

edition 2021

intercoiffure

MAGAZINE



THE WORLD OF BEST HAIRDRESSERS

TRENDblast
2021

THE ABSOLUTE HIGHLIGHT IN THE WORLD OF BEAUTY

color + strength
now together

NEW ColorMotion⁺

- Up to **8 weeks** color protection*
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Color and care solutions both reducing the formation of free radicals for irresistible hair quality***

wella.com/colormotion

#ColorMotion



*when using Structure⁺ Mask

**when using Structure⁺ Mask vs. no treatment

***valid for Microlight, Pure Balance technologies & ColorMotion⁺

Our new Intercoiffure magazine looks to the future with visionary fashion ideas. Intercoiffure Mondial has been in existence for 95 years and together we have survived many crises over the decades. Our upbeat energy is reflected in trend-setting fashion forecasts and international leadership. Our passion drives us forward and our long-standing Intercoiffure friendships are a mutual source of strength.



Standing together. Providing confidence. Maintaining composure.

Through the challenges of the past year, it has been wonderful to lean on each other. We have always been there for each other with a tremendous compassion, even though life has changed so drastically: for some of our friends, their livelihoods are and have been threatened, and people close to us have passed away. Our community transcends all boundaries and is an immensely valuable gift, because we stand united against adversity.

We love our profession and our craft because we are creative people. Creativity is a wonderful gift because it allows us to venture into the unknown, into visionary realms of fashion. Intercoiffure Mondial is dedicated to beauty. We love hair. We are ambitious. We learn from each other. And we have an appetite for exploring the latest trends.

Stylists and fashionistas are eagerly awaiting our Trend Blast event in Paris at the end of May. Intercoiffure Mondial invented this innovative competition, which consists of 60-second fashion videos followed by a live finale on the big stage. It is an impressive demonstration of our international Power of Beauty.

Our magazine showcases hair fashion ideas from around the world, and we are looking ahead to 2021 with optimism.

With best wishes,

Klaus Peter Ochs, President Mondial

A VISION OF GLOBAL BEAUTY.

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edition 2021



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SINCRONISMO

Looking good! We wanted to present a magazine full of inspiration that showcases new looks. Plus a preview of our third edition of Trend Blast with its four fashion zeitgeist themes: Rock-mantic, Ecolife, Metallic Silver and Androgyne. Many Intercoiffeurs used their weeks of enforced downtime to experiment and create innovative hair designs. We received photo spreads from all over the world: bold colour statements, nostalgic feminine styles, revolutionary short cuts and avant-garde hair dos. The result is a vast array of looks full of joie de vivre - a bold, masterful fashion world tour from our global community.

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

TEXT

Petra Weinzierl

ART DIRECTOR

Axel Zajaczek
John Zajaczek

GOOD FOR YOU. GOOD FOR YOUR HAIR. GOOD FOR THE PLANET.

COMMITTED TO HEALTHY HAIR

- ✓ Each natural ingredient is chosen consciously
- ✓ We strive to transform hair to its healthiest state, because to us natural means professional results
- ✓ We create memorable salon experiences and stunning hair results



 BIOLAGE



SHOWCASING THE NEW INTERCOIFFURE-MONDIAL.ORG

A refreshed vision of global beauty!



Be an actor of the new Intercoiffure website!

Show your **artistic** touch
Get **educational** material
Promote your salon
Get in touch with the **press**

[VISIT US NOW!](#)

MAGAZINE
edition 2021

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SAVE THE DATE



BLACK WIDOW

HAIR ART À LA ART NOIR.
CAPTURING THE NATURAL
AESTHETIC OF THE FEMME
FATALE WITH HER ICONIC,
IRRESISTIBLY ALLURING
LOOKS.



GEORGI PETKOV • ICD BULGARIA • PHOTO: DILIANA FLORENTIN



MAGIC WAVES

ELEN TRAYSMAN • ICD ISRAEL • PHOTO: KYPRIANOVA MARIYA



SUMMER LONGING: FLOWING MOVEMENT, FINE TEXTURES AND ELEGANT, SHIMMERING HIGHLIGHTS THAT ARE NEVER MUNDANE, BUT ALWAYS BREATHTAKINGLY BEAUTIFUL. LONG HAIR IN SENSUAL WAVES THAT MAKES YOU CRAVE ROMANCE.

Aderans





TREND**blast**

HAVE YOU HEARD?

The 3rd edition of the TREND**blast** is coming!

HOW TO BE PART OF IT?

#1 Ask the Intercoiffure moodboard 2021 to
k.morgado@intercoiffure.org

#2 Chose between the 4 trends especially designed for you

#3 Capture your final look into a one-minute video

#4 Send your video and photos
to k.morgado@intercoiffure.org



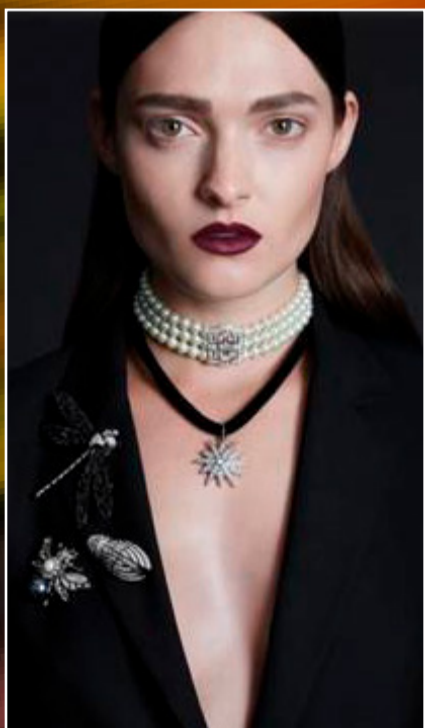
TREND**blast**



Rock-mantic

Hair is structured and creative, constantly challenging the boundaries in fashion with short cropped fringes.

Be mysterious and rocker chic in our Romantic Rock trend. Think romantic, feminine silhouettes are calling you to the dark side.





TREND**blast**



Eco life

Sustainable and Responsible Fashion Escapism.
Believe in the Power Of Nature.

Now it is about taking “eco fashion” to a whole new level!





TREND**blast**



METALLIC SILVER

Metallic silver is now hotter than gold or bronze.

Splashed hair with highlights of iridescent hues,
we head towards a futuristic look.





TRENDblast



Androgyne

A trend especially designed for men only.

True androgyny lies in the absence of gender binaries and its associations. Let's break out of norms and rules.



ZONE 1
COVER
THE
ROOTS



ZONE 2
REFRESH
& GLOSS



MORE
POWER
TO YOU



THE PERFECT PAIR TO COVER & GLOSS IN ONE SIMPLE PROCESS

COLOR GELS LACQUERS + SHADES EQ GLOSS

At Redken we color in zones to protect hair integrity. This means applying alkaline liquid color on virgin hair when lift or coverage is needed and refreshing previously colored hair only with acidic liquid color, for outstanding color & iconic shine. That's why we created 1:1 shade matches for you with alkaline permanent **Color Gels Lacquers** & acidic liquid demi **Shades EQ Gloss**. No formulation is required. You can cover & refresh with confidence in one simple process.

CHOOSE YOUR PERFECT PAIR TODAY AND COLOR IN ZONES LIKE A PRO.

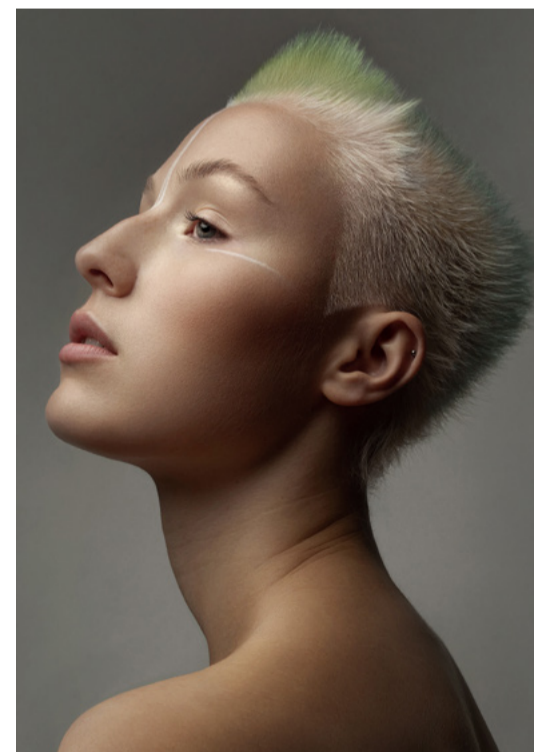
POWERED BY SCIENCE *PRESCRIBED BY PROS*

REDKEN
5TH AVENUE NYC



SVETLANA JOUINI • ICD NORWAY • PHOTO: NATALIA PIPKINA

SHORT PLAY



TENSION THROUGH CONTRAST:
WHEN AN EXPERIMENTAL HAIR DESIGN
SKILFULLY PLAYS WITH CONTRASTING
EFFECTS, THE RESULT IS A LOOK OF
TIMELESS AESTHETIC DESIGN.

