

HEADLINES

What's taking off in hair care

Color Lab

Joico's limited-time offer, Paul Mitchell prevents dye bloopers, Goldwell kicks blonde brass and more.



Back on Track

No matter how careful you are, sometimes mistakes happen. Thank goodness that two new products by **Paul Mitchell** have hit the market to correct color slip-ups. Non-irritating

Wipe Out prevents and erases stains on the hairline and scalp, while **Backtrack** removes demipermanent and permanent tint without lifting the natural color; it's also ideal to use prior to corrective color applications, even on highly processed tresses.

Lackluster No Longer!

For a limited time, **Joico** is offering its **Color Endure** collection all wrapped up in a classic, wintertime tote! The three-product line includes **Shampoo**, **Conditioner** and **Leave-In Protectant**, each packed with color-preserving Quadramine Complex and Multi-Spectrum Defense Complex—a powerhouse blend of green tea-derived antioxidants and UV protectants.



A Balancing Act

Trying to maintain a consistent balance on the color scale? Now you can quickly and easily measure to the nearest gram or ounce with **Product Club Digital Color Scale**, which operates on either AAA batteries (included) or AC power. Save time, save money and save worries!



Fight for Your Brights

In a fighting mood? Kick some brass with **Goldwell's** knockout **Colorance Blonde Toning Acid Series**. Three demipermanent blonde shades—beige-silver 10BS, beige-natural 10BN and beige-gold 10BG—impart intense sheen and condition, even on damaged and porous strands. Additionally, a Blonde Toning service can be used to balance and tone when highlighting; revitalize blonde tones between services; and restore shine and condition to natural blondes. Bring it on!

Paint the Crown Red

Transform your clients' tired haircolor with gorgeous red hues inspired by the likes of Debra Messing, Kate Walsh and Julianne Moore. **Keune Haircosmetics'** newly introduced **Color Infusion** technology ensures optimal, brilliant, crimson results when added to the **Tinta Color** red shades. Go ahead and help her love her red!



FIRST LOOK

To order, see Directory.

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Beauty photo: Courtesy of Goldwell