

Xtensions

news & products

So simple

Flip-In Hair is a new hair extension accessory that offers long hair in an instant, without the risk of any damage. Handmade from 100% human hair, the accessory simply sits on top of your client's existing hair using a fine wire and hair is then pulled over the top of the extension, resulting in instant length and added volume. Choose from a range of 42 colours and three lengths.

Enquiries – circle number 108



Two tone tresses

Introducing Flowstrands – hair extensions that use two colours combined into one strand to create a colour block effect. Brought to you by Great Lengths, the extensions can be integrated into the natural hair to achieve ombre hair colour. Available in a variety of colours, you can choose between a dramatic colour block transition or a more subtle dip-dye effect.



Enquiries – circle number 109

Caribbean Curls

Channel Caribbean chic with these four new island-inspired styles from the Crazy 4 Curls range. Made from 100% human hair, these curls are easy to manage, retain their shape and are available in an array of shades.

Enquiries – circle number 110



Metallic mane



Aluminium alloy is the material behind the new technology used to create Great4Hair extensions. With no adhesives, heat or solvents used to

bond the extensions the product promotes minimum damage and can be used for up to one year.

Enquiries – circle number 111



◀ ENQUIRIES – CIRCLE NUMBER 020

Saturday 15th October 2011
9.30 - 17.00
Sunday 16th October 2011
9.30 - 18.30
Monday 17th October 2011
9.30 - 17.00

salon international

Around 200 exhibitors will be taking their place at Salon International this year with hundreds of presentations and demonstrations of wet products, colour ranges, electricals and accessories with at-show offers and discounts.

For inspiration, visit the British Hairdressing Awards Gallery, where you'll be able to review work from the finalists of the 2011 British Hairdressing Awards, sponsored by Schwarzkopf Professional.



salon international



ghd will be returning to Salon International this year with a stand that promises education, new products and a destination to meet and network. The ghd creative art team will be showcasing all the latest trends, tips and techniques, and inspiring stylists to revamp their styling service back in the salon.
Stand: L100

Balmain Hair will be exhibiting its portfolio of hair systems and revealing the newly published Look Book, which features simple solutions to hair problems. Balmain's range of products will also be on display, rounded off by an avant garde show by Balmain Global Ambassador, Skyler McDonald.
Stand: E145

◀ **Flip In hair** will be launching its latest innovation, the Pasoday Ponytail. The ponytail wraps around your client's hair in an instant and not a glue bond, clip or weave in sight. Choose from a range of 43 colours to suit all hair types.
Stand: G205

WAHL will be previewing all the courses available at the Herne Bay Academy, as well as introducing the brand new course, Ultimate Styling. Alongside

the educational programme, **WAHL** will be showcasing the innovative Lithium Series. The **WAHL** Artistic Team will also be on hand to deliver presentations on stage, together with Method of Movement dancers.
Stand: D120

Global Keratin will be hosting live demonstrations which exhibit the conditioning and frizz-relaxing properties of the hair taming formula Light Tame and the Juvexin based aftercare products. A team of hair professionals will be on hand to help and advise visitors.
Stand: D200

Rand Rocket will be on hand, headed by MD David Vickers, to deliver its expertise on scissors. Showing off the Jaguar scissor range, **Rand Rocket** will demonstrate how there's a scissor to suit every hand shape, cutting style and technical need.
Stand: K140

▶ **Shortcuts** will be unveiling Black, the latest version of salon business software. Black has a host of new features, such as contraindications and a greater ability to handle promotions, which will help increase profitable

revenue and bring further efficiencies to any business. **Shortcuts** will also be launching a range of new additional products for existing clients.
Stand: J140

▲ **KeraStraight** will be globally launching a brand new family of treatments, which includes the unique KS Complex, new Colour Protect and new KS intensive treatments. Visitors will also be able to speak to KeraStraight experts regarding the full retail range. There will also be live demonstrations from KeraStraight's partner salons throughout the weekend and a live photographic area where visitors can watch cover style shots being taken.
Stand: E165



Gloss over

Superior to regular Remy hair, Remy Couture Hair is specially optimised with nutritional fortification. Cuticle reinforcement ensures Remy Couture is more resilient to the damaging effects of heat, brushing and water submersion, providing clients with a head of hair that feels just as healthy as it looks.

