

BEAUTY

What's Taking Off in the World of Beauty

# launchpad

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## A Few Good Men

Grooming go-tos  
for the male set

## RESCUE ME!

Problem solvers for  
summer-stressed strands

## LIVING IN THIN?

Beef up lackluster locks

# Man Candy

We ask our industry's leading men to dish on which Hollywood hunk rocks the hottest map. —Alyson Osterman



"**Johnny Depp's** style is the epitome of sexy rock 'n' roll but still manages to make him look charming and romantic." —*Lauren Dubug, Rival Salon and Products founder*

"I dig **Depp's** growout hair; it's my favorite look on him. What great texture, length and color! It's rough, edgy and cool." —*Chrystale Benson, Matrix artistic director*



"The sexy tresses that have been worn all sorts of ways—textured, smooth, long and short—belong to the handsome **Gerard Butler**. His hair can never look bad!"

—*John Simpson, Goldwell International platform artist*



"Guys can identify with **Adrian Grenier** through the characters he plays and his laidback look. His curls are enviable."

—*Steven Goddard, Pravana Naturals founder and president*



"**Paul Walker's** style is a great example of modern-classic."

—*Don Bewley, Euforo International cofounder*



"**James Franco** looks like a modern-day James Dean. His hair has natural movement that allows for various styles; he can rock just about any 'do."

—*Rafe Hardy, Sexy Hair artistic creative director*



"I'm loving **Adam Levine's** pompadour haircut. The look is fresh and modern, with a tight fade on the sides and back and lots of extra hair on top."

—*George Papanikolas, Joico celebrity stylist*



"Gotta love **Ryan Reynolds'** classic style! His length and body on top paired with not-so-tidy sides gives him the classic 'Hollywood leading Man' look—with a new rugged edge."

—*Wayne Grued, Surface Hair founder*



"**Bradley Cooper's** hair is the perfect length—not too short, not too long—and very versatile. It allows for a business look and can easily be changed into a style with a little more grunge."

—*Martina Carter, Keratin Complex celebrity stylist*

You needn't feel skittish or unprepared when faced with a client's hair loss or thinning—simply tackle the subject with knowledge, candor, and the right products at the ready. by Tracy Morin



# Cutting Losses

Hair loss and thinning have been the subject of silly solutions and taglines in decades past (hello, scalp-cooking spray paint and Hair Club president), but in 2011, it's serious business—not only for manufacturers, but for the more than 75% of men and women who experience this esteem-crusher. Unfortunately, stylists—the ones best equipped to deal with hairy situations—frequently shy away from broaching the topic with their clients because they don't know where to start or what products can help. Fear not; you can talk to clients about this oft-avoided topic with sensitivity, self-confidence and solutions.

"Men and women who encounter issues such as hair thinning experience a range of emotions...they may feel helpless, alone and unsure of where to go for help," says Nioxin expert consultant Dr. Stephen Frankel, professor of appearance psychology at Milwaukee's Marquette University. "By using empathy and relying on insights from psychology, we can connect with men and women to talk about this sensitive topic."



The **Eufora HERO for Men** line utilizes ProAmino Peptide Complex to create the optimum scalp environment for healthy hair growth and inhibit premature hair loss. ([www.euforahero.com](http://www.euforahero.com))



The **Divi International HairCheck** service and system measures hair breakage, thinning and regrowth to determine hair loss before it's visible to the naked eye. ([www.haircheck.com](http://www.haircheck.com))



**Nioxin** boasts six regimen options, each including three of six tailored technologies—think conditioning SmoothFlex with silk amino acids—to offer customized treatments with a skin care-inspired approach. ([www.nioxin.com](http://www.nioxin.com))



Thinning thatches making hair fall flat? These thickeners take manes to massive proportions. —Alyson Osterman

## Full-Bodied Treatments

Holding out for a hero? **Eufora Hero for Men Thickening Elixir** bestows bodiful manes through ProAmino Peptide Complex. ([www.euforahero.com](http://www.euforahero.com))

Put your bestness in treatment—**Surface Awaken Therapeutic Treatment! Elixir** is imbued with nourishing saw palmetto extract plus vitamins A, C and E. ([www.surfacehair.com](http://www.surfacehair.com))

**Nioxin Thinning Hair System 8's** three-part kit uses Scalp Access Delivery System to help ensure nutrients provide mega scalp circulation. ([www.nioxin.com](http://www.nioxin.com))

**Zane Concept Simply Zen Stimulating Scalp Lotion** combines phaeophyceae algae along with a bounty of essential oils—including rosemary, cinnamon and ginger—to ramp up scalp microcirculation and boost regrowth. ([www.zanekoncept.com](http://www.zanekoncept.com))

Pump it up! **Enjoy Stimulator** contains ophioglycan oligosaccharide, which aids in delivering vital nutrients to thicken hair. ([www.enjoyhaircare.com](http://www.enjoyhaircare.com))

## Mass-Building Mistery

Take manes to the max with **Orbe Maximista Thickening Spray**; it's infused with bulk-inducing polysorbate 20. ([www.orbe.com](http://www.orbe.com))

Meet the cure-all for thinning manes: **Joico Clinicure Botanical Thinning Hair Solutions Weightless Texture Thickener** is packed with strengthening bamboo extract and stylesupporting acacia gum and hyacinth. ([www.joico.com](http://www.joico.com))

