



intercoiffure

MAGAZINE



TRENDblast
2020

THE WORLD OF BEST HAIRDRESSERS

THE ABSOLUTE HIGHLIGHT IN THE WORLD OF BEAUTY

23rd WORLD CONGRESS BERLIN



color + strength
now together



NEW

ColorMotion⁺

- + Up to 8 weeks color protection*
- + With WellaPlex bonding agent. For stronger hair**

Color and care solutions both reducing the formation of free radicals for irresistible hair quality***

wella.com/colormotion

*when using Structure+ Mask **when using Structure+ Mask vs. no treatment ***valid for Microlight, Pure Balance technologies & ColorMotion+



makechange

Our Intercoiffure Mondial community represents this positive forcefield of creativity, optimism, expertise and emotionality. We set trends and showcase the ultimate new looks. Always fashion-forward. With an innovative spirit. Intercoiffure Mondial is also behind the Trendblast competition: video fashion messages in 60 seconds and digital highlights for stylists and fashionistas. The competition will be entering its second round on 10th May, when the Trendblast finalists will be

THINK FASHION. FEEL HAIR. LOVE GLOBAL ELEVATE EDUCATION. appearing live on stage in Paris and the world's best video will be awarded by international hairstylists. Another fantastic event is Mondial Spotlight: the last edition in Paris was all about friendship and a shared passion for honouring the past and strengthening the future of our

industry. Stay tuned for the next instalment this spring. And we're also sneaking a peak at the most renowned and visionary industry get-together, where the world's hair-dressing elite will be flocking in their droves from 30th May until 1st June 2021. For this 23rd World Congress of Intercoiffure Mondial we are inviting you to the most creative metropolis: Berlin. This time the motto is: "The bear is back!" For Intercoiffure Mondial, the future is always NOW!



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

Klaus Peter Ochs, President Mondial

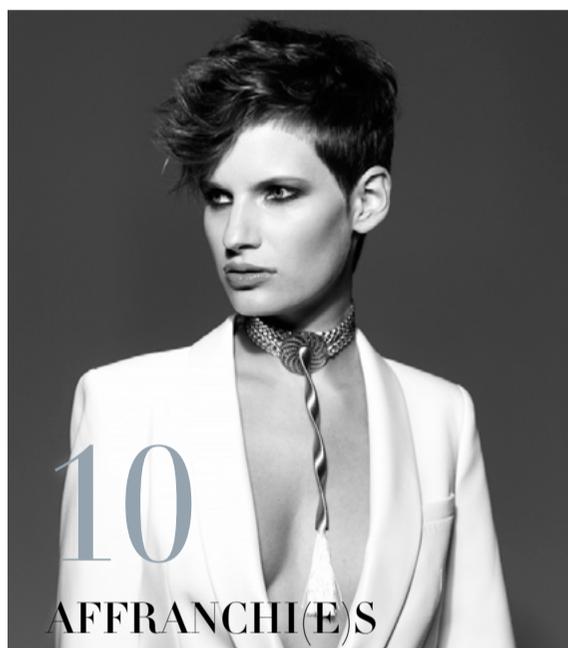
A VISION OF GLOBAL BEAUTY.

CONTENT

MAGAZINE
edition 2020



What styles are taking 2020 by storm? Rainbow colours, neo-60s styles, edgy cuts, punk avantgarde and Hollywood glamour. Trendsetting hair fashion from all continents – from as far afield as Brazil, Chile, Austria, Denmark and Japan. Artistic teams from the ICD sections and passionate Intercoiffure members have captured their beauty visions on camera – check them out in this issue of Intercoiffure Magazine. On more than 100 pages, we are whisking you off on a global hair fashion journey with inspirational trend forecasts that can be understood as a universal language decoding the future of fashion. Intercoiffure members from over 50 countries in over 12,000 salons all over the globe embody our shared values and support, encourage and inspire each other. Plus: we are reporting on the second edition of our upcoming Trendblast competition in Paris and also giving you a preview of the world's top get-together for the industry – Intercoiffure Mondial's 23rd World Congress 2021 in Berlin.



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ALL-IN-ONE COCONUT INFUSION
 MULTI-TASKING SPRAY



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BIOLAGE
 PROFESSIONAL BY NATURE, HONEST BY CHOICE.

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DUALITY



ICD SPAIN • PHOTO: BERNARDO BARAGAÑO

ONCE UPON A TIME... LIGHT AND DARK, STILLNESS AND MOVEMENT – A VARIETY OF LENGTHS, TEXTURES AND FINISHES ARE APPARENTLY NOT TWO SEPARATE ENTITIES, BUT ONE WORK OF ART.

[VIEW TRENDBOOK](#)

RAINBOW COLORS

A KALEIDOSCOPE
OF SHADES FROM
PISTACHIO GREEN
TO BABY BLUE
AND ORANGE
SORBET: VIBRANT,
POWERFUL AND
DEFINITELY BOLD!



ZENZ ORGANIC / DENMARK



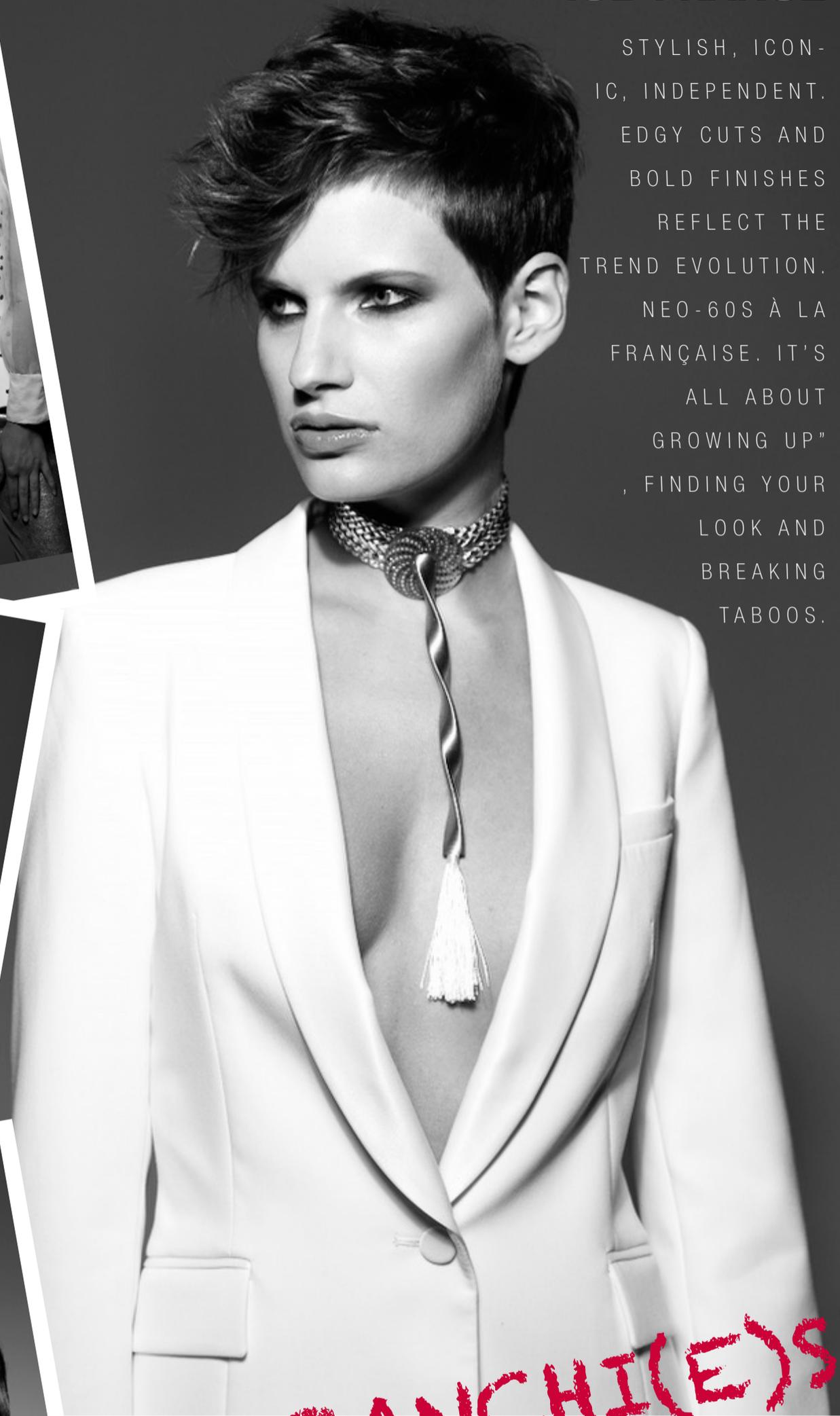
Aderans

ICD FRANCE • PHOTO: YVES KORTUM



ICD FRANCE

STYLISH, ICON-
IC, INDEPENDENT.
EDGY CUTS AND
BOLD FINISHES
REFLECT THE
TREND EVOLUTION.
NEO-60S À LA
FRANÇAISE. IT'S
ALL ABOUT
"GROWING UP"
, FINDING YOUR
LOOK AND
BREAKING
TABOOS.



AFFRANCHI(E)S

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ICDMAGAZINE 10

@kseniakomleva



@areyoukitty



NEW SHADES EQ LEVEL 10s OUR BEST TONERS FOR HIGH LEVEL BLONDES

The wait is over—**Shades EQ Gloss** shades are now available at a level 10! The new Level 10 toners have calibrated deposit to give you on-level, true-to-tone results at level 10. Powered by our two star shade families, Natural (N) and Violet (V), introducing 010N Delicate Natural and 010VV Lavender Ice. Get ready for our highest level of customized toning perfection for your brightest blonde clients! @Redken



REDKEN

5TH AVENUE NYC

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ICD BRAZIL • PHOTO: DOUGLAS MOREIRA



TOKYO

PUNK AVANTGARDE
MEETS
ART REBELLION.
OVERSIZED,
BOXY
SILHOUETTES.
AUTHENTIC.
IMAGINATIVE.
INSPIRING.



time
LESS

THE ULTIMATE
BEAUTY AND
LEGENDARY STAR
APPEAL:
ARTISTIC HAIR
FASHION AS A
TRIBUTE TO ICONIC
PHOTOGRAPHER
PETER LINDBERGH.

[VIEW TRENDBOOK](#)



ICD AUSTRIA • PHOTO: INGE PRADER

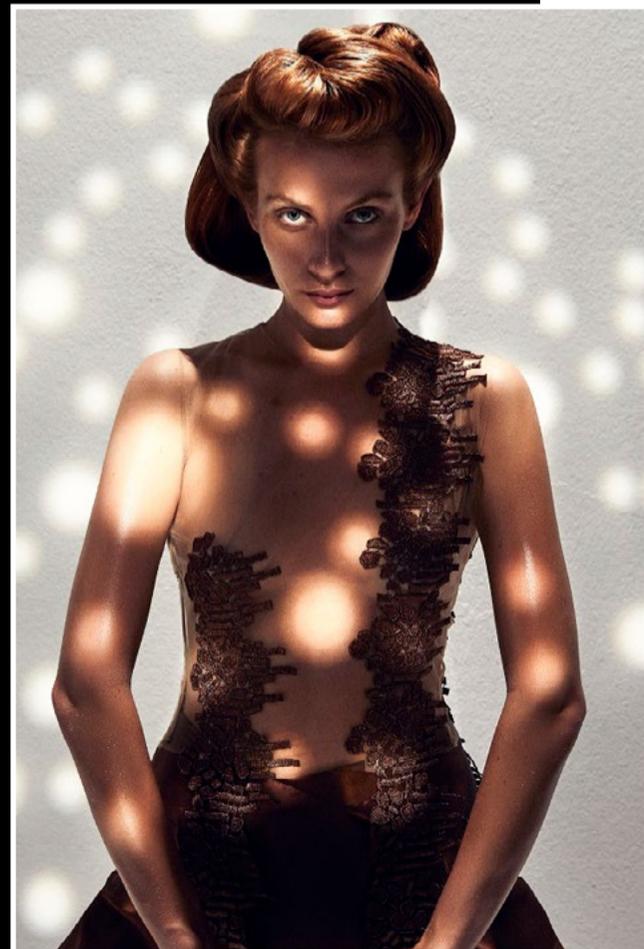
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NEW

**SHOW
YOUR NUDE
ATTITUDE**

#NUDELOOK
Ask your stylist

SPOTLIGHT



CELEBRATE INDIVIDUALITY: THE ART OF STYLING FOR INTOXICATING NIGHTS AND GLAMOROUS PARTIES.



COTY

IN CONVERSATION

WITH SYLVIE MOREAU, PRESIDENT, COTY PROFESSIONAL BEAUTY

SYLVIE MOREAU, WHO SITS AT THE HELM OF COTY PROFESSIONAL BEAUTY'S STABLE OF BRANDS SUCH AS WELLA PROFESSIONALS, OPI, AND GHD, SHARES INSIGHTS ON THE DIRECTION OF THE BUSINESS IN 2020.

Intercoiffure:

How is the salon professional industry doing from your perspective? Any shifts or trends that you and your teams are seeing?

Sylvie Moreau:

We're observing several interesting trends in the industry which guide our business strategies and how we support our customers.

First, it's no surprise that the salon business is evolving. Clients are more demanding and informed than ever, and with salon penetration in some countries flat or declining, some clients are choosing to spend more of their time and money on other beauty categories even though it can be argued that salons produce more visible results for a better value.

For salon owners it can be tricky. The costs of driving business are going up (wages, overhead, products) and in some markets legislation changes that drive up job security and transparency, but also the cost of labor (like in the UK).

Meanwhile exciting new business models like the rise independent stylists, on-demand platforms (Glamsquad), convenient blow dry or root bars, and online booking platforms (StyleSeat) are increasing.

The role of social media has evolved from a "nice to have" to a business must for salons and hairdressers. Instagram has become the new online portfolio of hairdressers around the world, changing how the market themselves and source new clients. On top, stylists are

embracing online learning more and more and instead of seminars like in the past, they see online platforms and social media as the first gateway to education.

Additionally, peer-to-peer connections are being driven on social, like on the Wella Professionals Global Hair Community on Facebook which has over 23,000 members from around the world, who connect daily answering each other's questions and sharing inspiration, under the watchful eye of community leader, Andrew Dunne.

Intercoiffure:

Given this context and evolution, what have been the recent innovations in Professional Beauty?

Sylvie Moreau:

Across all of our brands, we are committed to not only product innovation, but also innovating our services, how we use technology, how we build communities of hairdressers, and constantly adjusting and optimizing our business models to stay fresh and relevant. In the arena of product and service innovation we have several new developments.

On the heels of strong results on our relaunch of Wella Professionals Koleston Perfect ME+, we have just recently introduced new Illumina Color shades, and more interestingly two new services which build on the strong client interest in blonde tones and balayage-style highlighting. For Wella Professionals this means two new services:

Illuminage, an elegant and expressive way to detail and accentuate areas within the hair, giving clients softer transitions, luminosity and multi-tonal reflections with an ultra-natural sheer result from cool blonde to sublime brunette to gentle reds.

Brazilian Illuminage, was co-developed with Romeu Felipe, Wella Professionals Global Ambassador and the most famous Brazilian master of blondes. It's perfect for those that seek clarity and brightness. Accentuated contrast both frames the face and lengths of the hair with light while giving a seamless transition from a more natural root. Shadowed root with threads of brightness melt into enhanced lightness on the ends.

