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Academy of Hair hosts first graduation evening
2012 students celebrate their success



Bumble and bumble to launch in Boots
Professional hair brand found in new Premium Haircare Retail Area



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Flip-In Hair joins Made in Britain campaign

hair firm is helping promote British manufacturers



Extension brand Flip-In Hair has joined the Made in Britain campaign

The campaign works to support the British manufacturing industry and was launched following research that suggested consumers were confused over which products were made in Britain

The research showed that while most people wanted to buy British, there was no official seal or logo on products to indicate whether the company and manufacturers were based in the country

Dayle Adams, managing director of Flip-In Hair, said: 'We're proud of the fact that we are a British company and Flip-In Hair is made in Britain'

'I believe it's important to be part of the scheme and would encourage other manufacturers to join'

For more information on the campaign, visit www.gov.uk/made-in-britain

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A warm, smiley welcome to the lovely Charley Williams, our new Projects Editor!

Creative HEAD's new Projects Editor
Look who's joined us at Creative HEAD... @melmoodie & @Bumble & Bumble

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... then @melmoodie and @Bumble styled the interpretation - how very clever!

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Cloud Nine links up with Vanity Van
Styling brand to style festival-goers



Fudge launches Headpaint Shadows
New range for blondes



Tracey Hayes joins Fudge as head of technical training
Colour specialist joins education team



22 JUN 2012

Flip-In Hair launches the Pasoday ponytail

...with long, pin-straight hair - long hair is an asset!



Flip-In Hair has launched the Pasoday ponytail to offer clients an easy way to add length to their hair and offer more options when choosing a look.

The Pasoday ponytail is made from 100 per cent human hair and is locked around existing hair to hold it in place.

The Pasoday Ponytail is priced at £124.95 and comes in 43 different colours so clients can find their perfect colour match.

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The Gossipy

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RAINBOW

revolution

Hair extensions offer an instant response to an immediate fashion vibe. *Donna Chapman* reports on their fast-track credentials

The Summer mood is one of experimentation and on-trend colour is bolder and brighter than ever before. Influential celebrities, from January Jones to Jessie J, Katy Perry to Kelly Osbourne, Nicki Minaj to Nicola Roberts are making surprisingly audacious choices. Think pink, purple, lavender, peach; motivated by high-fashion happenings, including models-turned-rainbow warriors at recent runway shows. Whether it's tips, flashes or full-on, the unconventional colour palette includes pastel and fluorescent shades.



Feathered Peacock

Bright ideas

Keeping up with the in-crowd as chameleon tendencies scale new heights can be a challenge for clients. Already indispensable to the Hollywood A-list and a coterie of transatlantic rock chicks, prestige brands have plenty to offer for the psychedelic Summer of 2012. "Hair extensions are an amazing, instant response to an immediate fashion vibe. Partial placement for colour is proving popular right now and despite a recessionary climate, demand for extensions remains pretty buoyant," comments Racoon International creative director, Stephen Messias.

Brilliant achievements

Delivering the ultimate in no commitment, no fade, no fear of allergy, colour perfection, extensions are ideally suited to deluxe highlights, dramatic contrast and everything in-between. It's a persuasive package, and one that's easy to sell to anyone eager to update their look on a short-term basis. Just an accent or an adornment will make a client massively happy, while costing them comparatively little, but still providing salons with a healthy profit margin.



Great Lengths

Golden rule

The sun-kissed sprinkle of highlights is always a winner in warmer weather and again extensions are up to the challenge, while keeping costs down for the consumer. "Just adding around five to 10 highlights are enough to create a youthful glow. Depending on the length, highlights cost from around £6 per extension and will take around 10-20 minutes to put in," says Feleny Georghiou, co-founder and creative director of Connect Hair System. Step things up with the dip dye – or more salon sophisticated sounding ombre →

trend; established as a modern classic thanks to celebs such as Drew Barrymore, Alexa Chung and Rachel Bilson who dismiss highlights as old hat. Simple and effective, Great Lengths' Flowstrands combine two shades in one strand integrating with the natural hair to create the kind of colour block effect that's the signature of the celebrity set. Due to the graduation from a darker to a lighter colour in the lower half of the strand they integrate beautifully for an instant transformation – no bleaching or colouring required. The extensive collection embraces dark, medium, light, red and fashion shades.

