

# AMERICAN SALON

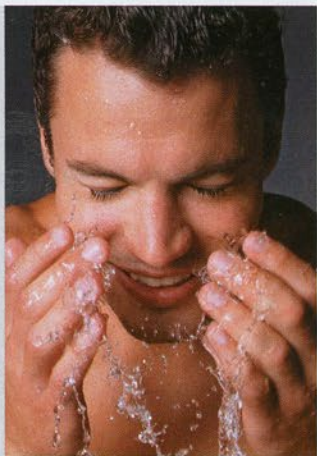
May 2015



## PUREOLOGY'S RUTH ROCHE KEEPS IT COLORFUL FOR SPRING

The Wonderful Life of Colorist-to-the-Stars Rudy Lynn • CHRISTO'S CURLY CUES  
R+Co's Resident Genius Howard McLaren • HERE COME THE BRIDES  
First Look at Nicholas French's Skyfall Academy in Palm Springs, CA  
POPULAR NOBODY JOHN MOSLEY • Philip Pelusi Celebrates 50 Years in Beauty

First Look



Wonder Wahl

The grooming giant diversifies its product portfolio with a new line of skin and hair products for men.

With Wahl '19, the company that has built its empire in the professional and home grooming category takes its first steps into the ever-growing men's skin and haircare divisions. The four-product collection is guided by a low pH formulation and multipurpose use to work on all hair and skin types.

"The thing everyone's hair and skin have in common is pH," says Lance Wahl, director of sales and marketing, Wahl Clipper Corporation Professional Division. Each item in the line—Complete, Control, No Sting and Mortar—falls within the desired 4.5 to 5.5. pH range for hair to look and feel its best.

Complete, a 2-in-1 shampoo and body wash, cleanses without drying, irritating or stripping essential oils and nutrients. Control, an all-in-one conditioner, grooming and shaving cream, protects skin while also restoring damaged hair. No Sting, an alcohol-free astringent, closes pores and prevents ingrown hairs. Mortar, a matte finishing paste, builds moldable style with superior hold ability. Wahl '19 lays down a solid foundation with this new collection. —M.S.



Beauty Lab

Eight products you just have to check out

1. Fromm

**Fromm** 1907 Zero7 Lightweight Hair Dryer boasts two speed and three heat settings, plus a cool-shot button; a comfortable handle with grip pad; and anti-slip and anti-scratch side bumpers.



2. GKhair

To prevent color fade, **GKhair** Juvexin Color Sealing contains a UV/UVA shield to protect hair from the sun and harsh elements while working to prolong and intensify haircolor.



3. Pureology

**Pureology** Perfect 4 Platinum Cool Blonde Enhancing Treatment repairs the damage from lifted haircolor and cancels out the brassiness with its unique gel-cream rinse-out formula.

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4. Moroccanoil

**Moroccanoil** Dry Shampoo delivers a refreshing and revitalizing finish, and is specifically developed to address different tonality needs with two color-specific formulas: one for light and blonde hair (seen here), and the other for darker hues.

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5. Tweezerman

The Neon Hot 4-In-1 File, Buff, Smooth and Shine Block from **Tweezerman** features pads that can be easily replaced (four each, seen here in pink)—simply peel off the sides and replace as needed.



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6. AG Hair

Simply Dry Shampoo, new from **AG Hair**, works for every hair type and color, making it the perfect style refresher for clients who don't like to shampoo daily to prolong their haircolor.

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7. Keratin Complex

**Keratin Complex** Sweet Definition Texturizing Sugar Mist is an innovative alternative to the traditional salt spray. The anti-salt texture spray creates tousled waves without the drying effects of sodium chloride.



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8. Kevin.Murphy

Made from 100 percent sustainable bamboo, the **Kevin.Murphy** Large Roll Brush has wild boar bristles reinforced by ionic bristles to give hair a smooth, shiny finish and is perfect for creating curls and movement.



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