

Mix Up

A SEBASTIAN COCKTAIL

WHIP LASH

Get
The Look

The Formula

1. Apply Sebastian Professional **Potion 9 Lite** to damp hair then apply **Gel Forte**, and blow dry with a flat soft brush.
2. Once dry, spray **Trilliant** to the bottom third of hair for thermal protection and flat iron the ends.
3. Brush hair up into a high and tight ponytail, taking the hair section by section and spraying **Shaper** to the roots to maintain a light-weight hold.
4. Wrap and pin a piece of hair around the elastic using **Shaper Plus +** and smooth over with a brush, pulling hair very tight at the top of the head.

The Products



See page 6 for a deal on **SHAPER PLUS+ & TRILLIANT** to help achieve the look

“ This look is strong yet sassy. Slick the hair back into a tight top ponytail to showcase movement and shine in two completely different ways. ”

- DIVA

For more Versatile Styles visit:
<http://press.sebastianprofessional.com/>
Post your customized Shaper or Shaper Plus cocktail.



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www.facebook.com/SebastianProCanada

WHAT'S HAPPENING

PRODUCTS | EVENTS | TRENDS

NEWS

YOU REQUESTED,

WE HEARD...

GALLON SIZES

are here for Wella Professionals and Sebastian Professional shampoos and conditioners! Great addition to your backbar and great value for the salon!



NEWS

GlobalConnection

Did you know that as a Global Connection member, you can take advantage of free

BACK BAR, EDUCATION AND BUSINESS DEVELOPMENT?

JOIN TODAY

and start earning points on three of the industry's leading brands:



PROFESSIONAL
SEBASTIAN

NIOXIN

For more information
call: 905-568-2494 ext 905-366-4500
or speak to your sales consultant.

EDUCATION

SHAPER

tips and tricks

TOP 5 SHAPER TIPS FROM SEBASTIAN CORE DESIGN TEAM MEMBER, DANIEL DI TOMMASO

- 1 Shaper can be used on wet hair prior to blow-drying for great texture and volume.
- 2 Shaper Plus+ can also be used as a wet-to-dry styling tool for its amazing humidity resistance control on curly or naturally wavy hair.
- 3 Both hairsprays are able to be re-applied a multitude of times, brushable; and moldable without flaking.
- 4 Great for artistic and everyday work because the bottle can be sprayed on any angle including upside down without clogging.
- 5 The new Shaper and Shaper Plus+ packaging deliver the same authentic performance capabilities, which makes Shaper and Shaper Plus+ the ongoing choice for me.



SEBASTIAN

& FASHION

Stacey Bendet of Alice & Olivia teams up with Sebastian @ New York Fashion Week.

Add a modern twist to your look with this Alice + Olivia scarf

"The scarves in the show were the perfect styling element...they add fun pops of color and a retro glam feel"

- Stacey Bendet

"...they add fun pops of color and a retro glam feel."

"The scarves in the Alice + Olivia Spring '12 collection added to the '60's-inspired, whimsical feel of the clothing. By styling the scarves into the hairstyles, we were able to mix it up and add a modern twist that complemented the eclectic feel of the entire collection."

- Thomas Dunkin



GET THE LOOK

SEBASTIAN SHAMPOO + TOP STYLING PRODUCT + ALICE & OLIVIA SCARF

- Light + Thickify Foam : 81324580
- Drench + Shine Define: 81324593
- Penetrant + Shine Define: 81324582
- Volupt + Mousse Forte: 813245823
- Single Tone + Mousse Forte: 81324599
- Multi Tone + Texturizer: 81324597

PROFESSIONAL
SEBASTIAN



FREE SCARF

NEW LOOK SHAPER *with Waves &* SHIMMER

HAVE YOUR CLIENTS TRIED THESE SEBASTIAN FAVOURITES? FEATURE OUR TOP STYLING PRODUCTS IN YOUR SALON, NOW BUNDLED AT **17% OFF**.

SHAPER

Brushable styling hairspray with hold and control

TRILLIANT

Delivers light conditioning and heat protection



SHAPER PLUS +

Touchable extra hold hairspray with humidity resistance

WHIPPED CRÈME

Conditions and defines bouncy waves and curls



DISCOVER **∞ INFINITE** STYLING POSSIBILITIES

For nearly 20 years Potion 9 has been the must-have, ultra-versatile iconic style-care hybrid that stylists and consumers turn to for any hair type or style.

POTION 9 COCKTAILS COMBINE THESE PRODUCTS WITH POTION 9 TO CREATE...

∞ ELASTICITY	∞ CONTROL	∞ HOLD	∞ SHINE
			
TAMING ELIXIR weightless smoothing crème serum	TEXTURIZER flexible bodyfying liquid gel	GEL FORTE strong-hold gel	LIQUID GLOSS de-frizz polishing drops

FEATURE POTION 9 IN YOUR SALON.