To dip-dye for

Going beyond the brunette and blonde fusions, the technique has evolved to also include more extreme examples: the noir-bright dip-dyes as showcased by Jessie J, the rainbow coalition coiffure of Lady Gaga, and the Dakota Fanning brand of blonde with technicolour tips. These are all looks that can be adapted to ordinary people's lifestyles, and far-sighted extension companies offer a comprehensive colour spectrum. Great Lengths for instance has added futuristic looking Silver, Magenta, Indigo and Turquoise to its Fashion Effects range bringing the total to 22 scene-stealing shades.

Extra impact

Summer holidays and social occasions loom large at this time of year and top-to-toe perfection becomes paramount for party animals. Clip-in extensions are the perfect solution for fashionistas with commitment issues as they allow the wearer to make a statement and then move on. Halo Clip-in extensions are 100% Indian Remy hair and double-wefted. The high quality, ergonomically-designed clips are silicone lined ensuring they're gentle on the hair. Available in lengths of 16, 20 and 24" and 18 shades; half-head, full-head and deluxe sets are available. Similarly, Hairraisers Supermodel Clip It range encompasses a wide range of colours and represents an exciting retail option.

Fashion in a flash

Festival season unleashes an adventurous spirit. Requests for rock chick locks among the under-35 demographic will typically increase. Market colour flashes as a fun accessory and it's a service that can be quick and affordable. There are also lots of salon retail products available for clients preferring to play about with the look at home. The Hair Flashes and Hair Feathers ranges from Flip-In



Flowstrands



Flame red flash



Royal blue flash

Hair deliver excitement at an entry level price tag. Both innovations are available in a range of riotous colours including red and pink. Attaching with a wire that's undetectable to the naked eye, there's no glue, weaving or clips involved. "Training is literally minimal – all that's required of the hairdresser is the ability to show clients how to fit it, which we demonstrate on our website and on our training DVD. It's so simple, because it doesn't actually attach or bond to the hair," explains Dayle Adams, director, Flip-In Hair. Balmain Clip Tape Extensions are available in an array of vibrant colours, and give salon clients the choice of two application methods: clip for daily, or tape which lasts two to three weeks. Continuing the bright theme, Racoon International's Clix clip in range comprises several shades perfect for extroverts including Zesty Orange and Purple Passion. Making a must-buy impression on the bohemian contingent at reception, and retailing for under £15 each, the four attractive designs in the Halo Feather collection, Pink, Natural, Purple, and Peacock each feature a tiny micro ring attachment.

Colourful conclusion

Once you've considered all the options and selected your supplier, the final ingredients for success are well-trained, confident staff and a salon-wide held belief that extensions can be relevant to anyone and everyone who cares about sensational colour whether their comfort zone is subtle or showbiz sassy. [H]



Clix pro



Some Like It Hot!!

Back by popular demand is Bed Head's Some Like It Hot range. Keep your hair looking hot...

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Posted: 12:36



Do you have a pink car?!

We're looking for pink car owners, to join the 5th annual Pink Car Rally, which will take place...

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Flip-In Hair Proud to be British



Hair extension company Flip-In Hair has joined the Made in Britain's manufacturing industry.

The campaign was launched following research that showed about 60% of consumers prefer products made in the UK. The research found that in the UK there was no official seal or logo to indicate the manufacturing of the products were based in the UK.

The campaign, started by British cooker company, Stoves has grown to over 600 manufacturers signed up to the logo with backing from a number of |

Flip-In Hair managing director, Dayle Adams said that it was important to made products are synonymous with quality.

