

# MODERN

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## khan artist

Gina Khan's  
transition from  
protégé to mentor

## RUNWAY REPORT

New York Fashion Week  
Behind the Scenes

## women of style

Insights and  
inspiration from  
the salon floor

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# Total Beauty

*Beth Minardi shares her  
latest baliaje method.*



# Women of Style

» This month, MODERN editors replace the "Ask the Experts" column with our own variation of *The View*. We invited 30 successful, salon-based women to join us in an industry version of 20 questions. Most are also educators or award winners or involved in industry associations. These are conversations we'd find fascinating with any salon professional. And on a different day, our group of 30 would be different as well.

We hope you enjoy the conversation, and that you will add your voice. Visit [modernsalon.com/women](http://modernsalon.com/women) to read each of our 30 women's complete responses, and to see more inspiring thoughts from successful women in beauty.



## BETH MINARDI

Owner, Minardi Salon, NYC, and Minardi Beauty Products  
Spokesperson, Jolco Vera K-Pak Color helped develop Eco-Lite's  
Minardi Perfect Lighting System  
Licensed: Nuvvee Beauty Academy, 1977  
First job: Cabnet Color consultant  
Clients per week: 36  
Price point: \$350+ for color  
[minardi.nyc.com](http://minardi.nyc.com)

**MILESTONES:** Developing several lines of hair color; NAAA Lifetime Achievement and PGA Icon of the Year award; working with Jolco  
**BIG BREAK:** Moving to NYC to work for Cabnet's corporate headquarters  
**CAREER ADVICE YOU RECEIVED:** Put your head down. Expect nothing for a long while. Work.  
**CAREER ADVICE YOU'VE GIVEN:** The first 30,000 calls are the toughest.  
**YOUR MENTORS:** Robert Oppenheimer, Hillary Clinton, Estée Lauder, Mary Kay and Queen Elizabeth I.  
**ARE THERE BENEFITS TO BEING A WOMAN IN BEAUTY?** No. I believe there are challenges requiring us to work harder, work smarter and be able to juggle various roles simultaneously. We have to continue to alter the perception of women in this industry.  
**TO FOLLOW IN YOUR FOOTSTEPS, A WOMAN WOULD HAVE TO:** Make major decisions regarding commitment, dedication and self-discipline.  
**FAMOUS WOMAN YOU'D LIKE TO STYLE:** Celia Cruz  
**READING:** *Gulliver and Rules of Civility*  
**WORKING ON:** Moving into a new fit



## LOIS CHRISTIE

President, CEO and Hair Color Director,  
Christie & Co. Salon Spa, Bensie, NYC  
President, Intercoffline America/Canada  
Licensed: Private beauty school in  
Flushing Meadows, NY  
Clients per week: Our salon services  
about 3,000  
Price point: Variable for our upscale  
neighborhood  
[christiesalon.com](http://christiesalon.com)

**WHY DID YOU CHOOSE BEAUTY?** I always wanted to be a hairdresser and own my own salon. I started with a \$1,500 loan from my uncle and a dream.  
**MILESTONES:** Opening my present location; becoming the first female president on Intercoffline America/Canada; being named Business Woman of the Year by Mayor Bloomberg.  
**YOUR MENTORS:** My first was Jon Quarter, who had the first color-only salon in New York and created the first club for colorists. Vicki Sassoon and Paul Mitchell were still teaching when I was building my business. Today, I am blessed to have the best! I meet through Intercoffline.  
**ARE THERE BENEFITS TO BEING A WOMAN IN BEAUTY?** There is great opportunity for both men and women. Hairdressers are some of the most creative, loving people on the planet.

## ANTOINETTE BEENDERS

Stylist, Aveda Voodoo Lifestyle Salon, NYC, and Aveda Academy, London  
Aveda Global Creative Director  
Licensed: Hairiers, The Netherlands, 1983  
First job: At 14, a Saturday job  
Clients per week: Varies when in London and New York  
Price point: \$400 for a cut  
[antoinettebeenders.com](http://antoinettebeenders.com)

