

FHII BRANDS

FHII HEAT[®] STYLUS[™] NEO BOND[®] PROFESSIONAL HAIR VEIL DAILY BEAUTY

PUBLIC RELATIONS REPORT
JUL – DEC 2016

PR & SOCIAL MEDIA VALUES

Television	\$111,883
Magazines	\$297,047.93
TOTAL	\$408,930.93

***For digital and social media, I am still waiting on the values. In the mean time, for digital, I have included the unique visitors per month. For Social Media, I have listed the influencers we have recruited.*



Television



According to Nielson - Daily Viewers 2,048,000 million

Value for 28 second spot \$74,827

<https://www.youtube.com/watch?v=1CoFqyMB1vE>



According to Nielson - Daily Viewers 1,800,000 million

Value for 30 second spot \$36,416

Product Placement in Bravo's NEWEST show Married to Medicine Houston



Value \$600

According to Cision, Bravo the weekly viewership is 340,000 thousand.



InStyle
ELLE



COSMOPOLI



MAGAZINES



made. What are these products that top colorists can't imagine being without? Aaron Michael Kosiba, Salera Color Educator, claims that he stands by professional additives, including, "The new Salera Color Hair is a huge game-changer. The ability we now have to maintain our guests' color and the integrity of their hair is incredible."

Colorist and salon owner/owner's representative help to protect hair during the coloring process. One of those is FIVE Formula's "New Blend" six-step formula that penetrates into hair with five-step technology to strengthen bonds and maintain hair. "Viv Prosecco of Educators, Chris Campbell, explains, "The New Blend Hair Protection System, when used in conjunction with their favorite color brand, allows light to offer more results since there is no loss of level and no adjustments needed to their color formulation." And the clients are happy to see that chemically-treated hair and healthy, shiny hair are

A good hairdresser sees the need to change and evolve with the industry

no longer separate concepts. Beyond hair care, there are also more effective products, depending on if the client wants a subtle touch-up or is unable to commit. For example, Bask claims that one of the latest trends is temporary haircare products that mask those first grays, even on eyebrows and whiskers, or to create highlights or lowlights. There are other uses for the Salera Color Touch-up, but best of all is that they wash out with just one shampoo! But to keep up with all the new tools, especially the new blend trends, Daily Salonology recommends mastering lightening powder.

DIGITAL VS. HANDS-ON

How far another big question. One of the things that is changing the most is the steady availability of digital content in styling and teaching all aspects of hair styling. It's quick, it's easy, it's cheap! Instead, hands-on courses have perhaps changed relatively little in comparison and are more costly in terms of time and money. *Are there still two distinct segments? Does one make the other? Do they overlap? Most of our experts tend to agree, but they also come up with some interesting points to consider.* "I am so in love with the accessibility to techniques and in-depth color information that are just a swipe of the bottom away," outlines Salera's Kosiba, "The ability to see what hairdressers are doing in Japan,



England and Germany, really anywhere, is real time to stand blowing!" So he harnesses some resources, making them a added value found in human content. "The one online inspiration is great, but I always feel changed and excited after spending a day or even a few days in a class." Golden's Houghton sees both sides of the picture, writing, "I used to find a formula to create dimension with Elanor." Digital is the way to get "I used to remember a quick technique? It's perfect!" The "No" word follows, "I do believe that nothing will completely replace hands-on hair learning at some point. It's what we love, what we do and know we'll do!" the career of hair. Hairdressers are very tactile people and also we love to interact with each other. Some of that can never be the same social media." Another artist who continues to assimilate everything to explain the best of both is Daily Salonology. It's one brush he shares, "In this day and age, short and 'snack-able' content is highly popular and there is a demand for instant gratification. So, adding video and digital education into your daily courses is a great way to stay modern and paper-averse with your students." Then he takes another breath, "However," he continues, "There's something about having one-on-one time with students, being able to directly answer questions, correct little things like their body position, how they position their client, etc. A video can't do all that!" How much should you invest in your training? Chris Campbell has an answer. "So much in time and resources allow. Any time spent learning is never, ever time wasted. It is an investment in yourself and your business."

Estetica

Circ: 30,000

Reach: 223,000

1 Page Color Ad

\$2,500

Value \$694.45

The image shows the cover of Seventeen magazine from September 2016, featuring Hailee Steinfeld. The cover text includes: "OWN YOUR SCHOOL YEAR!", "50 WAYS TO GET READY FASTER", "217 #OOTD UPDATES AMP UP YOUR CONFIDENCE", "AMY SCHUMER SPILLS HER HIGH SCHOOL HORROR STORY P.140", "WIN A \$1,000+ FASHION HAUL!", "HAILEE STEINFELD ON CHASING YOUR DREAMS", "THE SECRET TO CLEAR SKIN", and "GET YOUR PARENTS TO...".

The right page is a beauty feature with the heading "BEAUTY". It includes articles on "Curlable Cure", "Sweet Popper", and "Unwashable Spritz". A red circle highlights an advertisement for a hair straightener, with the text "Totally Cute" and "Mean Girls" visible. Other products shown include "big cuticle oil", "COCO CHANEL", and "Spirit Fingers".

Seventeen

Circ: 2,012,596

Reach: 12,075,576

Ad Rate \$116,550

Value \$38,850

Life & Style \$3.49

JoJo **Jordan**

Bachelorette Shocker

OVER ALREADY!

SHE SLEPT WITH HIS BEST FRIEND

- The fight that ended it all
- They're still faking it — for fame and money

HOW KHLOE REALLY LOST 50 LBS.

DEW'S SON'S EXES: Katie & Josh: Back Together?

Shannen Doherty: Bra...

READY...SET.

noxiidoxi
On the Go Anti-Pollution Defense

FHI HEAT TECHNIQUE
HOLLYWOOD'S BEST KEPT BEAUTY SECRET

CRYSTAL

The Original Indian Earth...

EXPERIENCE Blueberry Bliss

Life & Style
 Circ: 166,670
 Reach: 1,000,020
 Ad Rate \$27,900

Value \$3,100



Sophisticate's Hairstyle Guide

Circ: 109,297

Reach: 655,782

Ad Rate \$20,327

Value \$6,775.76



WINTER Wedding MUST-HAVES!

The Love Revival Orchestra
 When looking a band, make sure you have an actual band and not a corporation with a database of musicians. The Love Revival Orchestra only books one event per day and the personalized attention makes all the difference!
www.theloverevival.com

The Bridal Suite NY
 Your Ultimate One-Stop Shop for Bridal Beauty: Makeup • Hair • Skin Care
 Celebrating over ten years of luxury bridal services, we are committed to bringing the highest quality hair, makeup and skin care services to your doorstep.
www.thebridalsuite.com
 212.390.8874 • 516.808.9820

Give Your Bridesmaids Connected Bling
 Keep your brides fashionably engaged and at your beck & call with a Ringly smart ring. These beautiful bracelets connect to a phone and vibrate when an important call or notification comes through. They also track your daily activity so no need for bulky trackers on your leg day.
 Use code **MARRIAGE** for 15% off. ringly.com

Infinitely Healthy Hair... Inspired by You. Powered by Science
 Haircare Science
www.fidly.com