"We're proud of the fact that we're a British company and Flip-In Hair is r important to be part of this scheme and would encourage other UK manu Contact Flip-In Hair on 01926 659500 or visit www.flipinhair.co.uk For information about the Made in Britain campaign visit: www.stoves.co

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Shoppin



No image available

Fudge Root Juice (250g)



No image available

Fudge Hair Gum (150ml)



No image available

Fudge Colour Lock Conditioner (300ml) - Coloured Hair



No image available

Fudge 1 Shot + (125mls)



Making the grade

La Biosthétique has announced its 2012 Creativ Team.

Competing for the 10 prestigious places, 18 contestants, all members of Société Française de Biosthétique (SFB), took part in a morning workshop to evaluate their hairdressing skills at the La Biosthétique UK Aylesbury Academy. They were then asked to make a personal presentation detailing their views on the new season's trend, with the judges assessing who performed best under pressure on-stage in front of an audience.

This year, two places were added to the team to learn make-up skills. They will be mentored by TV & film make-up artist and owner of Nellie & Joe salon, Scott Beszick.

Creativ Team Director & Vice President of the SFB, Beverley Bates, who judged the competition, said, "La Biosthétique is all about creating a total look, so we added new specialist skills to the line-up to increase the Creativ Team's ability to develop all the disciplines including colour and make-up."

Securing a place on the Creativ Team provides these young professionals with an exceptional opportunity to participate in trend driven training, receive coaching in presentation and stage skills and involvement in shows and events.

Beverley also created a 'pathway programme' for three exceptional stylists on the team who will be trained as in-house educators.

The new Creativ Team line-up:

- Adele Mulgrew – Mode, Warwick
- Alice Derbyshire – Ekko, Banbury
- Charlotte Hackford – The Avenue, Sheffield
- Danielle Cheston – Hunky Dory, Sheffield
- Danielle Wright – Nellie & Joe, West Yorkshire
- Hollie Hawkins – Envy Hair Advice, Teignmouth
- Jade Chilvers – Ekko, Banbury
- Lindyn Bolenhagen – The Eternal Edge of Loxx, Ayr
- Nathan Mancini – Mode, Warwick
- Phoebe Cook – Moko, Kibworth

Pathway Programme:

- Charlotte Hackford – The Avenue, Sheffield
- Danielle Wright – Nellie & Joe, West Yorkshire
- Jade Chilvers – Ekko, Banbury

Shaking it up

Clay Salon & Spa Owner James Davis has been appointed by Italian hair care brand, milk_shake, part of the z.one concept group, to be the Brand Ambassador in the UK.

James' role will include seminars, presentations and stage work, also involving the Clay Salon & Spa Artistic Team, working to educate hairdressers on the benefits of the milk_shake brand. James will also be called upon during brand testing stages to help perfect milk_shake's new product releases.



Pony tales

The Creative Team at Shimmers Hair Salon in Merseyside created patriotic inspired hairstyles in a nod to the Queen's Jubilee.



Using the Patriotic Ponytail from Flip-In Hair, staff and clients were treated to an array of fun British hairdos that toyed with length and colour.

The team even styled local Olympic Torch Bearer Natalie Corrigan's hair into a look infused with red, white and blue, using the Denman D3 Limited Edition 'Vidal Sassoon – The Movie' Brush to tease the up-do into shape. The salon also created beautiful up-dos by making use of Patriotic Hair Ornaments to dress hairstyles befitting of the event.



A special visitor

A very important visitor was on hand at Barrie Stephen Hair to hand out red, white and blue prizes on the Royal Jubilee date.

Clients who booked into the Ashby salon were entered into a free draw and three lucky winners received some Union Jack themed goodies; red Lancôme lipstick, a Swarovski white pen and delicious royal blue cupcakes.