**MAJOR MILESTONES:** Winning British Hairdresser of the Year and twice receiving the Fellowship Hairdresser of the Year Award; working with Aveda on all aspects of the brand image; maintaining a side life on two continents.  
**BIG BREAK:** I saw the Trevor Sorbie Team perform at a seminar in The Netherlands when I was 15. I absolutely knew I must go to England. I knew so little English that my first interview at Sorbie's was not a success. Eventually my English improved and I got a job as a junior stylist at Sorbie's.  
**YOUR MENTORS:** Trevor Sorbie, Horst Reckelbacker, Christian and Dominique.  
**ARE THERE CHALLENGES FOR WOMEN IN BEAUTY?** Things have been tougher for women, though we are definitely on more equal footing these days. I was the first woman to win Aveda Global Hairdresser, London Hairdresser of the Year, and British Hairdresser of the Year—and this was just in the '90s.  
**WHAT DOES "WORK/LIFE" BALANCE MEAN TO YOU?** It's difficult. I go through periods where I feel very balanced, and others not at all. Being at home in Minneapolis, seeing green, spending time with my husband and dog are important to me.  
**TO FOLLOW IN YOUR FOOTSTEPS, A WOMAN WOULD HAVE TO:** Be creative, be a fighter. Have a very supportive partner.  
**FAMOUS WOMAN YOU'D LIKE TO STYLE:** Her Majesty, the Queen  
**READING:** *The Power of People: Four Acts of People Who Can Change Your Life*, by Dr. Verma Goradia Price  
**PLAYLIST:** *Ruffin in the Deep* by Adele; *Manhattan* by Kings of Leon  
**WORKING ON:** Aveda Congress



is so multi-faceted? Yes, could work in a salon, you could work in a beauty supply, you could work for a manufacturer in sales or in education, or even teach. **QUOTE OR MANTRA:** Only one thing matters, and that is character.

**Doreen Quarnerl**  
Co-Creator and Global Artistic Director  
American Culture



**FIRST JOB IN BEAUTY:** Shampoo Assistant, Look 5 Ladies Salon, 1986  
**LICENSED:** Western State, Boise, 1987

**BEAUTY LEGEND YOU RESPECT:** Arnie Humphries  
**CHOOSE BEAUTY BECAUSE:** Beauty is rewarding!  
**QUOTE OR MANTRA:** You get out of life what you put in.

**Sara Jones**  
Sr. Vice President and General Manager  
Joloco and ISO



**FIRST JOB IN BEAUTY:** Assistant to the salon owner of Bruce and Friends Salon in Sioux Falls, SD

**LICENSED:** Stewart's School of Cosmetology, Sioux Falls, SD, 1980  
**BEAUTY LEGEND YOU ADMIRE:** An Mrozy  
**CHOOSE BEAUTY BECAUSE:** As I myself experienced, a cosmetology license can take you far beyond the salon, if that's what you choose. From salon owner, to manufacturing to distribution to instructor, the list goes on. And as we've all seen over the past several years, the beauty industry survives quite well even during a weak economy. And, perhaps the best reason of all, is the beauty industry is full of fun, creative and generous people. This is a fulfilling industry to be in, both emotionally and monetarily.  
**QUOTE OR MANTRA:** "Think, Believe, Dream, Do." These words were ingrained in me by Matrix founder Arnie Miller. He would say, "Think about what you want to accomplish. Believe in yourself and your abilities. Dream big. Doe yourself to do it!"

**Taylor Jameson**  
Global Team Educator and  
YON School Instructor  
Extra



**FIRST JOB IN BEAUTY:** At age 12 as a "Saturday Girl" in Scotland  
**LICENSED:** I have these at the moment, including my managers

license from Maricopa School of Beauty, 1982  
**BEAUTY LEGEND YOU RESPECT:** Rita Rusk  
**CHOOSE BEAUTY BECAUSE:** You can have it all—trans having a family to running a successful to salon to being the CEO of a product manufacturer.  
**QUOTE OR MANTRA:** Be strong. Women on top rock.

**Marzia Johnson**  
Owner/ stylist, Marzia Salon,  
San Francisco  
Brazilian



**LICENSED:** Miss Mary's Beauty School, 1994  
**BEAUTY LEGEND YOU RESPECT:** Beth Minard  
**CHOOSE BEAUTY BECAUSE:**

With talent and hard work, the possibilities are truly endless. The beauty industry does not have a glass ceiling.

