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hair biz

John Paul Mitchell Systems launches the **Awapuhi Wild Ginger** collection for dry, damaged hair. Available only in fine salons, the 8-product collection features natural awapuhi extract and KeraTriplex complex, which repairs damage from the core to the cuticle. According to **Mintel International**, “93% of consumers describe their hair as dry, damaged or color-treated.” The Awapuhi system claims to repair the common damage that results from heat styling, chemical processing and aging, replenishing every strand with protein and intense moisture. Reach **Brent Golden**, vice president of sales and national sales manager, at 702-360-5532 or brentg@jpms.com. Visit www.jpms.com.

Colure True Color Care adds two hair care products. **Stylefinish Holding Spray** is a non-aerosol hair spray for creating volume, lift, hold and control. It's fast-drying, humidity-resistant and contains no denatured alcohol, propane, butane, hydrofluorocarbons, plastics, parabens or petro-chemicals. **Shine Serum** uses molecular nanotechnology to penetrate the hair's cortex deeply and quickly, unlike larger conventional micro weight molecules that tend to sit on top of the cuticle and get washed away. **Shine Serum Plus** is a multi-functional, clear, light, grease-free formula colorists can use with any manufacturer's color at both the start of their color process (during mixing) and at the finish of final styling. It locks color in, so it remains rich, true-to-color and vibrant all the way through the next color service. Colure backs its performance color challenge with its 100% no-fade money-back guarantee (4.0 ounces/SRP \$26.00). Reach **Tony Case**, COO, or **David Paris**, CEO, at 888-265-8731 or tonycase@colurehaircare.com; davidparis@colurehaircare.com. Visit www.colurehaircare.com.

Surface Hair Care helps salons and their guests pump up the volume with a free 3-ounce **Theory** hair spray with **Push** styling powder (10gm/SRP \$14.48). Tap Push powder into hair, then manipulate for texture and volume. Mist Theory in short bursts throughout for volume and hold. Reach **Wayne Grund** at 306-651-6035 or ngrund@surfacehair.com. Visit www.surfacehair.com.

The most recent **Farouk Systems Education Summit**, “Setting the Stage for Success,” in Cancun, Mexico, had more than 1,000 worldwide attendees who shared a passion for knowledge, educating others and furthering their careers. **Rocky Vitelli**, **Leonel Rodriguez** and **Joe Pena** opened the summit with a hair show featuring styles created with the **Farouk Royal Treatment** line of products and tools. **Mary Rector-Gable**, founder of **BehindTheChair.com**, challenged stylists to think outside of the box and provided new ideas and approaches to market and brand themselves. Team Europe—**Patrick Kalle**, **Richard Jordan** and **yes**—presented the **Contradiction 2** collection, while **George Cooper** and **Brian Perry** showcased styles created with **Chi Deep Brilliance**. Hands-on training classes were broken into smaller groups for intimate training and covered topics, including extreme cutting, runway styling, hair coloring and the **Contradiction 2** collection. The first annual Farouk Systems Artist Choice Awards celebrated individuals who go above and beyond with their hard work and dedication. Winners were selected by their peers. The following are a few of the award winners: Favorite Farouk Systems Mentor—**Joe Anthony Pena**; Favorite Creative Artist Trainer—**Leonel Rodriguez** and **Rocky Vitelli**; Educator of the Year—**Julian Macias**; Artist Team of the Year—**Leonel Rodriguez** and **Rocky Vitelli**; Colorist of the Year—**Anna Cantu**. Reach **Lisa Decker**, director of education, at 800-237-9175 or ldecker@farouk.com. Visit www.farouk.com.

The newest formula of **Kerafusion** from **De**

Fabulous combines a protein complex with açai berry extracts to deliver anti-oxidants and shine for strength and health. **Kerafusion 24-Hour** can be washed out after just one day. (4 ounces/list \$22.00/32 ounces/list \$150.00). Reach **Jorge Freire**, vice president of sales, at 305-599-2116 or jorge@defabulous.com. Visit www.defabulous.com.

Blow introduces **Ready Set Blow**, which helps provide better, long-lasting blow dry results, resulting in less stress on the hair. This accelerating lotion plumps hair, building and shaping body for fuller style as it weightlessly smoothes the cuticle and improves manageability. **Ready Set Blow** helps stylists consistently deliver faster, better and longer-lasting blow out results and helps salons/stylists generate more revenue by speeding up blow out time (4 ounces/SRP \$21.00). Reach **Stuart Sklar**, president, at 917-593-0448 or stuartsk@blowny.com. Visit www.blowny.com.

Keune Haircosmetics USA, Inc. introduces **Design Line**, a styling range that allows you to shape, sculpt, create and design professional-looking hair styles. Each of the products provides two layers of protection from harmful external influences, including UV-radiation and free radicals. Products are designed to be used with heat appliances to protect the hair during styling with a blow dryer, straightening iron and curling iron. Six ranges address all hair styling needs. Texture: Style, twist and turn with **Forming Wax**, **Molding Wax**, **Power Paste** and **Shaping Fibers** (100ml/SRP \$18.00). Essentials: For fresh and finished looks that provide sleek wet looks to highly stylized hair. Products include **Brillantine Gel** (100ml/SRP \$18.00), **Hairgel Extreme Forte** (200ml/SRP \$16.00), **Hairgel Ultra Forte** (200ml/SRP \$16.00) and **Sculpting Lotion** (250ml/SRP \$16.50). Gloss: creates shine for all hair types with products including **Brilliant Gloss Spray** (200ml/SRP \$22.00) and **Hair Beauty** (30 caps/SRP \$28.50), a highly concentrated shine restoring serum that seals split ends. Volume: delivers