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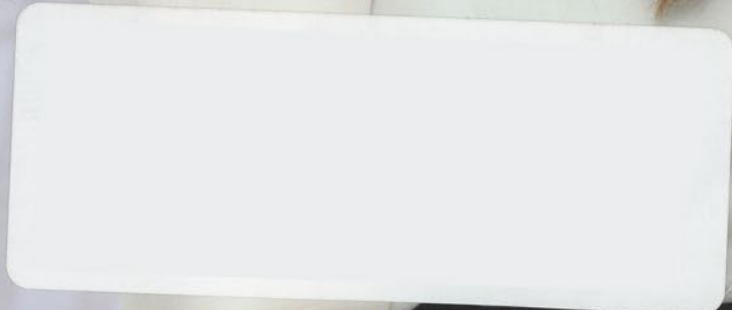
Our Early 2015 Faves:
11 Beauties From Vegas, BABY!

25 Ways To Engage Your Customers
Things They Want To Hear



Behind Its
Amazing Journey

BEAUTY PERFECTION/ SPARKS



Vegas, BABY!

Early 2015 Shows

Here's what caught our interest at the WBC and the J. White event.

by Shelley Moench-Kelly

JANUARY MARKS THE START OF ANOTHER TRADE-SHOW SEASON for the beauty industry. This past January there were two events—the 30th Annual Western Buying Conference at Bally's Hotel & Convention Center as well as the 5th Annual J. White & Associates Manufacturers' Summit & Distributor Conference at the Aria Resort & Casino—that gave *Beauty Store Business* editors numerous exciting products to share with readers.



Hot Tools

Hot Tools' **Extra-Long Barrel Curling Irons** are constructed with barrels that are a full 2 inches longer than standard barrel curling irons. The design allows for hair—especially long hair—to be styled fast. The irons incorporate a patent-pending rotating cool tip for faster curl wrapping. They can be used as a traditional curling iron or as a curling wand by wrapping the hair around the outside of the barrel to create beachy, wavy curls. The company's proprietary Pulse Technology offers Gets Hot ... Stays Hot performance and variable heat settings of up to 430°F for perfect heat to create long-lasting, defined curls for every hair type and texture. The irons are available in 24K gold barrels 1-inch, 1 1/4-inches and 1 1/2-inches and with ceramic-tourmaline barrels 1-inch and 1 1/4-inches. The irons come equipped with extra-long thumb grips and a separate on/off switch. hottools.com, 800.487.8769



MBK Cosmetics

The B. Kettner **Visoclean System** offers a solution for everyday facial beauty care. "Unlike other rotating brushes, the Visoclean facial brush uses a rotating motion instead of a sonic motion. We believe this motion is more effective at cleaning, purifying and exfoliating the skin. It also has multiple speeds, two-way scrubbing action, and can be used with a variety of MBK cleansers and skincare solutions," says Dwight Sakuma, president of B. Kettner Visoclean distributor Telefield, N.A. The device and its accompanying skincare solutions are based on high-end salon treatments that have been proven effective for more than two decades in beauty salons in Europe and Asia. The skincare products contain no more than 15 ingredients per product and are free of paraben synthetic preservatives and polyethylene glycol. The system includes a handheld electric brush that offers two speeds and two rotational modes for both unidirectional and swinging rotation. The rechargeable battery-powered brush is waterproof and the system includes a normal bristle brush for everyday use and a soft bristle brush for sensitive skin. MBK skincare solutions that come with the Visoclean system allow for both daily cleansing and gentle peeling. store.bkettner.com



Wahl Professional

The Wahl **'19 Hot Lather Machine** brings everything retro to the here and now. It features a professional barber-quality dispenser and is easy to maintain. The machine heats up in 50 minutes and comes with an extra pump and liquid lather solution. The premixed liquid lather is available in 12-ounce and 64-ounce sizes. Create hot, thick lather to soften the toughest of beards for easy, close shaving; simply pour the liquid into the machine and that's it. The machine has a convenient on/off switch and features a hand-pump design; it comes with a complimentary 12-ounce bottle of lather. wahlpro.com