STYLUS™
 THE FIRST EVER THERMAL STYLING BRUSH
 Stylus is the heated brush everyone is trying, sharing, obsessing and talking about. It has all of the qualities of a hair brush and heats up to 400°F. It's the NEW way to style your hair. Use it to Smooth, Touch-Up, De-Frizz, Style, Re-Style or for Volume, L.R., Waves, Curls, Control, Bumps, Flips and Bands. Infinite styling possibilities, groundbreaking result!
 Buy yours at target.com

Stylus™
 The First Ever Thermal Styling Brush
 Buy yours at target.com

New York Weddings
 Circ: 75,000
 Reach: 450,000
 Ad Rate \$15,610

Value \$5,203.33



Seventeen
 Circ: 2,012,596
 Reach: 12,075,576
 Ad Rate \$116,550

Value \$29,137.50

The advertisement is a composite image. On the left is the cover of Sheen Magazine, 10th Anniversary Edition, featuring Regina Hall. The cover text includes: "10th ANNIVERSARY EDITION", "shen", "THE ULTIMATE BEAUTY GUIDE", "SEPT/OCT 18", "80 pages of FIERCENESS", "SEXY HAIR! FROM THE RUNWAY TO YOUR MIRROR", "TAMRON HALL A CALL TO ACTION", "#BLACK MODELS MATTER", "HBCU QUEENS", "THE HOTTEST BLACK DESIGNERS TO WATCH", "THE Style ISSUE starring REGINA HALL", and "Vicky Jay's Vicky Jay's Patterson & Moore". On the right is a product advertisement for FHI Heat Professional Series hair tools. It features a woman in a black sequined dress. The text includes: "FHI HEAT TECHNIQUE", "PROFESSIONAL SERIES", "NANO WEIGHT PRO TECH 1850 TOURMALINE CERAMIC HAIR DRYER", "G3 ORIGINAL 1\" CERAMIC HAIR STYLING IRON - CHROMA PINK -", and "Available at TARGET Stores & Target.com". In the foreground, a large black FHI Heat Nano Weight Pro Tech 1850 hair dryer and a pink FHI Heat G3 Original hair styling iron are displayed.

Sheen Magazine
 Circ: 14,167
 Reach: 85,002
 Ad Rate \$10,800

Value \$10,800



Expert Edge
Circ: Unknown
Ad Rate \$3,750

Value \$17,375

FHI's Kiley & Sarah do the Cover of JCPenney's July/August Expert Edge Magazine that's in over 800 stores in the USA.

Not only are they mentioned but there are how to's using FHI Heat capes and our products featured all over these pages....

ARTIST Q & A...

...with
FHI Brands'
Sarah Mac
& Kiley Potter

What is your favorite FHI Brands product and why?

Sarah: The Platform 1K™ Tensaline Cosmeo Professional Hair Styling Iron. It allows you to work with more hair at a time.

Kiley: I use the Glamour Cosmeo Floard Instant Curling Rod all the time!



What's something about FHI Brands that stylists would be surprised to know?

Kiley: Probably how super committed the company is to innovation, technology and quality control. Our rate of defect is less than 1%. That's pretty incredible.

Sarah: Shady Coleman is the man behind our brand and he's a hairdresser first and foremost. So when he's developing tools, he knows exactly what hairdressers need.



Michelle O'Connor, Sarah Mac, Kiley Potter and Elye Fisher.



What's the best advice you can share with jcp stylists?

Sarah: Never stop educating yourself, in and out of the salon. Look online, go to hair shows, find education any way you can. Always push yourself to learn more. You have to keep up on trends. Clients come in with pictures from magazines and Instagram and Pinterest. You have to be able to do what they're requesting.



What's the biggest professional mistake you ever made and what did you learn?

Sarah: As a more seasoned stylist with regular clients, I was becoming stagnant. When that happens, you lose them. You may think your client is happy but they are always looking to you for professional advice. I can't if they're coming in for root color, try to keep a look, in that case, you might say, "Hey I see this awesome highlighting technique that would really bring your face and brighten you up for the summer." The worse they can say is no, but at least you're giving them options and people like options.

Kiley: Not trusting my gut when I needed to give a client realistic expectations about her color. I learned it's better to under promise and over deliver. If she comes in with super dark hair color and wants to be blonde, be realistic about how light you will be able to get it, and how long it will take. I always use pictures to make sure we're on the same page.



ocean
ombre

FHI NeoBond
is a game changer.
—MICHELLE O'CONNOR

Lighting dark hair to the pale yellow required for a true blue result requires time, patience...and FHI NeoBond. "This color required three applications of lightener," says Michelle, "and I would never have tried it without adding NeoBond/bond builder to my formula."

Other tips from Michelle:
->Lighten the hair in stages—start in Level 8, then 7, then 6.
->If you encounter banding or areas that are uneven, go back and "spot treat" with your lightener. Success starts with an even, pre-shampooed canvas.
->The final color should be even, avoid lines of demarcation by using a side-brush technique and use your fingers to massage colors together.
->When the client returns for a touch-up, if the new growth will lighten, it may require two applications. Time time with the root color.

REFINES
Our model is a natural Level 5B with existing color on the ends.



FORMULAS
Pre-lighten: 1 scoop White Bleacher + 1 oz. 20-volume developer + 1/8 oz. NeoBond #1
Final color: Precision 10g NeoBond + 1/2 oz. Luscious Luminol + 4g Shimmer Blue + 1 dVYNES Touch additive
Mid-lengths and ends: Precision 10g Silver + 1g Mystical Mist + 1/2 oz. Clear

go with the
Flow



1. Apply lightener in back to back slices on long hair. Apply only to mid-lengths and ends, and the root area. Process 35 minutes, shampoo, apply NeoBond #1, dress and rough dry the hair. The color should be Level 7 light at this stage.
2. Apply the same lightener formula. This time reach to ends without hair.
3. Lift to Level 8 light, shampoo, apply NeoBond #1, process and rough dry the hair.
4. Apply the lightener formula one more time, reach to ends.
5. Lift the hair to Level 9. Shampoo, apply NeoBond #1, process and rough dry the hair.
6. Apply the mid-stature formula to the scalp area, buffering it out with a side-brush technique.
7. Apply the mid-lengths and ends formula to the remaining strands, using a clean brush to blend the low strands where they meet the mid-stature.
8. Precision Precision Shampoo, NeoBond #1, and NeoBond #2.



Cash in Your Pocket

FH NeoBond™ is already a business booster—it provides healthy hair “insurance” for your chemical services. Now, from July 3 to July 30, you can earn even more with FH NeoBond!

> You'll get \$2 for every NeoBond service you perform in this period.

> You'll get an additional \$1 when your service client purchases NeoBond #3 Hair Protector to keep her hair healthy and strong between visits.

Have I tried NeoBond? Join the NeoBond group on Facebook and find out how this bond restorer is changing the way your colleagues do color!

Earn \$3 with every NeoBond service and some care sale.



Boost your business with the back-to-school event!



The kids are coming back to school gets into gear, beginning July 14 and extending through August 31, with the annual \$10 Kids' Cuts promotion. Not only will you need loads of boys and girls back to school in style and with a smile, you'll also get valuable time with moms and dads to talk about their looks and the products they need. Take advantage of this promotion to set yourself up as the image expert for the entire family! (Don't forget to mention that new clients receive 20% off services through the end of August!)



