

GALA FOR THE GREATER GOOD

What a night to remember: At Paul Mitchell's FUNraising Gala, Future Professionals and educators came together with the industry's elite and Hollywood's finest to celebrate the end of a three-month-long FUNraising campaign, during which Paul Mitchell Schools across the nation banded together to raise money for the brand's network of charitable organizations. Held at The Beverly Hilton (yes, the same hotel where the Golden Globes are broadcast!) in Beverly Hills, California, the elegant affair was hosted by Paul Mitchell Schools Dean/Cofounder Winn Claybaugh and actress Pauley Perrette, who introduced the evening's representatives (including Magic Johnson, Marie Osmond and Fran Drescher, just to name a few) for 11 different charities that

would receive funding through the Schools' support. The grand total raised by the 14,000 Future Professionals and staff members from 110 Paul Mitchell cosmetology schools? \$1,754,700!

"Over the past 12 years that we've been raising money for a variety of charities, I've learned that we must always keep our hearts and intentions in the right place," says Claybaugh. "Whether our businesses are highly profitable or below our projections, we must continue to be a part of Generation 'G'—the 'G' stands for generosity. I firmly believe in the law of attraction, meaning that what we put out there comes back to us, so we will always put good thoughts, words and actions out to the universe." —**ALYSON OSTERMAN-KERR**



The gang's all here: Kathy Buckley, Gary Sinise, Pauley Perrette, Marie Osmond, John Paul DeJoria, Fran Drescher, Winn Claybaugh and Magic Johnson pose with the check raised by Paul Mitchell Schools for \$1,754,700.

Launchpad's Lizzy Sherman and Alyson Osterman-Kerr share a moment with retired U.S. Army Staff Sergeant Travis Mills and actor Gary Sinise, who were at the event to bring awareness to the Gary Sinise Foundation benefitting wounded veterans.



➔ To get the full scoop on the high-profile soiree, visit beautylaunchpad.com/paul-mitchell-schools-raise-money-for-charity.

MASTER CLASS

We chatted with **Matrix** Artistic Director Nicholas French about his recent Programs of Passion class. To learn more about the program, check out mymatrixfamily.com/programsofpassion.



What was the focus of "Back to the Future?"

The class focused on teaching ideas and techniques from the past that we can utilize in a modern, fresh way in today's market.

Why was it important for stylists to take?

It covers the history of my iconic father Freddy French's contribution to the hair industry.

What was your favorite part about teaching this class?

Making the audience aware of the past so that they can understand the future.

If attendees could only learn one thing from the class, what would you like it to be?

I want everyone to leave with an abundance of techniques, since fashion is fleeting but technique is eternal.



A Pivotal Move

Pivot Point International, a global leader in beauty education, announced that Poway, California-based Bellus Academy is now a Pivot Point Premiere Education Partner and will integrate its learning environment—called the Pivot Point LAB—into Bellus learning opportunities for students. LAB, which stands for Learn About Beauty, engages the learning community, enhances personal learning experiences and expands educator instructional opportunities. Lynelle Lynch, President and Owner of Bellus Academy and President of The Beauty Changes Lives Foundation, notes, "The Pivot Point LAB System is very much aligned with Bellus Academy's mission and values, as well as our shared philosophy of lifelong learning for beauty professionals."

Robert Passage, Pivot Point Chairman and CEO, and Lynelle Lynch, President and Owner of Bellus Academy and President of The Beauty Changes Lives Foundation

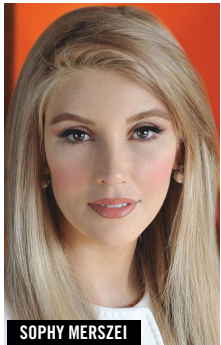
Packard Collection

Inspiration: Retro men's styles match the backdrop of vintage Packard vehicles—including the last Packard owned by Al Capone and a race car driven by Amelia Earhart. Men's looks incorporate the sleek, long tops and faded sides favored in the era, but re-created with modern-day sizzle by the team at Michael's Salon and Spa.

Go-To Products: Aqauge and Sebastian Professional



HAIR: MICHAEL'S SALON AND SPA TEAM; LORANN, BRANDI, MONROE, SOPHIA, ALI AND NIKKI; PHOTOGRAPHY: MICHAEL SCHUIJ; MODELS: JARED LANE, CODY SNELLING, GARRETT HAMILTON, MICHAEL KRUSE, TAYLOR HEMMELGARN, MICHAEL STERLING AND BRIAN HANSEN



SOPHY MERSZEI

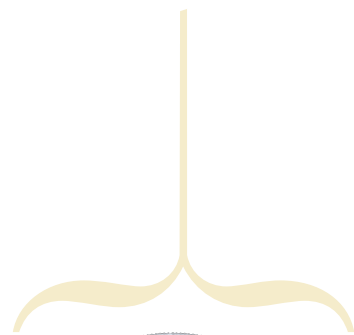
Sophy's Choice

Sophy Merszei, President and CEO of NovaLash, shares tips, trends and techniques in the world of lashes.

After a decade of clients becoming used to natural-looking eyelash extensions, many are opting for a bit more drama. At the same time, lash technicians are becoming more experienced and are capable of performing advanced techniques. If you can complete a classic full set in less than an hour, it might be time to invest in learning advanced methods.