You may have also heard that 2020 marks Wella Professionals' 140th anniversary. This is a significant milestone for the #1 salon professional brand in the world, and we see this as a very special and unique opportunity to celebrate and say thank you to our Wella hairdresser community. They are the ones who make the magic happen, the ones who constantly Make Change. With that we have launched the **#140Changemakers** campaign, a search for 140 change making stylists in the hairdressing industry. Using the power of social media we are searching and selecting only the best for a special anniversary collection that will be shared in March of this year.

We have also recently launched a completely new brand. **weDo/ Professional** is a new eco-ethical brand, offering a range of vegan and cruelty-free products with up to 50% less ingredients than average and with 100% recyclable packaging. Co-developed with the scientists of the Wella Professionals haircare labs, and in collaboration with hairdressers, each product has been designed with professional performance in mind.

With the launch of weDo/ Professional we are tapping into growing consumer desire for products that perform, while having less impact on the environment. Launched first in the Fall of 2019 in Sweden, Norway, Denmark, and Finland, we've been incubating the brand there, gathering learnings, and refining our approach for how to unveil the brand across Europe in 2020 and eventually to the rest of the world.

On **ghd**, we also just recently introduced Helios, a new lightweight professional hairdryer with Aero-precis™ technology which drastically cuts blow-dry time, giving stylists and consumers ultimate styling control to achieve smoother results with 30% more shine.

Lastly, beyond product and service innovation we're also taking a new approach to professional relationship and community building.

Intercoiffure:

You mentioned Wella Professionals' commitment to Make Change. Can you tell us more?

Sylvie Moreau:

Wella's purpose, and the reason why we are here, beyond selling tubes of hair color, is to move the industry forward through the power of positive change. What this means for Wella is several things, specifically:

- Moving stylists' business forward by developing the best possible tools and materials to create changes clients will love
- Moving stylists' careers forward by giving them the skills they need to be a change maker, wherever they are in the world
- Moving the color category forward by pushing for new, better services and technologies to offer clients beautiful changes
- Moving the hairdressing profession forward by creating a network of passionate change makers, and championing them to the wider world

We see these brought to life each day in the efforts of our teams around the globe, who work to create the best possible products, services, education, and communications for our hairdresser and salon clients and most especially through our 140 Changemaker campaign.

Intercoiffure:

Any exciting news coming up in 2020?

Sylvie Moreau:

Looking back, these past three years we have cemented our position as the #2 global player in the professional beauty industry, proudly serving over 250,000 hair & nail salons in over 100 countries. Now looking ahead, 2020 will be a very special year for us. It will mark the 140th birthday of Wella Professionals, the cherished jewel of our portfolio, and the #1 salon professional color brand in the world. Next year we'll also celebrate the 40th anniversary of OPI, the #1 nail color brand in world, and the 20th of ghd, the leader in appliances.

One thing all these icons have in common is that they were not built in one day. They all have successfully withstood the test of time, an incredible 200 years combined. And now we are ready to write the next chapter on their future.

Back in October 2019 Coty announced a change in corporate focus to emphasize the fragrance, cosmetics, and skin care categories. Accordingly, the company concluded that the future growth opportunities of the Professional business lie increasingly outside Coty's strategic scope and has determined to explore strategic options, including divestiture, for the Professional Beauty business.

2020 will be a decisive moment for the future of our business. I am confident in our future. We have a strong business momentum, an iconic portfolio of professional brands, a robust innovation plan, and the strongest team in our industry.

Throughout this period of transition we'll remain fully committed to supporting our partners' businesses as well as focused on bringing innovation designed to better meet their needs and to fuel the growth of our industry.

We're truly excited about the opportunities that lie ahead of us and look forward to writing a new chapter in the history of this wonderful portfolio of professional brands.

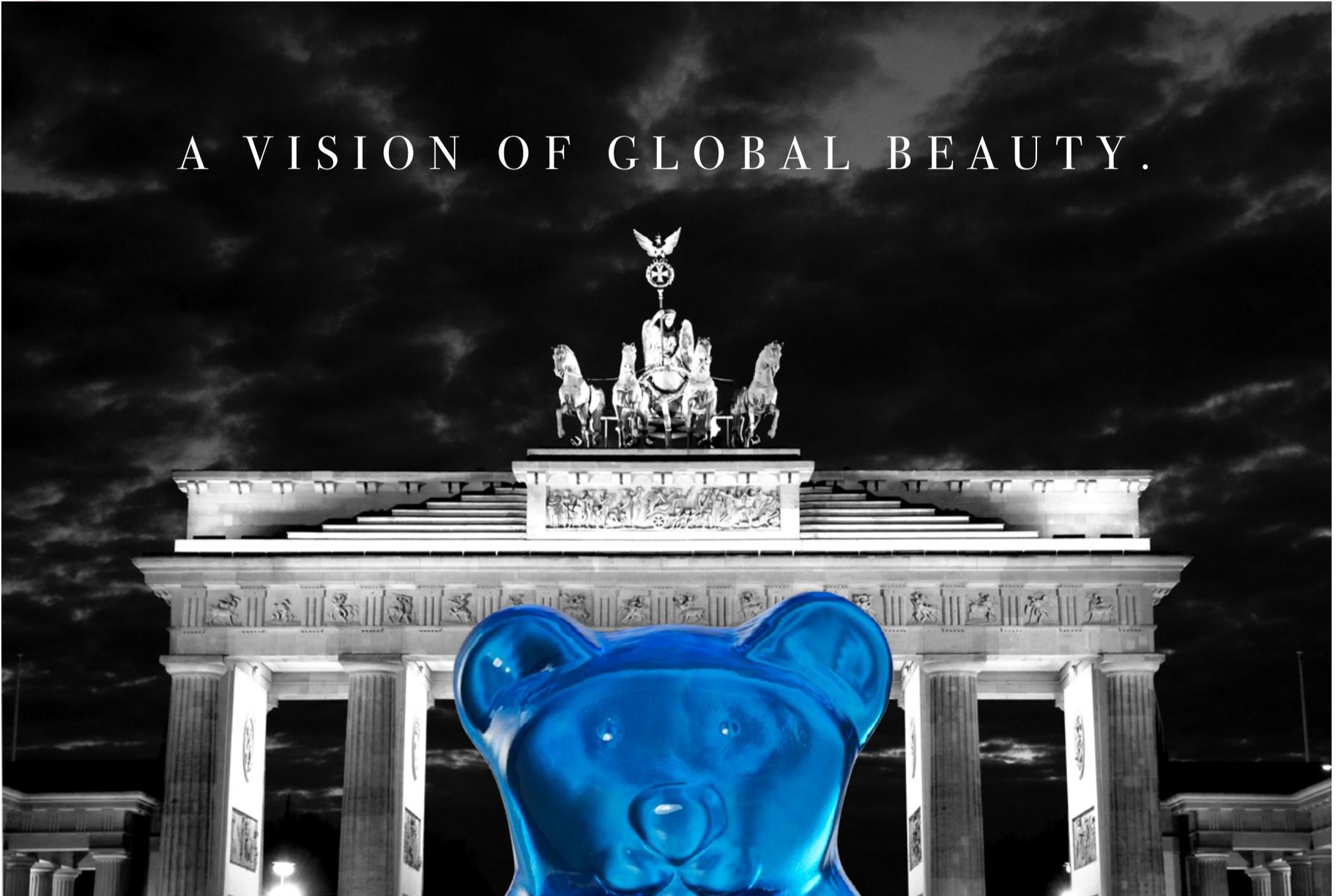


SYLVIE MOREAU

COTY

SAVE THE DATE

A VISION OF GLOBAL BEAUTY.



THE BEAR IS BACK
BERLIN JUNE 2021
23RD WORLD CONGRESS

Find Your Beauty **MILBON**



MILBON





intercoiffure

M O N D I A L

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NEW YORK · BERLIN

NEARLY **100** YEARS YOUNG

3.000+ MEMBERS, **12.000** SALONS

1.200.000 END CONSUMERS

100.000 STYLISTS WORKING
IN INTERCOIFFURE SALONS

**UNIQUELY VIBRANT WITH
MATCHLESS GLOBAL DIVERSITY**

PRESENT IN 50+ COUNTRIES

STILL GROWING



SPECIAL INGREDIENTS
ADVANCED TECHNOLOGY
VITAMINS

INVIGO

INVIGORATING CARE BLENDS. TIME TO RECHARGE.

WORLD CONGRESS



BERLIN
A WORLD CITY



30TH MAY - 1ST JUNE 2021

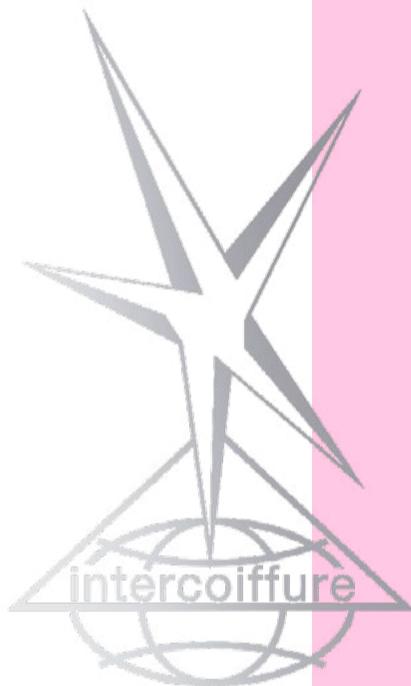
ARTS
HISTORY
KREATIV SPIRIT
UNDERGROUND EDGE
URBAN LIFESTYLE
VIBRANT NIGHTLIFE
CULTURE
STREETART
MAJOR FASHION CENTER

WHAT?

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after 20 years.



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Global
Conference in 1955
to Berlin 2000
Tokyo 2004
Rio 2008
Roma 2012
Osaka 2017
Berlin June 2021**



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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

Hair that's healthy and beautiful from any angle, inside and out—
—that's our approach.

verti music hall



VERTI MUSIC HALL

URBAN. YOUNG. STYLISH. BERLIN IS A VERITABLE EXPLOSION OF CREATIVITY. A PULSATING, LOUD, SLEEPLESS, CREATIVE DESIGN METROPOLIS. A HOTBED FOR START-UPS. THE PLACE TO BE FOR ARCHITECTURE. FASHION HOTSPOT. A WILD, UNTAMED CITY THAT LOVES NOTHING MORE THAN FREEDOM. AND, AS WE ALL KNOW, WONDERFUL THINGS COME FROM HAVING A SENSE OF FREEDOM. ALL THIS MAKES THE GERMAN CAPITAL THE IDEAL LOCATION FOR THE 23RD WORLD CONGRESS OF INTERCOIFFURE MONDIAL, WHICH WILL BE TAKING PLACE FROM 30 MAY UNTIL 1 JUNE 2021. THE INTERNATIONAL INTERCOIFFURE COMMUNITY WILL BE GETTING TOGETHER IN THE HIPPEST PART OF TOWN, FRIEDRICHSHAIN, AT THE VERTI MUSIC HALL. THE MAJOR EVENT OF THE HAIRDRESSING ELITE AND PROFESSIONAL HAIR COSMETICS INDUSTRY. "THE BEAR IS BACK!"

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SCALP. FEEL
ENERGIZED
HAIR.

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INSPIRED BY NATURE



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INDULGE IN PURE LUXURY AT FIVE-STAR HOTEL IN BERLIN



トップメッセージ

アデランスグループは 2018 年に創立 50 周年を迎えました。1968 年の創業以来、トータルヘアソリューション（総合毛髪関連）事業のリーディングカンパニーとして、経営ビジョン「グッドカンパニーの実現」を念頭に、常にお客様に喜んでいただける商品開発と心のこもった気配りに努めてまいりました。

そして、より多くの人々の毛髪の悩みの解決を図り、笑顔を増やしたい気持ちから、国内は元より、北米エリア、欧州エリア、アジアエリアにて、トータルヘアソリューション事業をグローバルに展開し、笑顔の輪を広げております。

私たちアデランスグループの最大の使命は、毛髪・美容・健康のウェルネス産業を通じて、世界中の人々に夢と感動を提供し、笑顔と心豊かな暮らしに貢献することです。その為に、更に経営指針であります、「ECSR※三方よし経営」を推進し、グループ一丸となって、「最高の商品」「最高の技術と知識」「心からのおもてなし」を追求し、そして世界中の方々へ貢献すべく「世界のブランドアデランス」を目指して鋭意邁進して参ります。

今後も引き続きのご支援、ご鞭撻を賜りますよう、お願い申し上げます。

※ES（社員やりがい）

CS（お客様満足）

CSR（企業の社会的責任・社会からの信頼）

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.



株式会社アデランス
代表取締役社長
グループ CEO
津村 佳宏

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

株式会社アデランス
代表取締役会長
ファウンダー（創業者）
根本 信男

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

Aderans

プロフィール

株式会社アデランスは、1968年の創業以来、
総合毛髪関連事業の発展に
貢献してまいりました。

経営理念

私たちアデランスグループの最大の使命は
毛髪・美容・健康のウェルネス産業を通じて
世界の人々に夢と健康を提供し
笑顔と心豊かな暮らしに貢献する事です

私たちが目指すもの
「最高の商品」
「最高の技術と知識」
「心からのおもてなし」

アデランスグループは世界 19 の国と地域に 68※社の
ネットワークでグローバルに事業を展開しています。

(2019年4月末現在)

※非連結グループ会社、休眠会社を含む



男性向け「ADERANS」、女性向け「レディスアデランス」、「FONTAINE」、
毛髪移植（ヘアトランスプラント）「BOSLEY」、男性・女性向けヘアシス
テム「HAIRCLUB」の5つのブランドを核に、ウィッグの製造販売、育毛・
増毛サービス、ヘアトランスプラント事業など、高品質な商品・サービスをグ
ローバルに展開しています。

Profile

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

Management Philosophy

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 68* companies
in nineteen countries overseas.

(As of April 30, 2019)

*Including non-consolidated companies and
dormant 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

INTERCOIFFURE GERMANY • PHOTO: ADRIAN BEDOY



HOMMAGE TO BERLIN

A DECLARATION OF LOVE TO HAIRDRESSING
A COMMITMENT TO FASHION



“Berlin cannot be tied down to one style. Berlin isn’t black or white. It is vibrant and multifaceted. And these many different sides are what set the city apart: from individual, extravagant, creative and always different to wild, full of contrasts and sometimes chaotic.”