Dread and scary—the Sugar Skulls collection

Celebrity Stylist Cesar Ramirez lends to the tones of Kiko and Kourtney Kardashian, Jennifer Hudson and Ciara. For all his clients—famous or not—he favors the Wet Brush. “It’s at its sweetest point when wet,” he tells his ladies. “So never rip through strands to detangle. Keep a Wet Brush in your shower to brush through your conditioner.”

Cesar's fiercest clients will be thrilled to know that Wet Brush has just released Sugar Skulls in red rose, white rose and purple rose. Who says hairbrushes have to be boring?



PLUS SIZE SAVINGS

Many clients love stocking up on their favorite Matrix Biolage and Total Results formulas in larger sizes. Well, now's the time. Let your cost-savvy customers know they can pick up Biologique Recherche Oil, Hydrabounce, ColorLast and KeratinDose and Total Results High Amplify and MegaSleek hair care at special savings just in time for the busy—and budget-stretching—back-to-school season.

Clients love the cost-saving benefits of Matrix hair care!

celebrity pick the wet brush



The It Girls of the Red Carpet



Vanessa Hudgens

why she's hot The luminous starlet's hair looks like a gem.
pro tips When cutting hair in 4-inch sections to create waves, use a cutting iron, hot iron or wand, and alternate the direction of each section.
see this A1 Hair Deflect to defend hair from damaging effects of heat styling, while also reducing drying time.



Camille Lelland

why she's hot The celebs' beauty, only better: pro tips. “If you weren't born with beautiful curls,” says Children's Brand, National Regional Manager, John Professional, “use a small barrel curling iron to achieve the same result. Begin at the nape and work in half-inch sections.”
see this Lelland's curly, spring each section liberally with John De Luxe Magnolia Thermal Heat Protector. It conditions and protects hair from heat with a heat-reflecting, UV-lighting, anti-hair loss.



Yara Shahidi

why she's hot She combines confidence with humility, and her “girl next door” essence makes her approachable.
pro tips Create 1-2 inch vertical partings and perform double strand bends on each section, starting 2-3 inches from the scalp and working to the ends. Focus with a hot or pre-heat wand. Dry, then cabinet and finger comb the hair.
see this Design Cosmetics Helixers Liquid Shine for vibrancy and flyaway control.



Katie Hudson

why she's hot Her washable, hair-strengthening shampoo on post and sophisticated, yet she never appears to try too hard.
pro tips Try these Matrix formulas to achieve Katie's easy, casual hair.
Base: Shampoo 1000 • 20-minute developer.
Process: 30 minutes.
Polishes: highlights: Elixir Multi-Process Lightening/Power alternating with 10- and 20-minute developer.
Lowlights: Shampoo 500 • double LPS developer.
Color: Shampoo 100K • double LPS developer.
*Matrix hair care is available in select spa salons.



Kylie Jenner

why she's hot She doesn't care what's on trend—she sets the trend!
pro tips To get the structured movement, FH Brands' Sarah Mac and Kiley Poler advise, “Treat as FH 1° Glossier Curling Iron” into 2-inch vertical sections of hair near the midlengths, leaving out 1-2 inches of the base and the ends. Hold 5-7 seconds before releasing.”
see this The Glossier Ceramic Round Insulated Curling Iron features a bonded barrel that prevents the hair from sliding. It's a great choice for long hair, and creates consistent waves and curls, scalp-to-ends.
*Matrix hair care is available in select spa salons.

ESTETICA USA

the HairMagazine since 1946

STYLE ICON
Meet James Dean,
Sexy Hair Brand
Ambassador

GOINGS ON
Who, what, where and when
in the world of hairdressing

HIS & HERS
From gender-bending
to men's grooming

E
www.esteticamagazine.com



Happy endings

The final look depends on everything from the condition of the hair to the cut & color, from shampoo to hairspray, and even tools. Here our experts weigh in on getting the latest trends with their favorite go-to products.

102



Suburban Professional Top Artist, Marlye Kikias when an architectural pixie. "I like to think of hair in terms of a blueprint. The foundation is set with a suitable haircut and a glowing color," she says. And upping it all the moment importance to long-term style on point. Carney recommends keeping it fresh. "Otherwise hair tends to look dull and flat," he warns. Pixie Hair Brand Ambassador Bob Perini agrees, saying that for a truly finished look for a special occasion, cut and color should be less than two weeks old. "And don't forget the shine factor," he adds. "Nothing says healthy like shiny hair. It starts with low-antioxidant scalp Pixi Shave Hydrating Shampoo on all my clients to guarantee maximum shine!" Obviously, the cut is just as important. TIGI's Odessa specifies that the cut must be customized for the client. Seneca Strada, KMS California Global Style Council and Artistic Director, prefers a cut that can be air-dried and look great with minimal maintenance. "There's often a great additional styling option for when they have more time," she adds. In any case, Reed's Caron claims the cut must follow the natural fall of the hair, taking into account both texture and density.



104

THAT'S A WRAP!
Always include the biggest trend first! If that's true, Kiley Patten, TIGI Brands Artistic Director, writes on Stylo Hair Remedy. Then she goes on TIGI Flatiron Plus 2-in-1 styling cream. "I can create everything from sleek looks to beachy waves," thanks to the three types of natural oils.

"Styles should be playful and fun! Contrast is what makes style interesting!"

Bob Perini outlines the hair rules. "For a night out where you want a finished look, go for the frizz and either curl or straighten than the client's everyday look. The idea is to look like the 'best version of yourself.' A general rule is that curls or beachy waves make a person look more playful and a smoothly sleek style will present an image of sophistication." And for the cutting-edge style fans? "That's in the new venue on the block, but definitely don't cut out experience," agrees Carney. "That's a perfect for the cool, urban, street looks and as an added bonus, allows you to go on extra day without shampooing your hair. Less of the any state look you wish to create. Older styling tools in the perfect product."

Seneca Strada, KMS California Global Style Council and Artistic Director, prefers a cut that can be air-dried and look great with minimal maintenance. "There's often a great additional styling option for when they have more time," she adds. In any case, Reed's Caron claims the cut must follow the natural fall of the hair, taking into account both texture and density.

Estetica
 Circ: 30,000
 Reach: 223,000
 1 Page Color Ad
 \$2,500

Value \$625.00



Estetica
 Circ: 30,000
 Reach: 223,000
1 Page Color Ad
\$2,500

Keep up on new product launches to offer only the latest and the best to your clients!

1 **PAUL MITCHELL'S NEON** hair care and its tagline "Style that Stands Out" is a product line designed to target Generation Z, celebrate diversity, and promote anti-bullying, thriving instead on inclusivity and self-expression. NEON offers 6 products: Sugar Cleanser wash + prep (shampoo), Sugar Rinse detangler, Sugar Conditioner (leave-in), Sugar Texture + Body (texture spray), Sugar Confection: hold + control (working spray), Sugar Smoothie: sleek + sculpted (smoothing cream), and Sugar Twist: piecey + beachy (texturizing spray).

2 **PHO HEAT** recently launched the Cranberry Mini Platform Nano Weight 1900 Turbo Tourmaline Ceramic Hairdryer for lightweight travel with the look and power of a regular sized dryer. What could make it better? Packing this great little tool together with a two-ounce travel size of Stylus Stayed Styled hair spray and Cranberry Mini Stylus, with five rows of sturdy bristles for tangle-free styling and tourmaline ceramic plating to lock in moisture and shine. The stylus heats to an optimum temperature of 300°F to create long lasting styles. The extra bonus is the "I STYLUS Do You?" black canvas bag to keep it in.