**QUOTE OR MANTRA:** It is not enough to see or know the beauty of something. You have to feel it and be moved by it.

**Lauren Hagen**  
Artist and Exchange  
Fashionista, Fashion  
Owner, Salon Fredricka,  
Philadelphia



**FIRST JOB IN BEAUTY:** Taking down rollers and clips at age nine!  
**LICENSED:** My apprenticeship program, mid-'90s

**BEAUTY LEGEND YOU RESPECT:** My mom, Diane  
**CHOOSE BEAUTY BECAUSE:** Of the artistic freedom, creative expression and personal empowerment brought on by inspiration.  
**QUOTE OR MANTRA:** Conceive It...Believe It...Achieve It

**Daisy Lee**  
Owner, La Salon East /  
Studio 76  
Beverly Hills



**FIRST JOB IN BEAUTY:** Stylist, 2001  
**LICENSED:** USA Beauty School New York, 2001  
**BEAUTY LEGEND YOU**

**RESPECT:** Jacqueline Kennedy  
**CHOOSE BEAUTY BECAUSE:** It can be a powerful tool.  
**QUOTE OR MANTRA:** "It takes work to be beautiful, but since I love what I do, it doesn't feel like work. With patience, anyone can have beautiful hair!"

**Nikki Lee &  
Rianna Capri**  
co-owners and celebrity  
stylists, Nine Zero One Salon,  
Hollywood, CA  
Wella Professionals



**FIRST JOB IN BEAUTY:** Nikki—Erles Lauder makeup counter, Reno, NV, 2000; Rianna—receptionist, Jenna K Salon, 1987

**LICENSED:** Nikki—International Academy of Style, Reno, NV, 2001 and CA license in 2002; Rianna—Maricopa School of Beauty, Las Vegas, 2003  
**BEAUTY LEGEND YOU BOTH RESPECT:** Any woman who knows she is capable of anything she puts her mind to.

**QUOTE OR MANTRA:** "There is an inner beauty about a woman who believes in herself, who knows she is capable of anything she puts her mind to. There is a beauty in the strength and determination of a woman who follows her own path, who isn't thrown off by obstacles along the way." —Unknown

**Leah Lynch**  
Lash Artist  
Interlocks Salon & Day Spa,  
Newburyport MA  
Novelash



**FIRST JOB IN BEAUTY:** Guest receptionist at Interlocks; 2002  
**LICENSED:** Catherine Hinds Institute of Aesthetics, Woburn MA; 2002

**BEAUTY LEGEND YOU RESPECT:** Lady Gaga  
**CHOOSE BEAUTY BECAUSE:** Even in a challenging economy, women are spending to look good and feel good. Whether you decide to do facials and waxing or become a movie set make-up artist, a lash artist, an aesthetics consultant or work also guide a doctor,

there are endless ways to use your license and enjoy your career.

**QUOTE OR MANTRA:** "Making the world a more beautiful place, one Novlash at a time."



**Vivienne Mackinder**  
owner, hair design instructor  
Booker salon/artist,  
Simplicity

**FIRST JOB IN BEAUTY:** Ward Sessions London salon trained, 1974

**LICENSED:** City in Guild in UK; when I moved to NYC, I got my NY license

**BEAUTY LEGEND YOU RESPECT:** Anastatto Boudon

**CHOOSE BEAUTY BECAUSE:** Our profession is as limitless as our imagination. Although demanding, it does offer flexible hours, perfect for women who want to have two very successful worlds running parallel.  
**QUOTE OR MANTRA:** The greatest gift we can give to ourselves are roots and wings. Roots represent our technical skills, Wings represent our creative expression. The balance of both gives us the power to soar.

**Paula Malloy**  
director of marketing and  
new product development,  
Jop Salon  
Joppeney  
Board member, ISDN



**FIRST JOB IN BEAUTY:** 05/1982

**LICENSED:** New England Hair Academy; 1982.  
**BEAUTY LEGEND YOU RESPECT:** Geri Cosenca  
**CHOOSE BEAUTY BECAUSE:** As my beauty school instructor told me, we have the power to touch people's souls and change their lives. I thought I understood it at the time, but it really became clear when I started working behind the chair, then owned a salon. This I saw another aspect of that power when I worked for G.B. Sullivan as an educator for Sebastian, and again when I began working directly for Sebastian, training other educators. I learned even more when I earned with ISDN and now at Joppeney. I hope hairdressers understand that they really do amazing things for people. If you understand that and use that power wisely, you'll have an incredible career.  
**TIP:** Believe in yourself and be very clear about your goals. Write them down. Find a mentor. Be a mentor.  
**QUOTE OR MANTRA:** "Whatever the mind can conceive and believe, the mind can achieve."  
—Jeff Sullivan