72^H
ANTI-FRIZZ*

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NOURISH AND NURTURE YOUR UNIQUE CURLS

OUR BEST RANGE FOR LONG-LASTING CURL DEFINITION

#FREEYOURCURLS



*EMI Fresh Up

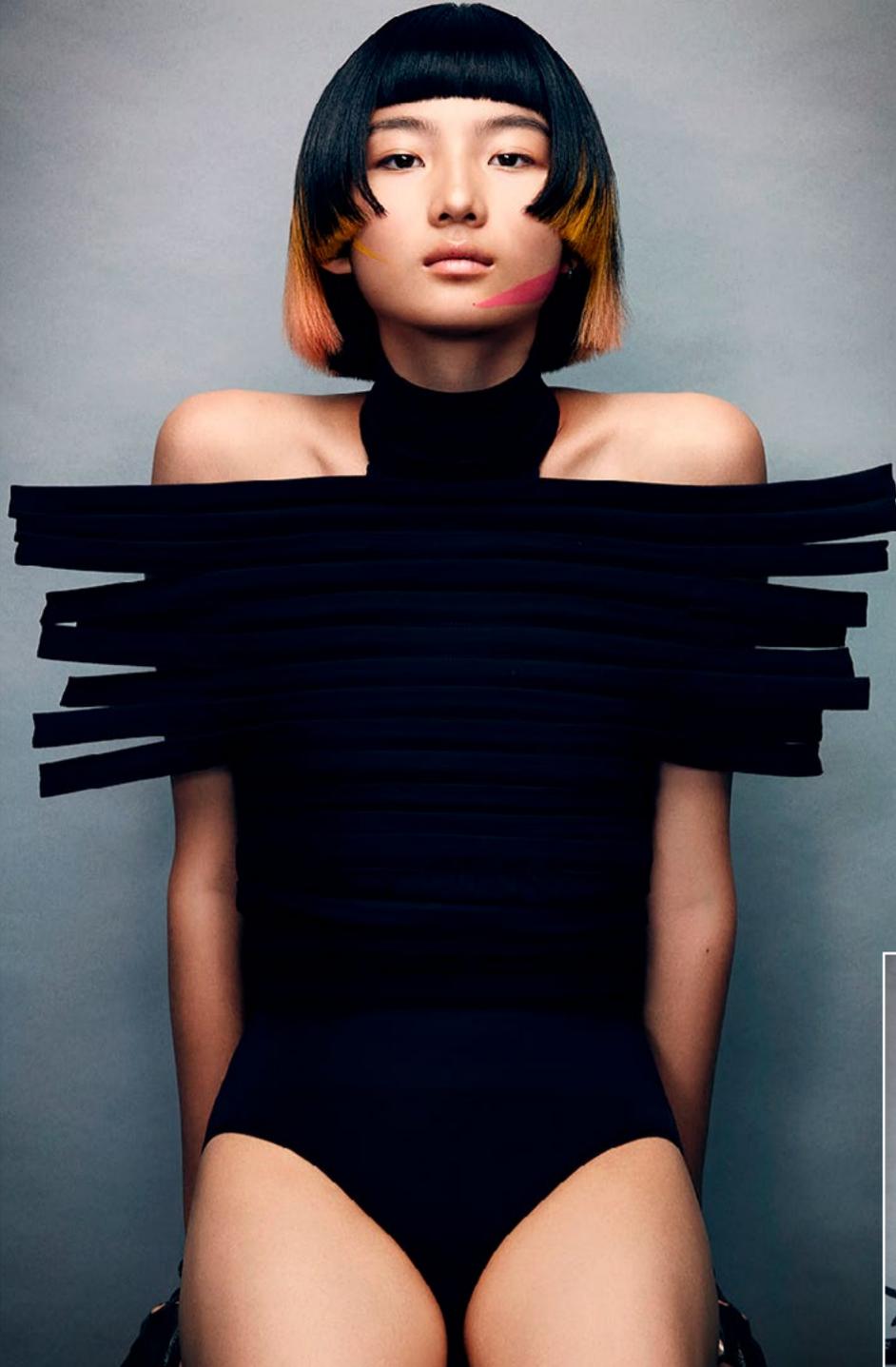
EDGY EDITORIAL
GLAMOUR,
MESSY
TEXTURES,
EXTRAVAGANT
ACCESSORIES.



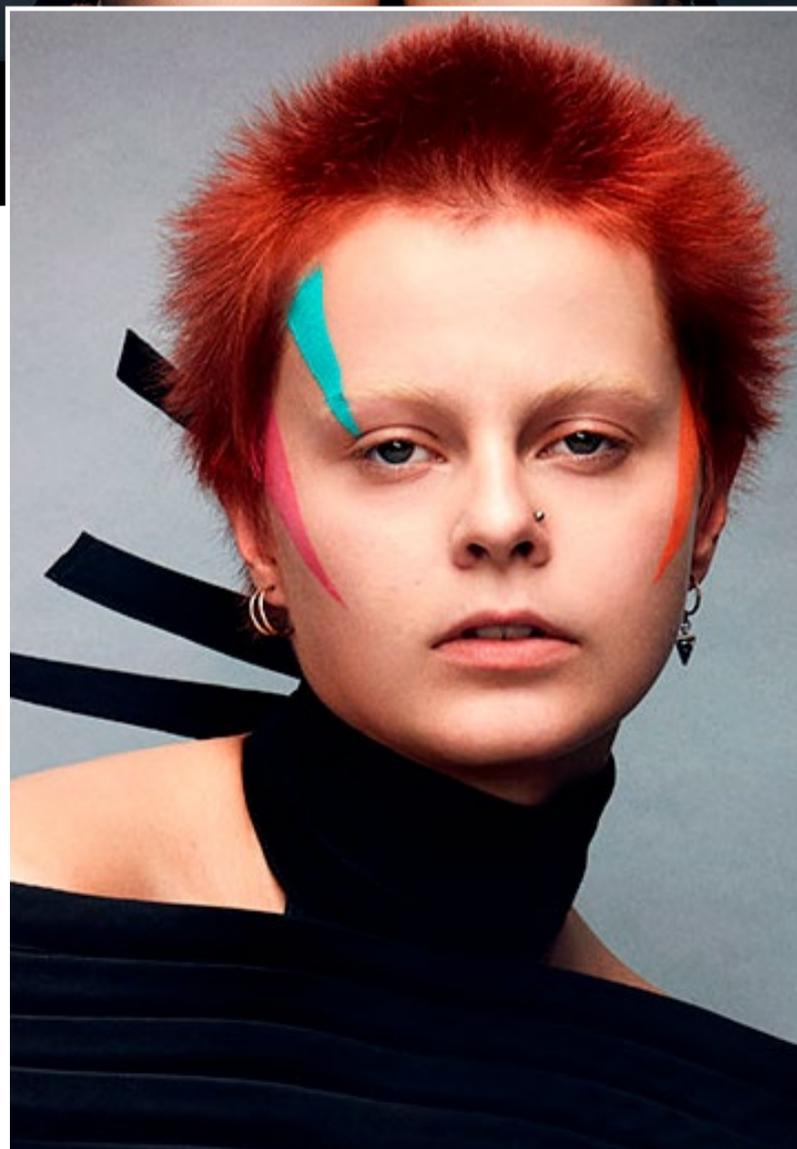
HIROYUKI OBAYASHI / JAPAN

GEISHA STYLE

A C C E S S O R I E S



JAN HOLCK / DENMARK



PURE MINIMALISM. LOOKS THAT STRIKE THE BALANCE BETWEEN EDGY FINISHES, BOLD TEXTURES AND VIBRANT COLOURS AND PERFECTLY ILLUSTRATE THE BLENDING OF TREND STYLES WITH NEW CUTTING TECHNIQUES.

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with an unforgettable sensory experience.

True beauty comes from within, when the soul is at peace —
With YUME SPA, your valued customers will experience
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Y U M E S P A

Dream Shampoo



YUME ESPOIR
shampoo chair

Offers your customers
unmatched comfort



YUME STOOL

Affords hairstylist complete
freedom of movement



SPA MIST II
microscopic mist processor

Offers complete control over
mist temperature and quantity



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RECYCEL

VIEW TRENDBOOK



A
hark back to
the 60s and 70s. An
innocent fairy tale of
beauty with asymmetrical
lengths, crispy textures
and half up-dos.

PRO LONGER

PROFESSIONAL TREATMENT FOR LONGER, THICKER, BETTER HAIR



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PROFESSIONNEL
PARIS

JoY

INTERCOIFFURE INTERBEAUTÉ BRAZIL • PHOTO: DOUGLAS MOREIRA



COLOUR CLASHES ARE COMBINED WITH AN EASY-GOING URBAN STYLE AND FLUID CURLS.

Spice up your style with rainbow hair colours. Monochrome looks are also upping the fashion ante.

[VIEW TRENDBOOK](#)



ICD ROMANIA / PHOTO: CATALIN MUNTEAN

RAINBOW

[← BACK TO CONTENT](#)
ICDMAGAZINE 38

KRISTINA KERESZTES / ROMANIA • PHOTO: DANI DRAGOESCU

UNVEILING FLAPPER



DRAMA QUEENS. VIVID, SATURATED COLOURS AND VOLUMINOUS TEXTURES ARE GUARANTEED TO TURN HEADS.

[◀ BACK TO CONTENT](#)





ACHIEVE THE ULTIMATE
BLONDE EXPRESSION
IN ILLUMINATED CONTRASTS
INTRODUCING
BRAZILIAN ILLUMINAGE
FROM WELLA PROFESSIONALS

Wella Professionals continues to advance product innovation and offer exclusive state-of-the-art premium salon services with the launch of its 2 new services **ILLUMINAGE** and **BRAZILIAN ILLUMINAGE** co-developed with Wella Professionals Global Ambassador Romeu Felipe. From soft and natural with ILLUMINAGE to bold sweeping panels with BRAZILIAN ILLUMINAGE, these services take the blonde aesthetic to the next level as premium salon services that build on the current trend of balayage. ILLUMINAGE details and accentuates areas within the hair to create naturally blended highs and lows. It's all about a luminous result. BRAZILIAN ILLUMINAGE creates a shadowed root with threads of lightness to blend into brightened ends. Allowing clients to stay true to their roots while celebrating lightness, BRAZILIAN ILLUMINAGE frames the face beautifully to offer the perfect service for those that seek clarity and brightness.

Embracing the popularity of balayage and blonding services that continue to evolve and grow, Wella Professionals presents the brand's new color movement: from "Balayage to Illuminage," taking balayage into the light as it advances the lightening and toning services with a diverse color palette. Featuring an array of light and natural shades, the varied color palette ensures stylists are fully equipped with the inspiration and knowledge needed to achieve the most beautiful blondes. The palette focuses on subtle pale shades complimented by natural deeper tones to allow stylists to explore the opportunities in multi-dimensional color results, much like Illuminage. From bright blondes and peachy tones, to darker brunettes and fun silvers, the color palette offers a wide range of colors for stylists to play with and combine in order to achieve looks inspired by this season's color movement. On the crest of its new brand purpose 'make change', Wella Professionals extends an invitation to stylists to discover this season's new color movement, showcasing the broad ways in which to lighten and tone a client's hair. This semester's manifesto is: "Don't just color hair, illuminate it."

The mastermind behind ILLUMINAGE and BRAZILIAN ILLUMINAGE is none other than the man renowned worldwide for inspiring an evolution in blonde hair coloring. **Wella Professionals Global Ambassador Romeu Felipe** takes balayage to a new and exciting level of natural luminosity. As a continuum to the elegant and soft transitions of ILLUMINAGE, BRAZILIAN ILLUMINAGE now allows you to choose a

strong, extrovert face-framing for a more expressive illuminated contrast. Felipe is the creator of the 'ICONIC BLONDE' of some of the most famous Brazilian celebrities and is an expert in creating unique color techniques that enhance the natural beauty of salon clients. His devotion to such inspirational approaches to color and his unique craftsmanship continues to inspire the best techniques and products to ensure a client's reassurance for the perfect desired result.

Lightening is at the forefront as stylists create expressive illuminated contrast with the stunning signature looks of BRAZILIAN ILLUMINAGE. To coincide with the launch of BRAZILIAN ILLUMINAGE, Wella Professionals introduces **BLONDORPLEX** in Spring, the perfect tool to allow stylists to elevate their craft. The multi award winning Blondor lightening powder is now boosted with the magic of bonding WellaPlex technology. Wella first launched Blondor powder in 1933. Since its inception, Wella has continuously upgraded the line up decade after decade offering a full stream of innovations to improve the lift performance of Blondor with the constant attention to minimize hair damage. Almost one hundred years later Blondor launches BLONDORPLEX now pre-mixed with WellaPlex technology and creates 97% less breakage* when it is used with Wellaplex N2*. Combining the powerful benefits of the BLONDORPLEX technology with the expertise of Romeu Felipe, there is no longer the fear of damage thanks to BLONDORPLEX followed by Wellaplex N2 for no compromise on lift. As a result, Wella Professionals continues to uphold their reputation as the authoritative voice of color.

BRAZILIAN ILLUMINAGE consists of a 3-step color service:
1. Lighten with BLONDORPLEX and use ILLUMINAGE high-light papers for application and development. This enables precision application.
2. Shadow the root in your second step.
3. Tone or gloss with Illumina Color in your third step (Color Touch is recommended for curly hair).

Stylists can wow their clients with BRAZILIAN ILLUMINAGE while combining the powerful benefits of BLONDORPLEX to relish in the growing popularity of blonde looks. Attractive and aspirational, being blonde has stood the test of time and as ILLUMINAGE and BRAZILIAN ILLUMINAGE demonstrate, will continue to endure as a staple in the world of hair and beauty.

*When using Wellaplex n.2 with Blondorplex, vs Blondorplex alone

FOR ADDITIONAL INFORMATION ABOUT WELLA PROFESSIONALS, PLEASE VISIT WWW.WELLA.COM



FG AUSTRALIA



Plaited

BRAIDS ARE BEAUTIFUL.
ARTWORK STATEMENTS
WITH VERSATILITY
IN THE TEXTURE
AND FINISH.

N'AYEZ PLUS PEUR DE LA CHUTE

KÉRASTASE

PARIS

NOUVEAU
GENESIS

SOINS DOUBLE-ACTION
ANTI-CHUTE CAPILLAIRE



PINK LEMONADE



HAPPY HAIR! THERE'S NO END TO THE CREATIVE POSSIBILITIES HERE. ACROSS MULTIPLE COLOUR SPECTRUMS, PINK LEMONADE IS SWEET, EXCITING AND EVOKES MEMORIES OF SUMMERTIME.

SUBLIMIC

Hair Beauty From Within

SUBLIMIC supports the self-restorative functions of hair and scalp, restarting your body's own ability to regenerate its original state of beautiful hair and scalp.





SOL DE PARIS



BE EXTRAVAGANT, BE YOUNG, BE FLIRTY. BOLD COLOURS, EDGY STYLING AND COOL CUTS ENABLE EVERYONE TO EXPRESS THEIR UNIQUENESS.

[VIEW TRENDBOOK](#)

[← BACK TO CONTENT](#)





Sylvie Moreau

WELLA PROFESSIONALS UNVEILS INNOVATIONS SET TO SHAPE THE FUTURE OF THE AUGMENTED HAIR SALON EXPERIENCE

THE COMPANY ANNOUNCED PLANS TO ROLL OUT THE SMART MIRROR AND COLOR DJ TECHNOLOGIES INTO SALONS IN 2020. WE CAUGHT UP WITH COTY PROFESSIONAL BEAUTY PRESIDENT, SYLVIE MOREAU ABOUT THESE NEW DEVELOPMENTS AND WHAT THEY MEAN FOR THE INDUSTRY.

Intercoiffure:

For the second year in a row, Wella Professionals was present at the Consumer Electronics Show (CES) in Las Vegas, showcasing new developments in smart salon technology. Can you tell us more?

Sylvie Moreau:

Creating value and elevating the hairdressing industry globally is at the heart of Wella Professional's mission to Make Change, and a sincere passion of mine and the whole teams. We've tapped into the expertise of our digital innovation leaders to identify several ways in which we can support our salon and hairstylist customers.

