

AMERICAN SALON

MARCH 2017

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STORY
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all
Made Up

MATRIX SOCOLOR

The new “makeup” for hair



Abbie Porche

Abbie Porche Joins ALOXXI

Aloxxi is pleased to announce that Abbie Porche has joined as the company's new Director of Sales. A beauty industry veteran, Porche has held prominent roles at Sexy Hair, Schwarzkopf and Salon Service Group. Porche has developed leadership experience in B2B sales management, business development, merchandising, brand marketing and education industries, all of which will enable him to grow **Aloxxi's** business. "I have almost three decades of industry experience from working in the salon to distribution sales, manufacturer sales and management," says Porche. "I am so excited to join a team that lives by the company's core values—fashion, food, fun and family—and share the **Aloxxi** experience with hairdressers worldwide."



Nuri West and Laura VanderMoere

WAHL PROFESSIONAL Partners with Major League Barber

Wahl Professional announced its partnership with Major League Barber (MLB), strengthening professional opportunities in the barbering industry. Nuri West and his brother started MLB in 2001 to serve as a hub for barbers. West was introduced to Laura VanderMoere, Director of Education for **Wahl Professional**, via Education and Artistic Team member Garland "G-Whiz" Fox. As part of the new partnership, West and his team will host first-class events for barber-stylists, exclusively handling **Wahl** tools while reaching professionals who don't get exposure from major shows and classes. "We feel this partnership with MLB creates an extension of our Wahl sales and education team," says Lance Wahl, Global Vice President Professional Products, **Wahl** Clipper Corporation. "We are proud to be affiliated with them."

REPÊCHAGE HOSTS POWER LUNCH



Lydia Sarfati gives her presentation

Skincare company and manufacturer **Repêchage** hosted their annual networking Champagne Power Lunch at **Repêchage** Headquarters in New Jersey. The event aimed to provide inspiration and insights for better business in 2017, in addition to launching the new **Repêchage FUSION Face Mask Collection**. **Repêchage CEO and Founder** Lydia Sarfati gave a special presentation that included discussing masking as a sector of growth for the spa industry and tips on how to sell retail. Other guest speakers included Dori Soukup, President and CEO of InSPAration Management; Lois Christie, President and CEO of Christie & Co. Salon & Spa; and Lauren Snow of Associated Skin Care Professionals.



Charlie Le Mindu and Debbie Harry

HAIRDREAMS Showcases Stunning Creations

World-famous avant-garde artist and hair designer Charlie Le Mindu recently presented his unique **Hairdreams** creations for two live performances in New York and Miami. Debbie Harry was among the A-list celebrities who sported Le Mindu's creations at the events. Le Mindu is known for his eccentric, one-of-a-kind creations designed with **Hairdreams** hair. "**Hairdreams** continues to support me with amazing quality hair that is unmatched in the industry," says Le Mindu. "They continue to fulfill my extravagant requests for impossible hair accents, such as real gold plated hair or extreme hair colored strands. This elevated hair art allows me to live out my creative fantasies so perfectly."