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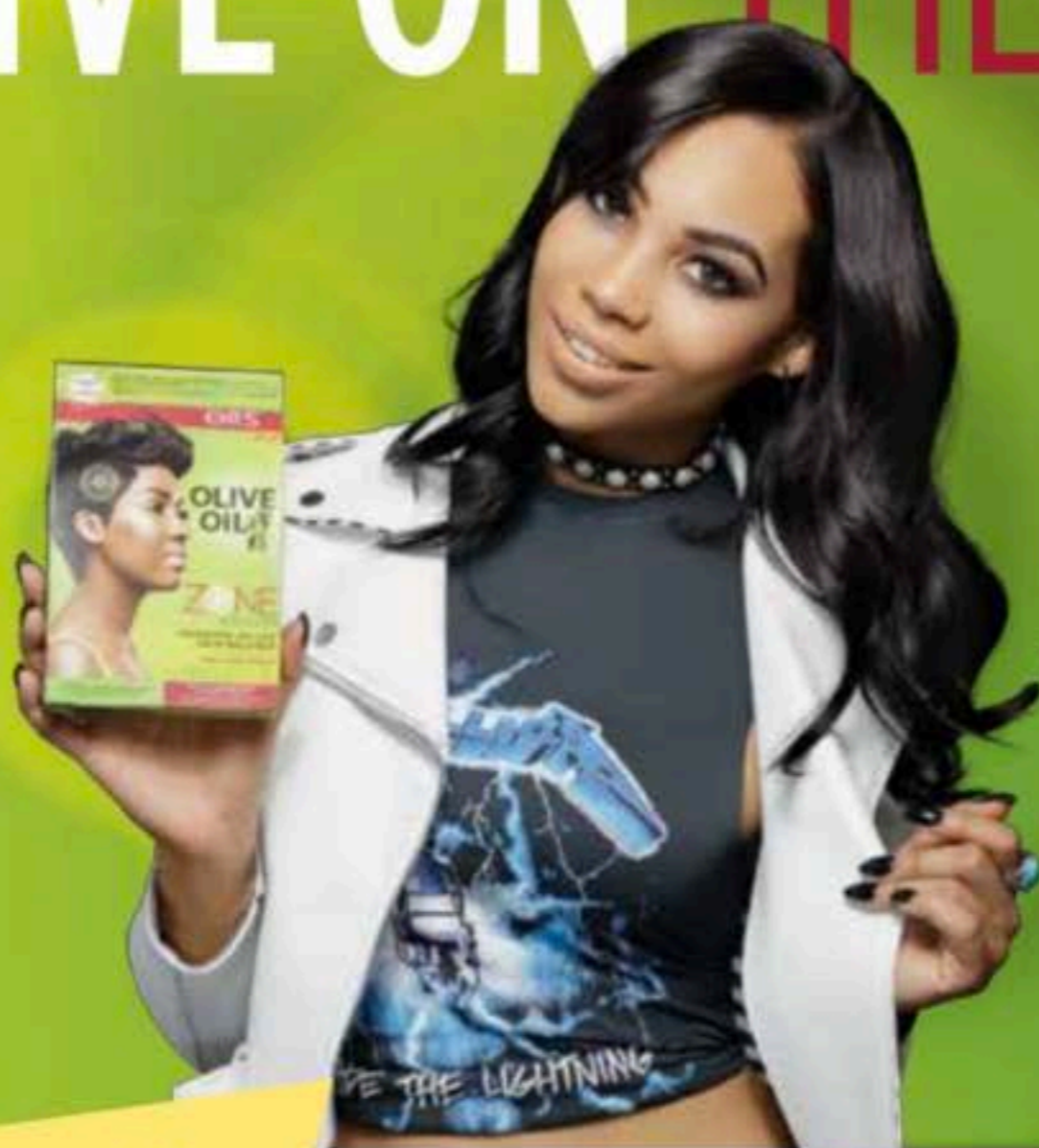
BEAUTY MAGAZINE

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The Hair Issue

Multicultural | Beauty | Industry News

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HAIR ESSENTIALS



HEAT PROTECTANT

Whether you're blowing out your hair or styling it with a flat iron, you don't want your tresses to be singed or permanently damaged by too much heat exposure. By using a heat protectant such as *Dominican Magic Nourishing Thermal Protector Hair Spray* you'll protect your hair and get undeniable shine, as well. The spray is formulated with an amino acids complex that binds to the hair strands to protect it from the styling elements and leaves your tresses smooth and moisturized.

CONDITIONING COLOR

Who needs the salon when you can color your own hair at home? You'll no longer have to worry about damaging or drying out your hair with box color kits. The *Revlon Colorsilk Moisture-Rich Color* has the Revlon 3D Color Gel Technology that creates natural, lasting color and shine, while also moisturizing it with Argan oil from Morocco for soft and luminous hair.



DESIGNER CUTS

The *Wahl Wood Designer Limited Edition Clipper* is the company's No. 1 selling clipper and is known for its ergonomic design, high precision blades and powerful electromagnetic motor. If your professional customers are seeking a clipper that can cut all types of hair, wet or dry, they'll appreciate this powerful clipper and its adjustable lever for easy blending and fading.

FIGHT AGAINST TANGLES

When hair extensions get tangled or matted, it takes a special sort of brush to detangle it all. The *Txture Pro Extension Brush* allows customers to melt the tangles away from their expensive extensions with its IntelliLoop bristles. Whether you're brushing clip-in hair or working through an installed, sew-in weave, the tapered head of the brush allows you to get to the weft of the hair to ensure tresses remain tangle-free.