The first, is the already award-winning Smart Mirror, developed in partnership with CareOS, which enhances the hair color experience from consultation to aftercare with live augmented reality (AR) hair color try on, facial recognition that enables the retrieval of past looks, and 360° video capture to view the hair at every angle.

The second, is with Color DJ. First launched in 2018, it is a world-first in salon devices giving hairdressers the power to create for their clients ultra-personalized color masks. With over 60 billion color combinations possible, in addition to personalized levels of conditioning properties and fragrance, salon clients walk away with a bespoke, take-home product completely tailored to their needs.

Technologies such as online booking and salon management solutions complement the Smart Mirror and Color DJ to allow salon owners to give their clients a 360° digitally enabled experience.

Intercoiffure:

When can we expect to see these innovations in salons?

Sylvie Moreau:

We'll be using 2020 to build our foundation, launching in a number of salons to help build the business model. The platform is powered by CareOS, allowing us to aggregate services and information from many sources and to help empower hairdressers and salon owners to more efficiently manage their business – not to mention, offer new & innovative services to their clients.

Intercoiffure:

How do you see these advancements driving the professional hair business?

Sylvie Moreau:

Our brands have a deep heritage in supporting the salon industry, and the launch of the Wella Digital Salon Platform reimagines that support in the digital age. These innovations speak to our commitment to advance the experience of hairdressers and salon clients. These are not one-off gimmicks they are mainstream changes which will future-proof and help drive growth of the salon professional industry, something we are incredibly committed to!

KEY FEATURES OF THE SMART MIRROR INCLUDE:

- Live AR hair color try on that allows real-time visualization of color in the mirror during the consultation phase of a client's salon visit;
- Facial recognition technology that enables the retrieval of past looks and services, helping the stylist to better serve their client with a highly personal experience across several visits;
- Curated feed of content, including trending and classic looks, to allow the client to browse for inspiration;
- 360° video capture of the hair at every angle allowing for a better appreciation of the result, without the need to use another mirror. These images can also be shared on social media;
- Connected mobile application, allowing stylists to stay in touch with their clients in between visits. Clients can also access the platform from anywhere to connect with their stylist, get product recommendations, personalized tips and trends or schedule their next appointment; and
- Touchless technology that responds to swipe hand gestures enabling a seamless experience.

KEY FEATURES OF COLOR DJ INCLUDE:

- Couture Color: 5 Pure chromatic pigments (green, yellow, orange, red & Magenta) are mixed to create long lasting color reflections
- Customized fragrance: 3 enchanting fragrance options can be added: Sicilian Bergamot, Marrakesh Woods, Hawaiian Orchids
- Customized care: Adjustable moisturizing levels, from 0 to 3 shots, give a smooth hair feel, even for fine hair

Coty developed this experience in partnership with CareOS, makers of a digital health and beauty platform that works naturally into daily routines. It makes the best possible use of time spent in front of a mirror to improve well-being by organizing and enhancing information from connected devices, digital services and CareOS' own AI.

ICD HONG KONG /
MACAO

CUT+ color



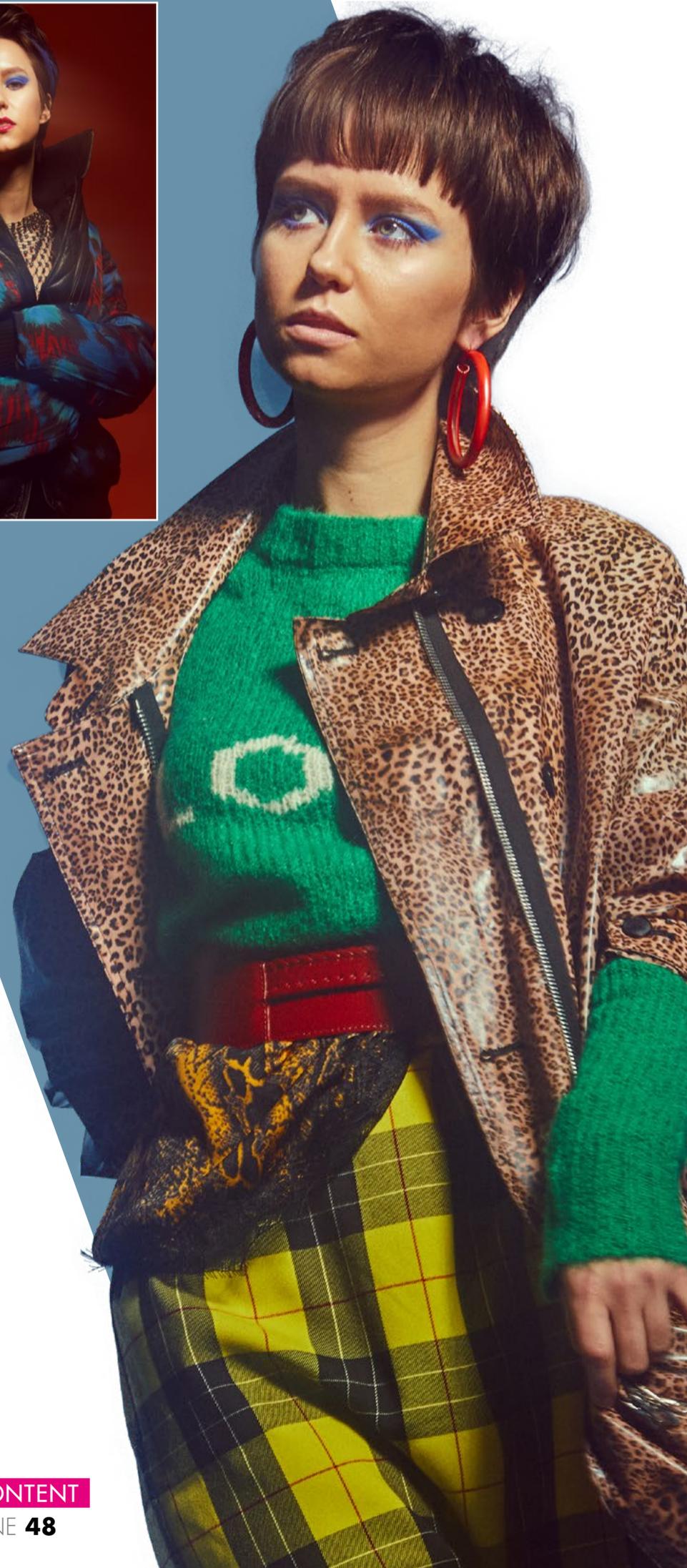
ICD HONG KONG & MACAU • PHOTO: CHING YUEN WAH

AN 80S GLAM
REVIVAL
GLIMMERS
THROUGH THE
URBAN JUNGLE:
ALWAYS FUN
AND CHARMING-
LY BOYISH WITH
IRRESISTIBLE
FEMININITY.

"FLARE"
THE COLLECTION



SASCHA HIRTSGAARD • DENMARK PHOTO: RASMUS LUCKMANN



Waves of light. A burst of bright flames. Dazzling, cold blonde, precious gold. Clean cuts with ultramodern colour effects.

LASH & BROW STYLING by RefectoCil refectocil.at

*Browista
tip:*

For a fresh kick,
mix RefectoCil **Deep blue**
1:1 with the respective
lash tint.

*My Super
power!*

As a certified **Browista*** by RefectoCil I only need the record time of 13 minutes to create a dramatic look. **Eyelash Lift** fans out the lashes and lifts them up. Deep Blue, Blue Black or Pure Black create the **type-matching colour nuance**. Lasts up to 6 weeks. Smudge- and waterproof.

Eyelash Lift with caring ingredients

• **Collagen:** A structural protein that wraps the hair, binds moisture and prevents it from drying out.

• **Cysteine:** An amino acid. Protects and strengthens the sensitive hair roots. It develops keratin that supports hair growth.

* Definition **Browista**
by RefectoCil
noun [C] /brau.is.ta /
phantasy word derived
from *Fashionista/Barista*.
A brow & lash styling
expert after completion of
a RefectoCil Masterclass.

Find more information
under refectocil.at



VINTAGE INSPIRED ROMANTIC

GERHARD MAYER / AUSTRIA • PHOTO: PAUL STAJAN



GLAM ROMANTICISM.
EXPERIMENTS WITH STRUCTURE.
TRADITIONAL BRAIDS
MEET WAVY HAIR AND CHIGNONS.

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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 2020, 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 2020. 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
2020**



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own world.
Be different.**

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BEST SALON INSPIRATION



FASHION GLAM



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C MEXICO COLLECTION CITY



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— FEATURING TELENOVELA ME ABOUT IT

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Shop these **NEW** shades in GelColor, Infinite Shine, Nail Lacquer, and Powder Perfection



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O.P.I

LIVING COLORS

[VIEW TRENDBOOK](#)



INTERCOIFFURE INTERBEAUTÉ BRAZIL • PHOTO: DOUGLAS MOREIRA

SUNSHINE MAKE-UP. LIKE A BEAUTIFUL BUTTERFLY IN PASTEL, CORAL RED AND YELLOW. EXPRESS YOURSELF-CONFIDENCE AND TRUE NATURE.



weDo/
PROFESSIONAL

NATURAL OIL

HAIR & BODY OIL ELIXIR 99.4% NATURAL ORIGIN
MINIMALIST FORMULA BORN IN
PROFESSIONAL HAIRCARE LABS
FORMULATED WITHOUT SILICONES AND ARTIFICIAL OILS
WITH ECOCERT CERTIFIED MACADAMIA OIL
DERMATOLOGICALLY TESTED
100% RECYCLABLE GLASS BOTTLE WE DO / TRIGGERS
COLLECTIVE ACTIONS TO CREATE A HAPPIER,
HEALTHIER AND MORE SUSTAINABLE WORLD
LET'S ACT KIND TOGETHER AT WEDOACT.COM

100 ml e

Cruelty Free
INTERNATIONAL

Vegan

ADVANCED PERFORMANCE HAIR NATURALS*



100% recyclable



Professional performance



Minimalist formula



Cruelty-Free

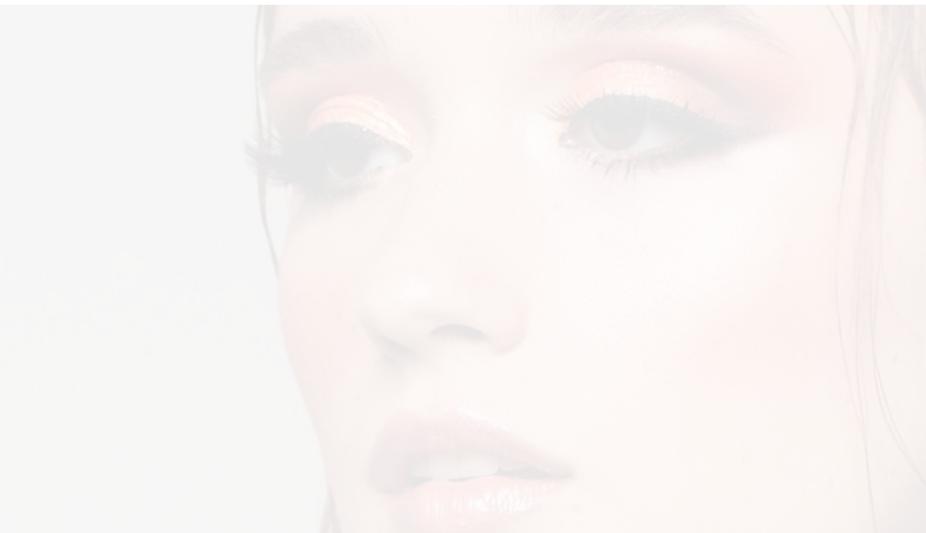


Vegan

 wedo_act

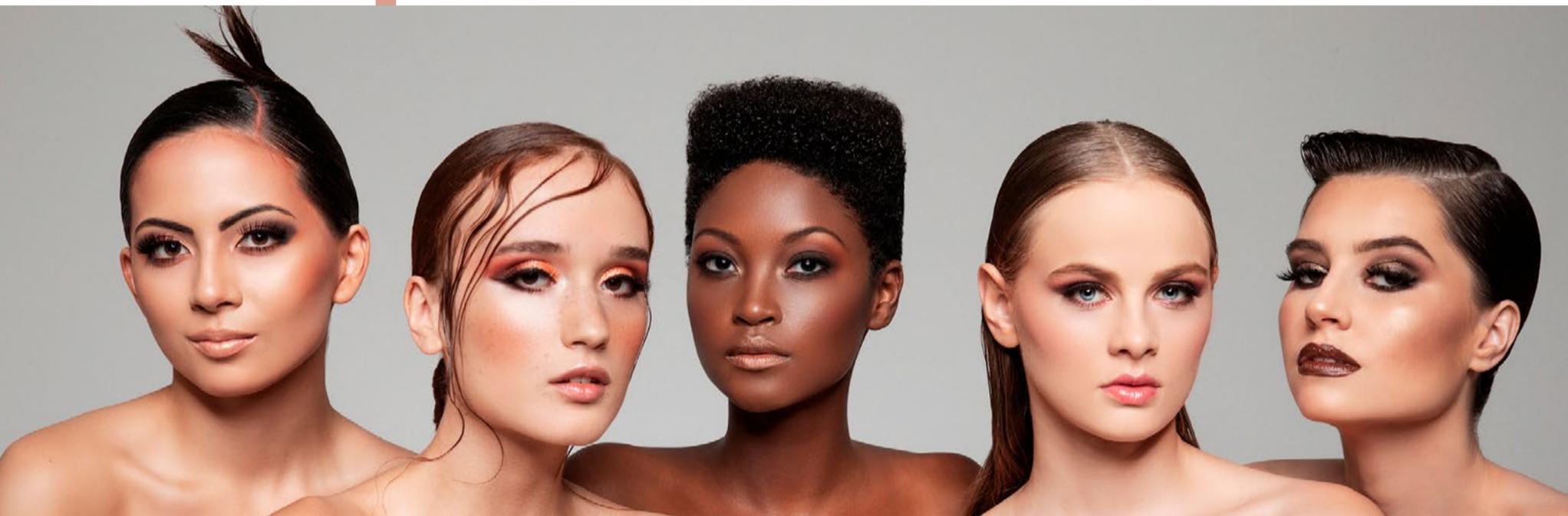
weDo/
PROFESSIONAL

*from 93% to 99.7% natural origin depending on products



[VIEW TRENDBOOK](#)

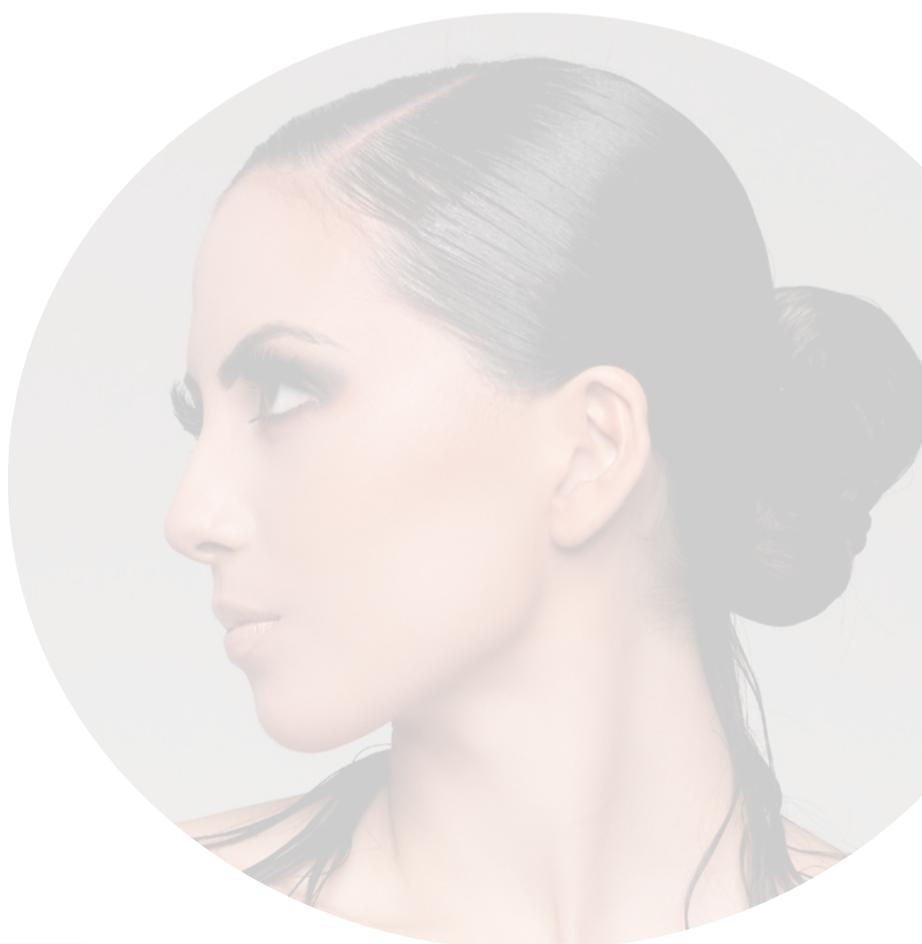
NATURAL BEAUTY



INTERCOIFFURE INTERBEAUTÉ BRAZIL • PHOTO: DOUGLAS MOREIRA



BACK TO
BASICS.
FASHION IS
BLOWING IN
THE BREEZE.
SHAPES,
COLOURS
AND
STYLING
EXUDE AN
AESTHETIC
APPEAL.



