



MODERN News

PRODUCTS•PEOPLE•EDUCATION

Silver and Gold

>>Metallic hair is having a major moment right now, and **Schwarzkopf Professional's** Igora Royal Metallics color line is on top of the trend. Eight shimmering hues are available in warm and cool shades for expressive, fashionable hair that is as cool on the runway as off it.



Pearly Whites

>>Give your guests a soft, sophisticated blonde with **Paul Mitchell System's** Pearl Natural Series. The series offers a range of subtle, pearly tones that are ideal for neutralizing warm shades are available in Levels 5-8, and provide a natural-looking end result. The Pearl Natural Series will be available in May. Visit paulmitchellpro.com for more information.



Naturally Nourishing

>>**Bain de Terre's** Long & Healthy and Thickening paraben-free collections use almond oil and green tea to give hair natural benefits. The Long & Healthy shampoo and conditioner are designed to nurture long hair with almond, argan and monoi oils. Antioxidant-rich green tea is the focus of the Thickening shampoo and conditioner, which are color-safe and aim to keep strands from being weighed down. Visit baindeterre.com.

Smells Like a Winner

>>**Backstage Commerce's** new line of hair care, **StyleID**, is made to add fragrance to hair as well as protect from UV damage. The line includes color fading with sunflower seed oil, and Glycerin provides hydration and moisture without making hair heavy, and extract coats hair to keep pollutants away. Visit backstagecommerce.com.

Fresh Faced

>>**Andis** has revamped its packaging for its line of professional clippers, trimmers and accessories with a focus on ease of selection. "We wanted to help simplify the decision process and improve the shopping experience," says **Karen Formico**, vice president of marketing for Andis. The packaging utilizes four color-coded categories: black detachable blade clippers, blue adjustable blade clippers, purple corded tools and burgundy cordless tools. Visit andis.com.

