIRROR..." COLLECTION 2019 BY HANNES STEINMETZ IS TAILOR-MADE FOR PASSIONATE WOMEN WHO MAKE ATTENTION-GETTING APPEARANCES ON GLAMOROUS BALL NIGHTS, AT FESTIVE COCKTAIL PARTIES AND EXCLUSIVE EVENTS. EVERY NIGHT THE WEARER BECOMES THE SELF-ASSURED STAR OF HER OWN TRANSFORMATION.



# MIRROR, MIRROR

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**Aderans**



VIVIENNE MACKINDER • PHOTO: ROBERTO LIGRESTI



A virtual cornucopia of arresting colors, artfully placed to enhance this layered, textured cut and styled for impact. No other accessories need apply.

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MIGUEL ESTELRICH



# AURORA

THERE ARE TWO SIDES TO EVERY STORY AND TWO MAJOR MOODS TO THIS GEOMETRIC CUT BOOSTED WITH A RAINBOW ARRAY OF COLOR POPS.

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Give yourself permission to express your own individuality and unique self-expression with EIMI's latest addition to styling possibilities from Wella Professionals. Known for interpreting the latest global trends, setting new distinctive styles that identify a particular individual, **EIMI** presents two new oils with opposite consistencies: **COCKTAIL ME** and **OIL SPRITZ**. Haircare that allows you the freedom to celebrate who you are, but more importantly who you want to show to the world.

#### Styling to Express and Impress

Cocktail Me, the cocktailing gel oil designed for easy mixing with other EIMI products, is enriched with gum polymers for a thicker consistency. Delivering increased shine, its anti-frizz effect and superior smoothness is non greasy on hair. Oil Spritz is a liquid sprayable styling oil with a level 1 hold. Its even and lightweight distribution creates instant shine with UV protection. Making hair easier to blow-dry, Oil Spritz produces perfect finishing with an anti-static effect and can also be used as a cutting aid.

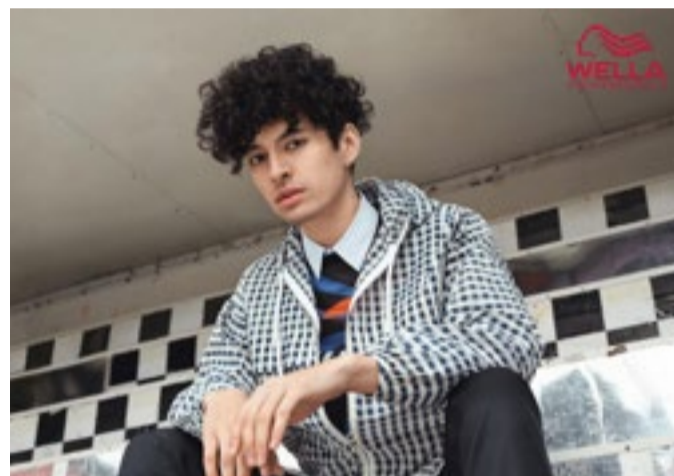
#### #WHATSYOURMIX

Simply apply 1-2 pumps of Cocktail Me on its own or mixed into other EIMI products. Run through mid-lengths and ends before blow-drying or on dry hair. With this innovative design for easy mixing, you can expand and enhance your personality and look. It's an invitation to show the world who you really are!

#### EIMI's Visual Campaign

The varying degrees of individuality present in the urban landscape of street culture come to life in EIMI's latest campaign featuring models Chen and Liam. Chen's quirky nature and playful zest for life embodies EIMI's philosophy of celebrating one's self-expression through hairstyling. While Liam exhibits his rich diversity and mixed personality as he navigates through the vibrant colors of the downtown streets. Half Thai, half American, his curly hair and distinctive freckles provide us with a

strong sense of who he really is. Capturing the diversity of EIMI's global metropolitan village is acclaimed German fashion photographer Nicolas Kantor. A former actor having performed in Film and TV, Nicolas is able to capture and bring to the fore each model's original charm and personality. He is joined by renowned artists: hairstylist Kalle Eklund and make-up artist Peter Schell.