O·P·I

GEL COLOR

Try the Full OPI GelColor System Today.

UP TO 3 WEEKS OF SHINE-INTENSE WEAR
& STAY-TRUE COLOR.



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GEL COLOR SYSTEM

UP TO 3 WEEKS
OF WEAR

CLIENT LOYALTY
& PROFIT



=



=



PUNK STYLES

LIKES FOR NEON
BRIGHTS. PINK
FOR PUNK STYLES.
A DREAM OF
FASCINATING
CONTRASTS.



CRISTINA MIHUTIU / ROMANIA • PHOTO: FLORIANA ASTILEAN

Aderans



ROMANTIC WHITE



THE ATTRACTION OF OPPOSITES: SHORT CUTS WITH A REBELLIOUS STREAK. WAVES ARE FALLING IN LOVE WITH REDHEADS AND BLONDES. FOR THE ELEGANT, MODERN WOMAN.

BERT DE ZEEW / NETHERLAND • PHOTO: DIWO DE KKOCK

Introducing weDo/ Professional

THE NEW
ECO-
ETHICAL
BRAND OF
ADVANCED
PERFOR-
MANCE
HAIR
NATURALS

weDo/ Professional is a new eco-ethical brand, offering a range of vegan and cruelty-free products with up to 50% less ingredients than average* and with 100% recyclable packaging. Co-developed with the scientists of the Wella Professionals haircare labs, and in collaboration with hairdressers, each product has been designed with professional performance in mind.

The weDo/ Professional journey was started by a small group of passionate beauty insiders who had the unique chance to start a new brand from scratch. With the freedom to translate their convictions about environmental sustainability into a full-fledged offering that resonated with their peers, weDo/ Professional was born. The brand has now become the unofficial “eco lab” of Coty Professional Beauty, sharing knowledge and pushing for positive change across the entire company.

Of the new launch, Coty Professional Beauty Chief Marketing Officer, Laura Simpson, says, “With the launch of weDo/ Professional we are tapping into growing consumer desire for products that perform, while having less impact on the environment. Not only have we developed a consolidated range of products that push the boundaries on the industry’s natural and ethical standards, but we aim to be as transparent as possible on where we have room for improvement, and where we wish to do better.”

The weDo/ Professional lineup offers 14 products, including 4 multi-purpose hybrid products for hair and body:

RINSE-OUT

- **Light & Soft Shampoo****: a lightly moisturising low-foam shampoo for fine hair, 300ml
- **Light & Soft Conditioner****: a lightly moisturising conditioner for fine hair, 250ml
- **Light & Soft Mask****: a moisturising mask for fine hair, 150ml
- **Moisture & Shine Shampoo***: a moisturising low-foam shampoo for normal or damaged hair, 300ml
- **Moisture & Shine Conditioner***: a moisturising conditioner for normal or damaged hair, 250ml
- **Moisture & Shine Mask***: a nourishing mask for normal or damaged hair, 150ml
- **No Plastic Shampoo**: a solid shampoo bar, 80g

LEAVE-ON

- **Moisturising Day Shift**: a moisturising hair and hand cream (hybrid), 90ml
- **Nourishing Night Shift**: a nourishing overnight hair cream, 90ml
- **Natural Oil**: a hair & body oil elixir (hybrid), 100ml
- **Detangle****: a detangling spray, 100ml
- **Scalp Refresh****: a refreshing scalp tonic, 100ml
- **Protect Balm**: a hair ends and lips balm (hybrid), 25g,
- **Spread Happiness****: a scented hair and body mist (hybrid), 100ml

* According to INCI list

** Formulated with naturally activated Ecocert-certified ingredient: Fermented Bamboo Leaf Water
Formulated with naturally activated Ecocert-certified ingredient: Fermented Rooibos Leaf

Two new technologies were developed by the weDo/ Professional team, which are particularly efficient in conditioning hair. The first is a sulfate-free cleansing technology that makes shampoos particularly gentle, with a low level of natural origin surfactants, leaving the scalp at an optimal pH. The second, a silicone-free coating technology found in weDo/ Professional conditioners and masks, formulated with olive oil derivatives that act as natural-origin conditioning agents, to naturally envelop the hair fiber.

Being an “eco-ethical” brand, weDo/ Professional looks at a set of environmental, animal, and human impact standards with an objective of being as good as possible, while simultaneously remaining honest and transparent about when certain goals are still beyond reach, but in development.

weDo/ Professional is proud to be 93 to 99.7% natural origin, vegan and cruelty free. More specifically the brand is:

- Certified as vegan by The Vegan Society
- Certified as cruelty-free by Cruelty Free International
- Dermatologically tested, formulated without sulfates, silicones, or artificial dyes
- All scented products have a special designed fragrance with an extremely low level of allergens

In addition, we are proud to source our murumuru and cupuacu butters, which are used to moisturize and nourish the hair fiber, from direct suppliers certified by Union for Ethical Bio-Trade (UEBT). These ingredients are ethically sourced from the Amazon rainforest and are only harvested for the amount needed with a benefit sharing program in place for the local community supported by the ingredient supplier.

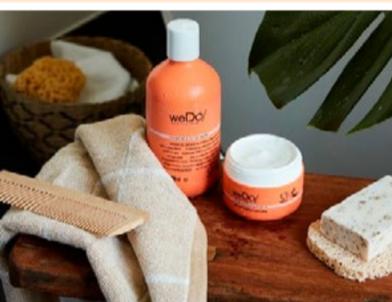
weDo/ Professional packaging follows the concept of the circular economy with recycled and recyclable material:

- All weDo packaging is designed to be 100% recyclable in industrial facilities
- Tubes are made with 50% post-consumer recycled plastic
- Bottles are made with 75% to 94% post-consumer recycled plastic.
- All jars available at retail are made with 53% to 56% post-consumer recycled plastic.
- Any outer packaging is made with 100% recycled cardboard, which is also FSC certified.

weDo/ Professional is on a mission to help people transition to a happier and more sustainable lifestyle, for a more beautiful self and a more beautiful planet. As of launch, the #TogetherWeDo campaign acts to invite and inspire individuals to join the movement by transforming good will into concrete actions that will effect positive change.

The brand has been lucky to meet like-minded personalities along its creative journey, both from the professional and sustainable worlds. Personalities and influencers that share a common vision and who are partnering with the brand in different ways include: Moa Murderess (@moamurderess), Natali Fikas (@allthecutethings), Chloe Tesla (@chloetesla), and Coty Professional Global Ambassador, Rossano Ferretti (@rossanoferrettiofficial).

Launching first in Sweden and across the Nordic region, weDo/ Professional will be available in top salons and retailers, as well as through wedoact.com, arriving to other European countries and the US in 2020. Follow the brand on Instagram at @wedo_act and #TogetherWeDo.





ICD EVENTS
AROUND
THE WORLD

ICD EVENTS

WINNER OF INTERCOIFFURE
YOUNG TALENTS CATEGORY FOR
CABELO&CIA MAGAZINE AWARD

CHINA



CHINA TRENDBLAST

ONE-MINUTE FASHION FORECAST: DURING THE 11TH CHINA INTERNATIONAL HAIR FAIR & 2019 SALON SHOW IN AUGUST, ICD CHINA CELEBRATED ITS NATIONAL TRENDBLAST COMPETITION WITH A GREAT ACCOMPANYING LINE-UP. AS WELL AS EDUCATION FOR LIFE OPENING AND DONATION CEREMONIES, IT ALSO FEATURED IMPRESSIVE SHOWS BY ICD MONDIAL PRESIDENT KLAUS PETER OCHS, ICD SINGAPORE AND, OF COURSE, THE HOST ICD CHINA.



PHOTO: : DOUGLAS MOREIRA

BRAZIL

JANAINA GONÇALVES

is the winner of Young Talents Category's the biggest beauty award in Latin America.

ICD GERMANY FESTIVAL

INTERACTIVE, INNOVATIVE, INSPIRING – ATTENDED BY AROUND 350 GUESTS, ICD GERMANY CELEBRATED ITS SECOND INTERCOIFFURE FESTIVAL AT THE ZEHE ZOLLVEREIN IN ESSEN, GERMANY, A FORMER COAL-MINING FACILITY. THE MOTTO OF THE EVENT WAS “TRADITION IN THE AGE OF BIG DATA”. IN FASCINATING SESSIONS AND TALKS, THE COMMUNITY JOINED THE EXPERTS TO DISCUSS HOW THE HAIRDRESSING TRADE SHOULD POSITION ITSELF IN THE DIGITAL ERA.



GERMANY

INITIATED BY THE FONDATION GUILLAUME AT THE HOUSE OF NATIONS, A CONTEST WAS HELD AT THE HEAD-QUARTERS OF INTERCOIFFURE MONDIAL IN PARIS FOR THE ASPIRING YOUNG GENERATION. THE TASK WAS TO CREATE A TOTAL LOOK AND THEN SHOWCASE IT AT THE PRESENTATION AFTERWARDS. THE WINNER WAS DYLAN CATTEAU. AND HIS PRIZE? A TWO-DAY SEMINAR AT ALEXANDRE DE PARIS.

BULGARIA

SHOWTIME

ICD BULGARIA INVITED GUESTS TO THE XII INTERNATIONAL HAIR AND BEAUTY FESTIVAL IN SOFIA – A SUPERB WEEKEND WITH FANTASTIC PERFORMANCES, AN IMPORTANT COMPETITION IN THE CATEGORIES CUT AND STYLING, AND A GALA EVENING. COSMIC GLAMOUR AND FUTURE AVANTGARDE WERE SHOWCASED ON THE STAGE WITH ARTISTIC UP-DOS AND UNUSUAL DRAPING.



PARIS

intercoiffure



TREND**blast**

May 10th 2020

Intercoiffure Fashion Day

Théâtre de la Tour Eiffel
4, Square Rapp 75007 Paris

&

Boat Party

on the River Seine



intercoiffure

MONDIAL
PARIS · TOKYO · LONDON · ROMA
NEW YORK · BERLIN

FASHION PROGRAM

Théâtre de la Tour Eiffel

12.30pm open doors

1pm - 2.15pm TRENDblast finalists on stage

12 international artists inspired by our four trends especially designed for the competition will present on stage their work.

YOU will decide on the winner of each category!!

2.30pm - 3pm Fondation Guillaume
THE 4 SEASONS

3pm - 3.45pm Intercoiffure World Academy
KNOWLEDGE is our SUCCESS

4pm - 4.30pm ICD Ukraine 20 years anniversary
TRENDENERGY

4.30pm - 5pm Masters on stage
TRENDblast interpretation by the ICD World Fashion Directors

**PUNKS
NOT DEAD**



**After
Midnight**

DEFINE ME(N)

BOAT PARTY

Escale Debilly-Trocadéro

7.30pm - 8pm Boarding

8pm - 11.30pm Intercoiffure Spring Celebration
Cruise on the Seine & Boat Party with DJ
Finger food & drinks included

L'ORÉAL
Professional Products

WELLA
PROFESSIONALS

Aderans

MILBON

Hairdreams
THE ART OF HAIR CREATION

RefectoCil

GRAHAM HILL

davines
sustainable beauty



SAVE THE DATE

May 10TH 2020 - Paris



**INTERNATIONAL HAIR VIDEO COMPETITION
FINALISTS ON STAGE**

MORE INFORMATION

www.intercoiffure-mondial.org/events/worldevents

**PUNKS
NOT DEAD**



 **After
Midnight**

DEFINE♂ME(N)

A VISION OF GLOBAL BEAUTY.

Education

THE KEY TO SUCCESS.

INTERVIEW
NATHALIE
ROOS,
 L'ORÉAL
 PROFESSIONAL
 PRODUCTS
 PRESIDENT

Happy new decade! As we enter our 12th decade since Eugene Schueller invented the first diverse range of safe hair colorants, creating the L'Oréal Professional Products Division, we look forward to working hand-in-hand with you, for the continued success of our hairdressing industry, your careers and your businesses. Today, as in 1909, education is key to that success.

As you know, hairdressing is in full transformation. In the U.S. and the U.K. the number of you working independently, renting booths or chairs, or working mobile, has overtaken those of you employed within salons. Your profession is more dynamic and multi-functional than ever. Today, customers expect more than a cut and color, they want more. Whether going for something new or maintaining a look, they demand an experience. You need to be at once expert, on-trend – your customer's therapist and your own influencer.

That's why at L'Oréal PPD, we're building a new program for education: an entirely new approach that places your specific needs at the center to meet these new challenges and opportunities of a changing industry.

Combining online and offline customer-centric journeys to upskill all hairdressers and ensure positive experiences, inside and outside the salon, this new decade – L'Oréal PPD Education is designed for you, to go beyond your customer's hair, to create the wow experience they want to repeat over again.

As we start 2020, I'm proud to unveil the major new milestone in our amplified education strategy; the opening of our hairdressing school, Real Campus by L'Oréal. Taught by the top educators in our industry, this Paris school offers students the first ever Bachelor degree in "Hairdressing and Entrepreneurship." Marking an industry first, with resonance for the global perception of hairdressing; what also differentiates our Real Campus degree program is that it puts customer experience at the center of the curriculum.