Leave it to the Pro! **Bosley Professional Strength Healthy Hair Follicle Nourisher** revitalizes lifeless locks via LifeExtend Complex. ([www.bosleypro.com](http://www.bosleypro.com))

In the thick of it: **Provana Naturaceuticals Biojen 9 Scalp Energizer** utilizes Programin-T Complex to encourage growth. ([www.provana.com](http://www.provana.com))

## Volume-Sculpting Shampoos

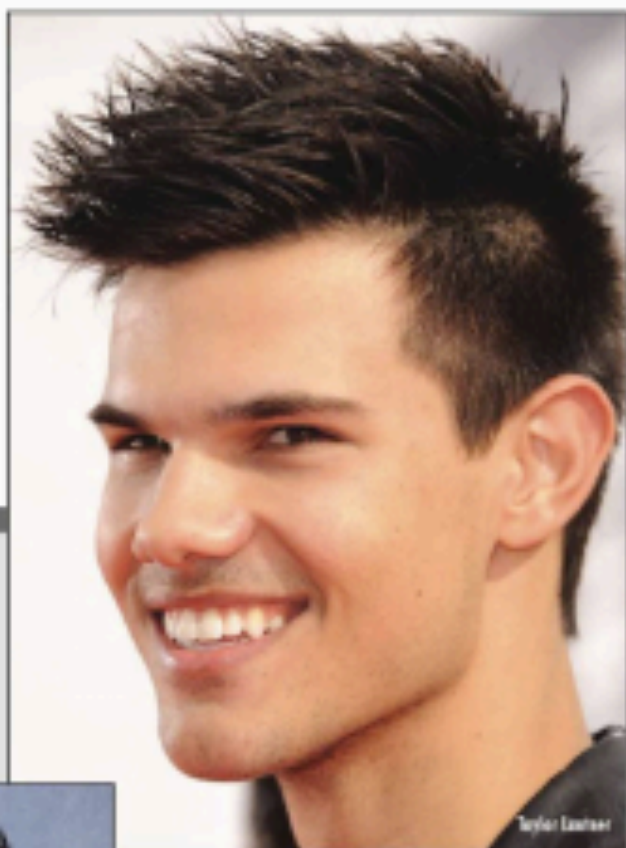
No more living in thin! **Folicure Shampoo** is chockfull of folic acid to grant fuller-looking strands. ([www.folicure.com](http://www.folicure.com))

Coffee addict: **Goldwell dualsenses for Men Thickening Shampoo** is loaded with Guarana Caffeine Complex to promote hair growth. ([www.goldwell-northamerica.com](http://www.goldwell-northamerica.com))

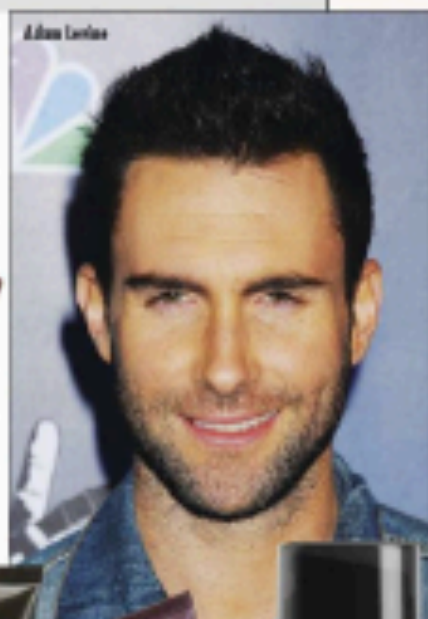
## Offsides

Clipped very short at the sides and back, this trend leaves some length on top, allowing for more play. "We're predicting warmer and thicker hair lengths and styles," says Terry Wells, TowelDry founder. "Expect to see tight sides with height on top, either smooth or spiky." The extra length can be styled to create vertical volume that's squared off, spiked, pompadoured or even flat-topped, informs Joico celeb stylist George Papanikolas. "The look is fresh and modern," he says. "Be on the lookout for hair pulled high above the head," forecasts American Crew's director of artistic services Craig Hanson. "Groomed and smoothed to perfection, without a single hair out of place, this style offers a masculine, yet edgy, look that commands attention." Speaking of commanding attention: The starchy-expressive styles have a strong military influence, with plenty of texture thrown in. "Men's cuts for fall are very military-inspired," says Sam Burns, Paul Mitchell master associate, citing looks donned by WWII pilots.

Steve DeCaro, men's team educator and master barber for Eufora International, predicts that stars like **Taylor Lautner** are on trend for fall. "Even versions of the flat top, long or short, are being retro-ed back."



Taylor Lautner



Adam Luvato



Chris Evans

## MVPs

- Paul Mitchell Tea Tree Shaping Cream ([www.paulmitchell.com](http://www.paulmitchell.com))
- TowelDry Citrus Styler ([www.toweldry.com](http://www.toweldry.com))
- American Crew Superplex ([www.americancrew.com](http://www.americancrew.com))
- JKS International Free Style Gel ([www.jks.com](http://www.jks.com))
- Kerastase Homme Capital Force Sculpting Fixing Gel ([www.kerastase.com](http://www.kerastase.com))
- Eufora International Hero for Men Grooming Cream ([www.euforashere.com](http://www.euforashere.com))
- Joico Design Collection Pliable Paste ([www.joico.com](http://www.joico.com))