NEW COOL COLLECTION

GIVE YOUR CLIENTS THE INSTANT COOL
FACTOR WITH 7 NEW PERMANENT SHADES
#PLAYITCOOL

Ask your sales representative



ICD AMERICA CANADA BY ANNA PACITTO • PHOTO; JOHN RAWSON



COOL COLORS



Go wild. Exciting colour highlights, new textures and short cuts with sharp colours. Single-waves or new afros provide a counterpoint. Those who like to play with their femininity are invited to find inspiration here and now.



Find Your Beauty **MILBON**



MILBON





SASCHA HIRTSGAARD • ICD DENMARK • PHOTO: RASMUS LUCKMANN

BY THE SEA

ATTITUDE TO LIFE: UNBRIDLED FREEDOM. NATURAL, ORGANIC STYLES ARE THE PERFECT MATCH. JUST LIKE A SURFER WHO RIDES THE WAVES, THE HAIR ARTIST TAMES THE WILDEST NATURAL CURLS.





SOCOLOR.BEAUTY + COLOR SYNC

Our exclusive Cera-Oil conditioning complex protects the hair structure color after color.

Pick your palette & personalize your color with Matrix.





Real Campus

by L'Oréal

„Real Campus, by L'Oréal” in Paris, the first school to award a Bachelor's degree in Hairdressing and Entrepreneurship, celebrate its first anniversary

L'Oréal announced the opening of “Real Campus, by L'Oréal” in Paris, the first school to award a Bachelor's degree in Hairdressing and Entrepreneurship. The course is receiving funding from the Île-de-France Region as part of the Regional Skills Investment Plan. One year later, the first resume is very gratifying: This initiative helps to create a new generation of hairdressing professionals and meets the needs of an industry undergoing major changes.

In Europe there are many job vacancies in an industry suffering from a lack of qualified workers to meet customer demand. The Bachelor's degree in Hairdressing and Entrepreneurship aspires to make the profession more appealing to talented young people. It offers an education adapted to the new realities of the industry by extending and diversifying hairdressers' skills, in order to boost the employability of the second biggest artisanal trade sector in France.

A pilot class of 20 students joined the campus in January 2020. In October 2020, Real Campus by L'Oréal launched the first official school year, made up of 50 students. 80% of the first year's cursus is devoted to technical hairdressing proficiency and 20% to entrepreneurial disciplines like management, customer care and digital expertise. The second year is divided 50/50. And in the third year, 80% of the cursus focuses on entrepreneurship as well as the apprentice's professional project, and 20% focuses on hairdressing. The training follows a unique rhythm: 3 months of training on campus and 9 months of apprenticeship in a hair salon.

Real Campus will welcome 50 new students in January 2021, as well as 50 more students in the Spring of 2021, who will follow this same rhythm of three months in class and 9 months in a hair salon. At the moment, classes are given digitally due to the Covid-19 pandemic.

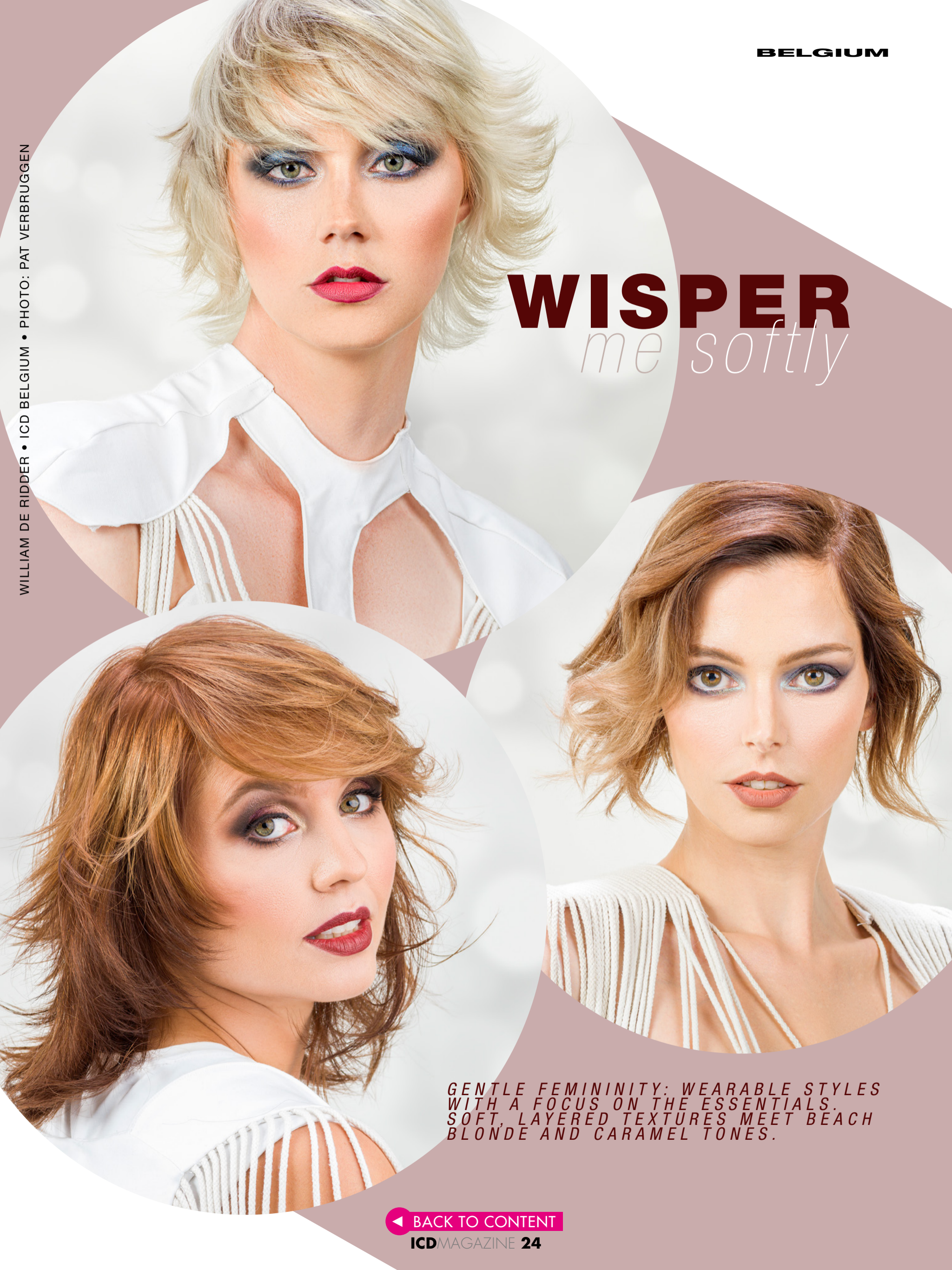
Nathalie Roos, President of the Professional Products Division at L'Oréal, said: “We are very proud to create this high-quality course and offer talented young hairdressers of tomorrow the tools they need to innovate and reshape the customer journey. For us, it is also a societal issue: we want to promote this essential beauty profession, help young people into work and encourage entrepreneurship.”

Located at 98, rue Didot in Paris (14th arrondissement), the “Real Campus, by L'Oréal” facilities look out over an interior garden, and is designed to foster discussions, practical work and community spirit. “Instagrammable” walls allow students to communicate through social media. A hairdressing salon inside the school offers them the opportunity to learn about consumer experience working with real clients.

WILLIAM DE RIDDER • ICD BELGIUM • PHOTO: PAT VERBRUGGEN

WISPER

me softly



GENTLE FEMININITY: WEARABLE STYLES WITH A FOCUS ON THE ESSENTIALS. SOFT, LAYERED TEXTURES MEET BEACH BLONDE AND CARMEL TONES.

Aderans



NEXT century



FASHION OF THE FUTURE

KLAUS PETER OCHS • PARIS/FRANKFURT • PHOTO: AXEL ZAJACZEK

FASHION TIME TRAVEL BACK TO THE FUTURE: KPO SHOWCASES BRILLIANTLY SHINY HAIR, PLAYFUL WAVES AND NEO-PUNK LOOKS. BLONDE CROPS WITH WILD, UNFETTERED STYLING AND ULTRA-SHORT PIXIES COMBINE PUNK APPEAL WITH ANDROGYNOUS GLAM FACTOR. AND GENDER FLUIDITY IS IN KEEPING WITH THIS SPIRIT: DON'T TELL ME HOW TO LIVE! CURLY, LIGHT, COLOURFUL LOOKS ARE AS DAZZLING AS EXPLODING STARS.

SHISEIDO
PROFESSIONAL



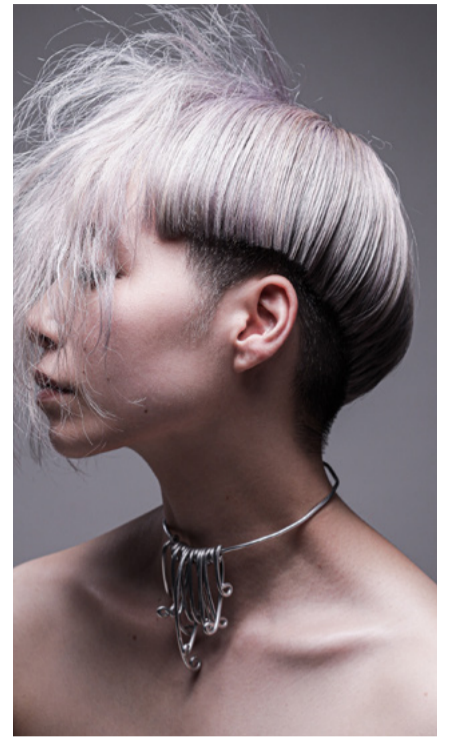
SUBLIMIC ADENOVITAL

Strength Renewed From The Core

WHAT TIME CHANGES, YOU CAN RENEW. Revitalize your hair and scalp again and again with ADENOVITAL. An innovative care line from SUBLIMIC to regain strength from the core and reveal your inner radiance. Look forward to a renewed and even more beautiful you.

