

The COLORIST

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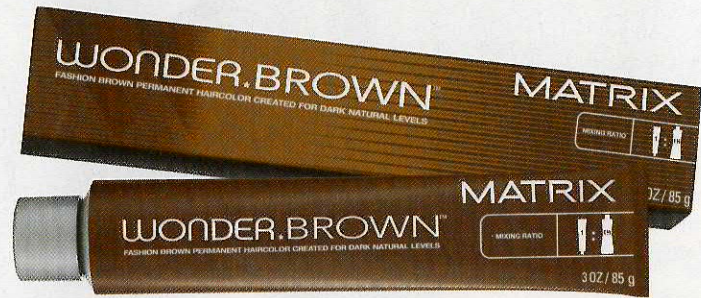
In the Mood

*Joico colorist Sue Pemberton casts a
crimson spell on the holidays.*

ART SUPPLIES

Need to boost your color arsenal? Step right up! *The Colorist* keeps you informed about the latest color offerings.

Haircolor



Wonder Women

Lift and tone up to 2.5 levels while deftly controlling brass with **Wonder Brown** brunette fashion colors by **Matrix**. Permanent and full-bodied, this 10-shade line—which includes 5W (warm), 5RB (red brown) and 7A (ash)—is specifically formulated for clients with natural levels 2 to 5.

Promising safer and healthier color services that meet the highest professional standards, the 65-shade **Organic Color Systems** brand is made with certified organic ingredients and is vegan-friendly. Important! This natural color line adheres to Fair Trade practices and contains no ammonia, paraben, formaldehyde, plastics, sulfates or thioglycolates. Options include permanent, demipermanent and semipermanent results.



Color Clenchers

Silicone-coated sensations! Get a better grip on color with **Product Club Great Grip Spatula** and **Whisk**. The flexible Spatula enables you to scrape every drop of color from bowls; the suitably sized Whisk features oversized blades for quick and efficient mixing. Also available: Station/Tray Mat, which keeps color bowls stable and tools safely in place. Extra! Mat is heat-resistant up to 600° F.

Chocolate Sauce

JKS International is coo-coo for cocoa this fall/winter season with two new scrumptious shades in its chocolate series: 5,37/5COCO (light chocolate brown) and 6,37/6COCO (dark chocolate brown). Both colors are enriched with muted gold tones and infused with antioxidants.



Glaze of Glory

Made with certified organics, the new **Keratint Color-Glaze** by **All-Nutrient** is available in 46 luscious shades that deliver vibrant results and stunning shine. Keratin Micro-Protein System allows color to penetrate deep within the hairshaft, and all shades are free of sulfates, parabens, propylene glycol and cocamide DEA. Bonus! Made in the USA.

Sundries

Whip it Good

Mirroring the design of mega-mixers used by commercial bakeries, **Mr. Whipper** by **The Rack** features angled blades to help blend colors in a jiff, plus flex action for ease of mixing.



Color Care

Glow Figure

Help clients discover their inner hair glow with three additions to the high-tech **Goldwell colorglow** line: **Regenerative Hairmasque**. Steeped in nourishing argan oil and lipids, **Color** adds vibrant depth to color-treated hair; **Highlights** imparts luminous definition to highlighted strands; and **Full Blonde** infuses pale tresses with glossy, rich radiance. Intel: All three formulas promise up to 100% regeneration of damaged hair.



Color Custodians

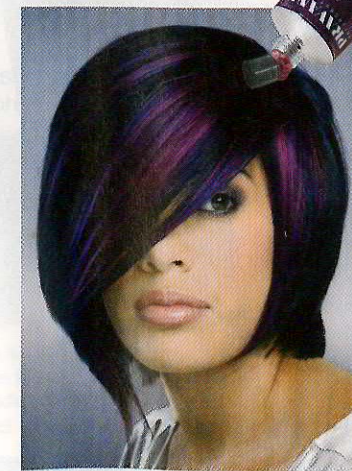
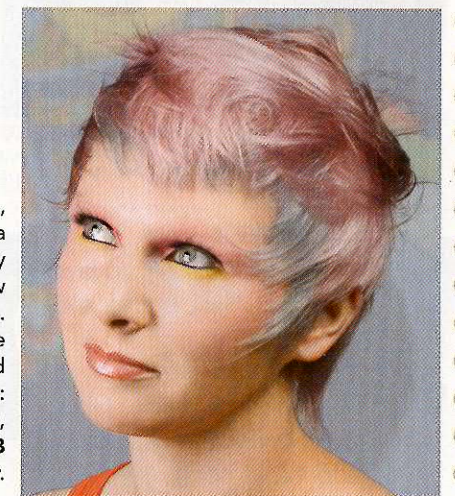
Free of heavy, style-sagging emollients and suspect ingredients such as parabens and petrolatum, **Colure True Color Care Richly Moisturize Shampoo** and **Conditioner** are imbued with a generous blend of certified organic aloe vera, Roman chamomile, mandarin orange, plus many more botanical extracts to nurture color-treated strands. Also available for colored locks: **Body Volume Shampoo** and **Conditioner**.



Energetic Pastels

Marshmallow Peeps aren't the only pastel treats in town. Lively, candy-coated strands are titillating the beauty buds of salon clients with a sweet tooth for haircolor.

ISO teams with Ben Mollin, *Shear Genius 1* finalist, to put a psychedelic spin on pretty pastels with the company's new **Strawberry Fields** collection. Go-to products to create raspberry, strawberry and blueberry color effects: i.Luminate **INV** (intense violet), **INR** (intense red) and **INB** (intense blue) plus Pastel Mixer.



Bloomin' Beauties

Encourage clients to at least tiptoe on the wild side with **Pravana's** latest shade offering: **Chromasilk Vivids Wild Orchid**. Hankering for more fashion effects? Try other Vivids Party Colors, which include Pink, Green, Blue and more! Note: For more demure pastel effects, dilute Vivids shades with Silk Degree Demi Permanent Shine Treatment.



Wella Professionals Pastel Developer

Wella Professionals shines a light on provocative pastels at Cynthia Rowley's fall/winter runway show by using 30 ml 10/0 (lightest blonde natural) and 1" Special Mix 0/28 (intense green-blue) + Pastel Developer.