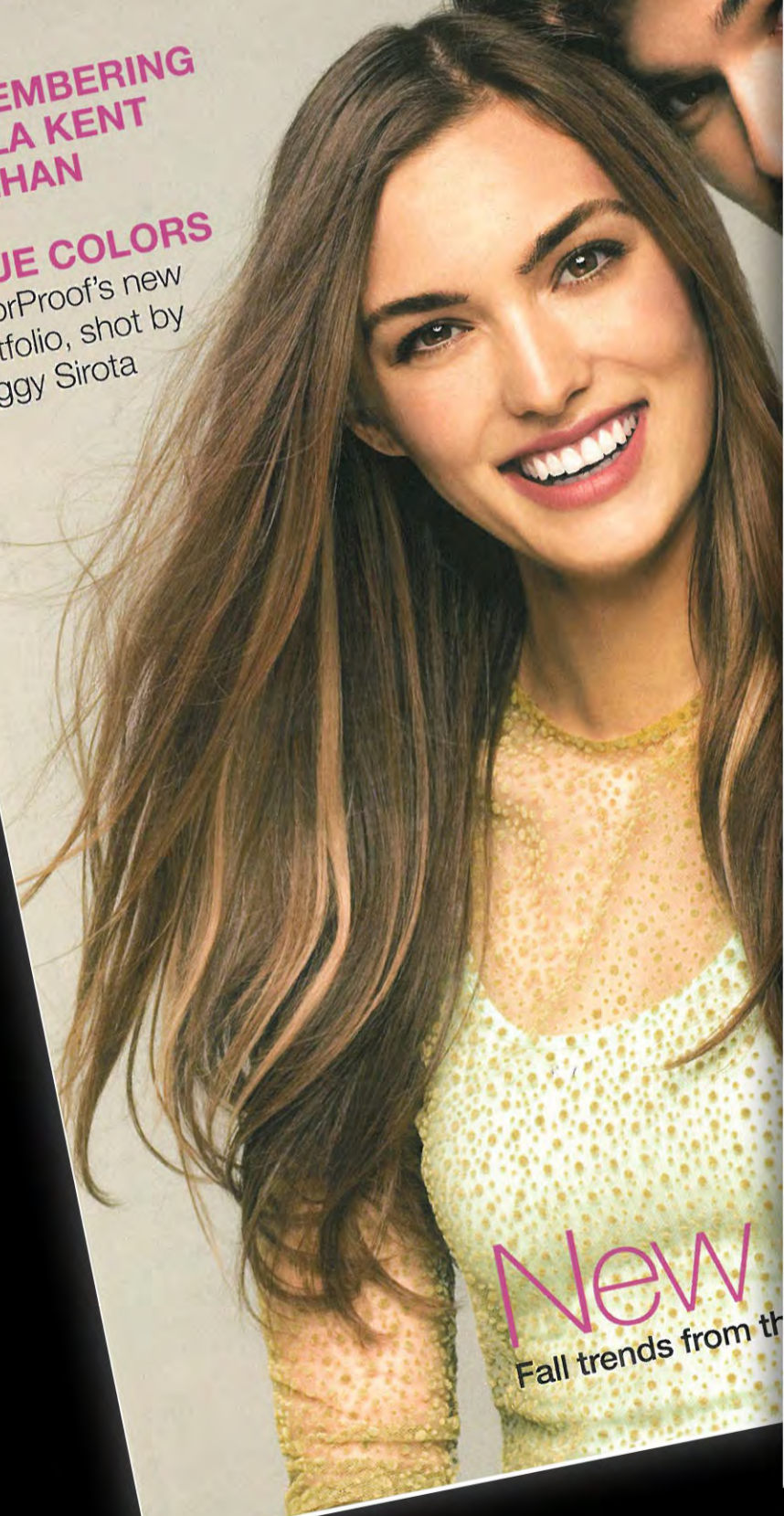


American

THE BEAUTY AUTHORITY

REMEMBERING
PAULA KENT
MEEHAN

TRUE COLORS
ColorProof's new
portfolio, shot by
Peggy Sirota



New
Fall trends from the

August 2014

In Studio

First Look



The Full Picture

Up to 50 percent of men and women suffer from thinning hair, according to the American Hair Loss Association; Redken provides an answer in one line.