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COOL REBEL

SUBTLE
EXTRAVAGANCE:
CANDY COLOURS AND
GRAPHIC CUTS CREATE
UNUSUAL VISUAL
EFFECTS.
DISRUPTION IS THE
THEME OF THE MOST
ARTISTIC HAIR
CREATIONS.



MASTER COLOR EXPERT BY WELLA PROFESSIONALS



JOIN THE COLOR *elite*

BECOME THE COLOR AUTHORITY THAT COLLEAGUES AND CLIENTS RELY ON

Our highest accreditation in coloring hair! So much more than a training program, Master Color Expert will change your life! You will ignite your color skills and will be eager to re-apply your new found knowledge and expertise in your daily color services. It's the accreditation that pays!

HOW DO I *become* A MASTER COLOR EXPERT?

Throughout Master Color Expert program, you'll be guided by Wella Professionals educators to develop your full potential as a colorist: you'll explore the possibilities of color and learn how to lead confident consultations while mastering the most advanced technologies. This program is designed as a series of interactive training sessions culminating in final exams and assessments. Your commitment will be high and so will your reward.

"Our color sales have improved significantly, I feel very empowered to be able to achieve almost anything."
JORDANNA COBELLA, LONDON



STAGE ONE

Explore all aspects of the chemistry behind coloring hair and advanced hair science.

STAGE TWO

Dive into the cutting-edge world of creative color and progressive techniques.

STAGE THREE

Get equipped with the solutions, confidence and expertise to tackle any corrective salon situation.

"I now believe in my ability to learn whatever I set my mind to. I feel empowered."
AMY CARSON, NORTH AMERICA



Ready to upskill?

Take the first step to Master Color Expert:
contact your Wella studio or sales representative NOW!



MASTER
COLOR
EXPERT

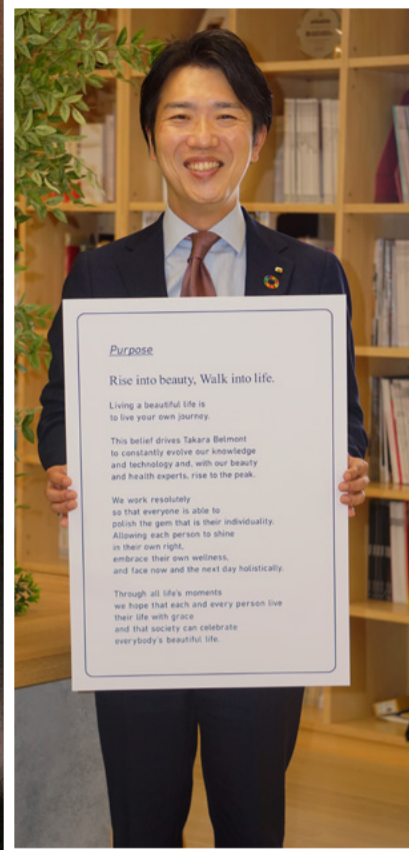


HIROYUKI OBAYASHI • ICD JAPAN • PHOTO: YUTAKA MORI

TOSHIYUKI KOMATSU • ICD JAPAN • PHOTO: YUSUKE MATSIYAMA

WILD & SOFT

STRONG AND WILD, YET DELICATE AND ENCHANTING AT THE SAME TIME. THE BOLD CROP FOCUSES ON SOFT CONTOURS. TRIBAL FASHION WITH ETHNIC ACCESSORIES ARE REMINISCENT OF AFRICA.



Takara Belmont employees start pursuing the new corporate purpose.

WHAT IS “BEAUTIFUL”?

WHAT DOES "BEAUTIFUL" MEAN TO PEOPLE? WE WILL SEND THE MESSAGE OUT ABOUT THE DIVERSITY OF "BEAUTIFUL", THE POWER OF "BEAUTIFUL" AND THE POSITIVE IMPACT THAT "BEAUTIFUL" CAN HAVE ON PEOPLE AROUND THE WORLD.



TWBC 2021
TAKARA WORLD BUSINESS CONGRESS

Takara Belmont Corporation (Chairman and C.E.O.: Hidetaka Yoshikawa, Headquarters: Osaka, Japan) which manufactures and sells hair and beauty salon equipment, medical equipment and cosmetics which of the purpose “Rise into beauty, Walk into life.”, will hold the international beauty festival, “TWBC2021” in the company’s 100th anniversary year. This event will be a special event to commemorate the 100th anniversary and inviting OMC HAIRWORLD, an international competition for hairdressing techniques, hosted by OMC (Organisation Mondiale Coiffure). This event launched in 1999 and aims to further the development and evolution of professional beauty around the world. It will be the 8th TWBC in 2021 which will be the milestone of the company's 100th anniversary. Our key message also includes the touch, feel, see and experience of “Rise into beauty, Walk into life.” which is announce today as an our corporate purpose for the celebration of 100th anniversary of Takara Belmont in 2021. We are planning to have many fulfilling projects with an insightful future, full of new discoveries for many people who are pursuing professional beauty around the world.

We are also planning to have you participate not only at the venue but also online as we navigate the “new normal.”

We will announce the detail through our website: www.twbc.jp

Purpose

Rise into beauty, Walk into life.

Living a beautiful life is to live your own journey.

This belief drives Takara Belmont to continuously evolve our knowledge and technology and, with our beauty and health experts, rise to the peak.

We work resolutely so that everyone is able to polish the gem that is their individuality. Allowing each person to shine in their own right, embrace their own wellness, and face now and the next day holistically.

Through all life's moments we hope that each and every person live their life with grace and that society can celebrate everybody's beautiful life.



The unstinting dedication to
craftsmanship behind “Made in Japan”
Since 1921



“Always put yourself in the customer’s shoes.” That’s been the basis of everything we do since 1921, when our company was founded. Putting this principle into practice is the work of expert craftsmen whose skills have been honed over our company’s long history. Takara Belmont’s “Made in Japan” label represents a promise of unrivalled quality and individualised service that only products made in accordance with the strictest industrial standards can offer. That’s a promise we’ll never break—that’s Takara Quality.

100th Anniversary

**TAKARA
BELMONT**

TOKYO. NEW YORK. LONDON. FRANKFURT. PARIS. TORONTO. SÃO PAULO. SEOUL. TAIPEI. SHANGHAI. SINGAPORE.
Tel.: +81-6-6212-3523 E-mail: beauty@takara-net.com Web: <https://beauty.takarabelmont.co.jp>

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@takara belmont global

time
LESS



ARTISTIC TEAM ICD AUSTRIA • PHOTO: INGE PRADER

ECLECTIC EXTRAVAGANCE.
"TIMELESS AVANTGARDE" IS A TRIBUTE TO THE
TIMELESS BEAUTY OF WOMEN. THE FOCUS IS ON
PERFECTLY EXECUTED CUTS COMBINED WITH
CREATIVE ARTISTRY. SHORT CUTS ARE DEFINED BY
A SHORT, SOFT AND FEMININE BACK OF THE NECK.
VERSATILE STYLING.

SHINE ON!

