

WHAT'S NEW IN THE MARKET

1. Shine Options Abound With Zerran

Hair trends for 2011 are effortless and chic, whether one chooses slick parts or messy up-dos, sassy braids or ponytails. From the new bob to simply long and preppy locks, it's easy to get gorgeous with Zerran International's styling products as the final finishing touch.

Want to have the ultimate affordable splurge? Craving a little diamond lustre? Diamond Mist from the Zerran Radiant Finish Collection is every girl's BFF! This brand new, alcohol-free shine finisher contains dazzling diamond micro-particles that add ultra shine and sparkle without weighing hair down. Vegan moisturizers, scented with essential oils of ylang-ylang and myrtle, nurture every strand of hair subtly without artificial perfumes or parabens.

Prefer to work in the shine and give it a burst of heat during final blowout? Then select Zerran RealLisse Amazon Oil where "just a little dab will do you." Applied with the fingertips, this styling concentrate contains a nurturing natural oil blend consisting of Brazil Nut, Passion Fruit, Rice and Açai Palm. Shorten drying time and achieve a brilliant, smooth, high gloss, weightless shine. Enjoy a formulation that is fragrance free, paraben free and 100 percent vegan.

For more information visit www.zerran.com or call 1-800-626-1921.



2. The Hot Trend of the Holiday Season

Break away from the typical Holiday gift sets you've been giving out year new and unique from Earthly Body, an all natural hemp-based skin care line! give a one of a kind 3-in-1 Suntouched candle that can be used as a moisturizer aromatherapy.

The Holiday Candle Trio includes three 2 oz candles in our newest holiday packaged in an organza bag with a "to and from" tag. The newest holiday candle is GuavaLava, a fruity blend of guava and blackberry scents, and Home Baked, a holiday treats right out of the oven. Another new fragrance featured is Harvest Perfect blend of fall fragrances that includes warm comforting amber and crisp.

Earthly Body uses natural ingredients - no mineral oil, dyes, sulfates, prop parabens. Earthly Body's products are 100% Vegan, drug free and cruelty-free items and many more, visit www.EarthlyBody.com or call 1-877-324-4367.

3. Rock Your Hair with Michael O'Rourke

An industry icon with a dynamic stage presence, Michael O'Rourke is best of the 2011 NAHA Lifetime Achievement Award, but he also has other big things including the launch of his new product line Rock Your Hair.

Rock Your Hair is a line of fierce and fun styling products aimed at leading hair. The unique packaging combined with products that really perform has it itself. The hot neon pink evokes an 80s vibe while the signature crystal heart Rock Your Hair is sure to rock the beauty industry like only Michael can.

Visit us at www.rockyourhair.com or for more information in Southern California at 1-877-633-1717 or www.sweisinc.com. In Northern California contact Ind 1-888-478-4481 or www.independents.com.

4. UV Activated Nail Polish Changes Color

It's magic! Blaze Nail lacquer by SolarActive International changes color is the world's leader in UV activated color change products. Blaze nail lacquer doors, and immediately when exposed to the sunlight another color appears. over again. DBP-free, Toluene-free, and Formaldehyde-free. Kids love it, adults

The Blaze nail polish lacquer and product line includes over 40 brilliant shades polishes including matte, glitter, pearlescent, and fluorescent colors. Blaze's nail increase flexibility, durability, wear and gloss. Blaze nail polish lacquer is a long a tough, durable chip-resistant finish with UV protection to prevent discoloration.

For more information visit www.blazenailpolish.com or call (818) 996-8692.

5. There Are Two Sides to Every Story...

Whether you want touchable, defined, no frizz curls or a sleek and smooth Botanicals does it all. Advanced polymers with pomegranate extract for natural emollients deliver the performance you demand. Blended with Earthly Botanicals extracts, Duality is a water soluble, creamy styler that will surely exceed expectations.

Earthly Botanicals, formerly known as Bella Eszenza Healthy Hair, has been a for multi-cultural hair textures. For information visit www.earthlybotanicalproducts.com Botanicals at 1-888-377-3692.

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Have your product considered for the Stylist & Salon's What's New section. Send press releases with a photo to editor@stylistnews.com or mail to Stylist & Salon Newspapers, 1750 SW Skyline Blvd., Suite 24, Portland, OR 97221.