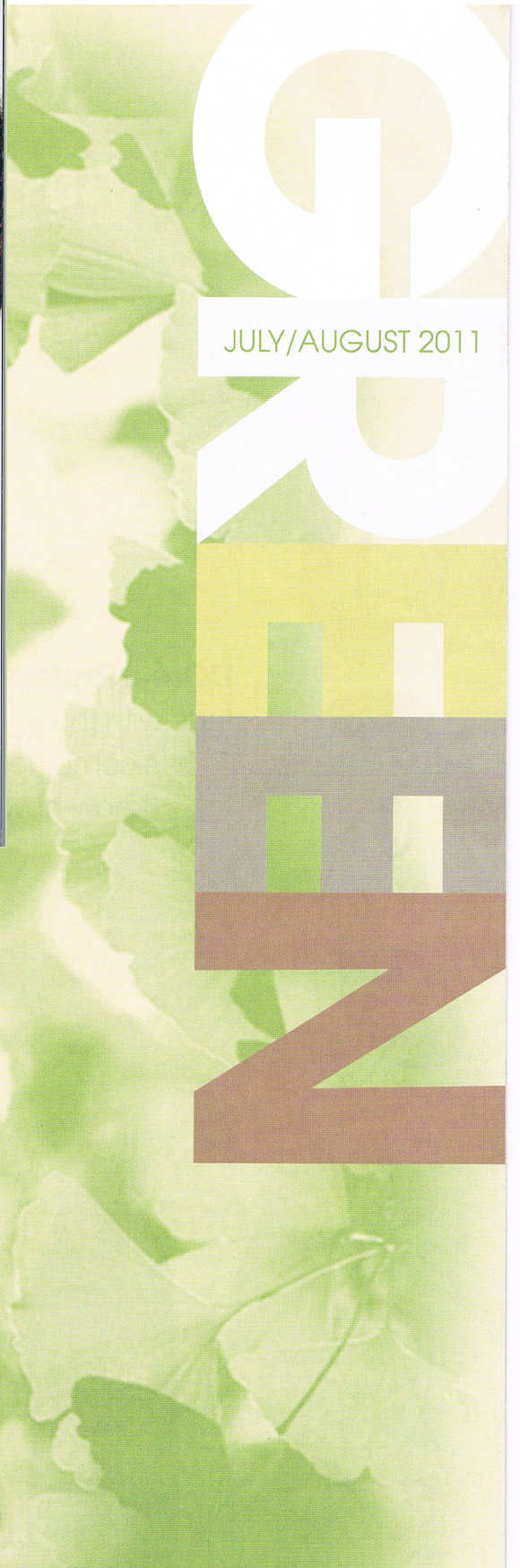


Vital role: Front of House
Rescue remedies



JULY/AUGUST 2011

Professional
Hairdresser



▲ Keeping hair beautiful and healthy, **L'ANZA Healing HairCare** is also committed to keeping the planet beautiful and healthy too. Clean-air aerosols contain no ozone-depleting ingredients, all cans are made from recycled aluminium, all bottle and tubes from recycled plastic and all packaging is recyclable. Healing HairCare products contain certified organic ingredients, no carcinogens, animal testing and are parabens-safe and gluten-free.