GIVE YOUR CLIENTS PRISMATIC REFLECTIONS WITH
NEW PERMANENT AND DEMI-PERMANENT SHADES

6/06

7/16

8/65

9/19

9/86

9/96

MIRROR



ARTISTIC TEAM ICD SWITZERLAND •

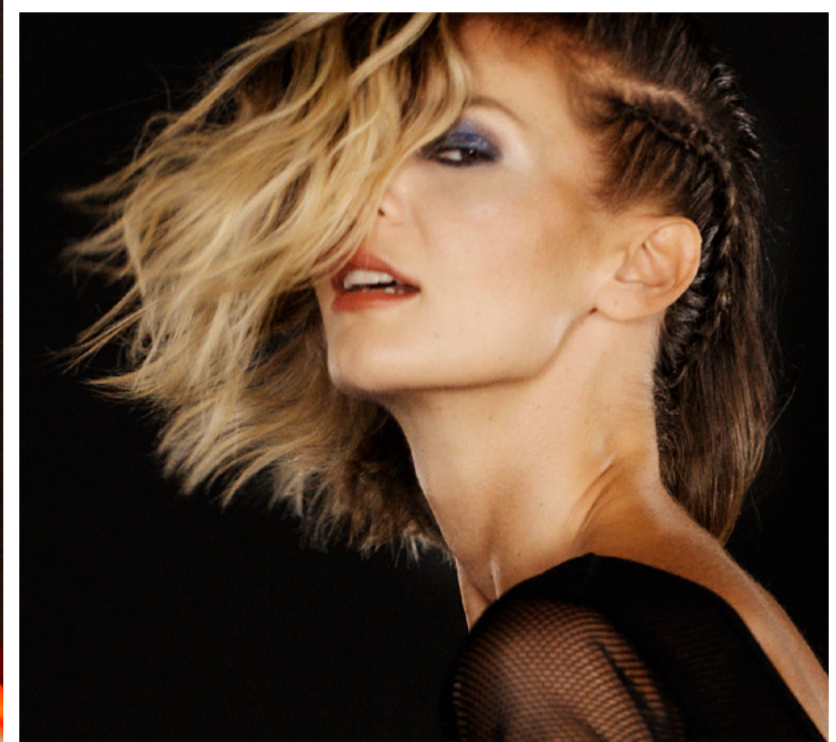


PHOTO: EDUARD MELZER



INTENSE COLOURS, GEOMETRIC ACCENTS, GRAPHIC LINES, MOVEMENT AND DYNAMICS - THE "MIRROR" COLLECTION FEATURES ALL OF THIS. IT'S ALL ABOUT REFLECTION, MIRRORING AND SHINE: WHEN FRAGMENTS COME TOGETHER TO FORM A WHOLE, WORKS OF ART ARE CREATED. REFLECTIVE LINES, IRIDESCENT EFFECTS AND GEOMETRIC SHAPES ARE THE DEFINING FEATURES OF THESE EXTRAVAGANT LOOKS.

GO SEE



ALINA BAZ • ICD FRANCE • PHOTO: JULES EGGER

SHAKE IT, STRAIGHT IT, SUPER-SIZE IT: THE LONG BOB IS A FEW CENTIMETRES LONGER THAN ITS CLOSE RELATIVE THE BOB, YET IT IS JUST AS VERSATILE. IT CAN BE WILD AND UNRULY, WITH LOTS OF VOLUME, OR SMOOTH AND SHINY, WITH A CENTRE PARTING.



QUEEN OF THE BLOW-DRY

GHD HELIOS

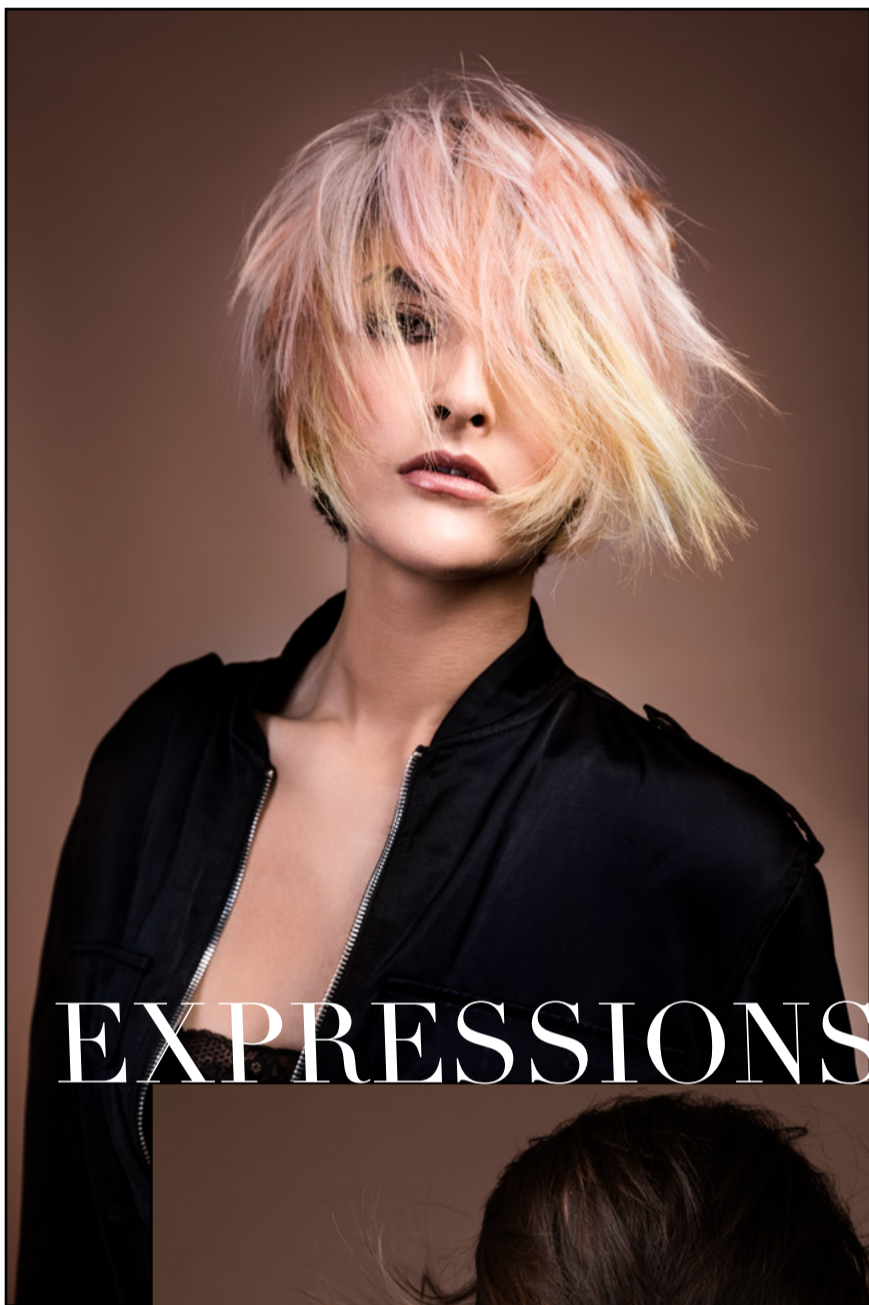
ghd lightweight professional hair dryer with Aeroprecis™ technology drastically cuts blow-dry time,* giving you ultimate styling control to achieve smoother results** with 30% more shine.**

#ghdhelios #queenoftheblowdry

LONG LIVE GOOD HAIR DAYS

*consumer testing vs. regular hair dryer.

**vs. naturally dried hair.



EXPRESSIONS IN MOTION



A N EXPRESSIVE STATEMENT OF CREATIVE FREEDOM. A FEAT OF EXCELLENT CRAFTSMANSHIP THAT UNIQUELY COMBINES ASYMMETRY AND HARMONY IN BOTH CUT AND COLOUR.

FASTER, SMOOTHER, PROFESSIONAL STYLING, EMPOWERED BY STEAM

SteamPod 3.0

OUR 1ST PATENTED STYLER THAT USES THE POWER OF STEAM TO WAVE OR STRAIGHTEN ANY HAIR TYPE, FASTER & SMOOTHER.

78% LESS DAMAGE*, 2X FASTER, 2X SMOOTHER**

Protect hair and add shine, service after service.

NEWLY INTEGRATED WATER TANK

Style more than 1 full head of hair without refill.

ROTATIVE CORD

Maximise flexibility for straightening, waves and curls.

14% THINNER, 37% LIGHTER***

Free your service with enhanced ergonomics.

*vs regular straightener after 15 uses

**instrumental test vs regular straightener

***instrumental test vs SteamPod 2.0

"The updated, Streamlined design, integrated water feature and rotating cord makes the SteamPod 3.0 super-practical to use backstage and has become a new favourite in my kitbag - I am so amazed by the results!"

NEIL MOODIE, International Session Stylist and SteamPod Styler



The rights to use those visuals are required from October 1st, 2019 to March 31st, 2021. Beyond that date the use of those visuals shall be considered as a breach and you will have to pay any compensation that would be seek by the photographer.

L'ORÉAL
PROFESSIONNEL
PARIS

L'ORÉAL FOR THE FUTURE

L'Oréal announces the creation of its new program "L'Oréal for the future": €150 million to support vulnerable women and protect the environment

In the context of the Covid-19 pandemic and to address its consequences, L'Oréal announces L'Oréal for the future, an unprecedented social and environmental solidarity programme to address the following priorities:

- supporting organizations that support highly vulnerable women, the first victims of the social and economic crisis generated by the pandemic, with the creation of a €50 million charitable endowment fund
- contributing to the regeneration of damaged natural ecosystems and efforts to prevent climate change, with €100 million dedicated to environmental impact investing.

Jean-Paul Agon, Chairman and CEO of L'Oréal, says: "Over the coming months, our societies will face social crises giving rise to situations of great human suffering, particularly for the most vulnerable. At the

same time, we are fully aware that environmental challenges are increasingly pressing. It is essential not to step back from the sustainable transformation that the world needs. We therefore wish to reaffirm our commitment to the environment and to the preservation of biodiversity, and to help mitigate the social crisis for women. These two causes reflect the values and the historic commitment of L'Oréal."

€50 million to support highly vulnerable women The L'Oréal Group, which has historically been committed to supporting women, is still there for them today, because women are disproportionately affected by the Covid-19 crisis, particularly in terms of job and income loss. They make up a large majority of single-parent families, and are increasingly forced to turn to food banks to meet their most basic needs. At the same time, domestic and sexual violence has increased worldwide, including in France (+30%), particularly due to the effects of lockdown measures.

