

The Magazine for the Hairdressing Professional

INSTYLE

March/April 2011 * RRP: \$8.50

SOCIAL
MEDIA

NETWORKING TO THE TOP

**SESSION
OBSESSION**

THE LATEST AVANT-GARDE INSPIRATION

SAVING
FACE

OPEN UP TO THE NEW
BEAUTY ADDICTION

COMING
SOON

FUDGE ROCK 'N' ROLL CIRCUS COLLECTION

FUDGE 
ANTI-ORDINARY

HIGH SPEED

Solutions for hair problems



01 JHERI REDDING PERMS

Curl is now all about ease and movement, by providing style support or helping to prolong a client's blow-wave. Jheri Redding's wide range of support perms allow you to create a modern, softer curl on all types of hair texture.

02 SATIN SMOOTH DOUBLE WAX HEATER

Wax heaters have never looked so good. This state-of-the-art double heater brings premium Satin Smooth waxes to just the right temperature for any and every area of the body, ensuring a thin and even application.

03 DUBOA HAIR BRUSHES

Recently named as one of the 'most recognised brush brands in Australia'. DuBoa is a brushing institution for gently removing knots, tangles, teasing and styling product. So why not make sure your clients are also 'in the know' when it comes to this Japanese-made wonder brush.

04 SILVER BULLET KERATIN ACCELERATORS

Highly heat conductive, these genuine titanium plates provide the ideal 230°C performance for today's straightening procedures. Available in 22mm and 35mm widths, the perfect sizes for all straightening needs.

05 BABYLISSPRO ARGAN OIL – 250ML

You can never have too much of a good thing which is why BaBylissPRO is introducing the new 250mL size for professional use. A protective blend of silicones and rare Argan Oil. Argan Oil can be mixed with chemical processes for enhanced results and added depth to colour.

06 FORFEX FX684 TAPER CLIPPER

Durable stainless blades precision ground to stay sharp longer, and to cut closer for quick and even results. The powerful, quiet, long-lasting magnetic motor runs cool whilst delivering the continuous cutting performance salon professional's demand.



07 ICEMAN CHAMELEON

Shears with sparkle. Providing traditional craftsmanship which is adorned in a kaleidoscope of glamorous colour. Made from cobalt stainless steel with hand-honed blades and a jewelled tension dial.

08 KERATIN COLOUR

The exclusive **Keratin Colour** formulas contain Keratin, Protesil and Silk Proteins. Keratin locks in colour and reduces fade whilst colour is intensified. Protesil and Silk Protein protect hair and provide softness and shine.

09 MACADAMIA NATURAL OIL

Recently winning the "Most Innovative Product in Haircare" at the Australian Beauty Awards the Luxurious Oil Treatment has been reformulated into a new spray. Ideal for adding an instant spritz of smoothness and shine.

10 SILVER BULLET SUPREME 3600

Supreme heat. Supreme airflow. The ultra compact profile and 2000 watt ionic performance make this an all singing dryer with all the perfect hair drying features. Now available in black, red and purple.

11 MIRA BRUSHES

Great design is always simple but is the hardest to create, which is why **Mira's** Italian-made radial brushes are No.1. First-class Italian craftsmanship, premium materials, but most importantly they style hair like no other.

Contact: Dateline Imports P/L
 AUS (02) 9666 3611,
 NZ 0800 169 600
www.datelinecity.com