3 **TRUSSARDI** Every season, the renowned fashion designer, Alessandro Mendini, creates a new package design for TRUSS Professional's hair care collection he presents on the runways. Not only is the design beautiful, but so are the products. Like the Mask, indicated for all types of hair. Weekly use treats and restores shine, softness and vitality. Rich in protein, the mask promotes healthy hair, long-lasting hydration, elasticity and intense shine.

4 **TIGI** Infused with sea salt, Texturising Salt Spray is a must-have texturising styling essential, that's always in the tool-kit of the TIGI Session Team. It's the ultimate product to create tousled, textured, moveable body and beautiful wind-swept waves, adding just the right amount of definition and an effortless matte finish, while putting up a fight against humidity. For an even more captivating effect, mix Texturising Salt Spray and Transforming Dry Shampoo together! Effortless texture has never been easier.

5 **BABYLIS PRO** Always on the forefront, Babyliss Pro® introduces the no-warp stainless steel straightener, PRIMA3000™. This beautifully styled tool is constructed of stainless steel that will not warp, resulting in parallel and even distance between heating plates at all times. The PRIMA3000™ has true dual functionality as it allows users to straighten or curl hair with maximum ease and effectiveness. It has exceptional heat transfer and more power for up to 20% faster heat-up, reaching up to 465°F to enable styling of even the most resistant hair types.

6 **LOPORA** Fresh Effect is a category game changer: a zero weight spray that tackles the toughest second day hair hazards by absorbing excess oil and odor, while leaving hair refreshed, brushable and touchably soft. No sticky, powdery residue or grittiness comes from this hairstyle savior! An added bonus: the antioxidant-rich formula helps protect hair from UV damage, keeping second or even third day hair looking fresh and vibrant around the clock.

products 95

Value \$416.67

9

FHI Brands NEOBOND

the system:
NEOBOND 1 Bond Regenerator
NEOBOND 2 Bond Fortifier
NEOBOND 3 Hair Protector

the science: NEOBOND features BIO-SHIELD, a natural protective technology that counters the destruction of disulfide bonds by penetrating deep into the cortex.

the claims: FHI says NEOBOND prevents damage before it begins. It creates new bonds, and buffers existing ones, to protect the internal structure of the hair. It delivers added elasticity, strength and conditioning.

GOOD TO KNOW:
The Salon by InStyle uses NEOBOND exclusively at most of its 800+ locations.



10

Truss Professional 8 XPowder

the product:
XPowder color additive

the science: 8 XPowder is bond-building, damage-minimizing, plant-derived complex. By utilizing natural beeswax, Truss combines nature's ingredients with advanced protection technology. The powder format allows leaching agents to be evenly distributed into the cortex of the hair fiber, reducing damage and ensuring vibrant color results.

the claims: Truss says its 8 XPowder is eight times more powerful than leading products in this category. Stylists will see improved texture for easier application and spreadability, increased stability during styling, accelerated lifting, support for precise color results, extra protection, extra hydration and easy detangling.

GOOD TO KNOW:
To use, mix one part of 8 XPowder to one part of Truss leaching powder and two parts of cream developer. Or mix one part directly into any haircolor.



11

Überliss Bond Treatment

the system:
Bond Regenerator
Bond Shampoo
Bond Amplifier
Bond Sustainer

the science: Every item in the system, including the Bond Regenerator, employs nano emulsion technology, which promotes deep penetration into the hair cortex. There, it creates a crosslink to generate new bonds in damaged hair fibers caused during bleaching and coloring. The Regenerator has the ability to create ionic bonds with silicon along the hair shaft.

the claims: Überliss Treatment hair elastic coloring will developer

GOOD TO KNOW:
The Bond Shampoo offers stylists and clients a complete rebonding system during the chemical service and at home. "We found that only the right kind of sulfate-free shampoo works with locking in the results," says Überliss President Hasan Syed. "The wrong shampoo can very easily erase any color protection benefits delivered, regardless of brand."



12

Keune Bond Fusion

the system:
Phase 1/Rebuild
Phase 2/Enhance
Phase 3/Recharge

the science: Contains two types of hair identical proteins

up to 43 percent less hair breakage after 1,000 combing strokes.

GOOD TO KNOW:
The manufacturer says Bond Fusion works from the inside out, rebuilding hair bonds by adding protein to the inside of the strand.