€100 million dedicated to environmental impact investing in addition to its ongoing long-term efforts to reduce its environmental impact as part of its Sharing Beauty with All sustainable development programme, the L'Oréal Group has decided to engage €100 million into impact investing, in order to act upon two key environmental challenges:

- regenerating damaged natural eco-

systems: €50 million will be used to finance marine and forest ecosystem restoration projects that also create new social and economic development opportunities for the populations that depend on these ecosystems (developing sustainable agriculture and fishing, eco-tourism, sale of carbon credits). The fund, the L'Oréal Fund for Nature Regeneration, aims to restore one million hectares of degraded ecosystems, capture 15 to 20 million tonnes of CO2 and create hundreds of job opportunities by 2030.

- preventing climate change: €50 million will be directed to financing for projects linked to the circular economy. With this fund, the L'Oréal Group aims to contribute to the quest for solutions and the creation of business models that support the development of a circular economy, particularly in terms of recycling and management of plastic waste.

The L'Oréal Group takes massive efforts in all countries all over the world to ensure that all of L'Oréal's activities are respectful of the planetary boundaries and count on the defined targets until 2030.

With this sustainable development programme, as well as its strong commitment to ethics, its policy of promoting diversity, and its philanthropic endeavours supported by the L'Oréal Foundation and the brands, the Group contributes to 15 of the 17 Sustainable Development Goals set in 2015 by the United Nations.

STARSHINE

BEING BEAUTIFUL AND PASSIONATE ABOUT FASHION IS AN ENERGY BOOSTER. HAIR IN SOFT WAVES AND AS AN ELEGANT BRAID, STYLED LOOSELY AND CASUALLY. TOGETHER WITH AUSTRIAN FASHION DESIGNER JUERGEN CHRISTIAN HOERL, THE STEINMETZ-BUNDY PRIVATE SALON TEAM DELIVERS GLAMOROUS ON-TREND LOOKS.

[◀ BACK TO CONTENT](#)



YOUNG + CHEEKEY

DAIGO SUZUKI • FG JAPAN



MARI OGAHARA • ICD JAPAN



PUNK GLAM! SASSY, BOLD AND EXTRAVAGANT. STYLES FOR REBELLIOUS DEVILS. SURPRISE IS THE ORDER OF THE DAY WITH A WILD BLUE CROP OR AN ORANGE-BLONDE MORNING-AFTER BOB - AS BOISTEROUS AS AN ENFANT TERRIBLE. LONG LIVE EXAGGERATION.

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
世界の人々に夢と感動を提供し
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」

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”

アデランスグループは世界19の国と地域に67*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。

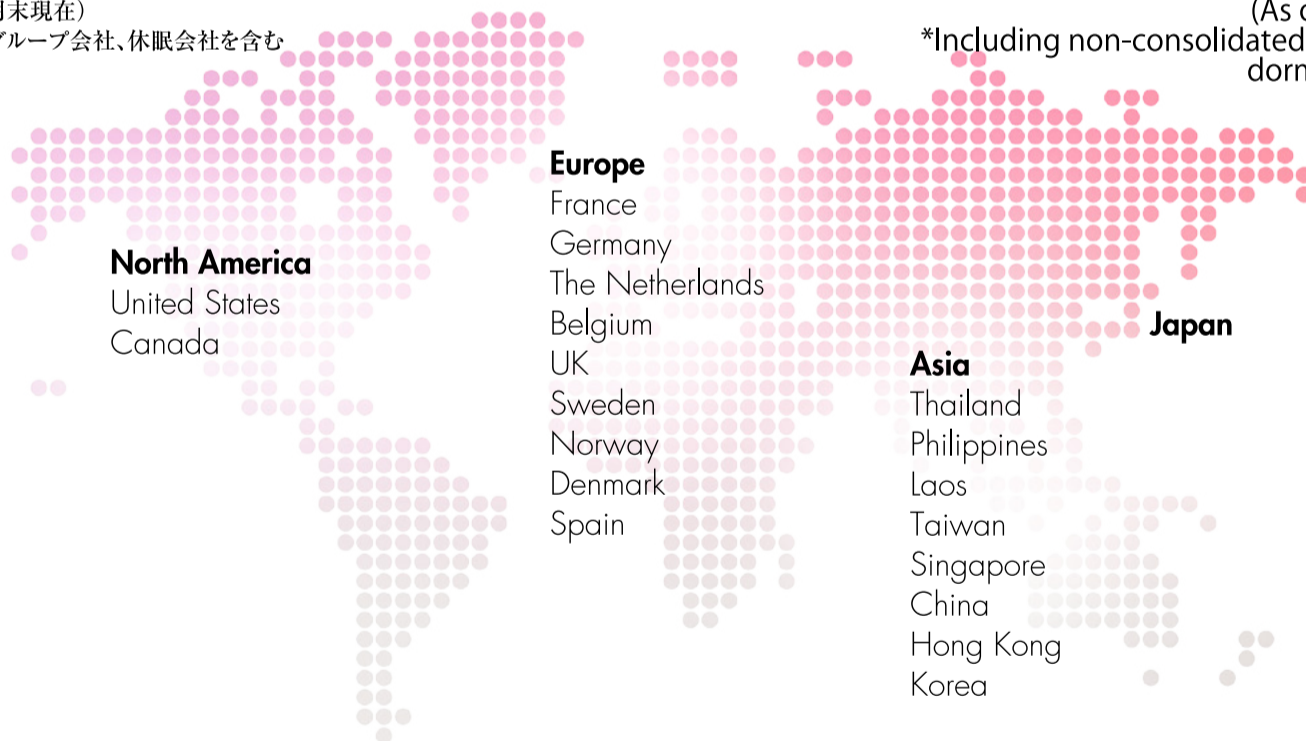
(2020年5月末現在)

※非連結グループ会社、休眠会社を含む

Aderans Group has 67* companies
in 19 countries/regions.

(As of May 31, 2020)

*Including non-consolidated companies and
dormant companies



ADERANS レディース アデランス FONTAINE BOSLEY HAIRCLUB

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。

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

Aderans

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（社員のやりがい）

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.

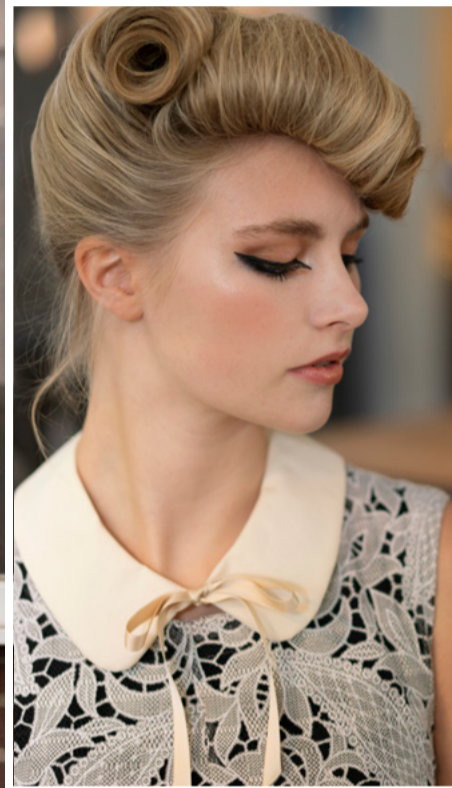
株式会社アデランス
代表取締役会長
ファウンダー（創業者）
根本 信男

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

Aderans

RETRO MANIA 2021

FONDATION GUILLAUME GERMANY • PHOTO: FRANK ROSSBACH, ANDREAS RIEDEL



WELCOME BACK TO THE 50S! THE VINTAGE TREND TURNS HEADS BACKWARDS TOWARDS STYLE ICONS LIKE BRIGITTE BARDOT. LUSH WAVES OR ELABORATE UP-DOS CONTINUE TO BE THE HALLMARKS OF A STYLISH ERA THAT HAS INFLUENCED GENERATIONS OF WOMEN.

before*

after**



Refresh YOUR SALON COLOR

*Hair previously highlighted and too golden

**With Lilac frost



NEW COLOR FRESH MASK
ZERO DAMAGE COLOR DEPOSITING MASK
TO **MAINTAIN OR TRANSFORM** YOUR COLOR AT HOME

With beautiful true-to-tone fading*, visible shine & smooth hair feel

makechange

*Depending on the shade intensity, valid for all shades except Pearl Blonde, Lilac Frost, Golden Gloss, and Caramel Glaze.



Supernature

THAT DISCO VIBE. THE "SUPER NATURE" COLLECTION HAS A HINT OF THE 70S, JUST BEFORE DISCO GLAMOUR MORPHED INTO A PUNKY NEW-WAVE STYLE. THE RESULT IS BEAUTIFUL BOBS AND MODERN PIXIE CUTS WITH SUPREME GLAMOUR. IT'S ALL ABOUT THE POLISH AND THE FINISH.



