

Jay2 #5.1 by
Fromm International



Technical Ecstasy

BRAND-NEW TOOLS TO STROKE
YOUR STYLES. *By Jeryl E. Spear*

Do you remember when MTV actually lived up to its name? AC/DC rocked Fenders in *Back in Black* and Iron Maiden wailed Moog synths to send fans into the stratosphere. But they weren't the only ones to test the limits of their *fabtastic* instruments. The beauty business was rockin' to its own BPMs with Joelle, Hakari, Solis and Babyliss—tools that helped skyrocket hairdressers to true rock-star status among their adoring fans. Alas, all good things come to an end. Or do they? Unlike most heavy metal rockers who finally hit a deaf note, hairstylists and the tools they wield just *Keep On, Keepin' On*.

Slip into *Technical Ecstasy* with this stash of new tools. They may not have you playing riffs like Black Sabbath, but they will help you stroke some new styles of your own. Now, about the irascible Ozzy's hair: scissors, anyone?

Lye

Alter-rock Band
Toronto, Ontario, Canada

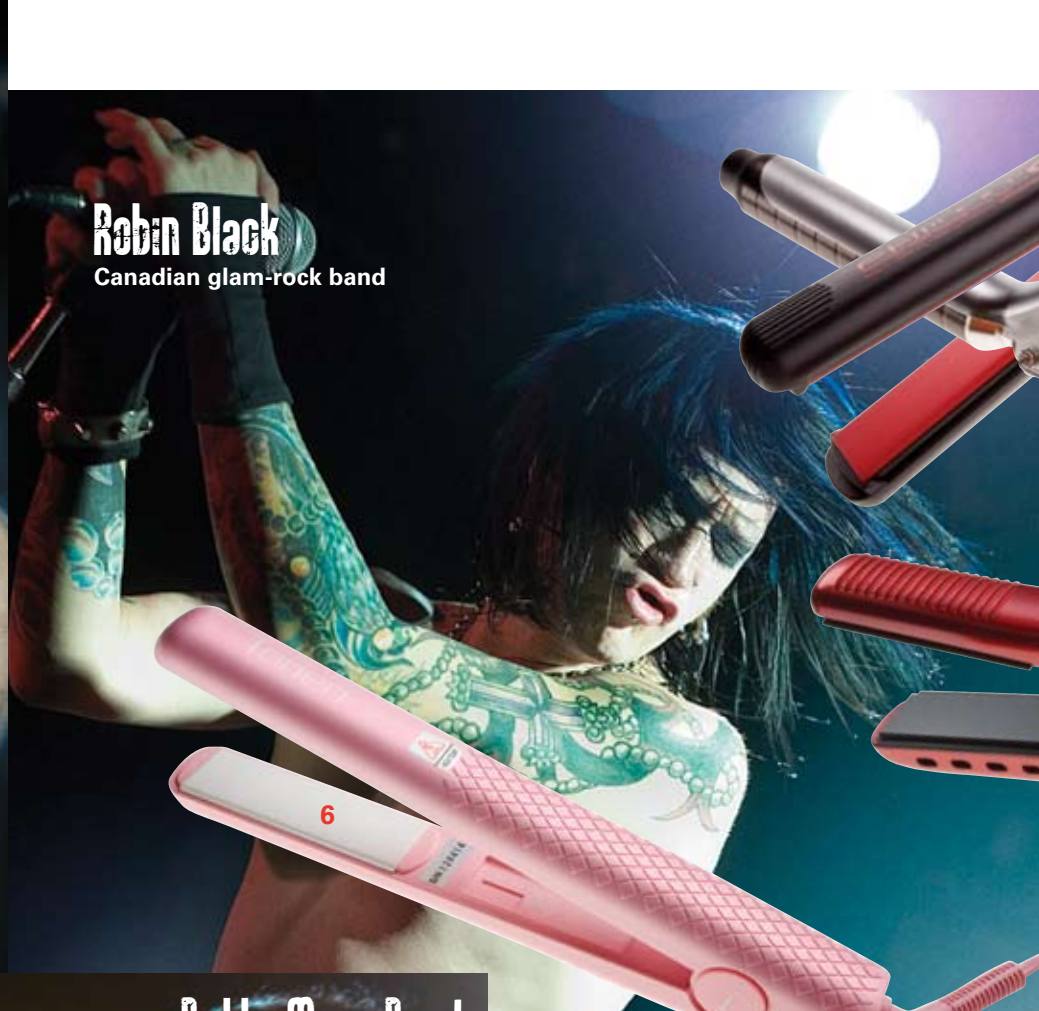
All rock photos: Babak@babak.ca

Automatic
Neo-rock band
"Certified For Murder" CD





Red Light Rippers
"From the Trenches" CD



Robin Black
Canadian glam-rock band



Betty Moon Band
"Demon Flowers" CD

You'll Ride the Lightning with the latest **irons** that provide searing hot temps and polished plates to create the slip and results your clients crave.

1. There's a new band in town: iTech Tools by Hairart. The **Wet-&Dry Ceramic Tourmaline Iron** is ultralightweight and features a honeycomb design for max airflow.

2. Get your groove on with the new **GHD Styler**, which has a rounder barrel for better waves; sleep mode; universal voltage; shiver mode (prevents damage due to internal condensation when room temps drop below 41° F); and super-sleek aluminum plates.

3. Hot style rockers Kevin Ryan and Frank Rizzieri's new **Rsession Tools** create concert-worthy waves with the new **Nalu Waver** that defines curls, loose waves or anything in between, and **Root Control**, a cred-boosting iron that provides lift and smoothness at the scalp.

4. **Rusk Professional Thermal Curling Wand** will *Light Your Fire* with a potential 428° F; 30 heat settings; a barrel that creates natural variation in curl size; and a fusion of ceramic and titanium for enhanced performance.

5. **Hot Tools SuperTools Helix** is a *Heavy Metal Machine* with its Pulse Technology—constant heat and rapid heat recovery system—ceramic plates and nanosilver housing. With a scorching heat capability of up to 430° F, the Helix features Floating Flexi-Plates and an 8-foot swivel cord.