Behindthechair.com
on paper
Circ: 75,000
Reach: 450,000
Ad Rate \$5,000

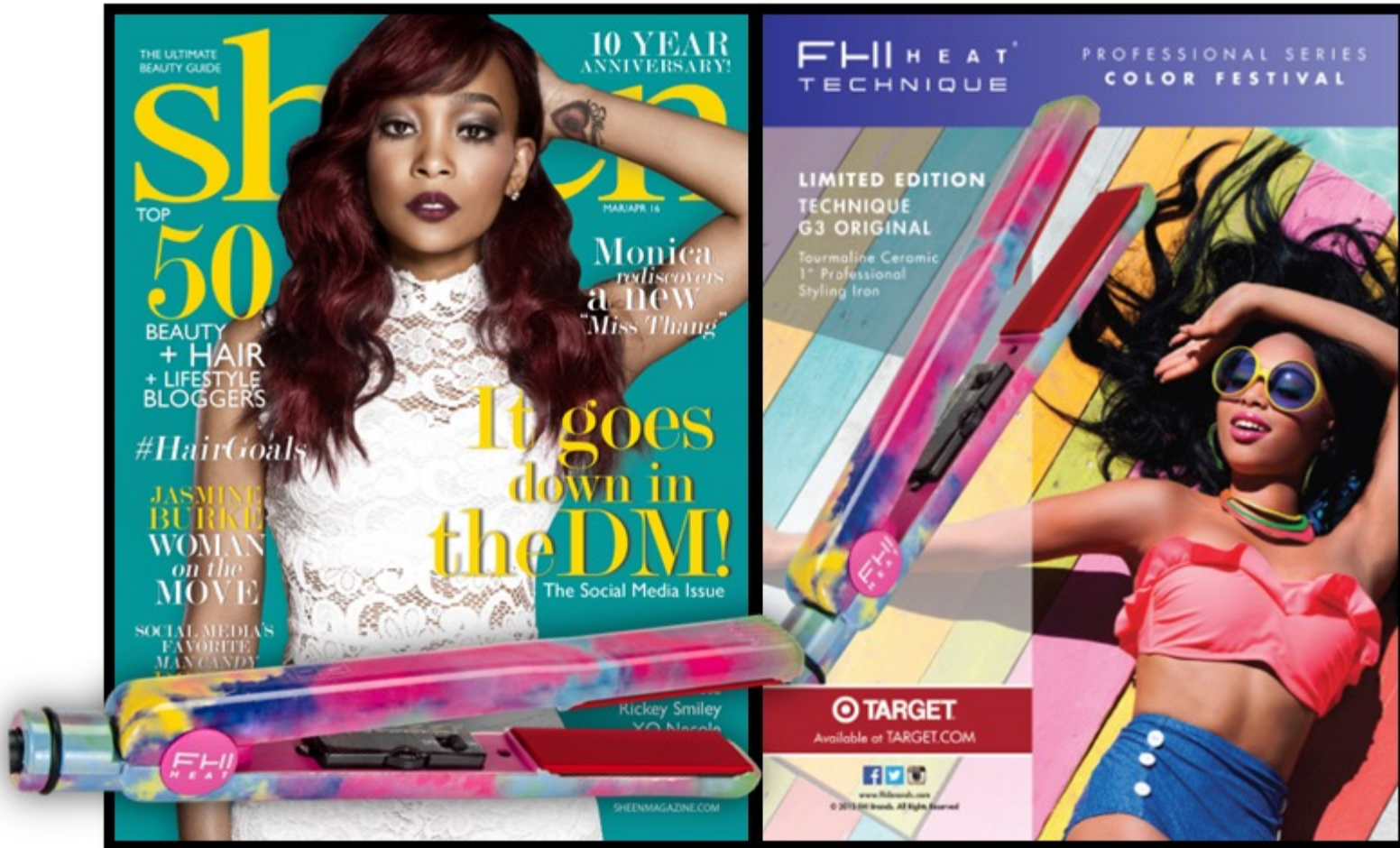


Value \$1,666



HomeWorld Business Magazine
 Circulation 12,025
 Reach 72,150
 Ad Rate \$8,275.00

Value \$6,620



Sheen Magazine
Circ: 14,167
Reach: 85,002
Ad Rate \$10,800

Value \$10,800

Lochte's \$3.3 Million Lie

ONLY \$2.99

INTOUCH

JEN & ANGIE'S HUMILIATION

DUMPED AT THE SAME TIME

• The final fight – it lasted for days

• Brad was jealous after

• Now she & Justin are living apart

• The who came to them

CORNERED IN PUBLIC
Casey Anthony Attacked!

KRIS VS CAITLYN
Their War Gets Nastier

JIMMY FALLON
Desperately Trying to Save His Marriage

CHEATING SCANDAL
JOJO'S FIANCE FROM HELL

SEPTEMBER 8, 2016 \$2.99

FALL FRIENDS! FOR 2016

STYLUS sphere

FHI BRANDS NEW STYLUS SPHERE
Love your curling brush, but hate the tangle? Stylus Sphere saves your style with revolutionary encounterable bristles. Curl your hair easily with Stylus Sphere. www.fhi.com or fai.us

Peoriasis Gel
Peoria is a double-blind study... available at www.amazon.com

Personalized Jewelry by Hannah Design!
By Hannah Design... www.hannahdesign.com

RestRite.com
RestRite.com for more information

EXPERIENCE Blueberry Bliss
Repair, Protect & Green Your Curls
Blueberry Bliss Curl Collection at @DANGY curls.biz

IT IS ALL ABOUT BRAIDS FOR FALL
Use Mia's Hair & Beauty to get the look and tie up loose ends. Each package contains 200 pieces in a cute reusable zippered storage pouch. Use the Flower Crown. Tied for quick & easy removal. \$4.99
Available on Ulta, CVS & MiaBeauty.com
Colors also black & red.

The Lip Velvet™ Matte Collection
by Alexa Perico Cosmetics glaze on like a liquid and dries down to a cling/long-wear finish without dehydrating the lips. Full coverage color for all-day wear that is waterproof, coffee proof, smudge proof, sweat proof, smudge proof, smudge proof. Perfect for the upcoming holidays!
Available on www.AlexaPericoCosmetics.com

UNLIMITED JEWELRY RENTAL
Get 3 pieces, styled just for you, and delivery to your door for \$39 per month. Your first month is FREE with code: **TRENDSETTER**. Rocksbox.com • Call: **FRIENDSETTER**

Shahida Parides
Signature Prints, Bold Prints, and Red Carpet Ready. Framing your best self 3 Ways to Style Me! Be Bold, Be Free, Be a Shahida Woman. ShahidaParides.com • @shahidawoman

In Touch
 Circ: 357,781
 Reach: 6,200,000
 Ad Rate \$59,760

Value \$6,640



Modern Salon
 Circ: 101,207
 Reach: 607,242
 Ad Rate \$8,700

Value \$2,900

Life & Style

REBORN! FEBRUARY 23, 2017 \$3.49

Scott's Friend

COOLHOUSE

- Courtney's nightmare exposed
- Rushed to the hospital by bodyguards
- Their final fight — and Scott's guilt

TOP 12 CELEBRITY

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Want That Celebrity Glow?

FHI HEAT

Life & Style

Circ: 207,456

Reach: 4,600,000

Ad Rate \$27,900

Value \$4,650



David Beckham

style: Hair is processed to perfection in classic Hollywood style.

How-to: Start with a classic cut that allows for longer and shorter sections, specifically with more cover work in the sides and sides. Apply Matrix Cleanse and a few layers of thickening spray to damp hair. Dry hair in all directions for 10-15 minutes. Then, finish with a light mist of Matrix and Matrix. For final touch, use a comb to comb hair into the proper place. Blow-dry hair with a quickly brush it into place. Once cool, use hair with Mousse Styling Mink. Once spray dries, comb gently.

Elizabeth Hurley

style: Long, romantic waves, swept away from the face, are flattering at any age.

*How-to: Prep the hair with F5 Beach Style Fresh Coat Protection Prep and Primer and F5 Blow Dry Oil Volumizing Mousse. Blow dry with a round brush in two inch sections, holding the round brush vertically to produce volume and a knee wave. Then use the F5 Heat Control 1 inch Ceramic Round Instant Curling Rod to wrap 2-inch sections, beginning 2-3 inches from the base and alternating the direction. Direct heat further sections away from the face. Finish with StyleClique Styling Variable Hold Dry Hair Spray. *Available on jcp.com*

Expert Edge
 Circ: Unknown
 Ad Rate \$3,750

Value \$2,500



NYC FALL FASHION + BEAUTY

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Blueberry Bliss Curl Collection at [curlz.biz](http://www.curlz.biz)

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FHI BRANDS NEW STYLUS SPHERE
Love your curling brush, but hate the tangles? Stylus Sphere saves your style with revolutionary retractable bristles. Curl your hair easily with Stylus Sphere. On sale now at hsn.com or find it at fhibrands.com



New York
 Circ: 404,573
 Reach: 2,427,438
 Ad Rate \$88,170

Value \$9,796



Sheen Magazine
Circ: 14,167
Reach: 85,002
Ad Rate \$10,800

Value \$10,800



Modern Salon
Circ: 101,207
Reach: 607,242
Ad Rate \$8,700

Value \$2,900



Sheen Magazine
Circ: 14,167
Reach: 85,002
Ad Rate \$10,800

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BEAUTY STORE BUSINESS magazine

December 2016 | beautystorebusiness.com
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Dermatologist Cosmeceuticals, Jodi and Amos Lavlin Bring Anti-Aging to Nail and Lip Care



2016 BEST SELLERS



F18 Brands
Multi-Use Transformer Ceramic Professional Hair Styling Tool
877 344-4338, f18brands.com



Dre/fresh
Sweet Vanilla Dry Shampoo
878-276-7842, dreandfresh.com



Via
Moisture Repair Shampoo
888-834-3362, viainc.com



Supreme Hair
Apron 2-in-1 Pro Hair Clip-On Hair Extension
888-888-8381, prohair.com



Zotso Professional
100% HD Makeup Finishing Powder Shade
888 341-2363, zotsoprofessional.com



Hydra-Oil
Spray
888-468-8888, hydraoil.com



GIGI
All Purpose Hand Wax
gigi.com



Denman
Tangle Tamer
888 348-8888, denmanbrush.com



China Glaze
Ten Years to Herdies
china.glaze.com



Woody's Grooming
Beard Oil
woodysgrooming.com



Royal & Langnickel
MUSA 1-Place Professional Makeup Brush Set
royal-and-langnickel.com



Imperial Wax Co.
Dee Wax & Cream
888 329-8287, deewax.com

Beauty Store Business
Circ: 16,284
Reach: 176,923
1 Page Color Ad \$3,715

Value \$464.37

EDGE

EXPERT

SPECIAL HOLIDAY EDITION

GLAM? BOHO? VINTAGE? FIND YOUR HOLIDAY STYLE

10 HOLIDAY HAIRSTYLES FOR THE WHOLE FAMILY

SEASON'S TREATINGS
Our Salon Pros Pick the Best Beauty Gifts

jcpe salon

The secret to treating your hair is to use the right tools.