SACO INTERNATIONAL • ICD DENMARK • PHOTO: JENNY HANDS

SINCRONISMO

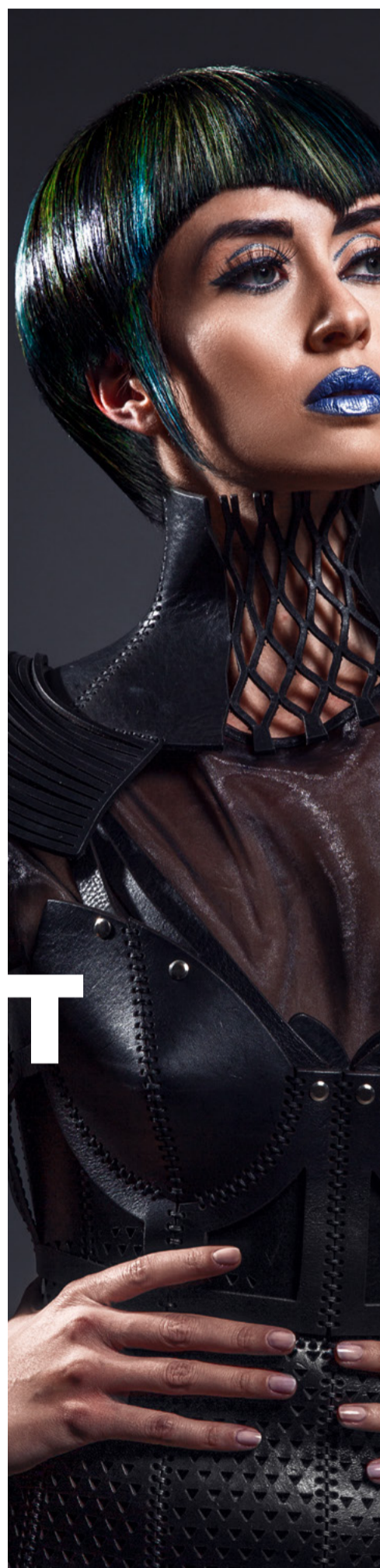
EVERYTHING IN BALANCE - THE INTERPLAY OF HAIR GIVES A SERENE AURA, ALMOST LIKE A PATTERN. RICH COLOURS AND SYMMETRIES CREATE AN ARTISTIC, PAINTERLY EFFECT. AN AESTHETIC DESIGN BY EXTRAORDINARY HAIR ARTISTS.

[◀ BACK TO CONTENT](#)

BEAUTY BORN
FROM SCIENCE



SYSTEM
PROFESSIONAL



MIDNIGHT

COLLECTION

SOPHISTICATED, EXPERIMENTAL AND SOMETIMES ALMOST OUTLANDISHLY STYLISH: GRAPHIC CUTS WITH EXTRAVAGANT FRINGE CONTOURS AND PUNCHY COLOURS OF VERMILION AND BLACK, TURQUOISE AND GREEN. LONG HAIR WITH A WAVY TEXTURE, BY CONTRAST, SEEMS ALMOST DEMURE.

XENON • ICD ITALY • PHOTO : GIORGIO ATTANASIO

MAURICIO PINA • ICD BRASIL • PHOTO: DANIEL RIDANO



SUN QUEENS AND MAGICAL HEROINES: ARTFUL HAIR, MAKE-UP AND FASHION INSPIRATION FROM BRAZIL CAN BE SEEN IN THESE ARTWORKS. THEY CELEBRATE THE MODELS' AFRICAN ORIGINS WITH MAXIMUM OPULENCE.

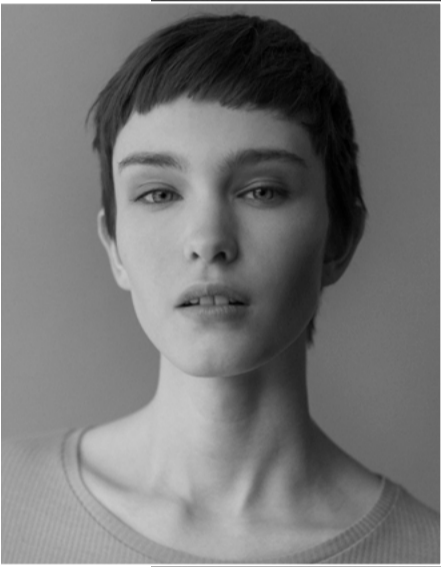


ICD BRASIL

Aderans



T R A N S F O R M A T I O N



Show the world who you want to be!

The "Transformation" collection celebrates the courage and creativity required to reinvent oneself.

The philosophy:

"Women wear their hair the way they want - no matter what others say!

There are countless trends and styles, short or long: what counts is individual style that chimes with your unique personality."

MARC M. MENDEN • ICD SWITZERLAND • PHOTO: MAURICE SINCLAIR

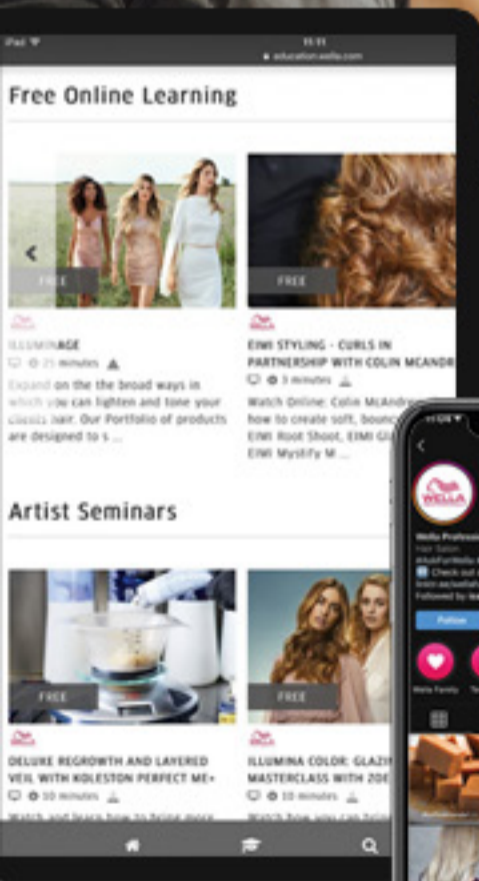


LOVE LOOKS:
DELICATE
GIRLISH
ANGEL CURLS OR A
WHIMSICAL UP-DO.
EITHER COMPLETELY
NATURAL, OR ELABO-
RATELY STYLED.
FILIGREE BRAIDED
ARTWORK FOR
FASHION BRIDES.

PRETTY PRINCESS

RICHA AGARWAL • ICD INDIA



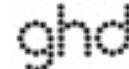
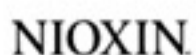


EDUCATION *platform*

It's no longer only about being in a classroom to get your creative juices flowing.

REGISTER NOW

to access online seminars



PROFIL

LAUREN DONALD • ICD AMERICA/CANADA • PHOTO: IAN JACOB



INDIVIDUALITY AS A FASHION CONCEPT: HAIR CREATIONS WITH A COOL, STYLED BRAID. THE IDEA? TO CREATE AN AESTHETIC THAT ABSOLUTELY REFLECTS WHO THE PERSON IS AND HOW THEY WANT TO APPEAR.

Shades and Colors



CRISTINA MIHUTIU • ICD ROMANIA • PHOTO: ADRIAN ZAHARIA

MAGICAL WOODLAND FAIRIES WITH IRIDESCENT COLOUR NUANCES IN DEEP GREEN, OPAL, TURQUOISE AND SOFT PASTELS. THIS COLLECTION TAKES INSPIRATION FROM THE DIFFERENT HUES IN BIRD FEATHERS AND BORROWS COLOURS FROM SEMI-PRECIOUS STONES.

BLONDE & BOND IN ONE STEP FOR THE BEST BLEACH PERFORMANCE*

BLOND STUDIO 8 BONDER INSIDE

THE NEW POWERFUL
BLEACHING GAME CHANGER*

BLONDER

Up to 8 levels of lift.

STRONGER

Highest* concentration of Citric Acid & Glycine bonding complex to protect bonds and keep the hair strong while lightening.

FASTER

All in one step with no bonder additive needed for up to 15 minutes faster service.

*By L'Oréal Professionnel.



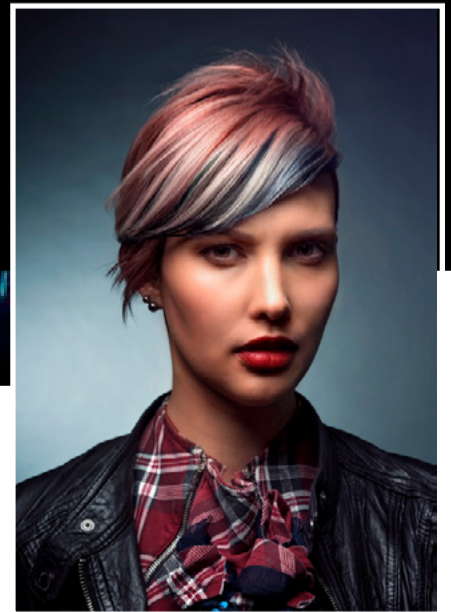
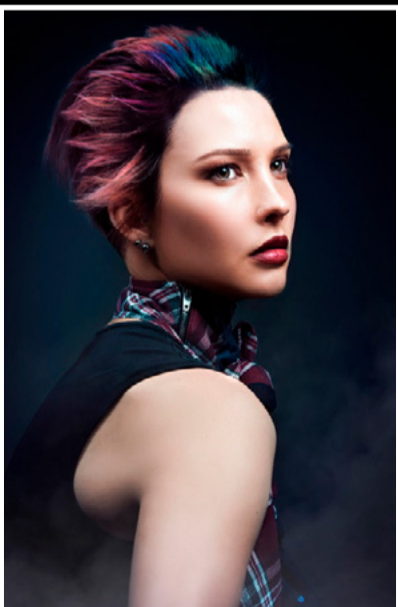
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KATI SUOKAS • ICD FINLAND • PHOTO: MIKKO KAREKIVI

Colorful



TURQUOISE-VIOLET-ROSÉ - HAIR COLOURS FOR FASHIONISTAS AND INSTA-QUEENS: EDGY, WACKY, UNCOMPROMISING. THE COLOUR COMPOSITIONS ARE BOLD AND MASTERFULLY COORDINATED WITH THE CROPPED CUTS. COOL IT-LOOKS WITH EXPLOSIVE VOLUME AND ECCENTRIC COLOUR CLASHES.

