

## 1 Mizani Takes Brown Hair Beyond Bland

This fall, Mizani, a leading salon exclusive brand dedicated to women with excessively curly and sensitized hair textures, is putting the oomph back into brown hair with ten new, dark hair enhancing shades in its Mizani Beyond Conditioning Crème Permanent Haircolor line.

"Boring" and "brown" will never be uttered in the same sentence again! As part of the complete Mizani Beyond Conditioning Crème Permanent Haircolor system, the ten new, vibrant, long-lasting shades can be used alone or in conjunction with other Mizani Beyond conditioning crème permanent haircolor and intensifiers to enhance naturally dark hair or create a custom shade of chocolate radiance. Each Mizani Beyond professional color formula is enhanced with patented Oleo-Technology, a super-charged cocktail of nourishing and protecting ingredients that meet the specific hair care needs of excessively curly, sensitized hair textures throughout the coloring process.

The ten new dark hair enhancing Mizani Beyond colors will be available in fine salons nationwide in October 2005. For information go to [www.mizani-usa.com](http://www.mizani-usa.com), or call 1-877-726-3624.

WHAT'S NEW  
IN THE MARKET



## 2 Boosting Your Profit and the Quality of Hair Color

Artego It's Color is the newest haircolor line in the beauty industry. Direct from Italy, it's sweeping the country by delivering the highest quality color at half the price of leading brands. Because you are purchasing directly from the importer, you are guaranteed to save at least half to two-thirds on your color costs.

Artego contains less than one percent ammonia, provides 100% grey coverage, offers very rich pigments, shine, and is translucent. There are over 72 shades of color that stay true and vibrant, while conditioning and reconstructing the hair. Artego also offers a large array of reds that are beautiful, rich, and don't fade. It leaves hair shiny, healthy, and undeniably noticeable. For more information call American Salon Circulation 1.800.247.2456 or go to [www.amsaloncir.com](http://www.amsaloncir.com) or [www.artegousa.com](http://www.artegousa.com).

## 3 First Matte Finish Makeup Setting Spray

Regal Beauty, Inc., manufacturers and distributors of quality cosmetic products, announced the launch of Model in a Bottle, a one-of-a-kind matte finish makeup setting spray. The product formulation holds foundation and eye makeup in place throughout the day and night, locking in the perfect look without the need for periodic touchups and reapplications.

Developed to promote flawless skin all day long without makeup reapplication, Model in a Bottle is formulated with aloe vera extract for added moisture and a clean fresh scent. Quick drying, it absorbs excess oil in the skin without clogging pores, leaving a translucent matte finish. For skin health and safety, it complements SPF makeup facial products by holding them in place while it never interferes with or reduces the effects of SPFs.

Regal Beauty, Inc. is the sole manufacturer and distributor of Model in a Bottle, its signature product. For more information, call 1.888.444.5044 or visit [www.modelinabottle.com](http://www.modelinabottle.com).

## 4 No More Bad Hair Days

Renowned haircolorist, Robert Craig, creator of Color by Robert Craig, a new, gentle permanent haircolor developed without a trace of harmful agents like peroxide, ammonia, alcohol, perfume or resorcinol offers the perfect solution to maintaining color treated hair, Robert Craig's No More Bad Hair Days Kit.

In order to maintain your freshly colored new do and protect it from the elements of the environment, Robert Craig recommends using his signature No More Bad Hair Days kit. Most of us blame our bad hair days on our shampoo, or hormone changes or the weather. Robert Craig states, "The real culprit is the water!" Water varies widely all around the U.S. and even within the same city.

Robert Craig No More Bad Hairdays Kit - comes with twelve test strips, three shampoos for different water (soft, moderately hard and extremely hard) and a spray-on, leave-in conditioner. Now, a trio of shampoo formulations from Robert Craig addresses the problems water can cause, making it hard for us to tame our hair.

For more information go to [www.robertcraig.com](http://www.robertcraig.com), or call 1-800-917-2566.

## 5 Give Skin a Sun Kissed Look with Bronzing Powder

Colorevolution has come up with a solution to the winter time blues with the introduction of its line of Bronzing Powders. The silky smooth powder gives skin a sun-kissed glow through use of shimmer and bronze hues. Use all over the body to simulate a tan or apply to the face as a highlighter.

Colorevolution Bronzing Powders are named after the California beaches and offered in four shades: Venice, Malibu, Belmont Shores and Santa Monica. The pure shimmer color is long lasting, contains no fillers and is fragrance free.

International Beauty Group manufactures Colorevolution for the professional beauty industry. Eliminating the need to carry around many different cosmetic items, Colorevolution's all natural mineral powders are 100 percent pure color and can do it all - eyes, lips, nails and hair - just by adding clear base products to one of more than 200 colors. The line also includes mineral foundation, mineral blush, lip plumpers and glosses.

For more information, please call 818.786.8877 or visit [www.colorevolution.net](http://www.colorevolution.net).

## 6 Color Glow Color Mousse Keeps Color Shining

Most clients don't come in as often as you recommend, but they're still walking around telling everyone that YOU do their color. To help you protect your work and your reputation, while ensuring that clients love their color between salon appointments, Goldwell adds Color Glow Color Mousse to its popular Color Glow line. This system provides long lasting color maintenance, depth and brilliance to both color-treated and virgin hair.

This color refreshing foam is the easy way for your clients to boost their color's brilliance at home. A leave-in product, it adds volume and styles hair, as it prevents color fadeage by depositing Color Glow's gentle color pigments into the hair.

The dynamic combination of Goldwell's professional haircolor and the Color Glow color maintenance line gives you double security that your work will always look its best.

Goldwell is a leading marketer of professional hair color, perms, shampoos, treatments and styling products used and available in upscale salons and spas. For a distributor near you, call 1-800-200-1151 or visit [www.goldwellusa.com](http://www.goldwellusa.com).

Have your product considered for the *Stylist & Salon's* What's New section.

Send press releases with a photo to Managing Editor Lisa Kind at

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