

BEAUTY STORE BUSINESS m a g a z i n e

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COSMOPROF North America 2017

The Show's Hottest Products Revealed!

How to Make an
#INSTA-IMPACT
on the Gram

Strategies for
**Smart Holiday
Buying**

Products That
**Smooth Hands
& Soothe Feet**

A portrait of Michael Napolitano, a man with dark hair, smiling broadly. He is wearing a dark suit jacket over a patterned shirt and a blue pocket square. The background is a blurred office or cityscape.

HairUWear's
**MICHAEL
NAPOLITANO**

on Leading the World's
Alternative Hair Market

Izutech ▶

The Izutech **BTX450 Flat Iron** from Izutech's line of fashion flat irons features self-aligning and floating tourmaline ceramic plates, an adjustable temperature dial and a color coat that protects the plate. It heats up to 450°F, offers dual voltage and is available in five colors. **SRP: \$29.95 (each)**, izutechpro.com



FHI Brands ▶

From FHI Brands comes the new **EPS Global Universal Digital Ceramic Hair Dryer**, which features a lightweight AC motor and far infrared heat. With a black diamond ceramic coating, it dries hair up to 50-percent faster while getting rid of frizz, reducing static and adding shine. **SRP: \$230**, fhibrands.com



Bio Ionic

The insulated ceramic plates of Bio Ionic's **Style Shaper Pro Styling Iron 1** are infused with natural volcanic minerals to condition hair and add shine. BioCeramic heaters ensure constant, even heat. It also has an ergonomic handle and nine-foot swivel cord. **SRP: \$119 (salon price)**, bioionic.com

HauteHouse ▶

The **SEDU Revolution** compact dryer is handmade in France and designed to achieve both sleek and textured/tousled styles. It reduces frizz and static by 90 percent and cuts drying time by 70 percent. **SRP: \$220**, carrie@hautehousebrands.com



Hairdo

The **22" 4-pc Straight Finline Extension Kit** from Hairdo is ideal for your customers with fine hair. They'll be able to attain length and volume with these lightweight, comfortable synthetic extensions; available in 13 salon-inspired shades. **SRP: \$89**, howtohairdo.com



TurboPower

The **NanoSilk** curling iron creates smooth, hydrated curls using a 1.1-inch nano-silk barrel and advanced ceramic heating. It features an extra-long cool tip, a digital color changing display, adjustable temperature from 265°F to 430°F and auto shut-off after 60 minutes. **SRP: \$69**, turbopowerinc.com



Epilady

The **Epilady Cosmos** will revolutionize hair removal. Equipped with a full-size epilation head that produces over 70,000 tweezes per minute with four massage discs for comfort, it removes even short hairs, leaving smooth skin for four to six weeks. For dry use only on arms, legs, face, underarms and bikini area. **SRP: \$89.99**, epiladyusa.com

Manic Panic ▶

Your customers can preserve their semi-permanent color and save time by skipping hair washes with Manic Panic's **Hair Freshener powder dry shampoo**. The lightweight formula has a sweet scent and absorbs oil between washes for a fresh feel and clean look. **SRP: \$9.99**, manicpanic.com



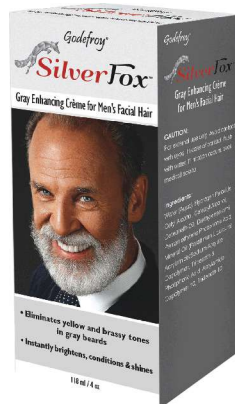
Panasonic ▶

The **Panasonic ER-GP80-K Professional Hair Clipper & Trimmer** features unique x-taper blades, six cutting lengths and three dual-sided comb attachments. The 10,000 CPM motor uses constant control to detect density to cut through thick hairs. **SRP: \$249.99**, shop.panasonic.com



Cover Your Gray

The **Cover Your Gray Men's Touch-Up Brush-In** is the original, best-selling brush-in color that helps men easily target specific areas of their hair. It's available in four shades, and the brush-wand applicator is excellent for travel. **SRP: \$12 (each)**, coveryourgray.com



Godefroy

The **Godefroy Silver Fox** is for your mature customers who want to bring more shine and brightness to their gray, dull facial hair. Customers can simply take some of the non-greasy serum and massage it into the beard each morning for a conditioned, shinier look. **SRP: \$14.95**, godefroybeauty.com



WAHL

The lightweight, quiet and ergonomic **WAHL Beret** trimmer includes an automatic recharge stand, recharging transformer, four trimming guides, oil, a cleaning brush and styling comb. It holds power for two hours and can be charged between or during haircuts. **SRP: \$72**, wahlpro.com