[◀ BACK TO CONTENT](#)

shadows from **LIGHT**



EVERYTHING SLEEK? THAT'S EXACTLY WHAT IT'S NOT. THE STRAIGHTENER CREATES MORE THAN JUST ZIG-ZAG WAVES IN THE HAIR. INDIVIDUAL STRANDS BECOME HIGHLIGHTS AND FINE HAIR GETS NOTICEABLY FULLER AND MORE VOLUMINOUS. THIS NEW KINK CREATES ACCENTS AND ADDS A MORE REBELLIOUS DIMENSION TO A SLEEK STYLE.

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BUBBLE BATH

GELCOLOR • INFINITE SHINE • NAIL LACQUER • POWDER PERFECTION
COLOR IS THE ANSWER

O·P·I

LOS ANGELES

40 YEARS OF COLOR

I N LOVE WITH AVANT-GARDE. BLONDE XL LONG HAIR BECOMES PONYTAIL ART WITH A WIDE VARIETY OF TEXTURES. CRIMPED HAIR SECTIONS, MULTIPLE LAYERS OR HAIR CREATIONS INTERWOVEN WITH BLACK STRANDS REVEAL A DARING ELEGANCE.

FOR



Ginger Vibes



KRISZTINA KERESZTES • ICD ROMANIA • PHOTO: ADRIAN ZAHARIA

FROM BRIGHT COPPER TO DARK MARSALA, THE COLOUR OF PASSION AND LOVE HAS ALWAYS HAD A SPECIAL MEANING IN THE ART OF HAIR. THE WILD MANE GLOWS LIKE A FLAME AND LOOSE STRANDS ARE THE SPARKS THAT IGNITE A NEW EXPLOSION OF COLOUR HERE AND THERE.



Gray coverage just got cooler

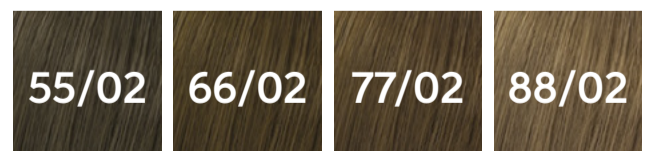
NEW Resistant
Cool Cover shades for

100%

COOL, OPAQUE,
GRAY COVERAGE



NEW



makechange



DIVA STYLE

RITA AGNOLI • ICD ITALY • PHOTO: GIORGIA SARDELLI



THERE IS AN ART TO WEARING LONG HAIR. MUCH MORE STRUCTURED THAN IN PREVIOUS YEARS, THESE HAIRSTYLES RUN THE GAMUT OF STYLES, FROM BRAIDS AND BOLD WAVES TO LOW AND HIGH PONYTAILS WITH SOPHISTICATED TOUCHES.

funTime

HONGBO GAO



HUAPING WU



LIQUANG ZHANG



QIULING LI



WEIWEI SHU



WEIQING LUO

POP ART. AVANT-GARDE. NATURAL BEAUTY. A STYLE CLASH FROM CHINA. THE EXUBERANT AESTHETICS OF THESE LOOKS ALLUDE TO POP-CULTURE ART AND THOSE WITH A PENCHANT FOR EXTRAORDINARY APPEARANCES. FROM NEON GREEN TO CANDY PINK, THE COLOUR PALETTE AND THE HAIRSTYLES THEMSELVES ARE AS ELABORATE AND CRAZY AS CAN BE.



CHENMING LU

Find Your Beauty **MILBON**

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 REPAIR HEAT 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.



Visibly softens, repairs brittleness, and protects against heat damage.



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.



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

CYBER BEINGS FROM ANOTHER DIMENSION: ICE BLONDE CREATIONS WITH FUTURISTIC STYLE APPEAL. AIRY-SOFT LOOKS WITH PLAIT DETAILS OR WORN-IN HAIR ROLLS FOR NEO-NOSTALGIC LOOKS.



EXTRAORDINARY

FEMININITY GOES ITS OWN WAY.

OCCASIONALLY PROVOCATIVE WITH AN ECCENTRIC RAZOR CUT, OTHER TIMES HIP IN BRIGHT ORANGE. ALWAYS ORIGINAL AND NEVER MAINSTREAM.



NATASHA BALABANOVA • ICD UKRAINE • PHOTO: DMYTRO BARANOV



IRYNA FRAIYK • ICD UKRAINE • PHOTO: ALEKSANDR ZHADAN

A RINGSIDE VIEW
FOR FIGHTERS.

P PLAITED



DONOVAN FOTI • ICD SOUTH AFRICA • PHOTO: JETHRO SNYDERS



SPORTY BRAIDS IN AN UNDONE LOOK. BRAIDED PLAITS WITH A SEXY AND SENSUAL EFFECT. THE NEW CHAMPIONS ARE FEMININE, SOPHISTICATED AND ABSOLUTELY STYLISH.

O·P·I
GEL COLOR

NEW!

BREAKTHROUGH
STAY STRONG TECHNOLOGY



+ DAYS

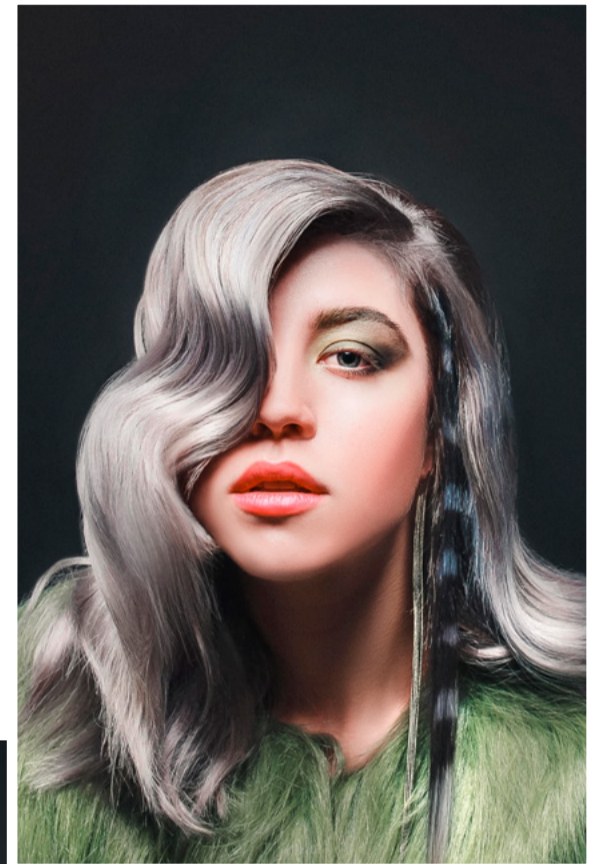
QUALITY WEAR
LASTING DURABILITY
& HIGH-GLOSS SHINE



NEW! OPI GELCOLOR STAY STRONG SYSTEM

74% of clients felt that their nails were stronger wearing this gel system compared to their natural nail!*

#STAYONSTAYSTRONG



OLENA BONDARENKO/NATALIA ORLANSKA • ICD UKRAINE

THE COURAGE
TO BE
AVANT-GARDE.

OTHERNESS. FRESHNESS.

BEAUTY. STYLE ICONS

LOVE FASHION

METAMORPHOSES AND

ARE CONSTANTLY

CHANGING THEIR LOOK.

TRANSFORMATION AS A

FASHION CONCEPT.



EXTROVERTED
AND
PROVOCATIVE:
GREY, BLACK
AND NIGHT BLUE
AS A COLOUR
COMBINATION. A
SHORT CUT WITH
SHARP LINES,
LONG HAIR
WITH FEATHER
DETAILING.
THE STRONG
EXPRESSIVE
POWER OF THIS
FINISH IS
UNFORGETTABLE.

SHADES OF GREY



OLESYA RASSKAZOVA • ICD UKRAINE • PHOTO: ILYA AXIONOV

Aderans



ALEXANDRA SIMON-TECKHAUS • ICD GERMANY • PHOTO: MICHAELA KÖBERICH



EDGAR KRUG • ICD GERMANY • PHOTO: EDGAR KRUG



MANFRED HOHMANN • ICD GERMANY • PHOTO: MATTHIES WILHELM

STYLE MIX. TEXTURES ARE FREELY INTERCHANGEABLE AND MAKE THESE LOOKS VERSATILE AND IMAGINATIVE. CURLS AS AN UP-DO OR A SEA OF WAVES. SHORTCUT WITH XL VOLUME POWER. NATURAL BEAUTY MEETS IRRESISTIBLE SEX-APPEAL.

