

Haircolor Exchange wows serious colorists

BIR attended the first **International Haircolor Exchange (IHE)** produced by **Deborah Carver**, president and publisher of **Creative Age Publishing** since she acquired the organization. The event took place in Anaheim, CA, on November 8 and 9.

With a ticket price of \$495 for the two-day event, the audience was made up of serious colorists who were willing to pay to be exposed to outstanding platform performances by some of the top colorists in the industry and be involved with hands-on classes. **Jerry Lovell**, the IHE's sales and marketing director, said, "It was wonderful to see the pride and commitment from this great group of professionals, as they came together for two days to share information with each other, colorist to colorist, and to learn from the world's premiere hair color artists and educators." Reach Jerry at 800-442-5667, ext. 509, or jl Lovell@creativeage.com.

Corporate sponsors included **Aveda**, the **L'Oréal Professional Division** in full force, with **Logics**, **L'Oréal Professionnel** and **Matrix**, along with **Paul Mitchell** and **Wella Professional**. In addition, the following organizations were exhibiting on table top displays that bordered the main stage and seating area: **Aveda**, **Andre/Bac-Stat Systems**, **Color Eze**, **The Colorist**, **Colure True Color Care**, **INSPIRE Books Hair Art International, Inc.**, **Paul Mitchell**, **Joico**, **Omorphia Inc.**, **P&G Beauty**, **Product Club** and **Wella Professional**.

On the first day following opening remarks by **Lois Christy**, president of **Intercoiffure**, and **Greg Best**, owner of **G Best Color Salon** in Portland, OR, there was a full day of presentations by **Jo Blackwell-Preston**, sponsored by **L'Oréal Professionnel**; **David Velasco** of **David Velasco Salon**; **Jason DeCaprio** of **Noelle Spa for Beauty & Wellness**; **David Stanko** of **Angelo David Salon** and a half a dozen more talented colorists.

Marco Pelusi, owner of **Marco Pelusi Hair Studio**, opened the second day's program. A rising star with a celebrity following, he stated, "Creating a 'perfect red' is a hairdresser's dream!" Glitz and glamour flourished, as Marco brought celebrity redhead actresses onstage in

his "Red Carpet Reds." Marco demonstrated natural, beautiful reds in a classic mahogany with actress **Jen O'Dell**, as well as fun copper with actress **Caroline Fogarty**. Onstage, Marco also demonstrated the ability to mix cool and warm reds within a single formula, as well as the Triaccent technique utilizing warm and cool reds within one head of hair. Reach Marco at 310-967-0999 or marco@marcopelusi.com.

In making the rounds to chat with some of the exhibitors, my first stop was at **Product Club** to chat with long time friend **Mary Albanese**, vice president of marketing. Mary told me the education initiatives, including instructional DVDs and hands-on classes, have been supercharging company sales by providing these value added services to distributors who are now realizing hair color accessories is an important category capable of generating solid sales. Mary said, "Participating in the International Haircolor Exchange is really a natural for Product Club. As the leader in hair color accessories, we offer attendees the opportunity to see the latest and greatest innovations in color tools and education. IHE attendees are serious about hair color, and they want to use products that are designed specifically for their business. Product Club offers them a wide variety of foil, gloves and color tools that enhance their color services and their overall professionalism. The show is a great opportunity to meet and share ideas for the future to keep the color business strong for everyone. We look forward to participating again next year!" Reach Mary at 800-308-3588 or mary@productclub.com.

Teri Dougherty, sponsored by **Wella**, put on quite a show. A world renowned hair stylist, designer, educator, creative director and entrepreneur, she pushes the boundaries of hair design and redefines style while at the same time clearly identifying the structure and techniques behind each new look. On stage, she showed her "Fleur-de-Lis de l'Artiste Couleure." Teri was presented with The Colorist of the Year award by **Lois Christie** and **Deborah Carver**. The Colorist of the Year Award is an annual award, co-sponsored by the IHE and **The Colorist** magazine.

I spent some time with **David Paris**,

CEO/Founder of Colure True Color Care. **David** and his partner, **Tony Case**, COO/president, have launched a new product line to colorists that they say represents high performance luxury color care at its best. The line's formulations use the latest molecular nano technology to create a new generation of color care products that are cleaner, stronger, lighter, more precise and multi functional. The line is 100% green, irritant free, with no harsh Silva cleanser, no harmful parabens, dyes, denatured alcohols or any type of chemicals. The product range consists of shampoo and conditioner in moisturizing and body volume formulas, firm-hold styling gel, **Texture Crème**, **Curl Wave Styling Crème**, **Straight hair Blowdry Crème** and **Shine Serum**. Colure True Color Care has SRPs from \$20.00 to \$26.00. David stated, "What a great event! The information available to colorist and color salons here at the IHE event was priceless! As for Colure True Color Care exhibiting at IHE, it was the right place at the right time. We are definitely in sync with what the colorist wants!" Reach David at 888-265-8731 or davidparis@colurehaircare.com.

P&G Beauty Science presented senior scientist, **Linda Jacobs**, PhD, whose topic was "Measurements & Myths, and Insights in Hair Color Chemistry." The presentation was totally non-product specific with the objective to reach out to seasoned colorists, new professionals and students with information to help them better understand the chemistry behind the products they use, as well as the extensive research into hair color and care performed around the world by P&G Beauty Science. The attendees, who asked many questions about her topic and insights, were attentive and eager to learn. To find out more about P&G Beauty Science, contact **Kate Cicela** with **Vi Nelson & Associates** at 312-944-1262 or kate@vinelson.com.

Next year's International Haircolor Exchange is scheduled for September 13-14 in St. Louis. If you're into any aspect of the professional color business, this is the perfect venue for reaching an exclusive group of top color artists and businesspeople. For more details or to get involved, call 800-442-5667.