Enquiries - circle number 156

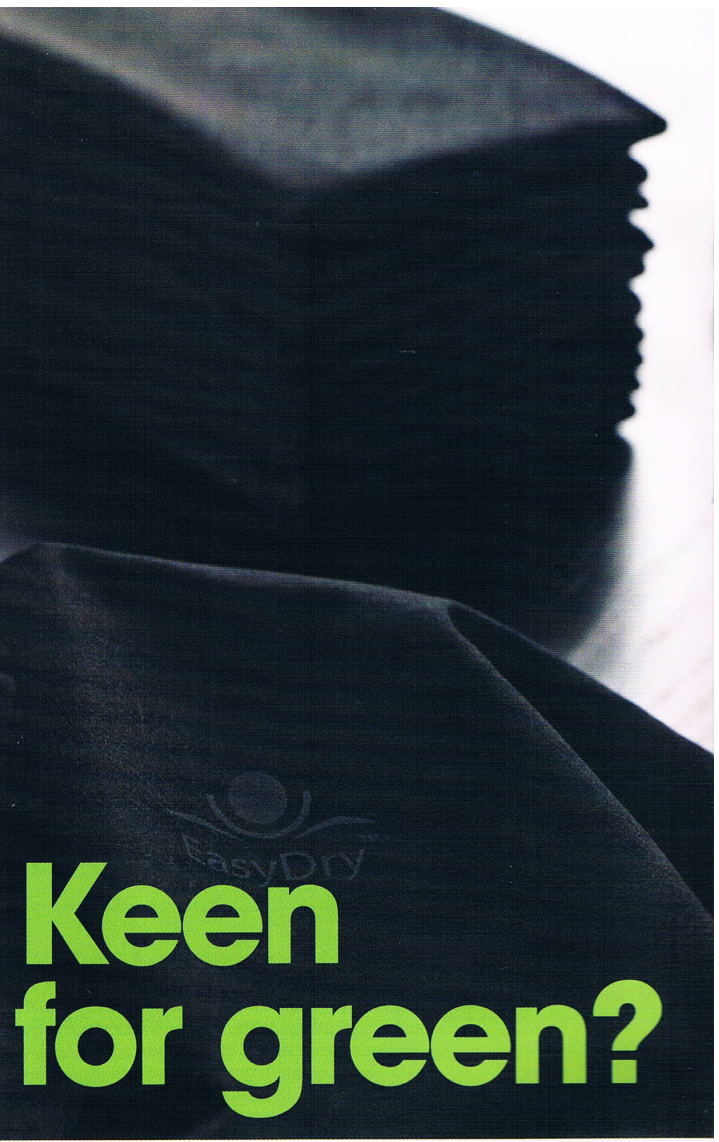
► Ideal for use on curly hair, **Zerran RealLisse Smoothing Shampoo** leaves hair soft and smooth. Fragrance-free and paraben-free, its 100% vegan formulation is botanically based and keeps newly smoother hair looking its best.

Enquiries - circle number 153



◀ **Philip Martin's Italian Organic Lifestyle** is a range of hair care products formulated with organic and non-toxic chemical products. The range includes an array of hair care, styling and colour products, including Babassu Wash, formulated with Babassu, Aloe Barbadensis, Ginseng and Rice proteins to add volume and body to fine hair whilst gently cleansing hair and scalp and adding sheen, and Babassu Rinse, a volumising conditioner for fine hair, that is rich in proteins, and makes hair shiny and easy to comb.

Enquiries - circle number 160



Keen for green?

Embracing the green agenda doesn't mean increased costs for your business. It can actually reduce them. Anne Butterly, managing director of Easydry, the award-winning pioneer of eco-friendly disposable salon towels, explains the business benefits of going green

Everyone is screaming about being greener, especially clients, but some salons are still under the misconception that going green means there's a premium to pay. Which is strange, because being more considerate of the environment means cutting energy and water use, and that means lower bills. Communicating a green agenda to clients can also improve reputation and business. So what's stopping those salons?

For many, the whole "agenda" is what's stopping them. It is intimidating; a massive sea of change to attitudes and procedure. But it needn't be. Why not make small changes gradually, starting with a review of procedures in salon? Is water being wasted, are monitors being left on standby? Only then extend your gaze to external options such as investigating green energy or what



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The New Generation of
Healthy Hair Smoothing

- No formaldehyde, *period*
- No Irritating fumes or odors
- No gloves, fans or masks needed
- Safe and easy to use
- Banish frizz for 2-4 months
- Softens and relaxes unruly curls
- Reduces styling time by half

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