Q&A

I plan to treat myself to a high-quality flat iron this season. How can I get the most out of my investment?

- **Control heat:** If you're going to invest in any tool, a flat iron is a great choice because it's so versatile. You can use it to smooth your hair, or create waves or curls. We took a lot of questions to the experts at PNC Brands. Here are a few tips they always share with their flat iron customers.
 - **When styling your hair, avoid leaving the iron in one spot for too long.** Once you place the iron on a strand, keep it moving at a slow and steady pace.
 - **Work with small sections.** If your sections are too large, the heat will not be able to penetrate the hair evenly. The ideal section is 1/4-to-1 inch and should be no wider than the plates of the iron.
 - **Match the temperature to your hair type.** If you have fine hair, dial it down! A setting of 310° F to 340° F is ideal. Medium hair can handle a bit more heat—between 370° F and 400° F. If your hair is super thick and coarse, you can work within the 400° to 450° F range.
 - **Use heat protection.** A thermal protection spray will shield your hair from heat damage, boost shine and prevent your hair from frizzing.

14 EXPERT EDGE HOLIDAY

TOO GOOD FOR THE IDEAL HAIR BRUSH

The top-selling Wet Brush leads the way for a reason: it glides through wet or dry hair without pulling or tugging, so you'll love the way it feels. Right now the Wet Brush is the best hair brush for the holidays. In fact, it's the only brush that's been named "Best Buy" for the past five years. And it's priced right, so pick one up for each member of the family!

GET IT DONE FOR MAKING WAVES

The PNC Brands Haircare Collection makes it easy to create glamorous waves and curls. The secret is the natural bristles of genuine sipping and premium rose wood, making easy to get gorgeous results in under an hour. *Available at jcpe.com only.*

SWEET AND NEAT

It's about to be a blow-out girl's wish-come-true in the family holiday party. The ultimate style will make you and your little one shine. When it's time to style those holiday locks, don't let the blow-out be a hassle.

Try this PNC Brands Styler

The PNC Brands Haircare Collection makes it quick and easy to create curls and waves. The sleek, sturdy half-grip styling, and the unique ergonomic heat wrap from tender skin and scalp. You can also adjust the temperature setting. Keep it low for delicate hair or high, when the heat for thicker and thicker.

Expert Edge
Circ: Unknown
Ad Rate \$3,750

Value \$2,291.66

ESTETICA USA

the HairMagazine since 1946

SUMMER STYLE
Fun-in-the-sun fashion, hair trends, and products

BEING THERE
Worldwide coverage of industry events

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70 years of Estetica and other global cultural icons

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...including scalp massage, steam, even hair-bearing dermal patches and laser therapy. Taking it from the top, Nails Professionals Top Artist Diane Rashed recommends Nails Elements Restoring Shampoo™, to promote hair and add moisture from oiliness and stiffness. And when it comes to color, Nails Top Artist Diane Rashed tells clients with shapely pigment application that ensure the saturation of permanent hair color. She also recommends Nails Elements Restoring Shampoo™ for a naturally toned, healthy scalp. Nails Professionals Top Artist Marlene offers a light-hearted approach. Balance for a natural color UV protection spray. Some brands can help to seal off damage, she says. "It's all about that it's the time of year to relax in the sun and take the right steps in a hot tub and just let our hair be wild and free. This calls for a weekly hydrating hair mask to restore moisture and shine."

HSE Brands Artistic Director Kiley Foster suggests alternating to natural range color that happens at the base for lowest maintenance summer wear. Also, a cut that cuts down blow drying. "You will loving the fall and the slightly grows out left for a summer cut. This length is great because it doesn't require as much daily styling as a classic bob." And, summer also means travel. Both Nails, Founder/Owner of Estetica, calls Estetica Moments that for Hair and Body. "My daily addiction, I use this spray from head to toe after my shower in the morning, to moisturize on the plane, whenever I need a refreshing pick-me-up. Great for protecting anything at the beach, it moisturizes and

...because hair it's not to be dry? And because the same free radicals that damage skin also dry hair. Great News! Body Education Director recommends, Body Deeplyso, Fragrance, to Hydrate, Repair, or both. An easy summer tip for clients who travel between skin care. Body Education's Color Touch™ is a natural powder to

A tip from HSE Brands' Kiley Foster: misting good water is simply the worst for hair. Ideally, keep hair out of the pool completely simply by making an old school bathing cap or a hat. But if you plan to plunge, rinse hair with clear water from the shower or water bottle immediately before and after a chlorinated dip. Then comb in

After Felicia Leatherwood says, "Keeping your hair moisturized is key when fighting frizz, because dehydrated hair will grab the water from humid air. Layer some conditioner in your hair as you go about your day as a pre-shampoo, so you get some hydration as you moisturize."

Then, there's that matter of the sun. Christina Cox, Founder and CEO of Organic Summer spray line empowers, offers an alternative to old school Orange Lemongrass oil-scented oils. The organic spray contains coconut, yuzu and aloe oils and Vitamin E to keep skin supple while picking up a bit of hair gloss, she says. "Really, no one wants to walk around showing off pure white hair. And spray tan also camouflage slight brownish and warts. In Western society, unlike Asia, we're not to be browned."

Skin and hair need clear boundaries to prevent damage: smart girls always carry protection

Number 103

Estetica
 Circ: 30,000
 Reach: 223,000
1 Page Color Ad
\$2,500

Value \$416.67




WiFi



DIGITAL

YAHOO! NEWS



There's a lot of things about the late '80s and '90s that we love: *Saved By the Bell*, Caboodles and roll-on body glitter just to name a few. And, while some of the most beloved beauty trends of the '90s have, unfortunately, made their way to the *beauty graveyard*, others have resurfaced from time to time in a more modern version of the original. The latest resurrection of the moment hair crimpers. "Hairstyles are always recycled, just like fashion. Crimped hair was originally popular in the '70s, it was a huge trend in the '90s and now it is having a comeback. I love the bold graphic lines and texture you can get, it's very different from a standard beachy wave," says TRESemmé stylist *Jeanie Dyke*.

