

The Magazine for the Hairdressing Professional

INSTYLE

March/April 2020

CULT
GO-TO FAVOURITES

WORLDHOOD
A GLOBAL TAKE ON TEXTURES

Timeless MODERNITY

L'ORÉAL PROFESSIONNEL CELEBRATES ICONS OF OUR TIME

L'ORÉAL
PROFESSIONNEL
PARIS

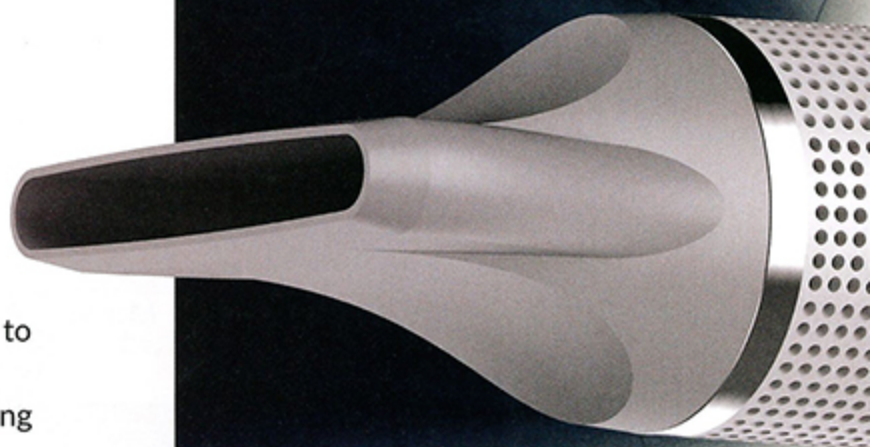
A NEW ERA IN HAIR DRYERS

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 a ultra-light, easy to use compact design is truly a market disruptor.

Professional only




ioQ


perfetto



gama.professional

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DYSON CORRALE

The Dyson Corrale is the only hair straightener with flexing plate technology that gathers the hair to deliver enhanced styling with less damage. As the plates adapt to the hair, they apply even tension and stops strands from splaying to provide more control with less heat and passes. Together with a four-cell lithium-ion battery, the cordless straightener allows users to achieve outstanding style anywhere at any time. Available for stylists in Black/Purple from the 24th April 2020.

Visit www.dyson.com.au



MALIBU C CONCENTR8 COLOUR

Malibu C Concentr8 Colour Pigment Powder is the innovation to satisfy client demand for creative colour. The dry pure pigments can be used alone and mixed with oxidative/non-oxidative colour, direct dyes or any base you choose. Like all Malibu C products, the powders are packeted and activated with water. Available in the three primary colours, the combinations are endless.

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or call (02) 9666 3611

IQ PERFETTO

iQ Perfetto is Gama Professional's lightest and most powerful hairdryer on the market to date. Weighing in at 294 grams, the hairdryer packs a punch with its powerful 2000 watt brushless motor. It features an interface with digital control technology making for easy use, and the light, ergonomic design is gentle on the muscles after prolonged salon use.

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INSALON

The latest
tools,
terms and
technology

R+CO CONCENTRATES

Introducing R+Co Concentrates, five transformative results that work in five minutes or less. Whether it's improving your clients colour vibrancy or quenching thirsty strands, the colourful concentrates work to improve the hair's overall condition while solving individual needs. There are treatments available for toning, smoothing, colour-locking, thickening and moisturising.

For more information call
1300 725 122



GRAPHITE TITANIUM COLLECTION

BaBylissPRO has combined the conductive and durable properties of graphite and titanium to create the Graphite Titanium collection. Using its expertise in professional hair tools, BaBylissPRO has created a collection that provides accelerated heat transfer allowing for even, stable temperature distribution with extraordinary heat recovery. The graphite/titanium barrels and plates allow the hair to glide through styling without friction or tugging, creating a shiny and smooth finish.

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VIOLET ROSE SHADE FAMILY

Redken has reinvented one of the top trending hair colours with the cooler tint of rose. Powered by the violet (V) Shades EQ Gloss family, the four new shades provide the perfect colour pair for rose tones with incredible shine. Available in both the Shades EQ Gloss and Color Gel Lacquers, use the shades alone for full reflect strength or intermix with other shades to customise the hair's tone for maximum personalisation.

Visit www.redken.com.au



INFLUENTIAL

MILLIONS OF PEOPLE AROUND THE WORLD LISTEN TO PROLIFIC HAIRDRESSER GUY TANG AND HIS LATEST OBSESSION WILL PROBABLY BE YOURS TOO. IN A RECENT VIDEO, GUY OUTLINED THE MANY REASONS HE LOVES THE IQ PERFETTO HAIR DRYER FROM GAMA PROFESSIONAL, SPEAKING TO THE FUTURE OF MODERN HAIR TOOLS AND TECHNOLOGY.



Hair activist and influencer Guy Tang is one of the biggest names in online hairdressing media, with various channels that boast over 5.82 million followers and subscribers and a bona fide hair community built from this inimitable empire. Now, Guy has tested the latest tool to hit the market – the iQ Perfetto Hair Dryer, from Gama Professional – and is telling his #hairbesties about his (and their) new go-to hair tool obsession.

Guy unboxed and tested the tool for his 2.22 million followers in January, in an unsponsored post that sang the praises of the new tool. Titled ‘What’s the BEST



HAIR DRYER’, Guy comes to a definitive answer. Guy notes the ultra-compact size (nearly half the size of a traditional hair dryer) and ultra-lightweight (only 294 grams), as well as the nozzle attachments, as particular highlights for a tool he sees as unparalleled in the industry.

Technologically, Guy lauds the savvy brushless motor with speed up to 110,000 rpm, 7 times faster than a traditional hair dryer for its extreme power. He also comments on its digital interface, ease of use and twelve configuration options, as well as the cold shot button. Other features mentioned were the Auto-Clean Technology, which allows deep-cleaning

of the rear filter, the inbuilt anti-bacterial and ionic generator (for smoother, colour protective results) and the 3-metre professional length cable. There is also an auto diagnostic system for picking up any possible abnormal function.

The iQ Perfetto has emphatically surprised one of the industry’s most high-profile stars. It’s no wonder this ultra-powerful, ergonomic, 21st century tool, which considers strength, design and performance, is winning global acclaim, with features to enthrall you, your clients and, clearly, Guy Tang. Try it out today! **IN** To read the full test by Guy Tang visit www.datelinecity.com