Enquiries - circle number 112



Taking home gold

Flip-In Hair scooped the SME/Business Start Up of the Year award at the 2011 Coventry Telegraph Business Awards.

The Coventry Telegraph, in association with the Coventry and Warwickshire Chamber of Commerce, celebrated its 17th annual Business Awards at the Ricoh Arena.

More than 400 industry leaders from across Coventry and Warwickshire descended on the business event, hoping to add their name to the list of illustrious winners.

Despite fierce competition, Flip-In hair was awarded the SME/Business Start Up of the Year award at the glittering ceremony.

Dayle Adams, Managing Director of Flip-In Hair, said, "It was a truly fabulous night and we were delighted to win this award. It really did acknowledge how far we have come since we launched the company four years ago and to be recognised for all our hard work was tremendous."



You can rely on us

For all your hair extension needs.

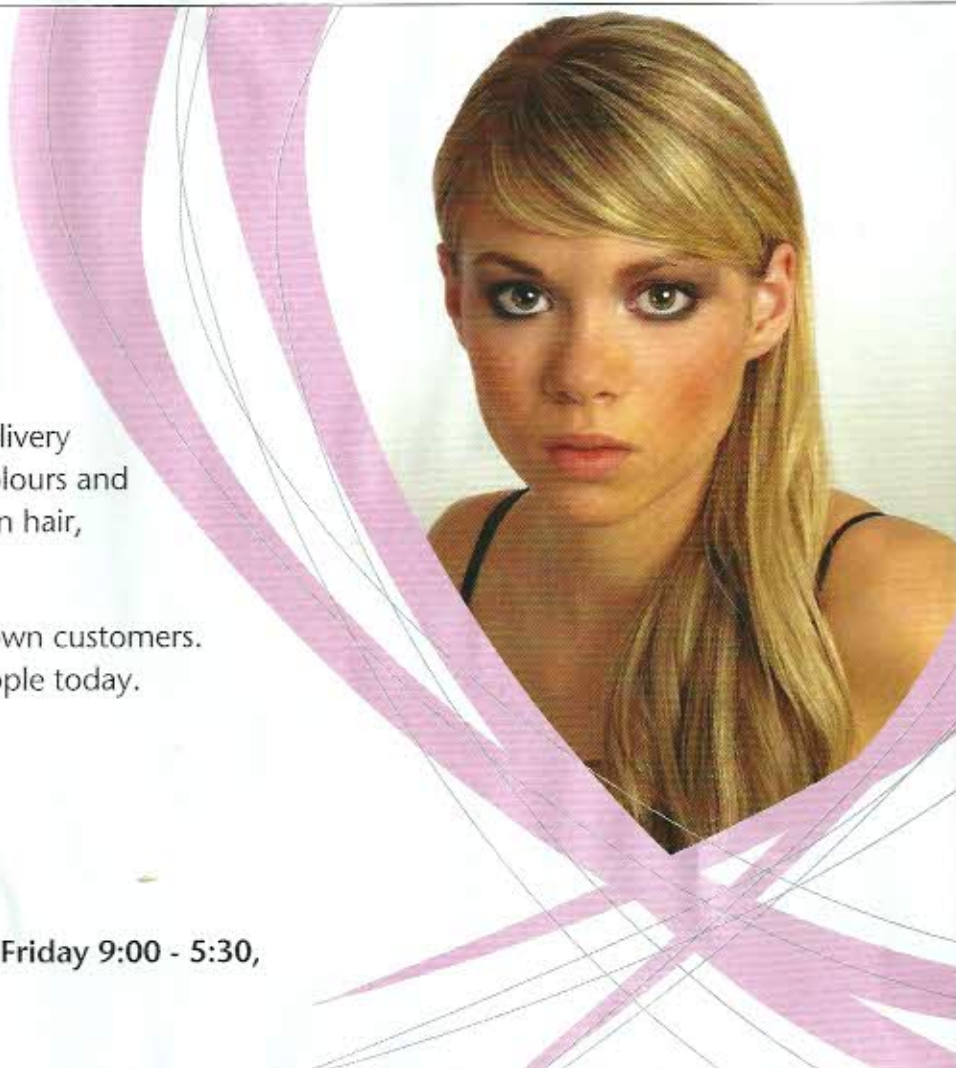
We understand importance of quick delivery which is why we keep a full range of colours and lengths in a choice of genuine European hair, Premium hair or fibre extensions.

