

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

Growth of the EsteticaNetwork Digital Family

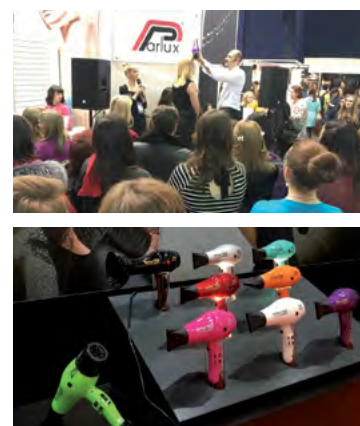
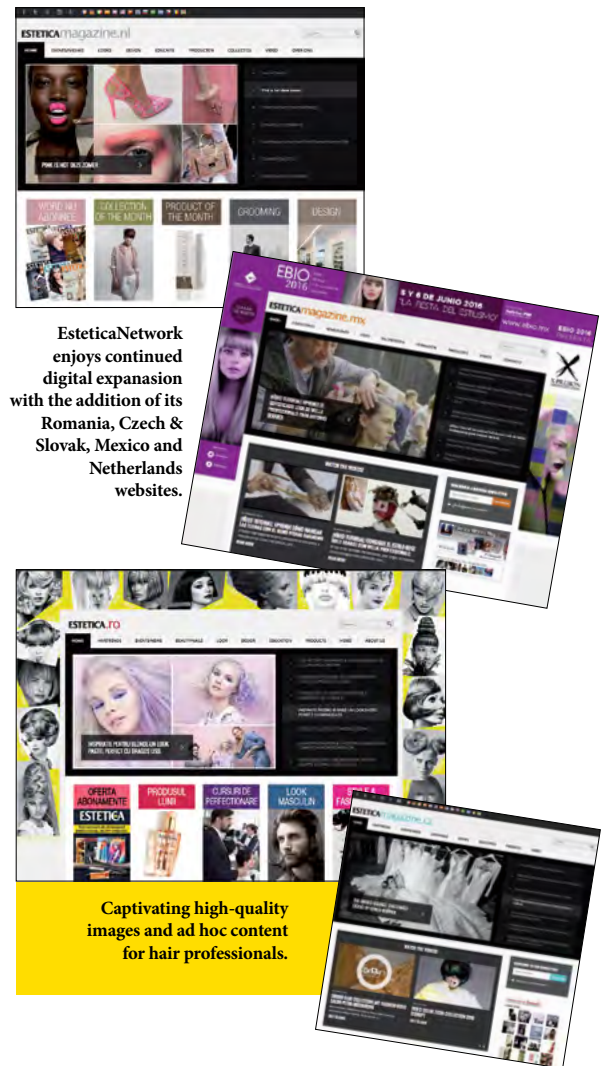
EsteticaNetwork celebrates the global expansion of its digital platform with the addition of 4 new international websites covering Romania, Czech & Slovak, Mexico and The Netherlands. Designed to have a strong visual impact and to be easy and quick to consult, these sites are poised to become leading 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 - 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 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 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. Log on to 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 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 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.



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