A NOSTALGIC LOOK: SOFT, CASUAL AND DREAMY. BLONDE CURLS IN A GIRLY, STYLISH BOB. COMPLETELY NATURAL AND EASY-TO-WEAR. SIMPLY BEAUTIFUL.



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OLYMP offers a professional online consulting with one of our furnishing consultants: non-binding, pleasant and whenever you wish – free of charge! Find your favourite product among many design award-winning products during a live cam walk through our showroom.

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DEEP WAVES MAKE UNSTRUCTURED WAVY STYLES LOOK WONDERFULLY SLEEK. EXPANSIVE, ANGULAR AND FLOWING IN AN ORDERLY FASHION FROM THE TOP OF THE HEAD DOWNWARDS, THE WIDE CURVES ARE REMINISCENT OF THE GLAMOUR OF EARLY HOLLYWOOD. DELICATE PASTEL SHADES BLUR INTO A SEA OF HAIR.

GOOD WAVES

TERRINA BROWN • ICD AUSTRALIA • PHOTO: CHRIS HUZZARD





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.





ARTISTIC TEAM ICD BRASIL ACADEMY • PHOTO: DOUGLAS MOREIRA



STAR APPEAL

THEY ARE THE QUEENS OF STYLE: CASUAL, ELEGANT AND ABOVE ALL ULTRA-FEMININE. URBAN STYLE QUEENS GO FOR A DELIBERATELY NATURAL LOOK, DYNAMIC TEXTURES AND SHIMMERING HAIR COLOURS.



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



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Program of the future



New categories in 2021
Movement Star
Wigs in Fashion
Eyebrow & Lashes services

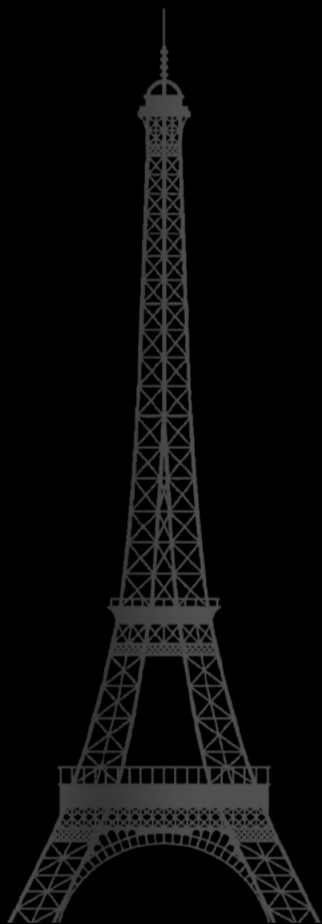


Education Concept

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

GET IN TOUCH

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



Intercoiffure World Academy
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THE ONLY* NEUTRALIZING GLOSS NOW FOR BRUNETTES

DIA LIGHT

**THE ONLY* ACIDIC-GEL CREAM TECHNOLOGY
TO NEUTRALIZE & GLOSS ANY LIGHTENED
HAIR, THE FRENCH WAY**

LOW PH GEL CREAM TECHNOLOGY

Balance the hair after any lightening with an ultra-glossy result & +30% more conditioned hair**.

NEUTRALIZING GLOSS FOR ALL BASES

Customize the result thanks to our complete palette, now with new shades for brunettes.

*By L'Oréal Professionnel. **Instrumental test.



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PARIS

BIG HAIR

ANTHONY TAN • ICD AUSTRALIA • PHOTO: MARK ROA VERGARA



ANTHONY TAN • ICD AUSTRALIA • PHOTO: MARISSA O'DONNELL



IMAGINATION AND CREATIVITY COMBINE TO CREATE SPECTACULAR STYLE CREATIONS AND EXPERIMENTAL HAIR SCULPTURES.

"WOVEN" IS INSPIRED BY A DIVERSE MIX OF ETHNIC CULTURES. EARTHY TONES CREATE MYSTICAL FASHION APPEAL.



ANNETTE SCAFFIDI • ICD AUSTRALIA • PHOTO: TRAVIS LEPRI



ANTI-HAIR LOSS



RENI ILIEVA • ICD BULGARIA • PHOTO: ART PIX STUDIO

Shine, elasticity and vitality: the active components from Reni Ilieva anti-hair loss serum are entirely from Bulgarian herbs, which are acquired from the most ecologically clean regions in Bulgaria at 1,600-1,700 m above sea level. A philosophy that turns hair care into a modern echo of antiquity. Exceptional results connect science and nature in one.

The product has proven qualities and visible results after the 45th day with regular use. The hair serum has an intense revitalizing effect. Specially selected extracts of nettle, wort, yarrow help fight hair loss, glycerin moisturizes, and silver ions strengthen hair roots and increase the activity of the hair follicle.

updo

PRECIOUS UP-DOS AND STARLIGHT: RETRO STYLES INSPIRED BY THE 30S AND 60S. WHETHER CLASSIC OR PLAYFUL, GLAMOROUS OR ROMANTIC - UP-DOS LOVE SOPHISTICATED HAIR ACCESSORIES LIKE PEARLS, FLOWERS OR SPARKLING TIARAS. THE PLAY WITH STRUCTURES LOOKS SEDUCTIVE AND NOSTALGIC WITH A TOUCH OF IRONY.

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ICDMAGAZINE 82

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

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

AN INTERPLAY OF SHAPES: MINIMALISM MEETS OPULENCE. THE NEW FEMININITY IS INSPIRED BY SASSOON AND THE IDEA OF CREATING A BLEND OF SOFTNESS AND SHARPNESS. THE CONTRAST IS PROVIDED BY PLAYFUL PLAIT ART WITH COLOURFUL FLORAL RIBBONS. THE MAGIC OF OTHERNESS THAT DEFINES THIS GIRL TRIBE.



FONDATION GUILLAUME DENMARK





I'M NOT REALLY A WAITRESS

GEL COLOR • INFINITE SHINE • NAIL LACQUER • POWDER PERFECTION
COLOR IS THE ANSWER

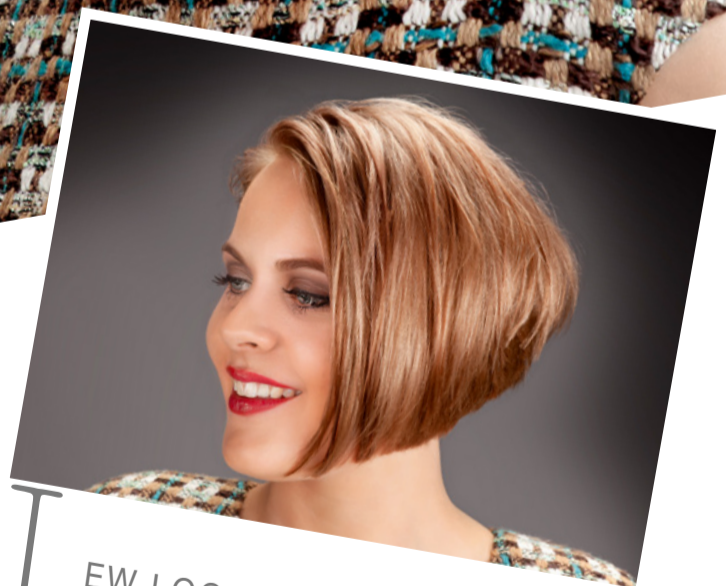
O.P.I.

LOS ANGELES

40 YEARS OF COLOR

MIXED EMOTIONS

ASTRID STEINHOFF • JENS DAGNÉ • ICD GERMANY • PHOTO: BENJAMIN POE



NEW LOOK, NEW COLOUR. THE RESULT IS A LIGHT, YOUNG POWER-STYLE AS CAREFREE AS A SUMMER DAY. THE CHIN-LENGTH CONTOURS FLATTER THE FACE AND EMPHASISE FEMININE NONCHALANCE.



Aderans

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 order to help the people who are not on the sunny side of life.

MORE INFORMATION & DONATION www.education-for-life.com

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RIO DE JANEIRO (BRAZIL)



FORTALEZA (BRAZIL)

Fortaleza

TESOURINHA (BRAZIL)



SELO MIRA (BOSNIA)



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MONTEVIDEO (URUGUAY)



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Titanium silver or rosé blonde? This coiffure plays with unusual colours. The look is austere and unconventional, the essence of a strong personality.



FERNANDO LEYENDECKER • ICD ARGENTINA • PHOTO: CECILIA ROGGERO

High ponytails or big curls for more dynamism. If you don't want to lose a centimetre of hair, you'll love these new long locks. Highlights in champagne, honey or caramel in blonde hair lend the entire style more depth. This effect also works wonderfully with the Shadow Roots technique - deliberately dark-coloured roots with a very visible transition to lighter hair.

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BOYGROUP

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GEORGI PETKOV • ICD BULGARIA • PHOTO: DILINA FLORENTIN



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