Flip the lid, and your Potion 9 box turns into a shelf display. Display at your reception desk to increase your Retail Sales!

POTION 9 SIX PACK WITH TRAY

15% OFF



PROFESSIONAL
SEBASTIAN.

81324578

SAVE ON THE ENTIRE FAMILY OF BLONDOR PRODUCTS!

BUY 2
GET 1
FREE!*

EVERYTHING FROM MULTI-PURPOSE LIGHTENING UP TO 7 LEVELS, TO BLONDING AND TONING IN ONE STEP, BLONDOR HAS A SOLUTION FOR ALL YOUR BLONDING NEEDS.

MULTI BLONDE POWDER

- Multi-purpose lightener for on and off-scalp
- Multiple award winner
- Technology with effective Anti-Yellow-Molecules for even blonde results
- Up to 7 levels of lift
- Dependable results every time

EXTRA COOL BLONDE POWDER

- 2-in-1 lightening and toning in one step
- For highlights and full head application
- Saves time and money
- Up to 7 levels of lift
- For levels 4-8

BLONDE SEAL & CARE

- Conditioner specifically formulated for lightened hair
- Seals the blonde and adds incredible shine
- Balanced pH value
- Neutralizes oxidation and seals the cuticle
- Acts as a sealant to lock in the Extra Cool Blonde's special dyes

SOFT BLONDE CREAM

- Gentle to hair and perfect for sensitive scalps
- Protecting lipids with chamomile extract
- Ideal for color correction
- Especially recommended for on-scalp techniques
- Up to 7 levels of lift



BUY 2, GET 1 FREE!*

* Of same variant

PROMOTION

HUGE SIZES

Introducing **NEW** shampoo and conditioner **gallon sizes** for Wella Professionals and Sebastian Professional. Also available for NIOXIN.

WELLA™
PROFESSIONALS

WELLA GALLONS 25% OFF!

That's a
55%
savings
versus the
litre size!

25%
OFF



Available in:

- Brilliance Shampoo Fine to Normal 3.7L - 81345418
- Brilliance Conditioner Fine to Normal 3.7L - 81345417
- Enrich Shampoo Fine to Normal 3.7L - 81344860
- Enrich Conditioner Fine to Normal 3.7L - 81344859



DON'T FORGET
TO ORDER PUMPS FOR EASY DISPENSING
AT THE SINK! OR USE YOUR GLOBAL
CONNECTION STYLE POINTS AND GET
YOUR PUMPS FOR FREE!

MASTER COLOR EXPERT



Jean-Sebastien Tremblay
Capability Leader

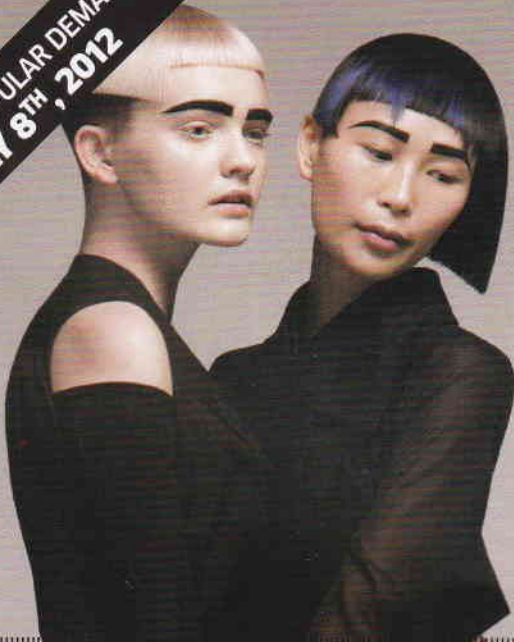
expert tips

Q What is the prerequisite for the Master Color Expert Program?



As a stylist you should have a minimum of 5 years of color experience. We also ask that you attend the Essentials & Exceed color modules which will prepare you for the Master Color Expert program. Have you taken the Chapters Series in the past? Then we recommend that you attend the 1 day Pre-phase which will prepare you for the Master Color Expert module.

BACK BY POPULAR DEMAND
JULY 8TH, 2012



EXCLUSIVE SASSOON ACADEMY MASTER CLASS

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CHANCE
TO BOOK
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and THE SASSOON CREATIVE TEAM

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To Book: Call 310-255-0011 x3 or email RyanR@sassoonacademy.com
To Book using Global Connection Style Points: Call 1-800-267-1962

Pamper your clients

INCREASE
your retail sales
by recommending Brilliance
Shampoo and Conditioner
to your clients. They are
sure to be delighted!

What better way to introduce your clients to the sensual experience of Wella Professionals Care than to use it at the backbar. Indulge them with the scent of fine fragrances with Brilliance Shampoo and Conditioner.