**Colleen Martorano**  
Director of Education  
GK Hair



**FIRST JOB IN BEAUTY:** Charles Scott Salon and Spa in Rocky River, OH; 1995

**LICENSED:** Remington College, Cleveland, OH; 1995  
**BEAUTY LEGEND YOU RESPECT:** Erles Lauder

**CHOOSE BEAUTY BECAUSE:** You can customize your career to reflect your personality and lifestyle.  
**QUOTE OR MANTRA:** "There's no use in trying, said Alice; "one can't believe impossible things." "I dare say you haven't had much practice," said the Queen. "When I was your age, I always did it for half an hour a day. Why, sometimes I've believed as many as six impossible things before breakfast." —Lewis Carroll

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MEMO is written by Jan Hillenmeyer, [jhillenmeyer@vancocpublishing.com](mailto:jhillenmeyer@vancocpublishing.com).



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## FAROUK PARTNERS GATHER IN CANCUN

Farouk Systems hosted a gathering of stylists, educators and distributors at its recent *Be Safe, Be Beautiful International Conference*

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## Eufora Names Top Distributors



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## Conair Hosts BaByliss VIP Reception

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## P&G Honors Distributors



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## VIEWPOINT

MSM publisher Steve Reiss shares his perspective.

## EUFORA NAMES TOP DISTRIBUTORS

Eufora International announced its 2011 distributor award recipients at the company's annual distributor conference.

"We are blessed to be able to work with some of the most inspiring and devoted distributors in our industry," said Eufora President Jim DeBerry. "The winners of these awards are leaders who reflect the culture and spirit of Eufora. They uphold an elevated level of customer service and help the hairdresser to succeed by elevating, educating and exciting salon owners and their staffs."

Bassett Salon Solutions of California received the 2011 Eufora Founders Award. This is the company's most prestigious award and is given annually to the distributor who most exemplifies the vision of Eufora Founders Don and Beth Bewley. This vision includes a passionate commitment to deliver high quality products and education to salons, helping them become more successful. The Founders Award also recognizes integrity, outstanding customer service and a commitment to provide the salon industry with the leadership and resources to grow.

Metro Beauty Supply of Toronto received the President's Award. Angelo's Salon Development Group, serving Pennsylvania and Ohio, received the Leadership Award for the second consecutive year. Angelo's also received the Founders Award in 2007 and 2008. Progressive Achievement Awards were presented to MAKA Beauty Systems, which serves Arizona, Nevada and Utah; ESP Salon Sales of Western Canada and Modern Salon Services covering Kansas, Oklahoma, Missouri, Tennessee and Kentucky. Visit [eufora.net](http://eufora.net).



Eufora Co-Founder Beth Bewley, President Jim DeBerry and Co-Founder Don Bewley (far left) presented the Eufora President's Award to Luciano Agniesz of Metro Beauty Supply.



Eufora President Jim DeBerry (right) with Ward Bassett of Bassett Salon Solutions, recipient of the Eufora Founders Award.

## PBA ANNOUNCES NEW BOARD AND COUNCIL

The Professional Beauty Association has announced its new board of directors and Leadership Council members for the 2011-2013 term.

The board and council are comprised of members across the various segments of the industry who donate time and talents to promoting the mission of PBA.

PBA's new Executive Council of the Board of Directors is Chair: Max Wedler of Beauty Craft Supply and Equipment Co., Vice Chair: Scott Buchanan of Scott J Salons and Spas and Treasurer: Bruce Selan of Zotos International.

"In addition to the many recent PBA initiatives that have launched ranging from education to government advocacy, there is still much to be done. I invite all beauty professionals to join me and my fellow industry volunteers at PBA in helping makeover industry the best it can be," says Wedler.

Other incoming Leadership Council members include Manufacturing Leadership Council: Ken Fasso of Conair Corporation and Colin Walsh of Matrix USA; Distributor Leadership Council: Cynthia Heiser of Ultimate Beauty Companies; Salon and Spa Leadership Council: Oliver Steinmayer of Oliver's Hair Salon and the Beauty Professionals/NCA Leadership Council: James Jordan of Matthew Ray Salon/KMS California global marketing.

Visit [probeauty.org](http://probeauty.org).



Buchanan



Wedler

## KERATIN COMPLEX VISITS CHICAGO

Keratin Complex's Lindsey Solomon with MODERN's Alison Shipley at Studio T10 salon in Chicago, IL, for a product demonstration of Keratin Complex's new Express Blow Out service. Visit [keratincomplex.com](http://keratincomplex.com) for more product information.

