

# ESTETICA **UK**

*the HairMagazine since 1946*

## KEEP COOL

Navigating your way through those post-holiday hair blues!

## LIVE SHOW

Revlon Professional Style Masters 2016

## ANNIVERSARY

Find out inside why 2016 is a special year for us!



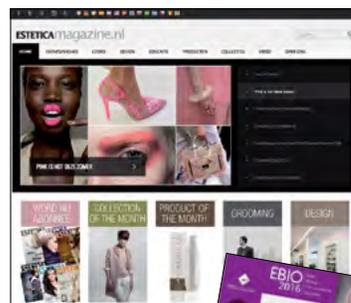
[www.esteticamagazine.co.uk](http://www.esteticamagazine.co.uk)

## Growth of the EsteticaNetwork Digital Family

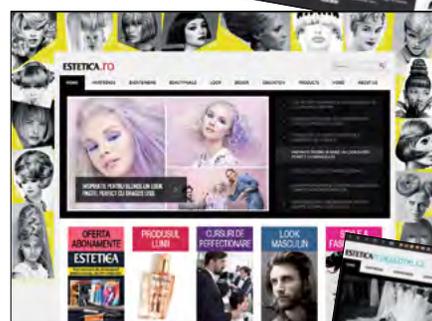
EsteticaNetwork celebrates the global expansion of its digital platform with the addition of 4 new international websites covering Romania, Czech & Slovak, Mexico and The Netherlands. Designed to have a strong visual impact and to be easy and quick to consult, these sites are poised to become leading reference tools for local salon professionals and enthusiasts. Rich in captivating high-quality images and ad hoc contents for sector professionals, each of the 13 flags flying over the header of each of our websites, new entries and old alike, promises to provide updates and analyses on events, collections, videos, shows, runways, products, and much more. One of the latest is [www.estetica.ro](http://www.estetica.ro) - thanks to the collaboration with the local publisher SC Ingo International in Bucharest, who for years has been producing and distributing Estetica Romania throughout the country. So far, feedback for the launching of [www.estetica.ro](http://www.estetica.ro) has been very positive as page views continue to grow. Thanks to another collaboration, this time with local editor Igema spol s.r.o., publishers of the Czech&Slovak edition of Estetica since 2012, the [esteticamagazine.cz/esteticamagazine.sk](http://esteticamagazine.cz/esteticamagazine.sk) website will be a source of creative and training and educational suggestions and will offer the web community the opportunity to interact with the Bratislava editorial team through the Facebook fan page: [facebook.com/esteticamagazine.cz](https://facebook.com/esteticamagazine.cz). Log on to [www.esteticamagazine.mx](http://www.esteticamagazine.mx) for content specifically tailored to professionals and companies working within the Mexican market. The Estetica Mexico website also includes a portal where visitors can leave their own comments or obtain direct access to social media: @esteticamexico. Continual updates, almost in real time, make the Dutch website at [www.esteticamagazine.nl](http://www.esteticamagazine.nl) one of the most interesting local editorial beauty websites commonly clicked by brands, hairdressers, and clients. The BeautyBit team constantly monitors these statistics, confirming the website's popularity. The numbers for [esteticamagazine.nl](http://esteticamagazine.nl) are increasing steadily, as are those of the rest of the Network. This ongoing success story will soon see the graphic appearance of all the Estetica Network websites standardised with more images, news, products, and opportunities to come.

## Parlux, drying hair in style

Parlux, the Italian market leader in salon equipment, has been travelling the world recently to spread the word about its latest hi-tech products. The Parlux 385 PowerLight® hairdryer and Melody Silencer were both spotlight products in events such as the Nevskie Berega International Beauty Expo 2016 in St. Petersburg, Russia, and Top Hair International 2016 in Germany. At the first event, Italian hairdresser Fulvio Furcas was on hand to demonstrate all the benefits of Parlux dryers (innovative motors, Ceramic & Ionic system, ergonomic design and reduced noise as he recreated his S/S 2016 collection on-stage, whilst in Germany the local Tony & Guy Academy team were joined by other international hairstylists to show off the Parlux dryers and Melody Silencer.



EsteticaNetwork enjoys continued digital expansion with the addition of its Romania, Czech & Slovak, Mexico and Netherlands websites.



Captivating high-quality images and ad hoc content for hair professionals.



They work well and they look fabulous - Parlux dryers are blowing up a storm worldwide.



LET'S LOOK  
FORWARD



THE HAIR CHOICE

**NEW** PARLUX ADVANCE®

NEW K-ADVANCE® MOTOR - MORE POWER - LONGER LIFE