

SalonNews

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THE MAGAZINE FOR SALON OWNERS

Paris Hair
Shapes Up

Of Mousse
And Men

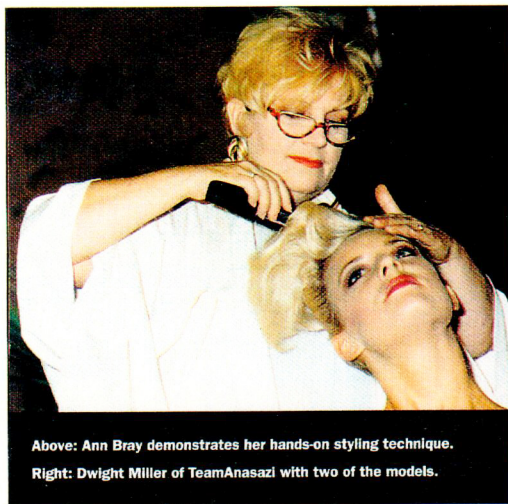
Winning Over
Generation X

Haircolor's
Next Boom

makeup's
new flame



Gatherings, Tours, Quests and Answers



Above: Ann Bray demonstrates her hands-on styling technique.
Right: Dwight Miller of TeamAnasazi with two of the models.

Anasazi Goes on a Vision Quest

For centuries, Native Americans have gone on spiritual journeys to find direction in life. Last June, Anasazi Exclusive Salon Products borrowed the concept for its first annual educational symposium in Santa Fe, N.M. The company's four-day Vision Quest drew 150 hairdressers from all over North America to a series of classes, seminars and other inspirational gatherings. Attendees heard from speakers including Ann and Gary Bray on styling and finishing methods; John Santilli of Vidal Sassoon on haircutting history and technique; educator and lecturer Carlos Valenzuela on appreciating and expanding personal and professional horizons; Andrew Michael



Covaluzzi on combining Anasazi treatments with color, and hair color expert Hans Wolf on framing and client service.

Naturally, TeamAnasazi, led by Dwight Miller, was on hand with a video and live stage show that demonstrated the latest Anasazi hair-care techniques. And there was plenty of opportunity to watch local artists demonstrate the crafts of weaving, jewelry making and pottery.

On Tour With Aveda

The Aveda Corp.'s Mid-America tour touched down in Sharonville, Ohio, last May, offering salon owners and stylists from the region a two-day seminar of educational programs on spa development, networking, multicultural haircutting, skincare and cosmetics. Co-sponsored by Fredric's Corp., the company's exclusive distributor in Ohio, Michigan, Indiana and Kentucky, the event featured Horst Rechelbacher, chairman and founder of Aveda, Van and Susie Council of the Van Michael Salon in Atlanta and beauty pro Edwin Neill.



Paul Villeneuve of the Van Michael Salon, an Aveda Concept Salon in Atlanta, previewed the Van Michael Salon's new Madd Collection.

In keeping with Aveda's philosophy of philanthropy, the event also benefited the Give to the Earth Foundation, a nonprofit organization dedicated to supporting local environmental and social causes. Altogether, "Evening of Beauty and Fashion for the Earth and Humanity" raised \$65,000 for the foundation and for two local scholarships. Guests were treated to a show of the latest looks, featuring soft, curly hair created by the Aveda Design team that perfectly complimented the clothes from Saks Fifth Avenue and the University of Cincinnati School of Fashion Design.

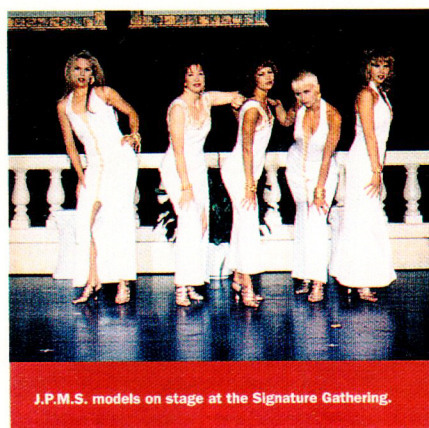
Artec Engineers Brooke's New Look

The inscription reads "To Artec: You have changed my life. Love, Brooke." The Brooke in question is Brooke Shields, and she's talking about her recent experience with Artec at Nubest & Co. in Manhasset, N.Y.

To fulfill the actress/model's request for a fresh look for her trademark mane, co-principal Michael Mazzei first reshaped it, taking off an inch all around in the process. Then co-principal and colorist Leland Hirsch went to work. "Her hair had a lot of dull blonde tones as a result of overhighlighting," he says. Correcting that problem with three different shades of Artec shampoo was part of the strategy, but Hirsch also took those famous eyebrows into account when he started to rehighlight. "My view was just to give her back her own natural color with a few lighter pieces so her eyebrows didn't stand out," he recalls.



Brooke Shields shows off her new Artec look.



J.P.M.S. models on stage at the Signature Gathering.

J.P.M.S. Gets It All Together

Las Vegas is a very beauty-friendly town, and John Paul Mitchell Systems is taking full advantage of it. In June, the company brought 650 Paul Mitchell Signature Salon owners and stylists to the MGM Grand Hotel for its first Signature Gathering. Among the first-day offerings were a stage presentation of the 1994 Collection cuts and the 1994 Long Hair Collection by members of the J.P.M.S. Artistic Core Group; a series of classroom sessions

focusing on salon issues; a luncheon and discussion of runway trends with *Cosmopolitan* magazine beauty director Andrea Pomerantz, and a private concert by singer Sheena Easton.

The second day featured speeches by chief executive officer and co-founder John Paul DeJoria, vice president of advertising and public relations Roz Rubenstein and vice president of marketing Robin Deshayes. But for many, the highlight of the gathering came during the grand finale: a sneak preview of the 1995 Collection.