## Enhance Your Personality and Express Your Individuality with EIMI's New Styling Oils by **Wella Professionals**

#### A Cocktail of Individuality

"Cocktail Me and Oil Spritz give you an element of surprise! When you add your mixing oil to other EIMI products you can express yourself in many unique ways. This "cocktailing" helps to mold and empower your hair, to shape and inspire individual diversity." Eugene Souleiman, Wella Professionals Global Creative Director Care & Styling.

#### Product Line-up:

- EIMI Cocktail Me – Cocktailing Gel Oil
- EIMI Oil Spritz – Sprayable Styling Oil

*Wella Professionals is available in professional salons worldwide. For further information visit: [www.wella.com](http://www.wella.com)  
Get all the latest news from Wella Professionals by following @WellaPro on Twitter, @WellaHair on Instagram and [www.facebook.com/WellaProfessionals](http://www.facebook.com/WellaProfessionals)*

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NEW

EIMI

STYLING OILS  
WHAT'S YOUR MIX?







# INVIGO

INVIGORATING CARE BLENDS. TIME TO RECHARGE.

## ENJOY A FAST TRACK TO RECHARGED HAIR WITH INVIGO FROM WELLA PROFESSIONALS

Modern life no longer fits into the 9-5 – with busy portfolio careers and hectic home lives, women find it increasingly hard to find any time at all to slow down, breathe and recharge both physically and emotionally. With rest and relaxation being at the bottom of the to-do list, it is no wonder that this is reflected in our hair, which is often left neglected as we struggle to get to that salon appointment, or only have time for a super quick cut and blow dry.

With this in mind, **Wella Professionals** introduces **INVIGO**, a new high-performance care line designed to recharge your hair quickly and effectively whilst also answering all your hair needs. Developed with **INVIGO-Blends** - a trio of **Advanced Technology, Super Ingredients and Vitamins**, **INVIGO** instantly invigorates both your hair and well-being. In just a few minutes hair is instantly transformed from lacklustre to full of life again. **INVIGO** creates recharging moments in salon and at home with high-performance invigorating care.

**INVIGO** care treatment increases the value of the salon experience. With this treatment you can provide clients with care treatments that contain concentrated boosters, expert-developed Acupoint massage techniques and product enhancers that instantly revive hair, leaving it looking and feeling super healthy. New packaging across the line incorporates modern pastel colors and elongated silhouettes for increased purchase intent from your clients. The complete **INVIGO** care line: Blonde Recharge, Color Brilliance, Nutri-enrich, Volume Boost and Balance, has been

developed to work in conjunction with **3 INVIGO** exclusive in-salon treatments: **BRILLIANCE BOOSTER, NUTRI BOOSTER** and **VOLUME BOOSTER**. These new treatments turn basic care services into the quick, easy, personalized and enjoyable moments that clients are looking for.

### WELLA PROFESSIONALS INVIGO SCIENCE

**Wella Professionals INVIGO** products are formulated with **High Performance INVIGO-Blends™** – new ingredients, advanced technology and vitamins all carefully selected for each line to offer high performance care solutions and answer all hair needs. Starting with a consultation in the salon with a stylist, the correct blend tailored to the needs of the hair will be selected. This technology features across the entire **INVIGO** line-up.

“We all know that the stresses and strains of modern life can have a massive impact on our diet, sleeping habits and overall health including hair. Women with a hectic life have very limited time to take care of their hair resulting in dull, brittle and fragile locks.

The **Wella Professionals INVIGO** care products recharge your hair with high performance solutions that provide hair vibrancy, nourishment and volume. The mix of **Advanced Technology, New Ingredients and Vitamins** makes the **INVIGO-Blends** so invigorating for you and your hair” explains **Kerstin Meyer – Lipp, Research & Development Senior Director Product Development, COTY**.

### DISCOVER THE INVIGO TREATMENTS

Salon-exclusive boosters are ultra-concentrated to recharge your client’s hair with a perfect balance of vibrancy, nourishment and volume for instantly tangible results with each booster containing an expert ingredient: Brilliance Booster contains lime caviar, Nutri Booster contains Goji Berry and Volume Booster contains Cotton Extract.

