

January 2014

# American

THE BEAUTY AUTHORITY

# SALON

**BETTER BUSINESS  
CONFERENCE**  
Special coverage inside

**IN THE MOMENT**  
London artist  
Darren Ambrose  
takes a spontaneous  
approach to hair

Karine  
Jackson

Bold and beautiful styles for  
the new year

## Andis Helps Red Sox Celebrate World Series

The Boston Red Sox sported beards during the World Series in October 2013 and celebrated their win by shaving their scruff using complimentary SlimLine2 trimmers from Andis Co. Baseball barber Angel Lucas Pena, known as Monster99, groomed pitcher Clay Buchholz's beard using his cordless Andis clipper. "Since Clay's beard was long,



Angel Lucas Pena grooms Red Sox Clay Buchholz's beard.

I used the cordless Supra 120 Ion clipper to take the length down before using the SlimLine2 trimmer to clean it up," said Lucas, who travels with his clients to tend to their hair when needed. "For the World Series, I carried a few extra batteries with me for the cordless Andis clipper—it's a lot easier without the cord." *andis.com* —S.Z.

## Aveda Honored for Positive Environmental Impact

This past November, **Aveda** was honored by the Cradle to Cradle Products Innovation Institute (C2C) for its environmental leadership in increasing reusability of materials and creating a healthier world. At the inaugural Cradle to Cradle Innovation Celebration held November 15 in New York City, C2C honored Aveda with the Legacy Leaders Award in recognition of being a founding company with a strong influence on the beauty industry. C2C is an international nonprofit organization created in 2010 to administer the Cradle to Cradle Certified Products Standard, a quality improvement system to transform product design into a positive force for society, the economy and the planet. "Aveda's role since the brand's inception in 1978 has been a major contributor to the well-being of our environment and society," said Dominique Conseil, global brand president of Aveda. "Aveda was the first private company to sign the Valdez [Ceres] Principles after the huge

oil spill to call for greater corporate responsibility in 1989, and later became the first beauty company manufacturing with 100 percent certified wind power." —C.R.

Aveda's Dominique Conseil speaks at the C2C Innovation Celebration.



## Oribe Hair Care Announces Backstage Inspiration Challenge Winners

Stylists who attended Oribe Backstage Miami: La Fama in June 2013 were given the chance to stage a photo shoot with a professional photographer as part of the Backstage Inspiration Challenge. Salons were allowed to submit a portfolio of up to 10 photos and were judged on how effectively they drew inspiration from Backstage Miami's celebration of Oribe's Latin influences. More than 50 salons submitted entries to *oribe.pro*, which were posted on Facebook for fans to vote. First place was awarded to Salon Karma of Bluffton, SC, with a prize including a trip for six to Miami Beach and a spot helping backstage during an upcoming fashion week. "Our staff does many local shoots but has wanted to enter the national market with their work," said Salon Karma owner Danielle Keasling. Second-place winner Skyline Salon Downtown of Kansas City, MO drew inspiration from the legend of the Chupacabra, a popular Latin American legend, and won one spot backstage during fashion week and \$10,000 of Oribe products to retail. Third place went to Phresh Spa Salon in St. Paul, MN; fourth place to Avant Garde Hair Studio in Vancouver; fifth place to Mario Russo at Fan Pier in Boston; and the Facebook fan favorite was The Beauty Lounge of West Bloomfield, MI. —S.Z.



## Martino Cartier Holds First Annual Night of Wigs & Wishes

**Keratin Complex's** International Artistic Director Martino Cartier hosted the first annual Night of Wigs & Wishes in November to raise funds and awareness for Friends Are By Your Side, a charity that donates wigs to cancer patients. Held at Lucien's Manor in Berlin, NJ, the event raised \$100,000 for the foundation that was created by Cartier. "This charity means everything to me," Cartier said. "This is my legacy; people who have lost hope allow me to put a smile on their face." Highlights of the evening included musical performances by Cartier, The Don't Call Me Francis Band and recording artist Liv Devine. Special guests included Tabatha Coffey of *Tabatha's Salon Takeover*, Mary Sciarone of *Cake Boss*, the staff of Gatsby Salon from *Jerseylicious* and artist Danny Tarantola. Along with providing wigs for patients who lost their hair from chemotherapy, Friends Are By Your Side also asks patients to share their wishes and then makes them happen. Operating in seven countries, the organization ensures wigs are accessible to any cancer patient who requests one from the foundation. For more information, visit *friendsarebyyourside.com*. —J.T.