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American

THE BEAUTY AUTHORITY

SALON

AFTER DARK

L'Oréal Professionnel
lights up the night with
beautiful hair

UNDER THE INFLUENCE

Lucie Doughty gets
captivated by texture
with her latest muse

SHEAR MADNESS

10 scissors that
are a cut above



Beauty Lab

Eight brand-new products you just have to check out



REDKEN

Redken Inix Force Scalp Stimulate-Inhibin Service helps jump-start clients' thinning hair treatment programs. The system consists of Shampoo, Toner and Scalp Treatment, which work to nourish and strengthen hair and stimulate microcirculation. redken.com



SAM VILLA

The E-TO: Light Professional Ionic Hair Dryer exclusively for **Sam Villa** is a lightweight dryer that features two heat settings, two speed settings and a cool-shot button to lock in styles and leave hair shiny and smooth. samvilla.com



HOTHEADS

Hotheads Hand Dry Hair Towels are made of a super-absorbent microfiber that quickly soaks up moisture from hair, which shortens drying time, prevents frizziness and protects locks from excess heat that can damage hair. hotheads.us



RAHUA

The 100 percent natural and organic **Rahua** Voluminous Shampoo and Conditioner help cleanse, nourish and fortify hair with pure ingredients, including lemongrass, green tea, arganite oil, jojoba oil, lavender and acajagitea. rahua.com



KEVIN MURPHY

Kevin Murphy Texture Master is a non-aerosol strong-hold styling spray that, when applied to dry hair, instantly creates enhanced volume, texture and hold for any hair type. This mix gives hair a teased effect without additional styling. kevinmurphy.com.au



OPI

OPI Argilar Skin Glycerals Hand & Body Lotion in Hibiscus Blossom features a blend of Hibiscus Mollis, topical fruit, natural moisturizers, and soothing aloe and also extracts to moisturize hands and body for smoother and softer skin. opi.com



EUFORA

Powder Lift from **Eufora** is a weightless solution that creates volume and lift at the scalp and absorbs excess oil from the hair. It incorporates absorbents with anionic repulsion technology that turns liquid oil powder then back into liquid during use. eufora.net



WELLA PROFESSIONALS

Wella Professionals Vohel Amplifier, part of the Wet Stage Styling range, is a system that is designed to be used on damp hair to create volume and touchable movement. It also improves hair's manageability and amplifies styling control. wella.com



First Look

Take Care

A new line from **Aloxi** helps clients protect their haircolor investment.

Preserving color and protecting the health and integrity of hair is the cornerstone of **Aloxi**'s new **ColourCare** line. Free of sulfates, sodium chloride and parabens, the products are infused with a blend of 10 antioxidants and botanicals, including pomegranate, ginseng, algae and bearberry, which nourish, protect and repair clients' manes. In addition, **Aloxi**'s strengthening complex dramatically improves the vitality of color-treated hair by replenishing key proteins, while olive and avocado oils and shea and cupuacu butters infuse strands with moisture.

The collection boasts gentle **ColourCare** Hydrating Shampoo, nutrient-rich Hydrating Conditioner, Leave-In Conditioner, a weightless detangler, and the hydrating **Colour Rich** Treatment masque that nourishes parched strands, leaving them silky and shiny. **Aloxi** brings the line full circle with two star products that set the stage for stellar color results: **ColourPrime** Pre-Color Treatment, an all-in-one gentle herbal cleanser, scalp descaler, porosity equalizer and color extender that preps the hair for color services, and the botanical-enriched **ColourLock**

Post-Color Finisher, which completes the color process by cleansing, conditioning, reducing the hair's pH, neutralizing residual peroxide and closing the cuticle, all in one simple step. aloxi.com—K.D.