Seen all over the red carpet—Ariana Grande, Emmy Rossum and [Gigi Hadid](#) have all sported it—and the [runways](#), crimped hair is back, yet again. But as Christa Goldstein, Director of Education for [FHI Brands](#) explains, this time around it's more about adding [texture](#) and [volume](#) to the hair than ever before. "Texture is trending. Crimping the hair easily adds texture and is also a great way to add hidden volume and fullness to the hair," she says. "The crimping technique can be used to add volume on the crown of the head, much like teasing but without any of the [tangling](#)."



According to Cision, the Yahoo News website averages **65,792,600 million** unique visitors per month.

Seen all over the red carpet—Ariana Grande, Emmy Rossum and [Gigi Hadid](#) have all sported it—and the [runways](#), crimped hair is back, yet again. But as Christa Goldstein, Director of Education for [FHI Brands](#) explains, this time around it's more about adding [texture](#) and [volume](#) to the hair than ever before. "Texture is trending. Crimping the hair easily adds texture and is also a great way to add hidden volume and fullness to the hair," she says. "The crimping technique can be used to add volume on the crown of the head, much like teasing but without any of the [tangling](#)."



7 Ways To Alter Your Hair Color Without Actually Dyeing It



BUSTLE

f Share this

By MIKI HAYES Nov 23

6. Hair Powder



FHI Brands Hair Veil Powder Hair Filler, \$19.98, amazon.com

Try out the darker-roots trend by dusting a brown or black hair powder along your part. A quick wash will have your roots back to normal in no time.

According to Similar Web, the bustle.com website averages 41.30 million unique visitors per month.



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REFINERY29

The Most Revolutionary Beauty Products EVER, Picked By Hollywood's Top Pros

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COMMENTS

SEE ALL SLIDES

32 OF 52

"FHI ionic irons and dryers make a huge difference by protecting your hair. I absolutely cannot live without them. They're amazing because they are designed to work with infrared heat. Finally, science and beauty come together to deliver healthier hair. Basically, it works like this: The infrared heat (which is similar to the sun's natural heat) radiates a long wavelength that gets into the hair cortex, mixing with the hair's own natural energy. This means the hair is softer and also dries faster from the inside out."



According to Similar Web, the Refinery 29 website averages **22,100,000 million** unique visitors per month.



The Prettiest (Unexpected) Makeup Looks To Ring In 2017

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COMMENTS

REFINERY29 - MAYBELLINE PRESENT

beauty's MOST WANTED

MELBOURNE ARTISTS MANAGEMENT

For some, the holidays are about the food. For others, they're about putting on serious QT with family and friends. But for beauty-lovers, the holidays — and all the dance-floor appearances that come with them — are a time for all-out makeup looks. We're not just talking about a dab of glitter here and there. From low-queen-ether tones to geometric shadow stripes to even more unexpected picks — like that badass navy lipstick you've been itching to wear (OK, — after hours beauty has come a long way since the ubiquitous smoky eye of yesteryear. Plus, the end of the year is nigh, so why not go out with a bang?

We see underneath this sentiment better than *Spidey*. It's got the crazy-color game on lock, so we partnered with the brand and makeup artist *Aminata Gueye* to bring our dream looks to life. We're breaking down all the need-to-know info ahead, as well as pro tips from Gueye, to ensure your edgy lip-eye combo doesn't judge your dinner to late-night diner.



REFINERY29

PHOTOGRAPHED BY ED SINGLETON; GIFS PHOTOGRAPHY DIRECTED BY BY JAMES FIDELER; STYLED BY SOLANGE FRANKLIN; HAIR BY ERIC WILLIAMS AT MELBOURNE ARTISTS MANAGEMENT USING FIM BRANDS; MAKEUP BY AMINATA GUEYE AT MELBOURNE ARTISTS MANAGEMENT; NAILS BY YUKIE MIYAKAWA AT KATE RYAN INC.; MODELED BY LIZ KENNEDY AT FUSION MODELS; MODELED BY ALEAH MORGAN AT SILENT MODELS; MODELED BY TARSHA ORSMAN AT IMG MODELS

According to Similar Web, the Refinery 29 website averages **22,100,000 million** unique visitors per month.

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Start the Week Right With Monday's Best Amazon Deals

mental_floss BEST DEALS

mental_floss



FHI Heat Limited Addition Mermaid Platform Tourmaline Ceramic Professional Hair Styling Iron, 1 Inch for \$99.99 (list price \$139.99)

According to Similar Web, the Mental Floss website averages **21,800,000 million** unique visitors per month.



JIMMY FALLON
HOSTS
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GOLDEN GLOBE
AWARDS**

A lot of gold
to give

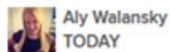


LIVE! JAN 8
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MORNING ROUTINE

Short on time? Use these tips to shave minutes off your blowout



Aly Walansky
TODAY

Oct. 7, 2016 at 12:55 PM

Raise your hand if you've ever found yourself running out the door with hardly a minute to spare. All of you? That's what we thought.

While it's tempting to try and cut corners, skimping on a morning grooming routine can leave us looking like a hot mess. TODAY Style consulted a few experts for tips on how to save time on blowouts without damaging the hair follicle (or the final result).

Set up an at-home "blowout bar" outside of your bathroom, suggested Gregory Patterson, FHI HEAT global spokesperson and celebrity stylist. "As you blow dry in the bathroom, you will be fighting against the steam that is lingering from your hot shower. This will not only add dry time as you'll be fighting double the moisture, but if you have curly or wavy hair, it will undo all of the hard work that you just did," said Patterson.



According to Similar Web, the today.com website averages **19 million** unique visitors per month.

[Beauty](#)

6 Things to Look for in Your Search for the Perfect Flat Iron

Alexa Goins • Sat Sep 10 2016



Just like [finding true love](#) or finally deciding to take the plunge with a [perm](#), the search for a good quality flat iron can be a daunting one. Do you need a ceramic or titanium iron? What's the right plate size to look for? If you're on the hunt for some new heat tools to help you achieve a hot [hairstyle for fall](#), have no fear — we've got your back. These are the things you should consider before laying down the cash for a new straightener.

Ceramic: Ceramic irons heat up evenly and lack "cool spots" that other irons often have, which means that you'll achieve a more even straightening job. For this reason, ceramic irons are also known for keeping frizz at bay and smoothing out the hair, especially for fine, thin strands. If you think ceramic is the right choice for you, look for a flat iron like the [Chi Ceramic Hairstyling Iron](#) (\$100). Oftentimes, ceramic irons are also coated with tourmaline, so if you're torn between the two, we suggest [FHI HEAT® Platform 1¼" Tourmaline Ceramic Professional Hair Styling Iron](#) (\$150).



BRIT+CO

According to Meltwater, the Hollywood Life website averages **7,871,836 million** unique visitors per month and this article had a reach of **8 million people**.

ESSENCE

your voice. your style. your life.

Essence Magazine names FHI Heat's 2000 Platform Dryer as the hair dryer to use to straighten naturally curly hair and directs consumers to amazon.com.

According to Cision, the Essence website averages **2,849,846 million** unique visitors per month.

The screenshot shows the Essence magazine website. At the top, the 'ESSENCE' logo is prominent, along with navigation links for 'CELEBRITY', 'FASHION', 'BEAUTY', 'HAIR', 'LIFE', 'LIFESTYLE', 'NEWS', and 'VIDEOS'. A 'SUBSCRIBE' button with 'GIVE A GIFT' is visible in the top right. Below the navigation is a banner for the 'Advantage X' program. The main article is titled 'Ask the Experts: How to Straighten Naturally Curly Hair'. Below the title are social media sharing icons and a 'How to Straighten Naturally Curly Hair' sub-header. A large image of a woman with styled hair is featured. To the right, there is a 'Sponsored Content' section with two small images and text, and a 'Disney World' advertisement for '4 Weeks and Counting Magic' with a 'GET DETAILS' button.