6. You may be *Hell in High Heels*, but we bet you'll look *Pretty in Pink* with **Torlen Professional's** iron that features solid ceramic plates for maximum heat performance; scratch-resistant surfaces; and a 360° swivel cord for plenty of styling action.

7. You can take five with the new **CHI Auto-Digital Advanced Technology Wet to Dry Ceramic Flat Iron**, a jammin' instrument that saps moisture out of damp hair and styles it in one swift action. High-tech bling includes finger-touch control pads; tourmaline and ceramic plates; a 360° swivel cord; a rock-worthy thermal pouch for quick stowing; and a flat iron stand to help stage your styles.

8. You'll hit a power chord with **Ergo Styling Tools prosleeker 1 iron**. The tourmaline- and titanium-infused plates effortlessly sweep through the hair, generating far-infrared heat and large quantities of negative ions that help keep hair healthy and color rich. The riff-worthy tool also works to rebuff humidity-induced frizz.

9. Tame even wild, whipping manes with the **Forma Wet or Dry Ceramic and Tourmaline Flat Iron with Biostone**. Providing the power, speed and ergonomic design demanded by today's rock-worthy stylists, the iron also has antifungal and antibacterial properties; dries hair with every pass of the plates; reaches 430° F in 9 BPMs; and comes with a matching iron case.

10. The **Family Jewels** are nothing compared to the new **FHI Heat Platform Special Edition iron** that will have you thrashing to the beat in no time at all. The iron offers damp-to-dry versatility; heats up to 450° F; and boasts tourmaline-treated plates that produce up to 20 times more negative ions.

11. The new **HAlelite Digital Curling Iron** will help you tame even bad boy Tommy Lee's rebellious locks without his uttering a single expletive. The ceramic-generated, far-infrared heat penetrates the cortex, preserving its natural moisture and luster. The heavy metal curler comes with a 360° 9-foot swivel cord, LCD digital temp display and smart ergonomic styling.

12. Dancing to Pink Floyd's *Pigs on the Wing* is one way to catch air. But a hipper approach is using the **Andis Professional Elevate Digital Nano-Ceramic Clamp Flat Iron**. Featuring 100% ceramic, highly polished plates, the iron has a digital readout for precise temperature settings that allow you to *Get Your Wings*—sans pig, of course.