**INVIGO** delivers the high hair care performance that clients can expect from Wella Professionals. The care line is designed for in-salon treatment only and each bottle enables the salon to offer up to 25 up-chargeable services.

### WELLA PROFESSIONALS INVIGO LINE UP – ANSWERS ALL HAIR NEEDS

1. Color Brilliance
2. Nutri-Enrich
3. Volume Boost
4. Balance
5. Blonde Recharge
6. Color Recharge
7. Boosters – in salon only **BRILLIANCE BOOSTER, NUTRI BOOSTER** and **VOLUME BOOSTER**



*Wella Professionals is available in professional salons worldwide. For further information visit: [www.wella.com](http://www.wella.com)  
Get all the latest news from Wella Professionals by following @WellaPro on Twitter, @WellaHair on Instagram and [www.facebook.com/WellaProfessionals](http://www.facebook.com/WellaProfessionals)*

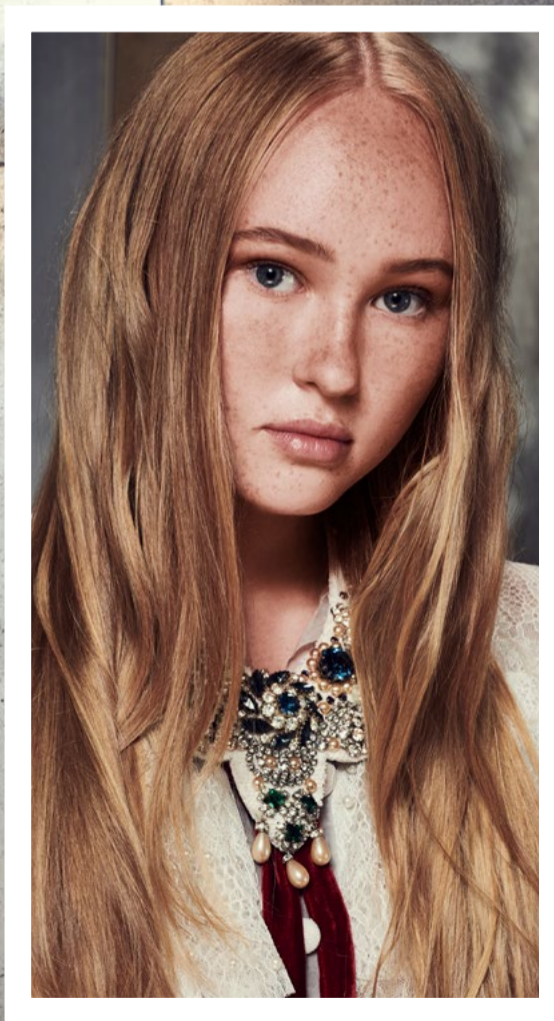
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# THE GODDESSES

MEET DEMETER, GODDESS OF FERTILITY REplete IN WARM SHADES AND EXPRESSIVE CURLS. SAY HELLO TO THE SEDUCTIVE APHRODITE WITH A LIVELY GRADED CUT AND GOLDEN-COPPER HAIR. GET TO KNOW EIRENE, THE GENTLE HONEY BLONDE GODDESS OF PEACE AND BALANCE.



ONCE DETERMINING MYSTICAL AND EARTHLY LIVES OF MANKIND AND GODS ALIKE, THEY NOW SERVE AS A TRIBUTE TO THE STRONG WOMAN OF TODAY.





# THE GODDESSES

TWIN GODDESSES FLORA AND FAUNA WATCH OVER ALL ANIMALS AND PLANTS. THEIR RADIANT LUMINOSITY AND IRIDESCENT SHADES EVOKE NATURE'S RICHNESS.

AND OXUM, BRAZILIAN GODDESS OF BEAUTY, WATER, WEALTH AND GOLD. WILD AND UNPREDICTABLE IN TEMPERAMENT AND IN LOOK.





