

# 1 I Nuovi Debuts New Makeup Collections

I Nuovi Cosmetics, Asia's first professional line by and for professionals, has been unavailable in the US until now. I Nuovi is a high end cosmetic line that is priced for everyday living. Products are sourced from suppliers around the world – with eye shadows from Italy, foundations from France, and lipsticks from Japan — to name a few. “Colors are engineered to be more saturated with pigment so they have intense colors, but they go on with a light, subtle touch so you absolutely don't have to be a professional to use them,” announced Paula J. Hamilton, makeup artist.

Products to be launched at the Cosmoprof North America show in Las Vegas this July include: Colours D27 – eye shadows; Ivolute – moisturizing intense lipcolor; Gelbase – water-based gel texture foundation and more.

I Nuovi Cosmetics are never tested on animals, contain no animal derivatives and are totally fragrance-free. For more information go to [www.inuovi.com](http://www.inuovi.com) or call 403-282-0102.

# 2 KIS - Kreative. Innovative. Smart

KIS – Kreative. Innovative. Smart. is a new and fresh luxury haircare and styling line that compliments everyone. With its exciting color palette and stylish packaging, enticing fragrances and potent ingredients, KIS gives you everything you need to create flawless styles.

KIS focuses on building inner strength and health of the hair with the Omega-SPA Complex. This complex supercharges hair with essential Omega fats, proteins and the ultra-powerful antioxidant Goji Berry. The line is color protecting and for all hair types.

Products include KIS Shampoo, a rich, sulfate-free formula that gently cleanses and repairs hair as it restores balance and strength from within. KIS Invigorating Conditioner has a unique cooling sensation that provides a boost of energy to start the day and leaves hair in a shiny, optimum state for styling. KIS Beaded Deep Conditioner is a one-of-a-kind nourishing therapy treatment. KIS GelWax is a two-in-one product. It glides like a gel on damp hair and acts like a wax on dry hair. KIS Thermal Protecting Hairspray is a dual-action hairspray that provides a light to medium hold, protects hair from thermal damage and provides a foundation for every heat styling routine.

KIS will be available to salons August 1, 2007. For information call 1-800-879-8737.

# 3 E'lan Lashes Extend and Thicken Natural Lashes

E'lan Lashes offer a new way to extend the length and thickness of natural eyelashes with semi-permanent eyelash extensions that result in a beautiful, natural look and feel that lasts for several weeks.

Fashion forward salons and spas are enjoying the benefits this new luxury service has brought them. Women who are looking for the secret to shortcutting their daily regimen without sacrificing beauty will benefit with these fabulous fakes.

Now you can offer this highly profitable service to your clients. Your first four clients will easily cover the financial investment of \$985 for Certification Training and Professional Lash Extension Kit. Certified E'lan Lashes Professionals charge an average of \$300 per application, with a product cost of only three to six dollars per application. The procedure takes 90 to 180 minutes, translating to an average of \$150 revenue per hour.

For more information, visit [www.elanlash.com](http://www.elanlash.com) or call 800.795.ELAN (3526)

# 4 Milady Unveils Revised Cosmetology Textbook

Milady announced the highly anticipated Milady's Standard Cosmetology will be available July 15. Milady's Standard Cosmetology has been the leading text in cosmetology classrooms for the past 68 years.

The company has led the way in cosmetology education for 80 years by changing to meet the evolving needs of students and the market. Milady's Standard Cosmetology was developed after extensive analysis by educational design experts. This textbook exhibits the most sophisticated methods for relaying information, stimulating thought, aiding comprehension, and enhancing retention. It provides students with the information they will need to pass the licensure exams as well as the most contemporary techniques to ensure success once they are on the job.

New to this edition is a fresh new layout; reorganized chapters; new photography, illustrations as well as new information including sanitation and infection control and hair-coloring

For more information on this title, or any of these products, go to us at [www.milady.com](http://www.milady.com).

# 5 Colure True Cares For the Color and the Colorist

April marked the debut of Colure True Color Care, a new luxury line of hair care and styling products dedicated to the health, quality and color longevity of color-treated hair. According to Colure President Davis Paris, haircolor specialists like him have been looking for a complete color-care line that effectively protected the integrity of the original salon color while leaving hair healthy, hydrated, and shiny.

The Colure True Color Care System features a three-step approach to the care and style of color-treated hair. Step one features two types of sulfate-free daily shampoos with extremely gentle cleansers that don't strip out color; Richly Moisturize Shampoo and Body Volume Shampoo. Step two offers two types of daily conditioners, Richly Moisturize Conditioner and Body Volume Conditioner, offering a perfect balance of superb vegetable proteins and moisturizers that lock in color every time.

Step three offers complete protection against thermal styling, UV rays and free radicals with five Colure styling products.

For more information about Colure True Color Care, phone toll-free: 888-265-8731; or visit the website at [www.colurehaircare.com](http://www.colurehaircare.com).

# 6 ESN Beach-Worthy Colors Make Big Impact

Pack your sunscreen and your itty-bitty bikini... European Secrets Nails (ESN) is taking you to Saint Tropez with their new collection of gel polishes. These bright, fun colors reflect the breezy beach locale of this Mediterranean town. With colors named after some of the hottest spots in the area, these gel polishes are sure to heat up those summer nights in Saint Tropez.

These gel polishes are not only beautiful, but they last three to four times longer than traditional polish and guarantees not to chip or fade. It's perfect for tips, natural nails and pedicures. As gel polish continues to grow in popularity, these six new colors will be a welcome addition to the existing ESN gel polish collections.

European Secrets Nails is dedicated to the development and manufacturing of the finest quality products for natural nails and state of the art, proprietary UV Light Activated Gel System. Trusted technologies and treatments are the secrets to building a strong and flexible foundation for healthy, natural, beautiful looking nails. For more information visit: [www.aibeauty.com](http://www.aibeauty.com)

Have your product considered for the *Stylist & Salon's* What's New section.

Send press releases with a photo to Managing Editor Lisa Kind at [editor@stylistnewspapers.com](mailto:editor@stylistnewspapers.com) or mail to

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