L'ORÉAL
 Professional Products

PHOTO: KIKE MIRAND



NATHALIE ROOS,
L'ORÉAL
PROFESSIONAL PRODUCTS PRESIDENT

Our intention is to create a legacy of excellence that will motivate more talented young people today to choose hairdressing, closing the gap in the profession, and to love it when they do. And for their customers to feel that care.

Which is also why we're also stepping up our Salon Emotion program, created to transform the consumer experience in hair salons.

Through 2020, Salon Emotion will continue to share the attention to detail: the do's and don'ts that can make or break the customer journey. From actively listening to your customer before they put on the gown in a dedicated consultation space, to developing sensorial rituals to always make them feel better, Salon Emotion is the education program as a business driver, a creation of experience and meeting customer's needs that turns a hair appointment into a moment.

Last, but not least in our amplified and modernized education program is ACCESS. The global community for salon professionals that gives you everything you need to know for all our brands on a single platform. At the crossroads

of e-learning and social networking spanning digital upskilling, trend discovery and technical mastery, ACCESS is open to all hairdressers, not just our partners. Its difference is that you can personalize your ACCESS, sign up to the brands you're most interested in, follow the experts and artists who interest you most. Rolling out to 40 countries this year, 52,000 of hairdressers already have ACCESS. While online training can never replace the connection of face to face trainings, ACCESS is already a destination of reference for the salon professional community, everyone gets access to all information, at any time and any place.

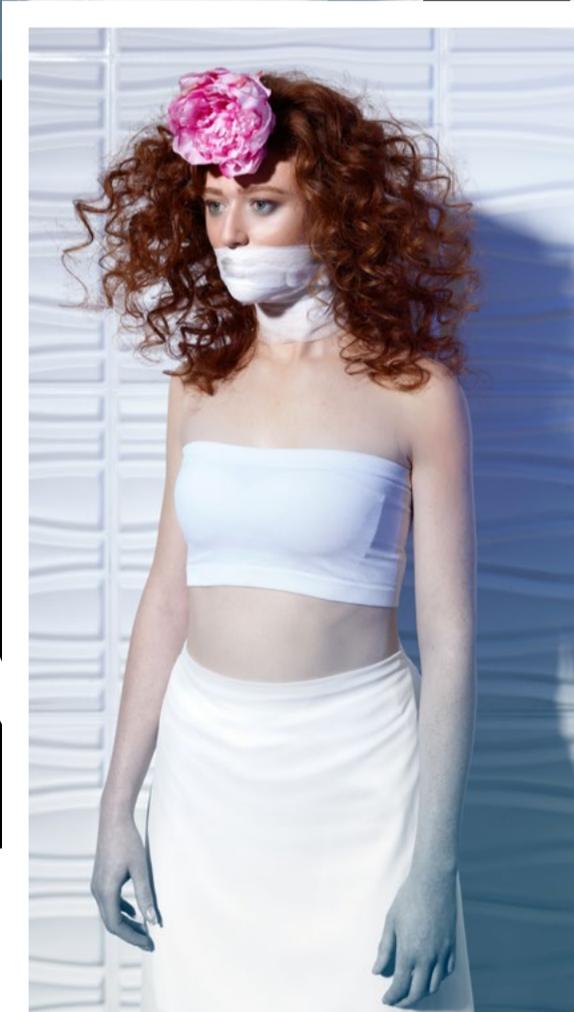
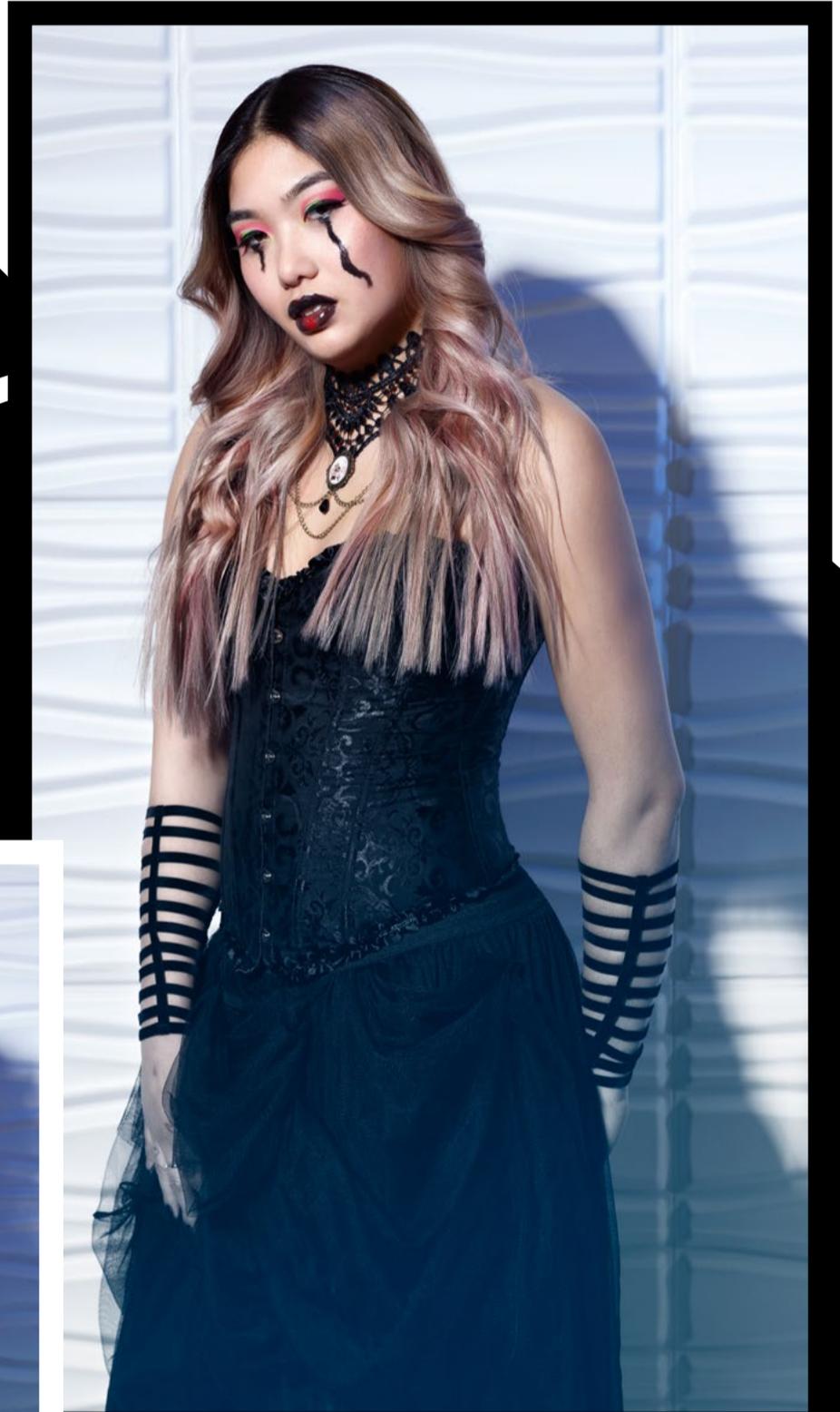
More than ever, L'Oréal Professional, is committed to serving the world of professional beauty with best-in-class education that matches the pace of progression in our profession. With the inspirational team at Intercoiffure, I'm looking forward to moving forward into a new decade where you love your profession, and your customers love getting their hair done, every time.

Thank you for your partnership.

L'ORÉAL
 Professional Products

INIMITABLE

[VIEW TRENDBOOK](#)



ART PERFORMANCE. HAIRSTYLES WITHIN A FINE ART CONTEXT DISPLAY A COMBINATION OF DIFFERENT TEXTURES, STYLES AND COLOURS.

WORLDWIDE CHARITY POWER

"EDUCATION FOR LIFE" STANDS FOR FUTURE"



“Give a man a fish
and you feed him for a day;
teach a man to fish
and you feed him
for a lifetime.”

CASA DO MENOR
RIO DE JANEIRO (BRAZIL)



FORTALEZA (BRAZIL)

Fortaleza

TESOURINHA (BRAZIL)



SELO MIRA (BOSNIA)



TIMISOARA (ROMANIA)



CAPE TOWN (SOUTH AFRICA)



Christel House

MONTEVIDEO (URUGUAY)



KYIV (UKRAINE) ODESSA



THE EDUCATION FOR LIFE-
INDIA PROJECT



www.facebook.com/EFLCharity

WORLDWIDE CHARITY POWER

"EDUCATION FOR LIFE" STANDS FOR FUTURE"

open
a new world,
believe in the
OWN
abilities

WHY WE HELP WHERE WE HELP

MORE INFORMATION & DONATIONS: www.education-for-life.com



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.

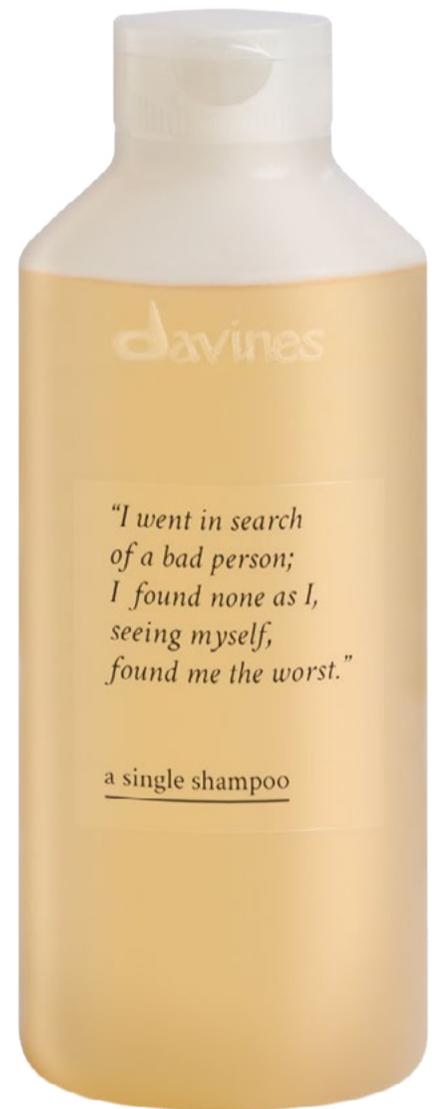


www.facebook.com/EFLCharity



davines
sustainable beauty

**WE KEEP ON
WALKING**



A SINGLE SHAMPOO IS A 100%
CARBON NEUTRAL PRODUCT,
DESIGNED TO REDUCE ITS
ENVIRONMENTAL IMPACT
DURING THE ENTIRE LIFE CYCLE.
IT IS OUR BEST UNION OF
PERFORMANCE AND SUSTAINABILITY.
FOR NOW.

Certified



Corporation

WWW.DAVINES.COM
FACEBOOK.COM/DAVINESOFFICIAL

DAVINES GROUP:

A PATH OF SUSTAINABLE BEAUTY

Certified



Corporation

The sustainable hair and skincare company 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 products with Italian roots and international breath. After the **B Corp certification** in 2016 Davines is now **part of a global network of more than 2500 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. The willingness of the Group to renew the B Corp certification in 2020, reaching the higher score of 117.4 is consistent with the company's effort to pursue with method, objectiveness and consistency a business model focused on a "prosperous longevity". **This goal has been reinforced also in the recent change of its by-laws to become a Benefit Corporation**, which confirms the desire of the company to maximize its long-term positive impact also at a legal level.



COMMUNITY

Davines has at heart its community of clients, suppliers and consumers.

For this reason the company chooses its business partners with social and environmental criteria and promotes local projects and global initiatives.

PEOPLE

Davines sustains its collaborators' well-being in the world by promoting diversity and inclusion, gender equality, high quality of life and professional growth.

PLANET

For improving its own environmental impact, Davines is present during the whole product's lifecycle preserving and optimizing available resources and minimizing waste production; offsetting the 100% of its products' packaging. The Davines Branches worldwide has achieved the carbon neutrality through the reduction and offsetting of their CO₂ emissions. The headquarters - Davines Village - and its production plant in Parma (Italy) have brought their CO₂ emissions from electric and thermal power to zero using electric power from renewable sources, biomethane, photovoltaic panels and a geothermal plant.

N₀ R_{ULES}



FG SWEDEN



Colour experiments. Disconnected structures. Individuality. Always be you and refuse to compromise.



rules
don't apply

PROFESSIONAL
SEBASTIAN

GROUNDZERO

NEO-GODDESSES
WITH HAIR
MASTERPIECES:
EXTRAORDINARY
UP-DOS, SHORT
CUTS IN SLEEK
BLONDE AND
SIMPLY
BEAUTIFUL HAIR
THAT IS ALWAYS
IN FASHION.

FG FRANCE / PHOTO: PASCAL LATIL



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[← BACK TO CONTENT](#)

MOOD OF THE MOMENT

[VIEW TRENDBOOK](#)

FG DENMRAK

FROM WILD, CRAZY AND
OVER-THE-TOP TO TAMED,
LUSCIOUS, RETRO AND
MODERN.

[← BACK TO CONTENT](#)



NO TIME TO WAIT?

GELCOLOR & DONE

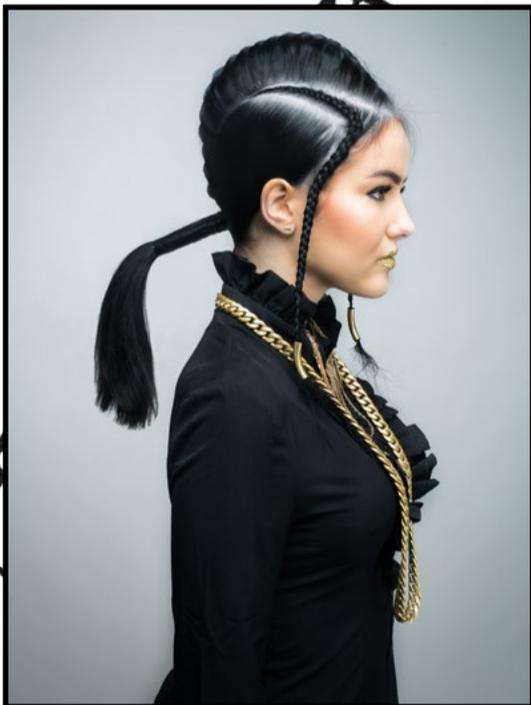
EXPERIENCE A SALON MANICURE WITH ZERO DRY TIME.
UP TO 3 WEEKS OF SHINE-INTENSE WEAR • 180+ OPI SHADES

O·P·I
GEL COLOR



PHOTO CONTEST

HEADON / NICHOLE HELLBERGK / SWEDEN • PHOTO: LINDA SCHUSTER



ETAGE / FRIDA WIK / SWEDEN • PHOTO: LINDA SCHUSTER



BERGFELDT'S / EMELIE OTHEN / SWEDEN • PHOTO: LINDA SCHUSTER

LIKE A MOVIE STAR. PIXIE CUT MEETS NEO ROCOCO HAIR FASHIONS. MARIE ANTOINETTE INSPIRATION WITH BIG HAIR. AN INNOVATIVE PONYTAIL EXPRESSES CREATIVITY.



weDo/
PROFESSIONAL

ADVANCED PERFORMANCE HAIR NATURALS*

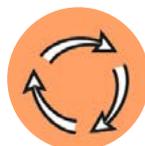
Vegan Society & Cruelty Free International certified.