13

King Nancy

Alternative rock band
"You Were Indestructible Once"



14

King Nancy

Alternative rock band
"You Were Indestructible Once"

No need to play a whole set while waiting for the hair to dry. The newest **blow dryers** will short-circuit styling time and give you plenty of reverb to boot.

13. Hairart's iTech Tools Ionic Tourmaline Hair Dryer heats up in seconds, has 100% ceramic plates, a ceramic heater and a fast recovery rate.

14. Turbo Power Super Turbo Lite 3300 hair dryer will blow out the speakers with its 1,700 watts of raw power, crushed tourmaline gemstones, ion generator and nanosilver technology. The dryer also features a not-so-heavy stainless steel filter and an anti-overheating device to protect your star tool from electrical overload.

15. Torlen Professional N-Ionic TOR 171 dryer with nanosilver technology won't make you *King of the Silver Screen*, but it will help you jam with the stars sitting in your chair. The new Torlen tool contains a queen's ransom in jewels...make that tourmaline crystals...for better ionic action.



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Saigon Hookers

"Hello Rock and Roll" CD

Crank up the amps with creative styling techniques and new **shears** that promise to transform even preppy styles into head-banger perfection.



Towers of London

U.K. band, "I'm a Rat"

16. Cutting a record style is easy with the new **Jay² #5.1** by **Fromm International**. Featuring a crane design with shortened thumb ring to help prevent carpal tunnel syndrome, the #5.1 has hollow-ground edges for supersharp cutting action and a patented screw that easily "tunes" blade tension.

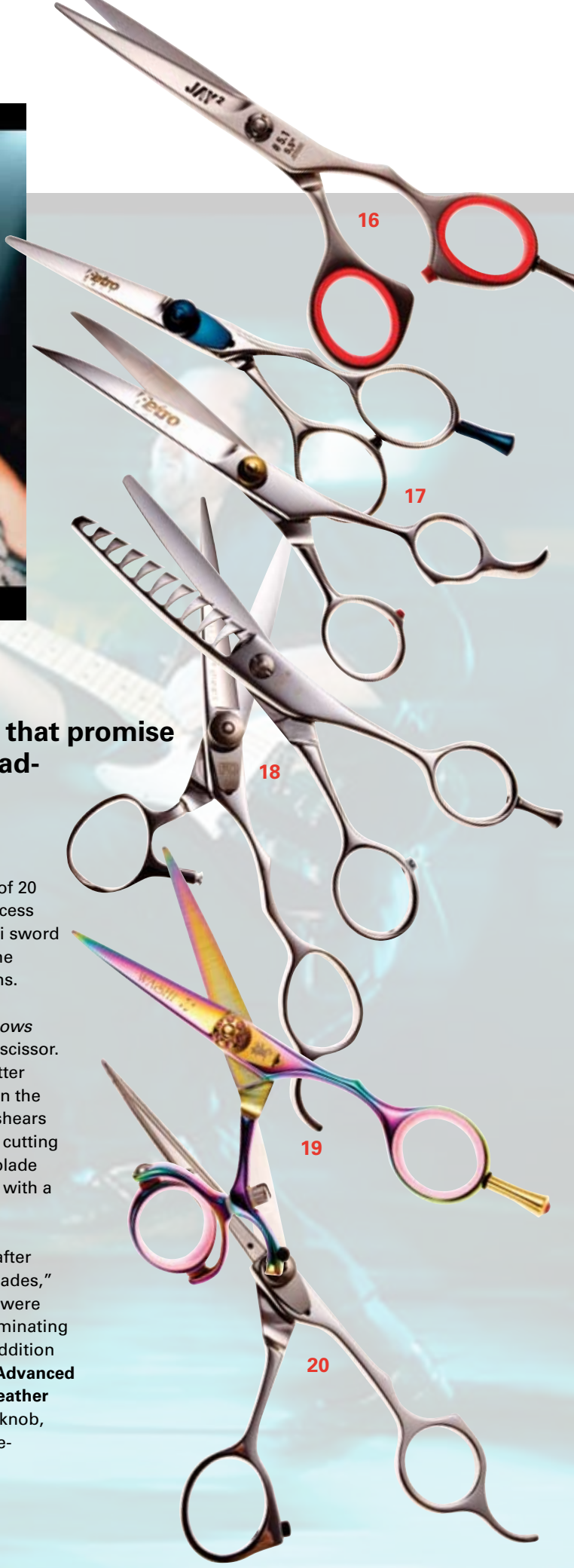
17. Leave thrashing behind with the **Retro Hair Storm**, a slick cutting number that's made with cobalt steel and features a ball-bearing ride that's nearly as facile as playing an air guitar. You can also become the *Monster of Rock* with the **Monster Curve** shear that has 7-inch stainless steel curved blades and a click tension adjuster to help effortlessly and simultaneously cut and shape large swaths of hair.