# MILLENNIAL MIX

COOL, IMPULSIVE, EMPOWERED,  
WISER, FEARLESS, ENTITLED, FREE,  
LOYALISTS, JOYFUL, SNAPCHAT,  
WITTY, YOLO

LUCIAN BRATU • PHOTO: ALMA GHIULEA



experience the

# insta-vintage movement

modern colors with a vintage feel

#AskForWella @melaniiemurphy

WITH **ME<sup>+</sup>** TECHNOLOGY



KRISZTINA KERESZTES • PHOTO: CATALIN MUNTEAN



CON  
TEMPORARY  
TRENDS

LUSH, LONG STRONG WAVES WITH INTRICATE BRAIDING AND ORGANIC EMBELLISHMENTS ARE MATCHED WITH POWERFULLY FEMININE STYLING.

BLONDE  
META  
MORPHOSIS

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# ALL HAIL PLATINUM+

Introducing ghd's 1st SMART styler  
that predicts your hair's needs.  
#ghdbreakthrough



 good hair day



# reflection

reflect..

Dramatic  
techno-color  
looks that push  
the boundaries of  
what's expected.



TARAKORN THARATHAMRONGRI



ARIYA HOOSEELA



PATTANAPONG YANASIT

SUWAPAT THIPLADAPRAPAPAT

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## NEW KOLESTON PERFECT WITH ME+ ONE OF THE MOST GROUNDBREAKING INNOVATIONS IN PROFESSIONAL HAIR COLOR IN OVER A CENTURY

*NEW COLOR TECHNOLOGIES WILL MARK A HISTORIC REVOLUTION  
FOR THE PROFESSIONAL HAIR COLOR INDUSTRY*

Wella Professionals' technical advancement soars to heights with the introduction of KOLESTON PERFECT with ME+™, celebrating our most relevant color innovation in over a century.

KOLESTON PERFECT with ME+ is the first and only professional hair color brand to feature breakthrough technologies, Pure Balance Technology™ and ME+™, both proven to deliver vibrant rich color with less damage color after color\*\*, while ME+™ reduces the risk of developing a new allergy to hair color\*.

The **Pure Balance Technology™** is a patented technology designed to minimize the formation of free radicals during the color formation by deactivating impurities like metals present in hair. Free radicals interfere with the color formation during the color development and are a key cause to hair damage. With Pure Balance Technology™ the result is even pure color results with natural depth and shine and significantly less hair damage, color after color\*\*.

The **ME+™** technology is a scientific breakthrough designed to replace extreme sensitizers PPD and PPD, reducing the risk of up to 60x less likely to develop a new allergy to hair color\*. First patented in the 19th century, PPD/PTD had been the leading ingredients in permanent hair color for over 130 years. NEW KOLESTON PERFECT with ME+ is about to change that, offering salon clients our most meaningful change in hair color innovation in over a century.

"It's hard to imagine that for well over a century our industry has been basically using the same dye molecules on permanent hair color. NEW KOLESTON PERFECT with ME+ changes all this. Its breakthrough technologies deliver vibrant color, less damage color after color\*\*. We're confident this innovative approach to permanent hair

color will revolutionize our industry and strengthen our position as the leading professional hair color brand" – said **Laura Simpson, Chief Marketing Officer Coty Professional Beauty.**

Pure Balance Technology™ and ME+™ are the result of over 7 years of color science research and over 3,000 formulations tested. It has more than 20 patents. Color that is significantly more even, balanced and true to tone from root to tip\*\* offering better balance of tone and control of depth\*\* with up to 100% grey coverage. NEW KOLESTON PERFECT with ME+ features an incomparable color line-up with naturals, brunettes, reds and blondes and the inclusion of a special mixing range.

NEW KOLESTON PERFECT with ME+ requires no habit change for stylists as it features the same mixing ratio, the same development time and the same grey coverage, all enhanced with easier mixing, more precise application and an improved fragrance that offers a better experience for colorists and clients. For color that stays true to tone\*\* and provides significantly less damage color after color\*\*, KOLESTON PERFECT with ME+ is leading the way to making color more reliable.

"Smooth, gentle and extremely easy to apply, KOLESTON PERFECT with ME+ achieves a unique fluidity of color. The difference in consistency to its previous generation creates a more luxurious experience for the client and the color professionals can easily recognize the superior color results which are significantly more even, balanced and true to tone from root to tip\*\*. This is major step up in hair color technology and a major step up for colorists and their clients" - **Andreas Kurkowitz**, Wella Professionals' Global Color Ambassador.