With the salon decked out in Union Jack bunting and a cardboard cut out of Queen Elizabeth watching over the festivities, Barrie's team made sure that their customers enjoyed a celebratory atmosphere in-salon to mark the occasion.

Salon Manager, Leah Wright, explained, "It was great to give the surprise gifts to our clients and everyone loved the fake Queen being there too. We may have been far away from London, but we still made sure we celebrated our monarch, and our clients."



In high spirits

Spirit Hair Company offered their services free in aid of the Save the Children charity and to help the local community celebrate the Jubilee, providing festival hairstyles at the Wallingford Brightfest Festival.

The salons offered Jubilee chocolates with all refreshments, while dressed in the Union Jack colours of red, white and blue.

Mikaela Martin, Spirit Hair Company co-owner said, "It was an experience to have two activities running at the same time, but planning and preparation is vital and will always result in happy clients and a happy team!"

EXTENSIONS



Festival fever

With festival season now in full swing, Flip In Hair offers the perfect solution for clients to accessorise their hair in style.

Flip-In Hair Feathers are genuine feather extensions that can be easily fitted and removed, and can be reused time after time.

Available in nine different colours and featuring eight feather strands per extension (ranging from eight to 14 inches) the hair pieces can be curled, straightened or crimped, and are completely washable.

Attached with a wire simply placed behind the hairline, the fitting can be gently pushed to sit at the base of the skull, with the client's own hair covering the wire to make it completely discreet. The feathers can then be positioned around the head wherever the client chooses.

Circle: 102



Heaven sent

Halo has unveiled its newest addition; an adjustable Halo hair piece that creates the perfect fit. Available in 15 shades, the Halo incorporates all the qualities of the original Halo but features the adjustable miracle wire for

maximum comfort and ultimate discretion. Once the Halo has been fitted to the head, the excess wire can be cut and tied in a double knot, allowing for a secure fit time and time again.

Circle: 103



Grand finale

Sponsoring Miss England for the fifth year running, Great Lengths recently presented the Great Lengths Stunning Style Award to honour one of the Miss England finalists with the most beautiful head of hair.

Anastasia Smith received a prize of up to £1,000 of the ethically sourced human hair extensions from Great Lengths, as did the newly crowned Miss England, Charlotte Holmes, who will now go on to represent at Miss World.

Of their involvement in the contest, Philip Sharp, Great Lengths Managing Director, commented, "The event provides a platform to showcase our brand with a team of Great Lengths stylists, who will be on hand to style the contestants' hair to create sophisticated styles for each regional heat and the finale, as well as awarding a finalist each year with the Stunning Style Award. It is always a busy yet exciting time for the Great Lengths team."

Keeping it in the family

Liane Reilly has joined Balmain Hair as Marketing Assistant, reporting directly to Dawn Reilly, Marketing Director.

Liane's role will focus on Marketing & PR; having worked in the media in both London and Sydney, her valuable experience and expertise with social media will help to increase Balmain's media profile and digital footprint.

Of her new role, Dawn comments, "Liane's appointment is an important company development.

To stay at the forefront of a progressive Extension market we need to meet the opportunities and challenges that the increase in the use and access to digital media presents. Hairdressers are embracing the new technology that gives them greater access to the web via smart phones and iPads. We want to ensure that Balmain Hair retains its industry image as the number one choice for hairdressers through all media channels."



Greek chic

Hair extension expert, Michelle Griffin, headed over to Thessaloniki in Greece recently where she supported art team member, Evangelia Morfogianni, at the prestigious International Hair Show.

Evangelia and Michelle used their outstanding set of skills and knowledge to give onlookers a thorough insight into the new trends in design, hair cutting & styling. Attendees were treated to live demonstrations on creating looks from Michelle's United Nations collection, as well as a taster of her new collection for 2012.

At the end of the show came a collection of catwalk looks that were heavily inspired by those that Evangelia created at fashion week, inspiring and exciting the watching audience.