

BEAUTY LAUNCHPAD

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THE OFFICIAL PUBLICATION OF INTERCOIFFURE

GORGEOUS COLLECTIONS!

— Halocouture

— Joico

— The Sassoon Academy

— Arrojo

— Scott Sloan

HELPING HANDS

How the
salon
industry is
paying it
forward

HOT STUFF

• Dryers, irons, brushes,
thermal protectors

Hue Guru

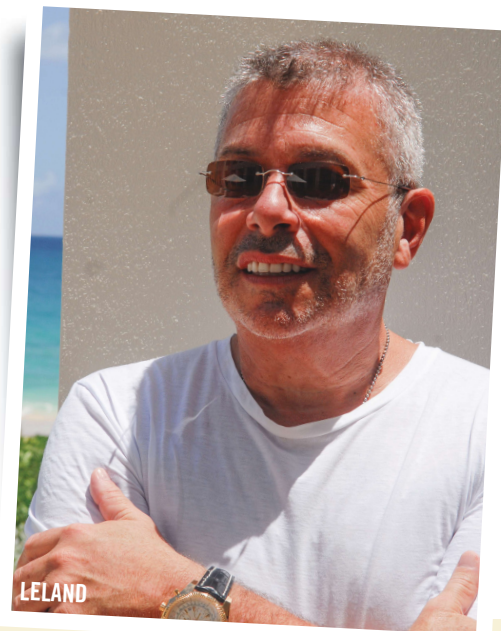
We delve into haircolor legend Leland's past, uncovering a lifetime of shade-centric innovations and a hint at a new line that promises to once again revolutionize the industry. —TRACY MORIN

At just 15, Leland may have been encouraged by mentor Michael Mazzei to attend beauty school, but he considers himself self-taught—mixing haircolor batches with chemists and developing more natural, milder coloring techniques as an apprentice in Mazzei's NuBest Salon. By 1972, the duo unveiled The Color Salon at NuBest, one of the first-ever color departments (and the largest, buzzing with 30-plus colorists). "At the time, most hairdressers knew the hows of haircolor; I wanted to know the *whys*," Leland recalls. "I've always been in search of 'what should be that is not.'"

Indeed, a brief survey of Leland's haircolor career is downright dizzying: After creating the Sequential Tonality Calibrated Leveling System for Redken in the '70s, he helped develop and formulate Logics—Clairol's first tube haircolor—and its corresponding Calibrated Haircolor Leveling System (still used today by most manufacturers). In 1986, he cofounded Haircolor USA, a yearly seminar that drew more than 30,000 pros to a "breeding ground for advancing haircolor specialization" for 15 years. By 1989, he and Mazzei cofounded

Artec Systems Group, which churned out color innovations, including the first true color-depositing shampoo—all while working dozens of photo shoots for high-fashion bibles like *Vogue*. After becoming the first haircolor specialist to receive the NAHA Lifetime Achievement Award in 2000, for the past decade he's taken "artistic sabbatical, traveling the world, collecting art and studying color in different media to understand its value to haircolor," Leland explains. "My vision has become my life, and now my life has become my vision."

Leland's color perspective: first, understanding the science and chemistry of color, then creating anew—like when he introduced more natural highlights with foil, weaving and slicing in the '60s to attract younger clients. This year, he prepares to launch another revolutionary line, Celeb Luxury, with top-secret haircolor products. "I'm back with new energy to infuse into the industry," Leland promises. "There's a new emotion for your 'color brain' coming, and it's going to be a financial and color game-changer!"



LELAND



Artists like Zhang Xiaogang, seen here, continually inspire Leland.

Words of Wisdom

ON VISION: My world travels and affinity for color are passions. I've studied and acquired a collection of artwork—Hirst, Rauschenberg, Picasso, Warhol and Xiaogang—and interact with fashion and sports trendsetters to understand what makes them tick. Everywhere I go, I discover natural beauty and brilliant colors, then contemplate how they could influence haircolor.

STYLIST ADVICE: Learn all you can about your craft. Become an analytical haircolorist. Know what's in a product and how it performs under all conditions.

Travel more, observe everything, get involved, train others and invest in yourself.

ON THE FUTURE: The future is in technology. Cool laser beams are used today to remove pigment on skin; they may be perfected to remove pigment in hair and create highlights.

ARTISTIC INFLUENCE: Guillaume Guglielmi, a sculptor and the most famous French hairdresser from the '30s to '70s, understood the connection between light, color and style. The way he sculpted hairstyles gave me the idea to make stay-put gel color and sculpt it into the hair, working with the cut and natural movement.



LIVING LARGE Leland launched Artec in 1989, received a North American Hairstyling Awards Lifetime Achievement recognition in 2000 and unveiled the first color bar at NuBest Salon.