Don't risk your reputation by letting down customers. **Call** the professional hair extension people today.

ProStyles
The Ultimate Hair Extensions

Freephone 0800 389 7105 Monday - Friday 9:00 - 5:30,
or e-mail sales@prostyles.com

ENQUIRIES - CIRCLE NUMBER 022





LPG Systems launches groundbreaking advertising campaign featuring non-retouched imagery

As campaigners fight against the use of retouched imagery in advertising material, advanced beauty house LPG Systems has unveiled a new campaign using raw photography. The company believes that the shots, which are being used in French glossies to promote its new professional body toning equipment, project a 'real' view of 'natural' beauty. They feature a 39-year-old mother of two and the slogans 'Because there is a more effective way to naturally reduce cellulite/wrinkles than retouching.' The new innovation follows four focus groups carried out in Paris, Lyon, Lille and Marseille that found the majority of today's female consumers are responding and identifying with the notion of 'true beauty.'

On cloud nine...

Yorkshire's Cloud Nine Beauty Supplies has been appointed as distributor for Australian beauty brand Vani-T. Offering its organic tanning range and mineral make-up, the company will also be running accredited training courses soon.

Tel: 07742 985 921

Dry blow-dry service takes businesswomen from desk to dinner

London hair and beauty boutique Butterfly, which opened its doors in 2008 with a promise to transform women after work or before an important meeting, is pioneering a professional dry hair blow-dry service.

Costing £30 and taking around 20 minutes, its hairdressers are using dry shampoo products to refresh and re-style their clients' hair. And with two branches in Bank and St Paul's - which both open daily from 7am - 7pm - the concept is fast becoming a hit with cash-rich time-poor businesswomen in the city.

Essex girl declares new Salon Services store officially open

TOWIE star Maria Fowler declared the new Salon Services Park Royal store in London officially open last month. The 4,226 sq ft space caters for all salon professionals' needs under one roof stocking top brands and equipment as well as housing two fully equipped training facilities. It is open seven days per week, offers free delivery on orders over £50 within a 20-mile radius, and brings the total number of Sally and Salon Services stores in the UK and Ireland up to 272.



WIN! A Flip-In Hair starter kit worth over £300

Retail extensions specialist Flip-In Hair is offering *The Salon Magazine* readers the chance to win a starter kit worth over £300. The company's innovative hairpieces are wefts fixed onto a strong invisible wire that sits on top of the client's head. Made from 100 per cent human hair, it can be blended into position in seconds providing an instantaneous transformation. This month it will also be launching The Pasoday Ponytail at Salon International (stand G205), which wraps around the client's hair to provide a discreet finish.

To be in with a chance of winning the starter kit containing five Flip-In Hair Pieces, email your name, salon name and phone number to Jenny@cimltd.co.uk before 31 October 2011.

THE TO DO LIST

LONDON SALON INTERNATIONAL

15-17 October, ExCel, London;
tickets from £20; Salonexhibitions.co.uk

With over 200 exhibitors, live hair shows and seminars, Salon International is the best place to find creative inspiration and business advice for hairdressing all under one roof.

MANCHESTER PROFESSIONAL BEAUTY NORTH

16-17 October; Manchester Central;
free for pre-registered visitors;
Professionalbeauty.co.uk

As north England's only major beauty exhibition, this show is a must-visit for local salon owners and therapists. Discover product innovations and expert education free of charge.