Recycled & 100% Recyclable.

93-99,7% natural origin.

 [wedo_act](#)

*from 93% to 99.7% natural origin depending on products



100% recyclable



Professional performance



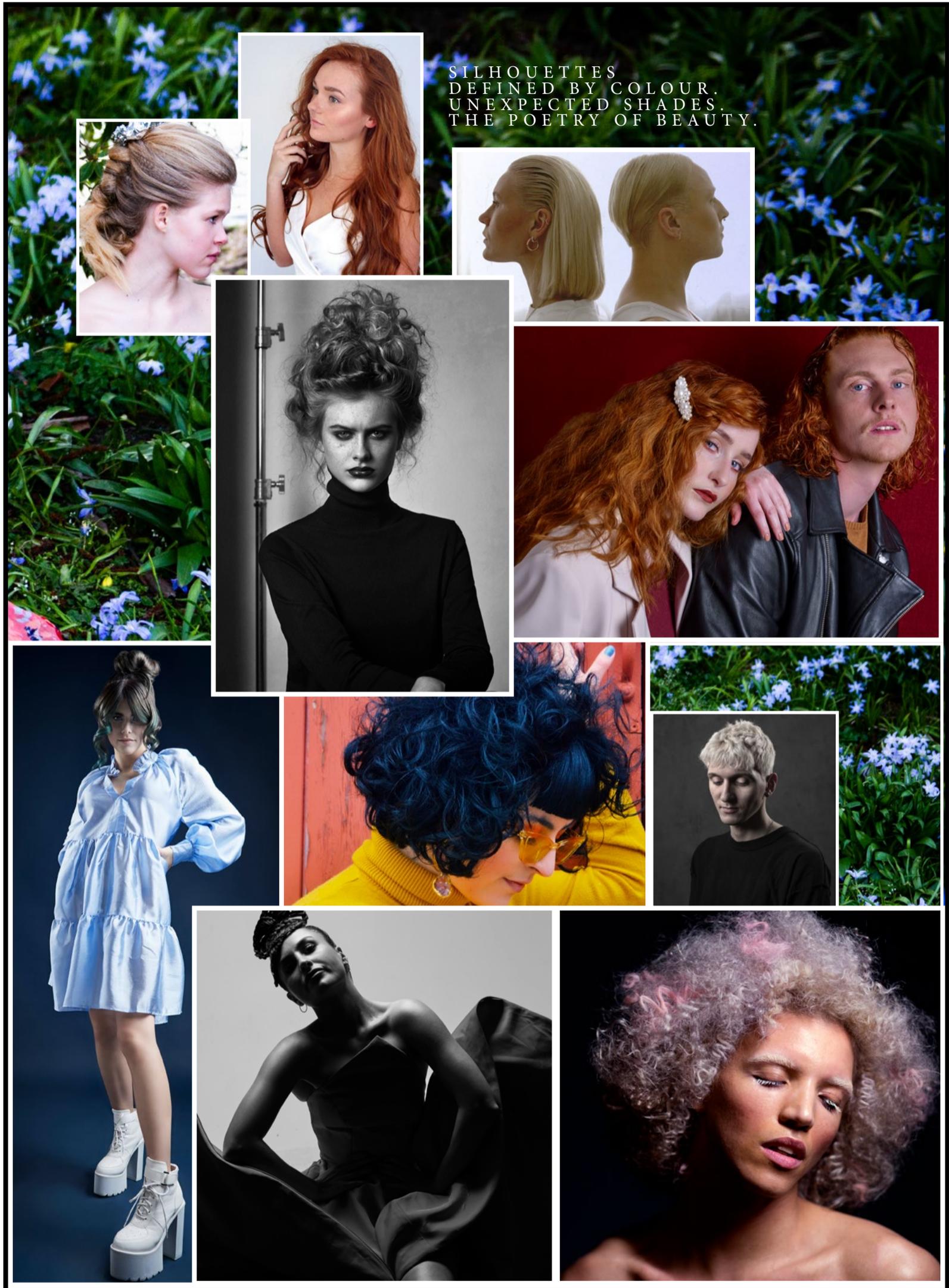
Minimalist formula



Cruelty-Free



Vegan



FONDATION GUILLAUME DENMARK

(from top left to bottom)

Sofia Boumher (Plan B by Korsvik) • Cille Rhdebjerk (Frisør Pii Intercoiffure) • Sofie Gerberg (Saco Copenhagen) • Mette Nhviid (Oaks Hairsalon) • Astrid (Hårgalleri66 Intercoiffure) • Ditte Dahm (Aplus Intercoiffure) • Mie Middelboe (Frisør Pii Intercoiffure) • Mathilde Tranberg (Frisør Pii Intercoiffure) • Lulu Schaadt (Zentz Organic Hairdressing) • Sif Barkou (Oaks Intercoiffure)

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MATRIX

TOKYO

by JUNIORS

[VIEW TRENDBOOK](#)



FG BRAZIL • PHOTO: DOUGLAS MATSUNAGA

Sexy strength, modern it-girls. Japan, a treasure trove of beauty inspiration with eye-catching haircuts and colours. Micro fringes, sharp contrasts and avant-gardist textures.



WHY HAIRDREAMS?

With Hairdreams all hair wishes of your customers can be fulfilled:

- Perfect Long Hair at the push of a button with the **Laserbeamer Nano**
- Little Effort – Great Effects with the **Tape-In-Extensions** Quikkies & Secrets
- The solution for fine and thinning hair: **MicroLines**

OUR HAIR QUALITY

is legendary! Hairdreams hand-selected 7 STAR HAIR is recognized worldwide as the UNSURPASSED STANDARD of HIGHEST HAIR QUALITY.

OUR EXPERIENCE

comprises 30 YEARS of DEVELOPMENT, PRODUCTION and CONTINUOUS IMPROVEMENT of human hair products.

OUR 360° SERVICE

incorporates all aspects of hair creation: MORE LENGTH, MORE VOLUME and even MORE HAIR GROWTH!

OUR WARRANTY

includes FREE REPLACEMENT of Hairdreams equipment within 24 hours.

OUR INVENTORY

includes hundreds of THOUSANDS OF PRODUCTS in more than 200 shades – all available within 24 hours.

Please find more information on

www.hairdreams.com

www.vimeo.com/hairdreams

or contact with

✉ is-nc@hairdreams.com

☎ +43 664 8247175

”TRASH QUEENS”

IT SHOWS WILDNESS BUT WITH BEAUTIFUL HAIR, GREAT COLORS, AND LOTS OF EDGE.

IT'S WILD,
IT'S CRAZY,
IT'S TOO
MUCH,
BUT IT'S JUST
WHAT'S COOL.



SASCHA HIRTSGAARD • DENMARK PHOTO: RASMUS LUCKMANN

Aderans



FREQUENCY

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*COOL.
EXTRAORDINARY.
URBAN HAIR
DESIGNS.
AN ARTISTIC
PHENOMENON
PROVIDES
FRESH
INSPIRATION
FOR STYLES
AND COLOURS!*



NEW MAJIREL. PLAY WITH IT



NEW Majirel HAIRCOLOR

**WE HAVE CHANGED EVERYTHING
BUT THE ICONIC FORMULA**

SAME ICONIC FORMULA

Creamy non-dripping texture
Highly concentrated in caring agents and Ionène G
Hair is 45% more conditioned after color*
Perfect coverage
Mistake-proof usage

NEW COOL INFORCED SHADES

Large color palette with 10 new cool shades
Up to 6 weeks of neutralization*
Boosted in cool reflects

NEW DESIGN

Color coded pack by color family
Shade number on the facing
New 100% recycled plastic cap,
Saving 7 tons of plastic each year**

*Instrumental testing. **Saving 7T of virgin plastic, based on full 2018 quantities.



JOIN THE L'ORÉAL PROFESSIONNEL HAIR ARTISTS COMMUNITY
www.lorealparis.com/newmajirel

L'ORÉAL
PROFESSIONNEL
PARIS



FEELING *BLUE*

INSPIRED BY DEEP SEAS
AND STARRY SKIES, BLUE HAIR
EXPRESSES YOUR REBELLIOUS
SIDE BY MAKING BOLD
FASHION STATEMENTS!

FURUKUBO KOJI / JAPAN

LASH & BROW STYLING by RefectoCil refectocil.at



May Art

New

Expert tinting tools
1. Clip-on palette for hands-free working

Easy, fast & stylish

NOW WITH FREE BROWISTA RING!

From extravagant to natural – type-appropriate Brow & Lash Styling for the perfect look.

NEW: the innovative RefectoCil Browista* Tools:

BROWISTA TOOLKIT

- Brushes with 6 mm & 3,5 mm width for broad application & precise work
- Innovative rubber spoolies
- Practical bag for storage

BROWISTA PALETTE & RING

- Hands-free working with the innovative Clip-on palette or ring
- Marking for ideal mixing ratio
- No dripping

* Definition **Browista** by RefectoCil
noun [C] /brau.is.ta /
phantasy word derived from Fashionista/Barista.
A brow & lash styling expert after completion of a RefectoCil Masterclass.

Find more information under refectocil.at





MARIANNE HENRIKSEN/KRISTIAN BERTELSEN / DENMARK



R EBORN

WHAT GOES AROUND COMES AROUND! SHORT CUTS, BLOCK COLOURS AND CURLY TEXTURES ARE EXPERIENCING A RENAISSANCE DECADES AFTER THE FIRST TIME THEY WERE MODERN AND COOL.



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 EXTENDED



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.



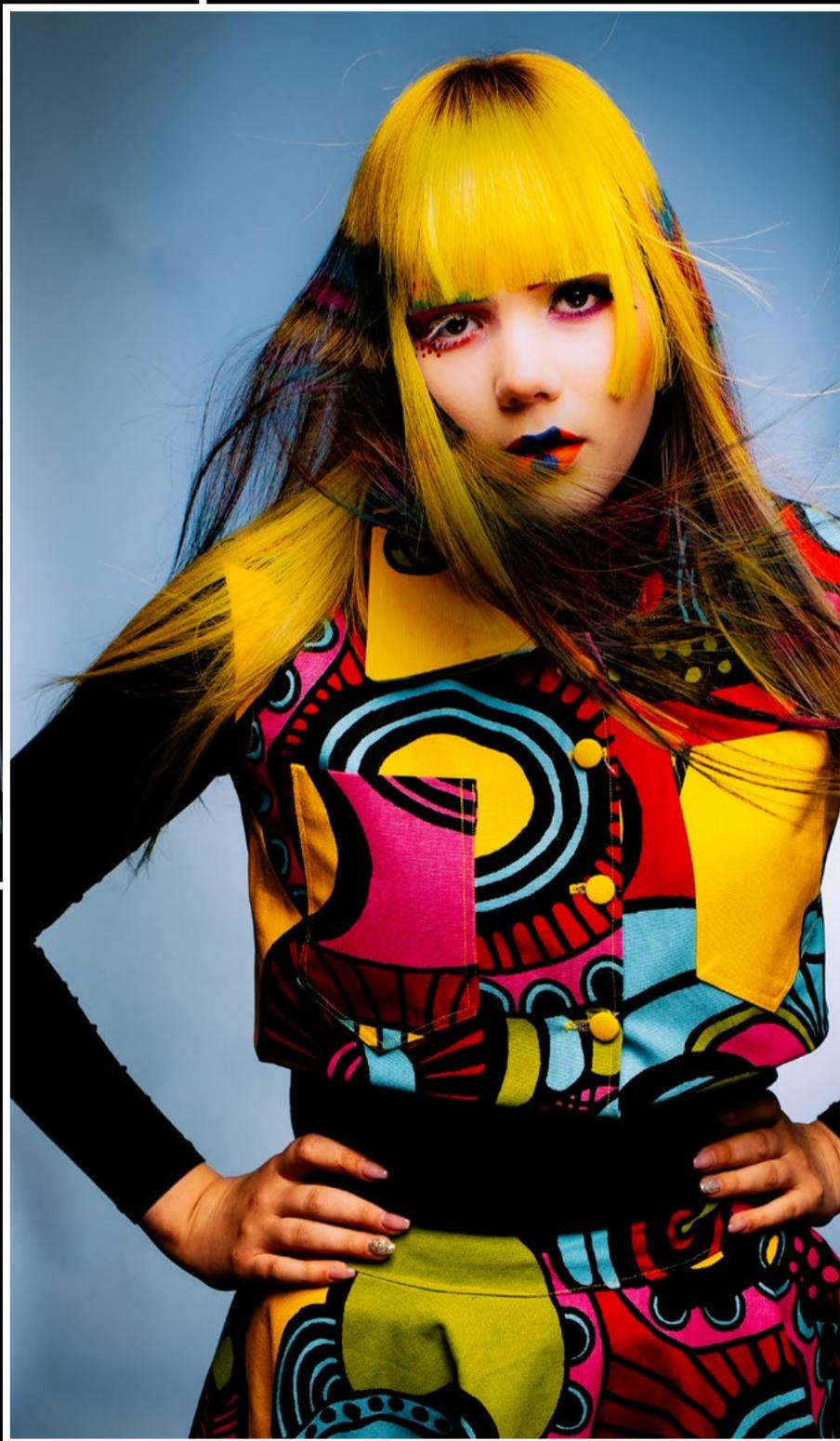
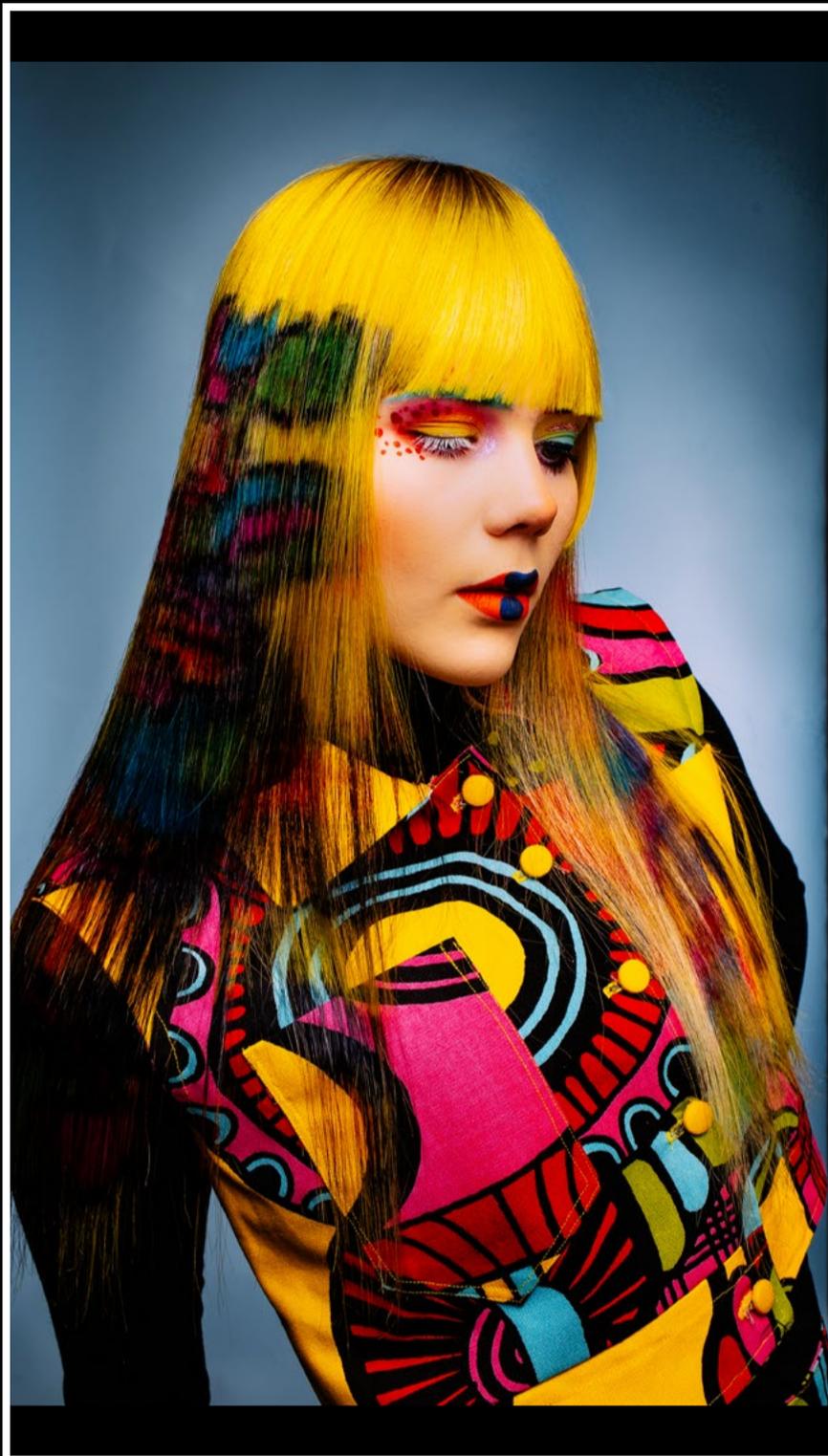
Normalizes the scalp and restores a healthy balance.