**\*FOR PEOPLE NOT ALLERGIC TO HAIR COLORANTS** - Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an allergy alert test 48h before each coloration. Strictly follow safety instructions and consult [www.wella.com](http://www.wella.com). If your client has ever experienced an allergic reaction to hair colorants, you should not color. ME+ is present in specific shades of Pure Naturals, Rich Naturals, Vibrant Reds, Special Blonde and Deep Browns of the Koleston Perfect brand.

\*\*Versus previous Koleston Perfect. Valid for Koleston Perfect with Pure Balance Technology.

*NEW Koleston Perfect with ME+ complete color line-up is available in Wella Salons #AskForWella.  
Wella Professionals is available in professional salons worldwide.  
For further information visit: [www.wella.com](http://www.wella.com)*

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**N  
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!**

INTERCOIFFURE SWITZERLAND ARTIST POOL • PHOTO: HARUN "SHARK" DOGAN



**FITNESS STUDIO**

**ICD SWITZERLAND**



**RETURN  
TO THE  
MIDDLE AGES**

TOMORROW IS THE HISTORY OF FASHION TODAY AND YET WE REINTERPRET TIME AND AGAIN PAST TRENDS. FASHION MARKS THE MOMENT OF THE DAY, THE HERE AND NOW, AND THE INFLUENCES THAT SURROUND US. SOON THERE WILL BE AS MANY TRENDS AS THERE ARE PEOPLE, INFINITELY MANY, INFINITELY BEAUTIFUL. NO MATTER IF ACTIVE, EXTRAVAGANT OR BEGUILING FEMININITY – THE MOST EXCITING TREND IMAGE OF TODAY IS IN THE HERE AND NOW!



**EXPRESSION**

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BARBERS AND BREWS



All rights reserved. 2017

**NYC CRAFTED.  
BARBER INSPIRED.**

In 1967, Redken introduced one of the first professional grooming lines for men. Staying true to our heritage, the next generation of men's essentials is here. **Introducing Redken Brews**, the complete destination for **style, haircare, skin, beard and color solutions.**

10 stylers with endless look potential.  
Beer-inspired, malt-infused haircare formulations.  
Skin solutions for shavers and non-shavers.  
No foil, no fuss 5-min. color service for men.

Join the Brews crew @barbersandbrews

**REDKEN  
BREWS**  
NYC GROOMING





## NATURE BOHÈME



The essence of simple beauty, subtle, balanced, sweet and natural.

Where less is more.



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FONDATION GUILLAUME SWEDEN HOST MEMBERS FROM DENMARK, NORWAY AND FINLAND FOR TWO MEMORABLE DAYS OF FRIENDSHIP, FASHION AND OF COURSE - HAIR! THE SPECIAL COLLABORATION OF NORDIC COUNTRIES BRINGS THE WHATS NATURAL COLLECTION TO LIFE IN STUDIO AND STAGE.



PHOTO: LINDA SCHUSTER

# WHATS NATURAL





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.

**ICD Mondial decided to enlarge its offer to our members with services also for Barber members, ColourStar members and Young Entrepreneurs.**



## 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 (topics of discussion and open to further suggestions) shall be scheduled:

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





## Programme per course

Information: the seminars are either on Saturday & Sunday  
OR on Sunday & Monday.

1<sup>st</sup> day (starts at 1pm so that everybody can arrive in Paris in the morning)

- 1pm\*-6pm: demonstration of the new Intercoiffure Mondial collection and personal interpretation from the trainer (\*Barber seminar starts at 2pm)
- 6pm-7pm: free time for the participants to check-in their hotels, get dressed for the evening and come back to the House of Nations
- 7pm-10pm: the participants are taken to a typical French gastronomy restaurant in Paris

2<sup>nd</sup> day

- 9am-4pm\*: seminar with hands-on under the leadership of the trainer (we work on mannequin heads)  
Light lunch break in the House of Nations
- 4pm\*-4.30pm: final discussions, distribution of certificates, individual return trip home or enjoying Paris for another day (\*Barber seminar from 9am to 3pm followed by final discussions and distribution of certificates until 3.30pm)

Advice for your return trip on the second day of the training: if you must go back home right after the end of the seminar, please make sure that your flight or train back home is booked late enough to get it considering the heavy traffic on the rush hours.

