

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSION

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guest columnist

highlights

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Bain de Terre introduces two new collections. The Jojoba Oil and Exotic Oil Orchid Glossing Collection.



Bain de Terre's new Glossing Trio delivers 85% more shine.

Paraben-free, color-safe and designed for all hair types, the line promises to deliver 85% more shine to hair instantly when used as a system with **Glossing Shampoo** (400 ml/SRP \$12.00),

Glossing Conditioner (400 ml/SRP \$13.50) and **Glossing Spray** (3.2 fl. oz./SRP \$14.00) vs untreated hair.

Glossing Shampoo removes dulling residues to prepare the hair's surface for luminous shine, and improves slip to prevent tangling. The Glossing Conditioner improves the feel of wet or dry hair for better manageability, maintains moisture and boosts the hair's resistance to humidity. The Glossing Spray is a weightless formula that provides easy application and uniform coverage.

Also new from Bain de Terre are the **Shea Butter and Wild Ginger Damage Repair Shampoo** (400 ml/ SRP \$12.00) and **Conditioner** (400 ml/ SRP \$13.50)



Bain de Terre's new Shea Butter and Wild Ginger Damage Repair Shampoo and Conditioner restore health to heat-styled hair.

Duo. Designed to restore health to heat-styled hair, the paraben-free formulas are packed with moisturizing shea butter to improve slip and conditioning, and wild ginger to help improve hair strength and reduce split ends. Both products target damaged zones and deposit a protective coating, minimizing the potential for additional stress during combing and styling.

For more information, reach **Bruce Selan**, vice president of sales, at 800-242-9283 or bselan@zotos.com. Visit baindeterre.com.



Philip Kingsley's Trichotherapy Gift features three products to help make and thin hair look fuller.

Philip Kingsley Trichotherapy (\$215.00 for a 6-week supply) is the ultimate volumizing system for fine and thinning hair, taking a holistic approach to making hair look and feel fuller. The three-step, at-home regimen helps to maintain optimum hair and scalp health for women with fine and/or thinning hair and those experiencing hair loss or excessive shedding or breakage. Step 1, **Tricho Pro**, is a volumizing protein spray hair density formula. Step 2, **Tricho 7**, is a volumizing hair and scalp treatment in the form of daily scalp drops. Step 3, **Tricho Complex**, are vitamin and mineral supplements that act as a hair nutrition formula. For more information, reach **Cheryl Eliades**, sales contact, at george@madisonavenuebeauty.com. Visit philipkingsley.com.

Scruples introduces **Dry Shampoo Finish** (7.5 oz./SRP \$20.00), a versatile shampoo and texturizer that offers a new way to refresh and revitalize hair for second-day style, while adding volume, control and hold. The weightless spray goes on clear and absorbs excess oil, while antioxidants replenish and condition the hair without leaving it looking dull, dusty or faded. The formula is gluten-free, paraben-free, cruelty-free, color safe and great for all hair types. Reach **Tracy Liguori**, co-president marketing/advertising, at tracy@scrupleshaircare.com. Visit scrupleshaircare.com.

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