

HAIR BIZ

Year 12 Issue 5



ALL HAIL PLATINUM+

The world's 1st SMART styler

ghd
good hair day

Keratin **COLOUR** **KC**

NEW

STOP THE FADE!

Keratin Colour haircare is the essential haircare for rich, vibrant and intense hair colour which resists fade longer. These specially formulated shampoos, conditioners, masks and serums add beautiful shine and smoothness while retaining colour vibrancy longer. Colour protection for hair.

INTRODUCTORY FREE COLOUR PROMOTION:
One free 140g Keratin Colour of your choice, valued at \$9.95,
with each Keratin Colour liquid priced at \$9.95-\$12.95



 PROUDLY AUSTRALIAN OWNED

For stockists call Dateline Imports P/L on (02) 9666 3611 or visit datelinecity.com

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DATELINE CITY

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

PARLUX ALYON LIGHT AIR IONIZER HAIR DRYER

State-of-the-art Air Ionizer Tech meets outstanding performance. The Parlux Alyon harnesses ions to create the most advanced technology, ensuring a brilliantly shiny, smooth and healthy-looking finish. The supremely powerful motor pumps out a mighty 2500 watts of power with an amazing 3000 hour lifespan. Parlux Alyon is incredibly durable yet lightweight and ergonomic.

With four temperature settings and two speed settings, as well as an instant cold shot button, it is specially designed for dynamic salon use with an innovative hair catcher system and an anti-heating front body for stylists who utilise the whole body of their hair dryer.

Encased in a unique prismatic finish, the Parlux Alyon allows you to fully express your creativity with eight trendy colours. Available in yellow, pink, coral, green, turquoise, bronze, matte graphite and matte black.



THE PASTEL COLLECTION BY ECHOS COLOR

Offer your clients a unique service with the new Echos Color Pastel Collection. Available in pastel tones of Lavender, Pink, Mint, Light Blonde Violet 8.02, Very Light Blonde Violet 9.02 and Platinum Violet 10.2.

Made by Pettenon in Italy, Echos Color is an opportunity for salons to make big margins on quality colour that comes at a low cost. Premium Italian pigments offering infinite colour versatility with 132 shades. Use as a permanent or semi-permanent colour, toner or filler, all from one tube.

Echos Color provides total grey coverage and use of the anti-oxidising properties of Vitamin C assure long-lasting tones. The effective synergy with Beeswax provides natural protection and carries out a conditioning and softening action to leave hair brilliant and luminous.

STOP THE FADE WITH KERATIN COLOUR HAIRCARE

Designed to stop the fade, these specially formulated shampoos, conditioners, masks and serums add beautiful shine and smoothness while retaining colour vibrancy for longer.

Designed and formulated in Australia, Keratin Colour Haircare is proudly vegan, sulphate and paraben free, and not tested on animals. Formulated with super-hydrating ingredients like Argan Oil, Coconut Oil, Marula Oil and Quinoa Seed Extract, Keratin Colour rehydrates, smooths and repairs whilst adding a glowing lustre to your client's hair. Protects against breakage and environmental damage for hair that looks and feels healthier than ever!



MASTERCURL 30 IONIC FROM SILVER BULLET

Upright, super-fast heating and affordable, the Silver Bullet MasterCurl 30 Ionic Hot Roller Set provides hotter rollers and tighter curls.

Two heat settings allow you to set the temperature to best suit each client's hair type, with an integrated ionic generator to remove static and lock down the hair's cuticle for ultra-shiny, easy to style hair. Folds away easily for convenient storage and includes 30 rollers: 6 x 25mm small, 8 x 30mm medium, 8 x 35mm large and 8 x 40mm jumbo. The set also comes with 30 easy to use roller clamps, 30 U shaped pins, a heat resistant glove and a convenient storage pouch for clamps and clips!



FOR STOCKISTS OR MORE INFORMATION CONTACT: **Dateline Imports P/L**
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