Incorporating state-of-the-art science and research, Cerafill, new from Redken, enables clients to achieve thicker, fuller hair with one line. The range includes two systems—Cerafill Defy and Cerafill Retaliate—as well as two stylers. Cerafill Maximize Dense FX uses ceramide to strengthen the hair fiber; SP-94 to nourish the scalp; and filloxane for visual fullness, while Texture Effect oil absorbers add body.

For normal to thin hair, Cerafill Defy formula uses ceramide, SP-94 and zinc PCA to strengthen strands and nourish the scalp. The Thickening System Shampoo cleans and strengthens, while lightweight Thickening System Conditioner provides hair with weightless body, volume and shine. Energizing Scalp Treatment, a daily toner, incorporates arginine to promote a healthy scalp.

Cerafill Retaliate, for advanced thinning hair, boasts a shampoo and conditioner with menthyl ceramide and SP-94 to fortify and nourish locks. Minoxidil Topical Solution comes in two strengths: 2 percent for women and 5 percent for men. “Minoxidil is an FDA approved drug that’s clinically proven to regrow hair,” says Dermatologist Nick Rogers, MD.



“Not only does Cerafill allow you to take charge of your thinning hair from a medical standpoint, but it also offers great styling products for short-term, instant results,” says Redken Artist Lauren Hagen. redken.com—K.H.

Beauty Lab

Eight products you just have to check out



UNWASH

To enable a hassle-free routine, innovative Bio-Cleansing Conditioner from Unwash is a moisturizing, de-griming, gentle cleanser that locks in natural oil and color, is free of sulfates and parabens, and can be used in lieu of shampoo. unwash.com



ESSIE

Essie expanded its gel polish collection with colors perfect for summer, like cobalt blue Valet to My Chalet, seen here. The gel is designed to deliver up to two weeks of color, and a nutrient-enriched formula works to leave nails in top condition after removal. essie.com



PRODUCT CLUB

Give hands relief with new AloeEssence Vinyl Gloves from Product Club. The gloves feature a healing and therapeutic formula that soothes and hydrates the skin. Natural heat to help replenish, moisturize and soothe the skin. productclub.com



KEUNE

To create luxuriously soft, silky and shiny hair, the new Satin Oil range from the Keune Care Line is formulated with a blend of five essential minerals and five oils. Products include a shampoo, conditioner (seen here) and two texture-specific oil treatments. keune.com



BAIN DE TERRE

Protect styles from humidity with the Stay n' Shape Flexible Shaping Spray from Bain de Terre. Made for all hair types, the hairspray, from parent company Zotos, is paraben-free, color-safe and infused with rich argan and monoi oils. baindeterre.com



SO.CAP.U.S.A

Extensions from She by So.Cap.U.S.A's new Color Rage deliver volume, length and a unique style statement. With more than 90 different bold and subtle colors to choose from, the extensions are free of chemicals and temporary use. socapusa.com



TWEEZERMAN

The Half-Moon Pushy and Curette from Tweezerman, a two-in-one beauty tool, is ideal for sensitive or fragile nails. The contoured pushy doesn't scrape the nail, and the reverse-end curette cleans edges and tight corners. tweezermanprofessional.com



EX ANIMO

Refresh locks with hair fragrances from Ex Animo: O'Delish (seen here), a blend of vanilla orchid, pomegranate and coconut water; O'Hana, a jasmine, ylang ylang and honeysuckle mix; and O'Me, a citrus and opulent musk. exanimofragrance.com



PHOTOGRAPHY: VEEB (THE FULL PICTURE); WRITING: ELOISE GIEGERICH (BEAUTY LAB)