What's trending? Bottom lashes are becoming more popular with clients who want to skip mascara altogether. While they require a bit more upkeep than top lashes, there will be many clients who love the look enough to come in for refills more often.

Volume techniques—multiple, superfine fibers applied to a single natural eyelash hair to give a big, bold, fluffy, false-lash look—are also becoming more common. Volume lashes are great to use on clients who have sparse natural eyelashes or for those who want maximum drama. The technique must be done by extensionists who are already pros. Adding more fibers to the mix can cause application times to reach four to five hours, since the lash count can reach up to 500 fibers per eye, but many extensionists charge premium pricing for full sets of volume. For more info, visit novalash.com.



SAMANTHA PETERS AND OLIVER SHORTALL

BACKSTAGE PASS

Oliver Shortall, stylist at The Harlot Salon in Venice, California, won in the professional category and Samantha Peters, stylist at jcp Salon in Escondido, California, won in the student category of Sebastian Professional's Annual "What's Next" Awards. Winners will style backstage at 2016 spring/summer NYFW and participate in a Sebastian-sponsored editorial photo shoot. Congrats to both victors!



the fab four

Surface's Wayne Grund offers four tips for growing your men's business.

1. **PROVIDE GREAT MEN'S HAIRCUTS.** The majority of cosmetology schools do not provide the barbering skills necessary for great men's hair cutting—invest in education.
2. **OWN YOUR MEN.** There are three core men's haircuts from which all trends come: The Crop, The Fade and The Dis-Connect—know them inside and out.
3. **EASY TALK.** For first-time guests, don't lead with tired questions about their last cut. If their last cut were great, they wouldn't be in your chair! Ask them if they consider their look to be business, active, trendy or a combination.
4. **RETAIL PRODUCTS.** Tell guests you want them to look great with "easy" hair at home—easy is a word guys like. Let them style the product you recommend into their own hair, and you build loyalty and education.

➔ For more tips and a rundown on achieving the three core haircuts, visit beautylaunchpad.com/the-fab-four.



VISION QUEST

The fourth-annual Wella Professionals Regional Trend Vision event hosted more than 200 innovative colorists, ambitious young stylists and aspiring beauty school students from 22 states to compete in three categories: Student, Young Talent and Color. Contestants who took home the gold were:

- 1 **Young Talent:** Erika Nash of Root Salon
- 2 **Color:** Stacie McIlwain of CCU College
- 3 **Student:** Christina Van Allen of Hays Academy



COLLECTION:
Auclair En Plein Air

Inspiration: Hair designer Guy Auclair's work shimmers and shines this summer. Cool, sleek, edgy cuts come alive with polished blends of color reminiscent of late summers in Maine, home to Eau Clair Hair Care Salon. The French art technique of "En Plein Air" (painting in the open air) inspired Auclair to interpret and design looks reflecting the beautiful natural lighting and hues of New England that surround him.



Perfect Pair

There's a new team in town! **Glamsquad** (glamsquad.com), the beauty app that brings affordable pro hair and makeup services to the home, office or even hotel, has paired with the iconic nail color giant **Essie**. "Award-winning Essie nail color is known for the highest quality with its long-lasting, chip-resistant formula, and we couldn't be more excited to partner with Glamsquad to offer Essie manicures in this new environment," enthuses Leena Jain, Vice President of Marketing, Essie Professional.

HAIR DESIGN: GUY AUCLAIR; MAKEUP: TEAGUE VIVOLO AND DIANNA QUAGENTI; PHOTOGRAPHY: GARY LYONS

Put *Nail It!* in your salon!

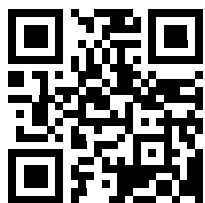


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WORLD-CLASS TRAVEL

Cuccio Educator Marilyn Garcia visited Quebec to launch the T3 LED Gel to more than 60 attendees in association with Summum Beauté, the brand's exclusive distributor in the province. The event was held at the Alt Hotel in Brossard, Quebec, and touched on techniques and design work with the T3 LED Gel, pink-and-whites, 3D design and Cuccio Colour Veneer. Shares Garcia, "This was a great opportunity to introduce designer nails to Quebec. Everyone was so receptive to the T3 Gel and they were excited to learn."



From left to right: Lynn Bouchard, Nancy Chenard, Marilyn Garcia and Kim Tanner



Beauty Responds

Empire Education Group said thank-you to local first responders for the courageous work they do in the treatment and prevention of domestic violence, treating them to complimentary services performed by senior-level students under the supervision of licensed educators at all Empire Beauty School and Hair Design School student salons. "The fight against domestic violence is an important battle for us at Empire," says Frank Schoeneman, Chairman and CEO of Empire Education Group. "Through our Empire Gives Back initiative, we have raised hundreds of thousands of dollars in cash and donations for local women's shelters across the country since 2007."

Lights, Camera, Action!

Lifetime's *Mission Makeover* show featured lucky recipients being styled by **KMS California** and **Goldwell** National Artistic Directors Sonna Brado and Rebecca Hiele. After learning how to lose weight and get healthy, the women of *Mission Makeover* received custom cuts and color sessions from Brado and Hiele and learned how to keep their hair looking its best. Mission accomplished, indeed!

