

FIRST IMPRESSIONS

A LOOK AT NEW AND UNIQUE PRODUCTS THAT JUST MIGHT FLY OFF YOUR SHELVES



Haute Couture

Olivia Garden unveils the **Couture** client gown, featuring an embossed pleated pattern in lightweight, breathable fabric; a patented belt loop with Quick Release System; extra-long belt loops; a reinforced snap button; and large pockets reinforced along the edges. It's available in burgundy, black and sterling. For more information, call 800/922-2301 or visit oliviagarden.com.



Keep Your Coat On

Poshé introduces **Nail-Strengthening Treatment BaseCoat** to treat problem nails that are soft, peeling, weak, thin, ridged, dry and brittle. The formulation is a patented 4-in-1 treatment that contains protein for strength, calcium for hardness, pro-vitamin B₅ for flexibility and a ridgefiller. For more information, call 800/767-4348 or visit poshenails.com.

Get Buffed

Innovative Beauty Concepts unveils **Super Pro Split Second 2-Step Nail Shiners**.

Available in file, wave and wedge shapes for every buffing need, the shiners create professional-looking buffed nails in two steps. The first step utilizes the pale green surface to prep nails, and the second step finishes with the gray surface for a super-charged shine. For more information, call 800/344-3299 or visit innovative-beauty.com.



The Fab Four

Vital Cap by HTC Hair Traffic Control offers a line of haircare products for four different hair needs: **ColorCARE**, **ExtremeCURLS**, **Daily hair CARE** and **Wavy HAIR**. The line is salt-free and contains essential oils, keratin, semi lino, honey, vanilla, silicone and essential proteins. For more information, call 786/693-8390 or visit vitalcap.com.



Stik Out

The new **HAIelite DiGiStiK** styling iron features low electromagnetic fields and offers optimum resonant materials that improve circulation and stimulate the body's natural healing processes. The ergonomic design features a nonslip grip and a 9-foot extended cord that swivels 360°. Tourmaline technology emits negative ions and far-infrared heat that break water molecules into tiny microparticles that seal the hair cuticle, lock in moisture, seal in hair color, stabilize the pH level of the hair, and eliminate split and damaged ends. For more information, call 877/212-8700 or visit hai-elite.com.

First Impressions



I'm Over Here!

Betty Dain Creations' Zyrca division unveils the **Camo Craze** collection of salon apparel with camouflage print in pink, silver and brown. Styles include a stylist apron, styling cape and backpack. For more information, call 800/327-5256 or visit bettydain.com.



A Cut Above

The Andis Co.'s **Ceramic Select Cut** clipper combines a powerful heavy-duty rotary motor with an adjustable ceramic blade that adjusts from fine to coarse, runs cooler than steel and stays sharper for faster, smoother cutting action. Included with the clipper are a ceramic blade set and seven attachment combs. For more information, call 800/558-9441 or visit andis.com.



Running Hot and Cold

Elements 5 introduces the **Arctic Edge** straightening iron that features hot to cool technology. Far-infrared heat quickly straightens hair, then cool Arctic Edge marbled plates set the style in place while providing instant heat protection. By heating, then cooling the hair, the cuticle is sealed and smoothed instantly, providing shiny, manageable, frizz-free hair. For more information, call 866/663-4500 or visit elementsfive.net.



Everything Old Is Neue Again

Orly presents the fall 2007 collection of elegant shades in its **Neue Neutrals** collection. Colors include Too Much Bubbly, a silvery champagne glitter; Not So Dusty Rose, a pink with silver shimmer; Quite Contrary Berry, a rich berry crème; Not Your Mama's Mauve, an orchid crème; Vanguard Violet, a violet shimmer; and Plum Noir, a deep plum. For more information, call 800/275-1111, ext. 141, or visit orlybeauty.com.



All You Need Is Love

NutraLove shampoos contain a revolutionary patent-pending liquid activator. Inside the shampoo's top cap is a separately packaged activator (or "love potion") that is poured into the shampoo before use, with additional activators available for separate purchase. So a customer could purchase the moisture-rich shampoo and add to it a sun protection activator, for example. Any two activators can be combined with each shampoo, giving clients the opportunity to customize their purchases and not be limited by premixed formulations. For more information, call 877/918-LOVE or visit nutralove.com.

First Impressions



Aer-o Stylin'

ICA/InfraShine introduces the **AeroPlus** styling iron that features cool-shot technology paired with InfraShine's patented ceramic technology. The iron heats in seconds; its micro-mesh ceramic heaters and powder-coated paddles excite negative atoms in the hair; then a stream of cool air shoots onto the hair after it passes through the ceramic plates to close the hair cuticle and seal in moisture. The iron also features a multi-position, heat-controlled thermostat; an extra-long swivel cord; and cushioned ergonomic handles. For more information, call 800/865-5576 or visit infrashine.com.



The Top 10

FantaSea by Burmax introduces a 10-piece **Professional Nail Art Paint Set** for nail art professionals. Featuring red, dark blue, yellow, black, white, sky green, sky blue and green, the set also offers two metallics: silver and golden. For more information, call 800/645-5118 or visit burmax.com.



“Violet, You’re Turning Violet, Violet!”

Colomer USA has added **violites** to its Roux line. Violites is a violet-based bleach that contains violet pigments to prevent yellowing and conditioning agents to maintain hair's integrity. It delivers up to seven levels of lightening power and can be applied on the scalp for all-over “blonding,” or off the scalp for foil or balayage highlighting. The formulation is also dust-free and offers a pleasing mint fragrance. For more information, call 800/933-4303 or visit thecolomergroup.com.



You're Trimming My...What?

Tweezerman introduces the **Master Tech Pterygium double-sided tool**. One side has a contoured edge for precise cuticle maintenance while the other side has a smooth, thin, flat edge to remove tough cuticle areas without scratching the nail plate. The tool offers balance and smooth performance with the comfort and control of Master Tech built-in grips. For more information, call 800/645-3340 or visit tweezermanprofessional.com.

Hair's Trifecta

Nioxin Research Laboratories introduces **Glyco-Color Shield** technology in its 3-Part Scalp and Hair Care System. The formulation is designed to safeguard scalps and preserve the vibrancy of color-enhanced hair. It increases the ability of hair to retain synthetic coloring by bonding with the hair's keratin through the creation of a glyco-proteinaceous barrier. The formulation also helps the scalp's ability to recover from irritation caused by chemical residue. For more information, call 800/628-9890 or visit nioxin.com.

