

BEAUTY **LAUNCHPAD**

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THE OFFICIAL PUBLICATION OF INTERCOIFFURE



GIVE GREAT HAIR

Tips and
products to
master the
blowout

GET SMART
The industry's
best courses

EXCLUSIVE COLLECTION
Lucie Doughty
channels film noir



Pre-colored blue wefts were woven into fishtail braids

MIND THE GAP

Inspiration: "London youth's culture is extraordinary," enthuses Danielle Keasling, **Matrix** Educator. "They express themselves without restriction." To capitalize on that uninhibited stylistic freedom, she and fellow Matrix Artistic Director Chrystofer Benson created big, statement-making hair.

Go-To Products: Matrix Design Pulse, Hard Lock Extra Strong Hold Hairspray, Mega Dust Volume Texturizer, Get Action Spray Wax



Rock-and-roll reinterpretation of the bearskin shako hats worn by Buckingham Palace guards.



"To create our pom-poms, we bound hair with elastics in a rope-like pattern, then scissored the rope into fluffy tufts with clippers," explains Keasling.



INTERNATIONAL INSPIRATION

Stylists from around the world arrived in Dublin, Ireland, to attend VTB Beauty's three-day Advanced International Training, led by **GKhair** Creative Director Misha Belfer. "The best part about bringing so many worldwide team members to one country is the opportunity to learn various methods and techniques applied throughout Europe," reflected Belfer, who concluded the seminar with a bit of fun: step-by-step timeless up-styles from the "Miles of Hair" collection.

Luscious Lashes

From Massage Envy to lash envy! Franchise legend John Leonesio, who founded Massage Envy, is now at the helm as CEO of **Amazing Lash Studio**, determined to bring stunning faux lashes to all pretty peepers. "Our extensions are longer, fuller and darker than natural lashes, competing against the market's most popular mascaras," raves Leonesio. The individual lashes are semi-permanent and made from various materials—including mink!

