

ESTETICA ^{USA}

the HairMagazine since 1946

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STYLE ICON

Meet James Dean,
Sexy Hair Brand
Ambassador

GOINGS ON

Who, what, where and when
in the world of hairdressing

HIS & HERS

From gender-bending
to men's grooming



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Sebastian Professional Top Artist, Marylle Koken takes an architectural pitch. "I like to think of hair in terms of a blueprint. The foundation is set with a seamless haircut and a glowing color," she insists. And upkeep is of the utmost importance to keep your style on point. Carney recommends keeping it fresh. "Otherwise hair tends to look dull and lifeless," he warns. Pai-Shau Brand Ambassador Rob Pizzuti agrees, saying that for a truly finished look for a special occasion, cut and color should be less than two weeks old. "And don't forget the shine factor," he adds, "Nothing says healthy like shiny hair. I start with tea anti-oxidant rich Pai-Shau Biphase Infusion on all my clients to guarantee maximum shine."

Obviously, the cut is just as important. TIGI's Osbourne specifies that the cut must be customized for the client. Sonna Brado, KMS California Global Style Council and Artistic Director, prefers a cut that can be air dried and look great with minimal maintenance. "From there I like to give additional styling options for when they have more time," she adds. In any case, Rusk's Caruso claims the cut must follow the natural fall of the hair, taking into account both texture and density.

THAT'S A WRAP!

Always tackle the biggest need first! If that's frizz, Kiley Potter, FHI Brands Artisti Director, relies on Stylus Sheer Remedy. Then she uses an FHI Platform Plus 1-inch styling iron. "I can create everything from sleek looks to beachy waves thanks to the three layers of baked ceramic infused with tourmaline." How to decide?

Rob Pizzuti outlines the basic rules: "For a night out when you want a 'finished' look, go for frizz-free and either curlier or straighter than the client's everyday look. The idea is to look like the 'best version of yourself'. A general rule is that curly or bouncy waves make a person look more playful and a smooth sleek style will project an image of sophistication"

And for the cutting-edge matte finish? "Matte is the new texture on the block, but definitely does not suit everyone," opines Carney, "Matte is

“Styles should be playful and fun! Contrast is what makes style interesting”

Wella Top Artist, Mark DeBolt

perfect for the cool, urban, street looks and as an added bonus, allows you to go an extra day without shampooing your hair. Love it! For any Matte look you wish to create, OSiS+ Mighty Matte is the perfect product."

Jim Roberts concurs, saying that "Texture is the new black" and touting the multi-purpose BaByliss Pro PRIMA 3000 as the epitome of styling tools that coax curls, straight hair, or waves, no matter what hair you're working with. Sonna Brado reminds us that, "Hair is a growing garment and we have the ability to change the fabric and style of our hair daily. Deciding how to wear our hair is like choosing an outfit. It becomes a matter of mood and what we want to project."

Some experts prefer to "layer" lightweight products, others go with a specific product for the desired look. Other musts are a powerful hairdryer like the Parlux K-Advance* or the CHI Onyx Euro Shine Ceramic Hair Styler.



Paul Mitchell



CHI



Neuma



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LET'S LOOK
FORWARD



THE HAIR CHOICE

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