18. You'll be playing *Acoustic Samurai* with **Fan Out Mushin Shears FSS-110TD** and **FO Shears TI-600**. Both boldly cut, texture and chip the hair with a graceful

pass of the blades. Fifteen out of 20 steps in the manufacturing process are done by hand, and Samurai sword specialists personally handle the sharpening and final inspections.

19. You'll be seeing *Pink Rainbows* with this **Washi Double Swivel** scissor. The added swivel promotes better thumb control and less strain on the thumb and wrist. All Rainbow shears are titanium coated for a softer cutting experience and longer-lasting blade edge. Bonus! The shears come with a sexy pink leather holster.

20. While Alice Cooper pined after "women, Ferraris and switchblades," **Feather Switch-Blade** scissors were rockin' the beauty world by eliminating sharpening services with the addition of replaceable blades. **Kaiden Advanced Razor Technology Shears** by **Feather** comes with a silencer, tension knob, ergonomic handles and replaceable blades.



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Tired of doing the same punky 'dos? Before you curl away, try these brand-new **brushes** and discover the *Stairway to Heaven*—hair heaven, that is.



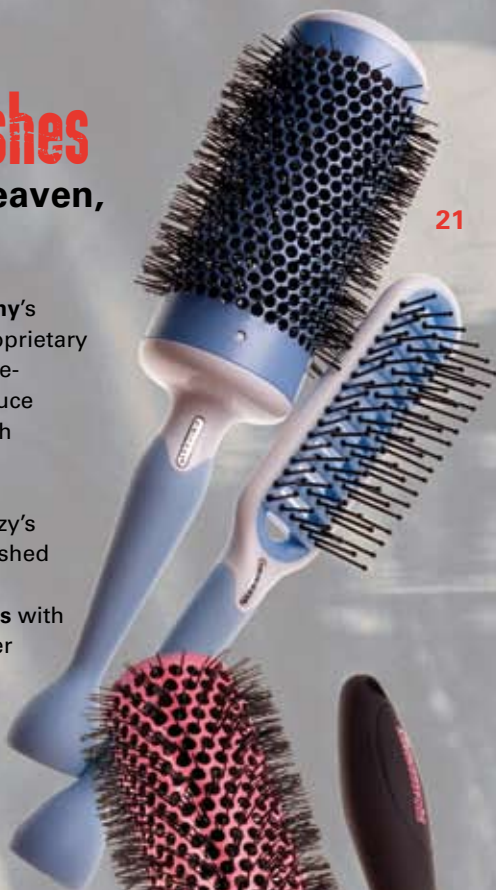
Luxury Pushers
"Welcome to the Party, Traitor" EP

21. Give hair the slip with **Cricket Company's Friction Free Brush Duos**. Made with a proprietary blend of polymers for glide, the tourmaline-infused bristles also impart moisture, reduce static electricity and create sleek looks with incredible shine.

22. Hard Rock wasn't even a twinkle in Ozzy's eye when the nine-row **Denman** brush crashed the British beauty scene during Sassoon's heyday. Now the **Ceramic Hot Curl Brushes** with Squargonomics technology is taking center stage. The enameled pink model has a crimped bristle that's gentler on the scalp; a square barrel for added root lift and volume; and a velvet-touch handle for more comfort and control.

23. The new **Spornette PRONTO Brush** controls hair by preventing it from slipping off the sides of the barrel and barring static build-up—perfect for a Headbangers' Ball. The ceramic barrel heats up quickly and nanosilver technology makes hair impervious to the odors brought on by the hot lights of rock stardom.

24. **Hairart iTech Tools Magnetic & Tourmaline Boar and Nylon Bristle Brush** grips the hair and adds shine, while the magnetic handle reportedly helps ease achy wrist and finger joints.



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The Kills
"No Wow" CD