

WHAT'S NEW IN THE MARKET

1. New Clipless Round Irons by Enzo Milano

Enzo Milano has recently introduced the new Clipless Round Curling Iron to their very innovative line of appliances and hairstyling tools for salon professionals. Enzo Milano Clipless Irons use a special state-of-the-art ceramic core, surrounded by special patented Tribostatic Ceramic Heating Element which maintains a very consistent heat.

Known by some creative hair designers as "The Rod", these new Clipless Irons feature a non-stick coating which provides a superior protection for the hair shaft. Enzo Milano Irons give every curl the same consistent heat, which results in an incredible hold time with any styling product used to enhance the finished hairstyle design. Hair glides easily over this barrel, eliminating friction and tangling. The special ergonomic design features a lightweight revolving handle which also maxims control and comfort.

For find a distributor near you and for more information on the full line of appliances, visit www.enzomilano.com or contact Enzo Milano at 949-340-2595.



2. Kenra Delivers Health, Radiance and Shine

Kenra Shine Spray provides weightless finish and effortless shine to any hairstyle. The superfine aerosol mist controls frizz and flyaways while UV protectants help guard hair color from fade and oxidation. Uniquely formulated, Shine Spray contains sunflower seed extract and cosmetic-grade silicones that make hair soft and velvety to touch. Hydrolyzed silk retains hair moisture, enhancing the luster and health of the hair.

Kenra Shine Serum delivers long lasting shine and polish with excellent frizz and flyaway control. The lightweight, humidity resistant serum minimizes breakage and provides thermal protection from heat styling tools. Containing rich antioxidants from sunflower seed oil and extract, Shine Serum enhances hair health and prolongs color longevity with a silky smooth finish.

Please visit www.kenra.com to find a distributor near you.



3. A New High Profit Laser Service for Your Salon

Salon Lasers, Inc. creates a whole new service category for salons and spas with the Elite 90 Hair Enhancement Laser. As easy to use as a hair dryer, the Elite 90 produces thicker, fuller, healthier looking hair in just a few weeks, for clients with thinning hair.

Clients visit the salon twice per week for their 30-minute laser services. You simply seat the client, lower the hood, push the start button and come back in 30 minutes and let the client out. This is a service that can easily be performed by any stylist or salon owner in addition to what you do now.

With an average service fee of \$200-\$300 per month, and no supplies to buy, Laser Hair Enhancement will become the most profitable service in your salon. Imagine, only 10 clients in your Laser program, will generate \$24,000 to \$36,000 per year with no supply cost.

An estimated 80 million men and women in the United States are suffering from thinning hair and are looking for a solution. To learn how to get started, visit www.SalonLasers.com or call Salon Lasers, Inc. at 1-866-646-9050 for full details.

4. Instantly Deliver Lightweight Texture and Volume

Lanza Art Elements Powder Up Texturizer is an innovative styling product that instantly delivers lightweight texture & uplifting volume to all hair types. It allows natural separation & movement that lasts throughout the day. Sprinkled directly onto hair, this unique powder dissolves immediately & blends directly into each strand to provide elevated support & control. There is no feeling of product left on the hair. And because it's not a liquid, there is no dry time necessary.

With a support / hold factor 6 of 10, it's the perfect product for extremely fine, flat and lifeless hair. Lanza's exclusive Keratin Healing System uses Nano Science to deliver micronized ingredients into the hair. The formula absorbs completely with no trace of white powder residue. Hair is healed for better control & manageability. For more information call 1-800-423-0307 or visit www.lanza.com

5. ANSR: The Next Evolution in Skin Care

ANSR has recently introduced two new product systems – ANSR: Skin Rejuvenation for anti-aging and the ANSR: Acne Care for treating blemishes. Both systems rely upon a powerful, state-of-the-art photo light therapy device called the BEAM. When matched with their topical skin care regiments, they promise a paradigm shift for helping consumers realize clear, radiant, and youthful skin again.

The ANSR: BEAM is one of the few handheld photo light therapy devices on the market that features both spectrums of red and blue light in one unit. The intense red light penetrates deep beneath the skin's surface, stimulating collagens to rapidly grow new skin cells. New cells help smooth out fine lines and wrinkles, improves overall skin texture and tone, reduces redness, and promotes a renewed luminous glow. The blue light kills the bacteria that cause acne before they become ugly blemishes. And because the BEAM is rechargeable, it's convenient to use just about anywhere.

For more information contact lisa@oatechnologies.com or call (503) 706-1048. www.ANSR.com

INCREASE YOUR EXPOSURE

Now there
are 3 ways
to read
the Stylist
Newspaper...

1
2
3

In your mailbox
The Stylist Newspaper is mailed free to over 120,000 beauty and barber professionals every month.

Off your printer
Full issues are available in PDF form on our website. Print one page or print them all. The choice is up to you.

On the web
www.StylistNewspapers.com
Our new website has improved navigation with easy links to articles, classifieds and calendar dates. And our Online Edition gives you a virtual tour of our paper with direct links to your favorite advertisers and products.

For advertising information call
Marcy at 1-888-297-7010 x207

STYLIST... more value for your advertising dollar