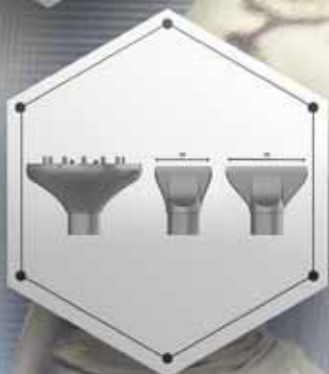
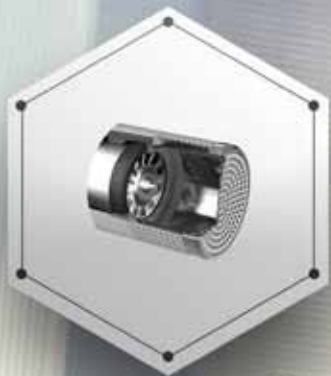


HAIR BIZ

Year 14 Issue 1

GO BEYOND
GREAT HAIR COLOR

GOLDWELL.



iq perfetto

A NEW ERA IN HAIRDRYERS.

THE LIGHTEST, MOST POWERFUL AND TECHNOLOGICALLY ADVANCED DRYER IN HISTORY

Ultra-fast 110,000 RPM motor provides exceptional drying power

Almost half the weight, at 294g, of regular dryers. No more sore arms or shoulders

Perfectly balanced with the motor located above the handle

Simple to use by holding the dryer handle or dryer barrel for overhead styling. Avoids wrist strain

Innovative Oxy Active, anti-bacterial technology with an ionic generator

Auto-Clean Technology reverses the motor to clear the rear filter when required

Auto-Diagnosis System detects any operating issue

Memory function recalls previous setting

12 possible speed/heat settings and cold air function

Dryers will never be the same. The future is here. Exceptional performance and technology in an ultra-light, easy to use compact design is truly a market disruptor.

Professional only



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DATELINE CITY

"Home to the best hairstyling, personal hair grooming tools and associated products"



GRAPHITE + TITANIUM = ULTIMATE

Extraordinary heat, glide and durability. A synergy of multiple innovations propels the Graphite Titanium by BaBylissPRO range into an exceptional range of tools utilising frictionless graphite, accelerated heat transfer and extraordinary heat recovery to create the next generation of styling implements.

AWESOME CURLS? IT'S AUTOMATIC!

Effortlessly easy curls with Silver Bullet XOXO Automatic Curler. Create perfect curls from the root down without losing any heat. Just hold and the automatic curler rotates hair all on its own. Simple, extraordinarily easy to use and stunning results.

BABYLISPRO INFLUENCER CLIPPERS

A collection inspired by icons of the barbering world. BaBylissPRO celebrates award-winning industry leaders with three new metal FX Clippers: RedFX, BlackFX and WhiteFX. Ferrari-designed engine for supreme performance, exceptional power and incredible durability. Truly an influential range of clippers!

A VOLUMINOUS DUO

Meet the new addition to the Design.ME Puff.ME family – the shampoo and conditioner. A delightful duo with a weightless formula that will boost volume whilst offering hydration, shine, frizz control and heat protection with a unique colour locking technology.

THE TRANSFORMATIVE HAIR DRYER

A new era in hairdryers. Weighing not much more than a smartphone at 294 grams the iQ Perfetto by Gama is incredible. The lightest, most powerful, most perfectly balanced dryer ever created also clears the rear filter, self-diagnoses any irregularity and memorizes previous settings.

DO NO HARM

Clean vegan beauty. Clear conscience. Embrace clean, pure and natural. Aluram takes a simple and plant-driven approach to styling, volumizing, smoothing and daily haircare. Sulphates, parabens and other baddies are simply not part of the cruelty free DNA of Aluram.

THE CURL EXPERTS

Established since 1984 Ouidad is the internationally acknowledged leader of products exclusively created for curls and frizz. Ouidad's Advanced Climate Control Hair series, for solving issues of frizz and hair damage associated with global warming, penetrates, moisturizes and nourishes the cuticle for optimum curl transformation.

FOR MORE INFORMATION:
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