

## what's hot?

**Alfa Parf** introduces **Color Wear, Evolution** tone-on-tone hair color without ammonia, thanks to the secret of natural fabric dyes. The laboratory ALFAPARF Milano discovered the secrets that guarantee to fabrics intensity, luminosity and lasting color. They then applied it to the world of hair, creating **Color Wear**, which features **Intense** and **Ultra Luminous Reflects**, thanks to extracts of saffron, indigo and rubbia, plants used to produce rich and glowing color effects in fabrics. **Color Wear** is ideal for clients who want the maximum gentleness of a no-lift hair color with the uncompromising beauty of professional color results in intensity, luminosity, lasting and conditioning power. With its 40 colors, **Color Wear** can be used to add new fashion tones, to enhance shine and to bring intensity to natural hair. In addition, **Color Wear** can cover gray hair (60 to 100%), tone bleached or sun-kissed highlights, level-out faded areas of permanent color, revive hair color after a perm or straightening service and revive hair color and shine to damaged, dull hair. Contact **Patti Rullo**, vice president of marketing, at 845-675-4071.

**L'Oréal Professionnel** introduces the **New Colorist Collection** — a restage of **ARTEC** (the original hair color maintenance system) — with improved formulas that counter color-fade and enhance the quality of color-treated hair. The system contains 12 gorgeous color-depositing shampoos (8 ounces SRP \$15.00) and conditioners (8 ounces SRP \$17.00, including two new shades—**Vanilla Bean** and **Hazelnut**—formulated with L'Oréal Professionnel's new **Color-Recharging Complex**. This technology combines natural botanicals, apricot kernel oil, fruit extract and keratin bonding dyes that adhere to the hair for longer lasting color maintenance, accentuating the hair's natural radiance. The improved formulas counter color fade with no ammonia or peroxide, and has the added benefit of reflective mica for high shine. The redesigned

package features color coordinating patterns that reflect the new technology and each individual shade for ease of color matching. The pH-balanced shampoos and conditioners are custom color matched to complement **Majirel** or any color brand. Call 866-849-4095 or [www.lorealprofessionnel.com](http://www.lorealprofessionnel.com).

From **MOP (Modern Organic Products)** comes **C-system C-Straight**, a newparaben-free, four-step smoothing system. The four steps—wash, condition, straighten and smooth—are accomplished with the introduction of four new products: **C-Straight Smoothing Shampoo (\$14 SRP)**, **Smoothing Conditioner (\$14 SRP)**, **Straightening Cream (\$15)** and **Smoothing Shine Lotion (\$18)**. Contact **Dan Easton**, director of sales, at 800-598-2739, ext. 1251, or [mopmandan@aol.com](mailto:mopmandan@aol.com).

**COLURE True Color Care System** is a 3-step, 9-sku exclusive luxury line of hair care and styling products dedicated to the health, quality and color longevity 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 includes **Richly Moisturize Conditioner** and **Body Volume Conditioner**, offering a perfect balance of superb vegetable proteins and moisturizers that lock in color. Both shampoo and conditioner formulas are available in an 8.5-ounce size at a \$22 SRP. The 32-ounce back bar size has a salon list of \$24.00. Step Three features five **COLURE** styling products that offer complete protection against thermal styling, UV rays and free radicals. They are designed to enhance the color service by breaking down into instant shine and condition for maximum color longevity. **Firm Hold Styling Gel** (8.5 ounces/SRP \$20), **Curl-Wave Styling Crème** (8.5 ounces/SRP \$23), **Texture Crème** (7.5 ounces/\$23), **Straight-Hair Blow-Dry Crème** (7.5 ounces/SRP \$23) and **Shine Serum** (4 ounces/ SRP \$26) are all designed with the **Color Longevity Formula**. Call **David Paris** at 888-265-8731.

**Deity America's** new **Tibet Tonic Hair Growth Restorer** features ingredients from Tibetan plant extracts: Rhizome of large-headed atractylodes, ginger, angelica, fruit of Rangoon creeper, ginseng, saffron, fruit of glossy privet, leaf of arborvitae, linseed and vegetable. **Tibet Tonic Hair Growth Restorer** works directly on the follicles and scalp to improve circulation to the follicles, which the company says helps the hair to grow with a healthy look and feel great. **Tibet Tonic Hair Growth Restorer** is the newest addition to **Glen Silverstein's** line of hair loss prevention/growth products, which includes **Shampoo and Conditioner for Hair Loss Prevention, Hair Growth Enhancing Scalp Mist, Serum Gro Scalp Treatment**. Reach Glen at 516-637-8002 or [topshelf@aol.com](mailto:topshelf@aol.com). and visit [www.deityusa.com](http://www.deityusa.com).

Hair care lines that are targeting women with naturally curly and wavy hair have been gaining market share, as more women are opting to go back to their natural look. Joining the popular **DevaCurl, Curl Friends and Ouidad** is a new line called **Mixed Chicks**. The line is the creation of **Kim Etheredge and Wendi Levy**—one with naturally curly hair and the other with coarse, tightly curled hair—who have created a product line to solve their hair problems and those of many other women who can not use conventional natural hair products. Check out the line at [www.mixedchicks.net](http://www.mixedchicks.net) and call 818-461-8160.

## people

It is a fast track business for **Chris Manenti**, who six months ago left **Phil Solomon's Palladio Beauty Group** to become senior vice president for **Maurice Rasgon's Venice, CA-headquartered Cosmetic Design Center**. Now, Chris has taken a top management position at **Joe Bogatz's NU World Cosmetics**, a contract manufacturer and marketer of color cosmetics. Reach Chris at 732-541-6300 or [manentic@nwc.com](mailto:manentic@nwc.com).

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