Rebalance the pH levels of the scalp and hair after bleaching and coloring services.

SURREAL collage

LINDA SCHUSTER / SWEDEN • PHOTO: Linda Schuster



Masterpieces of art: style composition, complementary colours and a graduated cut are harmoniously combined to result in an impressive work of art.

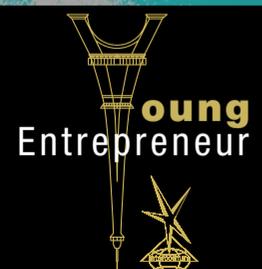
Education Concept

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



New categories in 2020:
Movement Star | Wigs in Fashion | Eyebrow & Lashes services

Discover the various categories
of seminars that you can follow
with Intercoiffure Mondial.





Program of the future



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SEB MAN

PROFESSIONAL
SEBASTIAN



#UNDEFINABLE

@BILLYHUXLEY

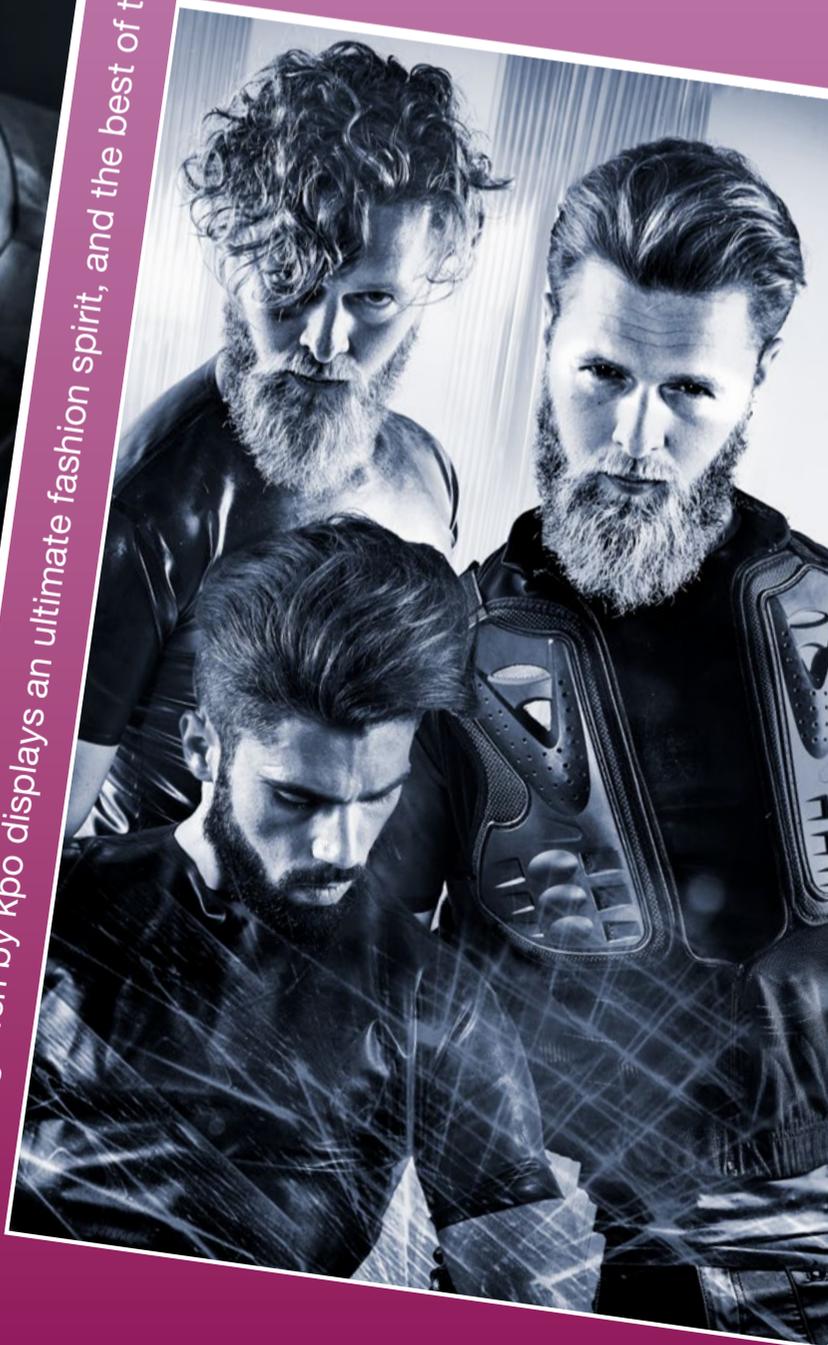
CYBORG MEN

KLAUS PETER OCHS • PHOTO: LAURENCE LABORIE / PARIS and STUDIO ZAJACZEK / HAMBURG



The most recent men's shoot in Paris and Hamburg presents a fashion statement – combining indestructible warriors and futuristic artwork. Imperfection is taboo. These styles combine perfection with a visionary sense of fashion, displaying fashion cyborgs with high-tech cuts: Hybrid Warriors with high volume fades, Transformer 2.0 with long crops or Trend Terminator with an urban fade buzz cut. Kpo interprets identity as a fluid process – when we change our actions, we also change our being. Cyborg Men by kpo as an instrument of pure aesthetic and individualism.

Cyborg Men by kpo displays an ultimate fashion spirit, and the best of two worlds: Self-optimization through highly precise, technical cuts.





Aderans



Aderans

MEN only

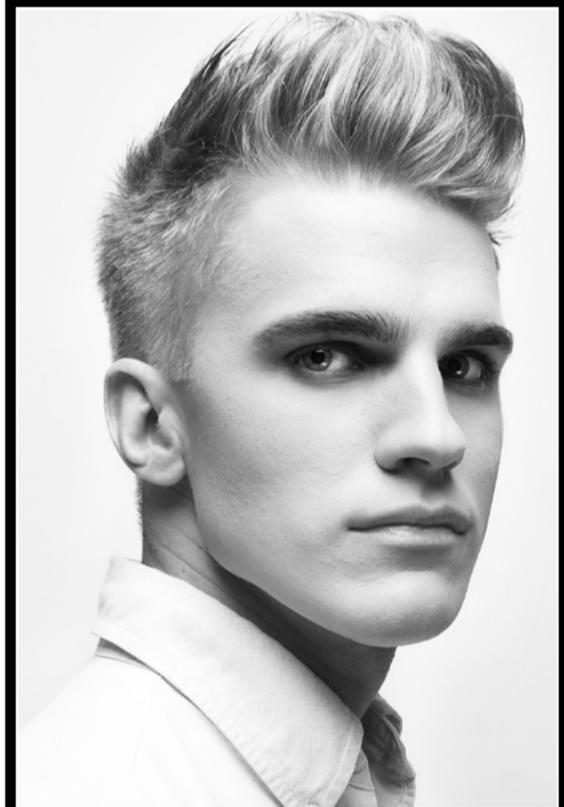
KRISTIAN BERTELSEN / DENMARK



ICD CHILE • PHOTO: RODOLFO AQUILERA

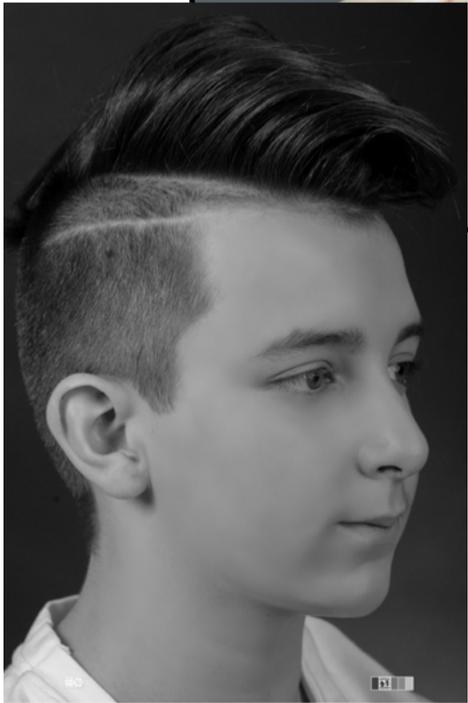


MIGUEL ESTELRICH / BRAZIL • PHOTO: DOUGLAS MOREIRA



LINDA SCHUSTER / SWEDEN • PHOTO: LINDA SCHUSTER

PHOTO: MAX TRAVAGLINI



• TUN DE OLIVEIRA / LUXEMBOURG

GROUND-BREAKING CLASSICS EXPRESSING ALL SHADES OF MASCULINITY.

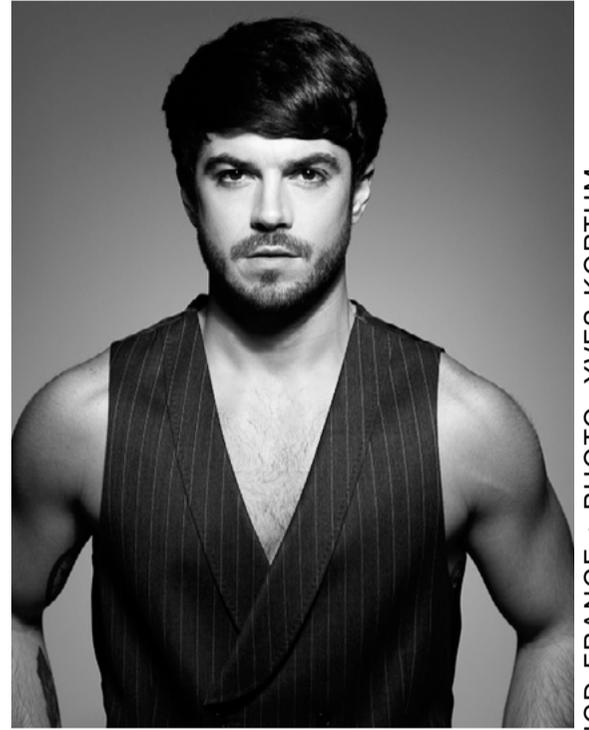


GRAHAM HILL



JOIN THE TEAM »
www.grahamhill-cosmetics.com

ICD BRAZIL • PHOTO: DOUGLAS MOREIRA



ICD FRANCE • PHOTO: YVES KORTUM

ICD FRANCE / PACA-CORSE • PHOTO: PASCAL LATIL



ZENS ORGANIC / SWEDEN



MEN'S HAIRSTYLES HAVE NEVER BEEN THIS STYLISH! FROM THE COMBOVER AND THE QUIFF TO TEXTURED CROPS, SLICKED-BACK LOOKS, A FAUX HAWK, SPIKY HAIR, CROPPED STYLES AND LONG FRINGES.



GRAHAM HILL



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THE GROOMING

REAWAKENING OF MEN

The essence of men's grooming lies in the balance of body and mind. Reawaken your inner self to elevate high performance and serenity day by day. THE GROOMING - the professional care for men's well-being recommended by salon experts.

**LIGHTER,
FASTER,
MORE PRECISE**



ghd helios

GHD HELIOS™ PROFESSIONAL HAIRDRYER

Introducing ghd's lightest, fastest, professional hair dryer for ultimate styling control.

Developed by ghd's leading UK Research and Development lab in Cambridge in conjunction with top physicists, engineers and styling professionals, new ghd helios is lighter and faster for ultra-powerful drying and ultimate styling control.

The lightweight, longer-life brushless motor is designed for speed, creating powerful yet highly concentrated airflow travelling at 120kmh to drastically speed up your styling routine.

Aeroprecis™ technology combines internal aerodynamic design with a bespoke contoured nozzle. This delivers a concentrated temperature and airflow distribution, giving you more precise control for compelling styling results. Whether you're looking for quick, sleek and smooth results or shop-stopping volume, ghd helios puts the power of a salon-blowdry in your hands.

Used by professionals across the globe, ghd helios is the go-to for professional styling – lighter, faster and smoother than ever!



Why choose ghd helios?

- **Unique Aeroprecis™ technology:** enables intuitive styling with more precise control for smoother salon results with +30% more shine*
- **Ultra-powerful drying performance:** light-weight 2200 Watt brushless motor for faster drying**
- **Ultimate styling control:** ghd's bespoke contoured nozzle for a highly concentrated airflow
- **Advanced ionic technology:** reduced frizz and fly-aways* for an impeccable finish with smooth & shiny results*
- **Bespoke acoustic system technology:** low sound levels for a more refined blow-dry experience
- **Cool shot button:** for a quick blast of air to fix your look in place



LOVED BY EXPERTS

"The ghd helios hairdryer gives you the perfect flow of air when drying to create a natural fullness, stunning shine and smoothness like no other. It's my new kit bag essential as it's so fast and really minimises drying time, therefore limiting damage to your hair. Remember to use the cold shot button when drying; this blast of cold air helps to lock your finished style in place."

zoe irwin, ghd uk ambassador

"At ghd we continuously listen to our professionals and consumers in order to take our technology to the next level. We understood there was a need for a hairdryer that was beautifully designed yet lighter and faster. A unique combination of powerful fast drying with styling control and enhanced shine to the hair."

jeroen temmerman, ghd ceo



**Consumer testing on 101 women vs. their regular hairdryer, Jan 2019 *Technical testing, 2019, vs naturally dried hair.

ghd helios professional hairdryer (£159 / €169) is available in the finest salons from 10th Jan 2020 and department stores and ghdhair.com from 17th Feb 2020.

For press enquiries please contact the ghd press office:
Mary Shiels, Head of PR: m.shiels@ghdhair.com
Bronagh Evans, PR Assistant: b.evans@ghdhair.com