Wahl Professional Creates Global Platform for Education as Host of the 2017 Global Education Leadership Summit

Wahl Professional hosted the inaugural Global Education Leadership Summit (GELS) to engage with Wahl educators from around the world and teach them to think like an artist. In March 2017, Wahl global artists met at Wahl Clipper Corporation's Global Headquarters in Sterling, IL to practice the joining of



minds, identifying core techniques and best practices and implementing them to create a global platform for education. "We want to provide not only the mechanical tools that work for the global beauty and barber industry, but we want to provide the knowledge to use them," says Lance Wahl, Global Vice President Professional Products, Wahl Clipper Corporation. "This knowledge will help our professionals elevate their careers and create great hair anywhere in the world!"

From the United States to Australia and Russia and many more, the first Wahl GELS represented eighteen total countries and introduced an inclusive look at the best hair techniques from around the world.

"To have Greg Wahl, CEO of Wahl Clipper Corporation and Lance Wahl, the Global Vice President Professional

Products, Wahl Clipper Corporation personally support and attend the event as guest speakers was encouraging, and reinforces the importance of education for the industry," says Laura VanderMoere, Global Director of Education, Wahl Professional and host of the summit.

From Wahl's origin in 1919, Wahl education has since surged as a global phenomenon. When industry influencers think of men's grooming, they immediately connect with Wahl—the catalyst behind every hair artist's success for precision clipper cutting and creative hairstyles.

29 artists from 18 countries attended the inaugural GELS at Wahl's Global Headquarters.

"Our mission is to leave no artist behind," says VanderMoere. "To pour everything we have into supporting and helping each licensed professional, student and instructor to think and create beyond the boundaries our industry imposes on us, in both hair artistry and business. And to always be there for them."

With a growing global reach of hair artistry, Wahl practices the joining of minds—and techniques—with a consistent methodology. Wahl Professional launched the 5-Step Method, a universal education for hair artists around the world.

"We introduced a format called the 5-Step Method, which is a thought process to be used by everyone. It applies to all cultures, textures, genders, ages and skill levels. Once the artist understands this concept, they will

soar," says VanderMoere. "I challenge all artists, regardless of how long or little they have practiced, to engage in the 5-Step Method."

To think like an artist opens professionals up to every opportunity the industry offers while recognizing and respecting all genders and cultures as equal. It positions the professional to choose and create their career path.

This consistent message was the motivation and goal behind the inaugural GELS, and was carried out in all aspects of the summit, from the joining of minds and identifying core techniques and best practices, to creating a global platform for education. Wahl hosted hair professionals from the following countries: USA, Canada, UK, Germany, Argentina, Italy, France, Japan, Spain, Australia, India, Costa Rica, Mexico, Netherlands, Malaysia, South Africa, Russia and Brazil.

"The summit was extremely successful. To see everyone from around the world in the same room, with the same passions coupled with their energy was powerful! At times, I stood back in awe (and pride) watching everyone connect. Communicating through the internet is fascinating, to meet in person is life changing," says VanderMoere.

Wahl plans to host future summits with the hopes that each subsidiary will have an opportunity to host the event so attendees can experience cultures first-hand.

"With Wahl, there is a Method behind our education so anyone who attends a Wahl class feels like they truly got something out of that class," adds Wahl.

To learn more about Wahl education and to find out about upcoming classes and events, visit www.wahlpro.com.

Wahl Professional Introduces Another Game-Changing Trimmer: The Beret



STERLING, IL – If you visit Jacob's Barbershop in Cicero, Illinois, you'll hear what you expect. There's banter, laughter, the buzz of clippers and the spraying of water bottles.

But when Nieves Almaraz, owner of Jacob's Barbershop and member of the Wahl Education and Artistic Team (WEAT.), switches his Wahl Beret trimmer on, you'll hear something unexpected: hardly anything at all.

"It's one of the quietest trimmers I've ever used," says Almaraz. "It's very beneficial when working with children. They don't flinch when I'm working on them."

That means something coming from Almaraz. As a W.E.A.T. member, he's used nearly every Wahl Professional clipper or trimmer throughout his career.

The Beret trimmer is the latest in a series of innovations from Wahl Professional. Unveiled at Premiere Orlando in early June, the Beret trimmer has its own spot within the distinguished line of Wahl Professional tools designed for barbers and stylists while featuring the added convenience of both cord and cordless use.

In typical Wahl fashion, the Beret is lightweight, ergonomic, and comes with everything needed for high-precision cutting, including automatic recharge stand, recharging transformer, 4 trimming guides (1/8" – 1/2"), oil, cleaning brush, styling comb and more. The lithium ion battery holds power for a two-hour run time (when fully charged) and can be recharged in between or during haircuts.

While the performance is predictable, the appearance is not. The Beret deviates from the standard Wahl color palette and features a rich copper hue. In this case, the Beret is the ideal blend of form and function with exceptional versatility.

"I use it for a lot of things," Almaraz says. "Scalp cutting, trimming, lining. Even facial hair and detail design. Lining is especially easy, with nice sharp cuts that aren't too aggressive for younger or older clients."

The Beret is now available nationwide.

About Wahl Clipper Corporation

Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category. Today, with over 2500 employees worldwide, Wahl is proud to carry forward the tradition of innovation and superior customer service that was created by Leo J. Wahl. Headquartered in Sterling, Illinois, Wahl distributes to 176 countries and has eight global manufacturing facilities as well as 25 sales offices. At Wahl, we are proud of our heritage of excellence as well as our remarkable list of ground breaking innovations for the present and future for the global market. Visit www.wahlpro.com for more details.