FREE
LITRE OF SHAMPOO AND CONDITIONER
WITH THE PURCHASE OF 36 KOLESTON PERFECT
AND 36 COLOR TOUCH SHADES.



TO GET THIS DEAL PLEASE ORDER BOTH CODES:
Brilliance Shampoo Fine to Normal 1L 81344789
Brilliance Conditioner Fine to Normal 1L 81349285

LET YOUR **BRILLIANCE** SHINE IN **FULL COLOR**

**Did
you
Know
?**

Wella Professionals' Brilliance range is specially designed to enhance the brilliance of Wella Professionals' color. Recommend the Brilliance range to your clients to enhance the brilliance of their colored hair from the first wash!

BRILLIANCE SHAMPOO for fine to normal hair has a light formula with liquid crystal technology to help protect color's vividness and boost shine. With diamond dust.

BRILLIANCE CONDITIONER for fine to normal hair has a lightweight formula that leaves hair moisturized, luminous and full of free-flowing movement. With diamond dust.



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NIOXIN

**THICKER, DENSER-LOOKING HAIR IN 30 DAYS.
SATISFACTION GUARANTEED***

Experience the power of NIOXIN with the advanced skincare approach to hair. Proven results from Professional Hair Systems that work.

Treatment + Hair **BOOSTER DUOS**

ENCOURAGE YOUR CLIENTS WITH THINNING HAIR TO TRY HAIR BOOSTER FROM NIOXIN. Boost hair growth in your hairline or at the crown with Hair Booster from Nioxin.



**SCALP TREATMENT 40ML/50ML
AND HAIR BOOSTER 30ML**

DIAMAX Consumer Kit

ARE YOUR CLIENTS USING NIOXIN SYSTEM 1 OR SYSTEM 3?

Encourage them to try the Newest Technology from Nioxin with the Diamax Consumer Kit.



**DIAMAX 100ML PLUS NIOXIN CLEANSER 300ML
AND SCALP THERAPY 150ML**

NIOXIN

10 **SHEAR** from P&G salon professional



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*Satisfaction Guaranteed or your money back. Call 1-877-NO-RISK-9 (1-877-667-4759) for details. Must save original sales receipt. Refund request must be postmarked within 60 days from original sales receipt date.

SAVINGS WITH *Style*

WELLA PROFESSIONALS MOUSSES AND GELS 20% OFF!
 Iconic products create a "WOW" effect leaving your clients wanting more.

MOUSSE

GEL

Elastic Energy 81362502
 Natural Volume 81362506
 Extra Volume 81362513



Pearl Styler 81362515
 Sculpt Force 81362517



20% OFF



CONSULT WITH YOUR CLIENTS ON WHICH STYLING PRODUCT IS RIGHT FOR THEM:

ELASTIC ENERGY Curl Enhancing Mousse	NATURAL VOLUME Styling Mousse	EXTRA VOLUME Styling Mousse	PEARL STYLER Styling Gel	SCULPT FORCE Flubber Gel
Hold Level 2	Hold Level 2	Hold Level 3	Hold Level 3	Hold Level 4
Boost the energy of your curls with irresistible definition and virtually frizz-free shine.	Easy-to-create volume that gives hair natural movement and catches attention.	Create indulgent movement and variation for both creative and classic hair styles.	Lift, texturize or tousle hair for compelling styles that reveal a pearl shine finish.	Sculpt dramatic, defined shapes with acrylic shine and a professional grade strength of hold.
				

Wella Care & Styling

TRAVEL KIT

BUY AT SPECIAL PRICE:
 Brilliance Shampoo Fine 50ml
 Brilliance Conditioner Fine 30ml
 Brilliance Treatment Fine 25ml
 Stay Firm Finishing Spray 42.9g



All products come packed in a clear Wella Make-up Bag
PERFECT FOR SUMMER TRAVEL SEASON!



81303630



NAME:
DANA LYSENG
LOCATION:
OWNER AND CREATIVE
DIRECTOR OF
SUPERNOVA SALON
SUITE 200 124 1ST ST. W
NORTH VANCOUVER, BC

artist spotlight

How has your partnership with Wella helped your career?

Being a part of the Wella Core Artist Team has been wonderful for my career. I am exposed to education and inspiration that is amazing. As an educator, I find I am learning so much and growing as an artist. My clients love that I travel and that I am really on the pulse of trends and new concepts. My team at the salon benefits from all the education that I can bring back. Every time I am present at a show or event with another Wella artist I learn so much, the way they formulate, apply color or design a cut, I just keep learning! This inspires me so much.

If you could pass on an inspirational message as a mentor what would that be?

As a mentor, I would say that the team is worth more than the individual. Surround yourself with stylists that inspire you and share their knowledge and expertise. Being an expert at the fundamentals of hair coloring and hairdressing is the key to becoming an advanced stylist.

