

BEAUTY

LAUNCHPAD

February 2015
beautylaunchpad.com

THE OFFICIAL PUBLICATION OF INTERCOIFFURE

Perfect Tendrils

Create waves, curls and texture

**Full Service
Add-on
Treatments**

PLUS

**Sexy Hair's new
collection**

Exclusive interview with
Robert Lobetta

Top polish picks for
Valentine's Day



“MYSTIC” COLLECTION

Inspiration: Gila Rut Aveda Salons’ latest offering transcends tress limitations, with each sculpted piece taking on the qualities of modern art. “A powerful interpretation of how beauty and technology can transform the look of human perception, we traveled through time for inspiration, drawing on indigenous influences and evolving to what’s au courant,” reveals creative director Lisa Harris.



ABOVE:

Go-To Products, Aveda:

Smooth Infusion Style Prep
Smooth Infusion Glossing Straightener
(for a super sleek shape)
Brilliant Spray-On Shine (for high gloss)
Air Control Hairspray

Techno-structured, innovative and edgy, “Robot” boasts geo shapes with chiseled fringe on a cut requiring precision angles. Blow-drying ensured a natural fall from a single point, starting at the crown. Flat-iron finish delivered glassy texture, offset by structured leather accessories.

LEFT:

Go-To Products, Aveda:

Smooth Infusion Style Prep
(for polished shape)
Pure Abundance Style Prep
(for root lift and volume)
Smoothing Fluid (for shine and definition)
Air Control Hairspray (for hold)

Surreal and stormy, “Supernatural” defines a free spirit swept in multiple directions. Fringe and nape were dried using a flat-wrap technique to highlight the cut’s precision. A round brush created volume, revealing graduation and movement, before an iron flattened wispy tendrils for an effect that’s both stark yet soft.

snips and songs

“Keep it weird” may be the Austin city slogan, but Barber Authority powered by **Andis** kept musical acts groomed via a mobile barbershop at Austin City Limits. The three-day jam fest also hosted master snippers Steve Vilot and Matthew Ketchum, plus local stylist Heather Barclay of Orange Salon, whose team assisted with VIP shaves, cuts, hair designs and bang trims in the Artist Lounge. “Our three chairs were consistently filled,” reported Vilot. “A fresh cut right before going on stage makes a huge difference, and with our talented crew using Andis cutting and heat styling tools, both men and women walked away looking hot.”



Mane M.D.

Call it the doctor of 'dos. Hair Expert, the new **Schwarzkopf Professional** app, supports stylists by providing spot-on hair and scalp diagnoses. Hairdressers are first posed a series of questions, aimed at determining a client’s tress type, follicle condition and desired service. Based on replies, the brainy tool provides suggestions for appropriate Schwarzkopf products and in-salon treatment. Customers even receive their home maintenance regime via email, specially created for every individual hair profile.