Every participant has to bring his/her personal professional toolkit!

## 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.

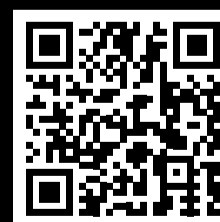


[www.facebook.com/intercoiffureworldacademy](http://www.facebook.com/intercoiffureworldacademy)  
[www.facebook.com/intercoiffure.mondial](http://www.facebook.com/intercoiffure.mondial)



## 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.



### GET IN TOUCH

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





# MIXED MEDIA



Masterful studies that play with mixed styles, mixed lengths, blunt cuts and soft framing.





SAMUEL RUBIO

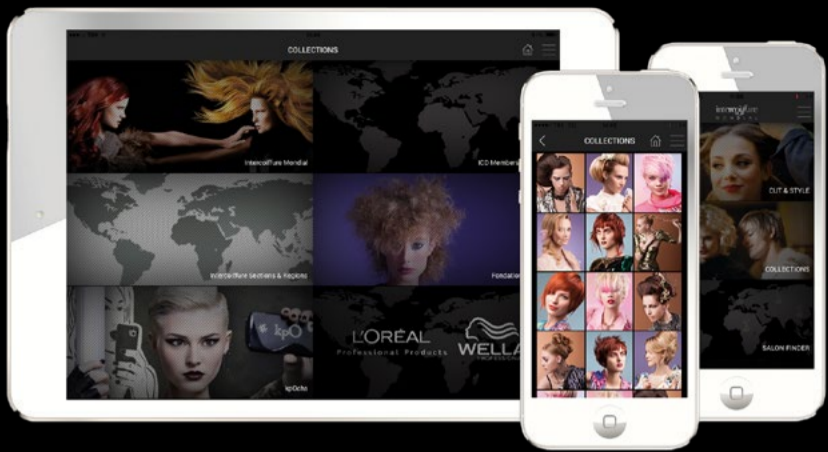


# SANTIAGO EN BLANCO Y NEGRO

This Chilean recipe is sure to satisfy. Begin with a base of bold graphic shapes and clean silhouettes. Play with textures to define movement and capture moments in time. Accentuate with pops of color and a generous dose of cosmopolitan flair. Drink it in.







This App has been created and developed in collaboration with Estetica magazine, www.esteticamagazine.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!

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# THE COLLECTION



PHOTO: INTERCOIFFURE, FONDATION GUILLAUME, GERMANY



# #SAPEDAY



**La classe !**

ARTISTIC TEAM INTERCOIFFURE FRANCE • PHOTO: PASCAL LATIL

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# WORLDWIDE CHARITY POWER

"EDUCATION FOR LIFE" STANDS FOR FUTURE"



**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**

## 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.

CASA DO MENOR  
RIO DE JANEIRO (BRAZIL)



FORTALEZA (BRAZIL)

Fortaleza

TESOURINHA (BRAZIL)



SELO MIRA (BOSNIA)



TIMISOARA (ROMANIA)



BUZAU AND BUCHAREST  
(ROMANIA)



CAPE TOWN (SOUTH AFRICA)

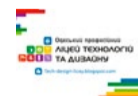


Christel House

MONTEVIDEO (URUGUAY)



KYIV (UKRAINE) ODESSA



THE EDUCATION FOR LIFE -  
INDIA PROJECT





# WORLDWIDE CHARITY POWER

"EDUCATION FOR LIFE" STANDS FOR FUTURE"



open  
a new world,  
believe in the  
**own**  
abilities



**HELP FOR EDUCATION**  
Social Project: Education for Life

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(SPENDENBELEGE MÖGLICH)



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SAVE  
THE  
DATE

# MONDIAL SPOTLIGHT

We Shine Brighter Together

1<sup>st</sup> - 2<sup>nd</sup> June 2019

PARIS

Super Saturday

Location: Salle Wagram

Shows, Seminars & Workshops

NEW Trend Blast Competition

Night of the Stars Gala

Sunday

Location: House of Nations

World Academy Seminars



intercoiffure

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