What inspires you as an artist?

I love to create beautiful images and enter them in photo competitions. These beautiful images need to connect and create a story. Color in nature and art really inspire me.

I usually start with the tones I want to create, contrast with, compliment with and then I create from there using Koleston Perfect and Color Touch.

Why do you enter into competitions?

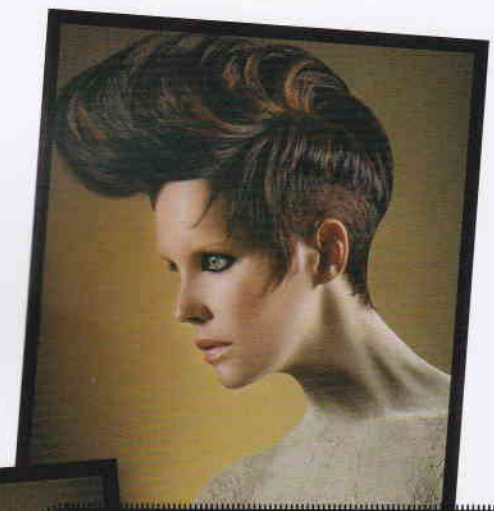
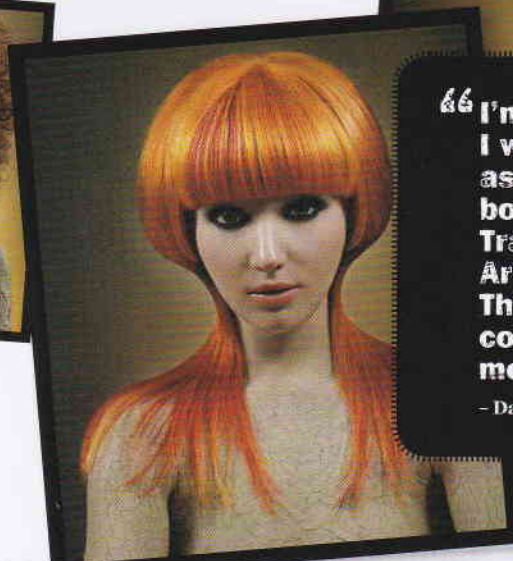
Competitions are my passion! I love photo shoots and the creative process that occurs. Since the competition is on a deadline it ensures the photo shoot is done. The finished images make me proud and they are a great way to self promote your business to your local media.

This year I entered the Mirror awards, the Contessa's and Wella Trend Vision. "I'm so excited that I was nominated by the Mirror awards as a finalist for both BC Stylist and Transformation Artist of the Year! This inspires me to continue to enter more competitions."

her top pick:

"I love Wella Smooth Brilliance; it makes the hair so soft, shiny and creates texture with the hair being touchable."

- Dana Lyseng



"I'm so excited that I was nominated as a finalist for both BC Stylist and Transformation Artist of the year! This inspires me to continue to enter more competitions."

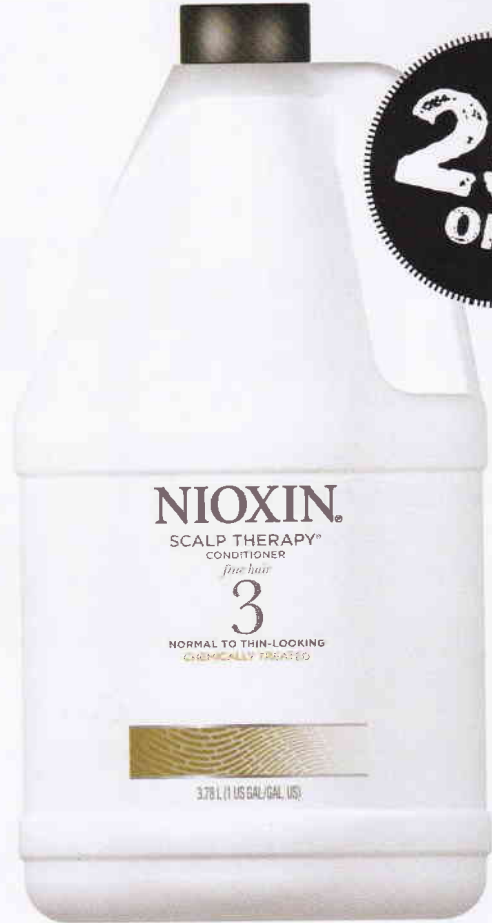
- Dana Lyseng

Photographer: Suzanne Teresa
www.stphotoworks.com
Make - Up Artist:
Sonia Leal-Serafim of They Rep

HUGE SAVINGS



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SEBASTIAN®



NIOXIN®

INSPIRED

FEARLESS
HAIR
FASHION