Bring on the Heat

The FHI Nano Salon Pro 2000 Hair Dryer prevents static and frizz to keep hair smooth and shiny. (\$99, amazon.com)

Essence Magazine discusses short hairstyles and recommends using FHI Heat's Hot Sauce.

Short & Sweet



Rihanna

3/10

Thanks to this Grammy winner from Barbados, sisters across the globe run to their local salons and request "The Rihanna". Her stylist Ursula Stephen suggests conditioning with FHI Heat Hot Sauce Hair Treatment (\$28, select beauty supply stores) to keep strands healthy.

According to Cision, the Essence website averages 2,849,846 million unique visitors per month.

Home > Beauty > Top Hair & Makeup Tools



Top Hair & Makeup Tools

3 of 17

FHI HEAT RUNWAY

BEST FLATIRON "With one or two passes, hair is sleek and smooth," stylist Jonathan Hanousek of L.A. says of this backstage staple. The plates are tourmaline-infused, so "it doesn't fry your hair."



SHARE



LIST

VIEW

GRID

VIEW

According to Cision, the InStyle website averages **2,685,943 million** unique visitors per month.

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Personal Care & Wellness

Consumer Demand For Mini Hair Care Tools Grows

By Susan Frazee
Senior Editor

NEW YORK—The beauty category is a whole new world to consumers, and it's no surprise that mini hair care tools are seeing a surge in popularity. From travel-friendly hairbrushes to compact hair dryers, consumers are looking for ways to keep their hair care routine on the go.

For example, the new Stylus hairbrush is a travel-friendly hairbrush that is compact and easy to carry. It's also made from high-quality materials and is designed to be gentle on the hair.

In addition, the new Stylus hair dryer is a compact and travel-friendly hair dryer that is also made from high-quality materials and is designed to be gentle on the hair.

These mini hair care tools are perfect for consumers who are always on the go. They are also perfect for consumers who are looking for ways to keep their hair care routine on the go.

For more information on the latest in personal care and wellness, visit www.homerworld.org.

WHAT'S IN STORES

What's in Stores 10

These retailers highlighted a great range of personal care and wellness products to the growing online market. Hair care and skin care are growing areas among the highlights to date. We selected our top 10 products to watch. We selected our top 10 products to watch. We selected our top 10 products to watch.

1. Stylus Hairbrush: A compact and travel-friendly hairbrush that is perfect for consumers who are always on the go. It's also made from high-quality materials and is designed to be gentle on the hair.

2. Stylus Hair Dryer: A compact and travel-friendly hair dryer that is also made from high-quality materials and is designed to be gentle on the hair.

3. Stylus Hair Cream: A compact and travel-friendly hair cream that is also made from high-quality materials and is designed to be gentle on the hair.

4. Stylus Hair Shampoo: A compact and travel-friendly hair shampoo that is also made from high-quality materials and is designed to be gentle on the hair.

5. Stylus Hair Conditioner: A compact and travel-friendly hair conditioner that is also made from high-quality materials and is designed to be gentle on the hair.

6. Stylus Hair Gel: A compact and travel-friendly hair gel that is also made from high-quality materials and is designed to be gentle on the hair.

7. Stylus Hair Mousse: A compact and travel-friendly hair mousse that is also made from high-quality materials and is designed to be gentle on the hair.

8. Stylus Hair Spray: A compact and travel-friendly hair spray that is also made from high-quality materials and is designed to be gentle on the hair.

9. Stylus Hair Wax: A compact and travel-friendly hair wax that is also made from high-quality materials and is designed to be gentle on the hair.

10. Stylus Hair Oil: A compact and travel-friendly hair oil that is also made from high-quality materials and is designed to be gentle on the hair.



According to Cision, the Estetica Magazine website averages **25,900 thousand** unique visitors per month.

Wed, October 12, 2016 11:14am EST by Olivia Elgart



Hollywood Life **HollyDeals!** [SHOP >>](#)



Click To Shop

5



FHI Heat Limited Addition Styling Iron - 29% OFF

This flat iron will literally change your life, it is so amazing! Plus, it's 29% off, so you save \$40 & you get FREE shipping!

SHOP NOW

\$99.99

It's that time of the week again — the best deals of the day! We have rounded up the top beauty and fashion sales running on Amazon and you can SHOP them all right here!

We are freaking out over all of the sales and deals running on Amazon right now! There's sales on some of our favorite brands like BCBGMaxazria and Olay Professionals and you do not want to miss out!

We rounded up all of the best sales running right now that help you save the most amount of money, but you have to act fast because they're not going to last long!

What do you guys think of these sales — are you excited to SHOP them?

The Hollywood Life Celebrity news website “Holly Deals” named FHI’s Mermaid iron as the #5 pick and refers its followers to Amazon.

According to Meltwater, the Hollywood Life website averages **2,856,282 million** unique visitors per month and this article had a reach of **4 million people**.

MANE ADDICTS

MANE MASTER: SCOTT KING
BY NINA ADRIANCIAN

07.12.18



Which hair products or tools are always in your kit?

- I always have my **FHI Flat Iron** because its perfect for giving the hair a slight bend or creating a super sleek look.
- **Hot Tools 1.25" Marcel Iron** to create undone waves or something as simple as the slightest bend around the face.
- **R Session Maui Waver**– to create an old Hollywood S waves or an undone beach wave.
- I cannot live without my **Orbe Dry Texturizing brush**. I use it to detangle the hair or pump some width and volume.
- **Oribe Dry Texturizing Spray** gives your hair an amazing slept in texture and its also really good for giving your hair that really silky straight hair.
- **Ouai Wave Spray** is a must because I use it before blowdrying and creating waves in the hair. I also use it as a finishing spray by rubbing it into my hands and scrunching it into the hair.



Celebrity stylist Scott King tells Mane Addicts he always has his FHI Heat Platform iron.

According to Similar Web, the Mane Addicts blog averages **65,270 thousand** unique visitors per month.

Fhi Flat Iron Reviews of 2016 | Best-Sellers Only!

by Isabel

FHI Heat Platform Tourmaline Ceramic Professional Flat Iron

Beautiful Product, Beautiful Styles



Some flat irons serve only one purpose – creating straight strands. However, this **TOP rated styling iron** from FHI allows you to straighten, wave, or even curl your hair with its unique beveled plates.

The black iron with red ceramic and tourmaline plates heats quickly to you plenty of styling power. If you have always wanted frizz-free, healthy, straight hair with a mirror shine, then this is the product for you.

It is a professional-level product, however, and comes with a professional price tag.

[Check The Price on Amazon!](#)

Features:

- Three layers of **re**pellent humidity
- The uniquely beveled
- The flat iron comes
- High quality layer

Pros:

- The high heat se**al** **hard-to-manage**
- Four different size precision control
- The iron's beveled smaller the iron,
- The high temper

Cons:

- It takes a significant amount of time to transform very curly and coarse hair since only small strands of hair can be styled at once.
- The product does not come with a warranty.

Conclusion:

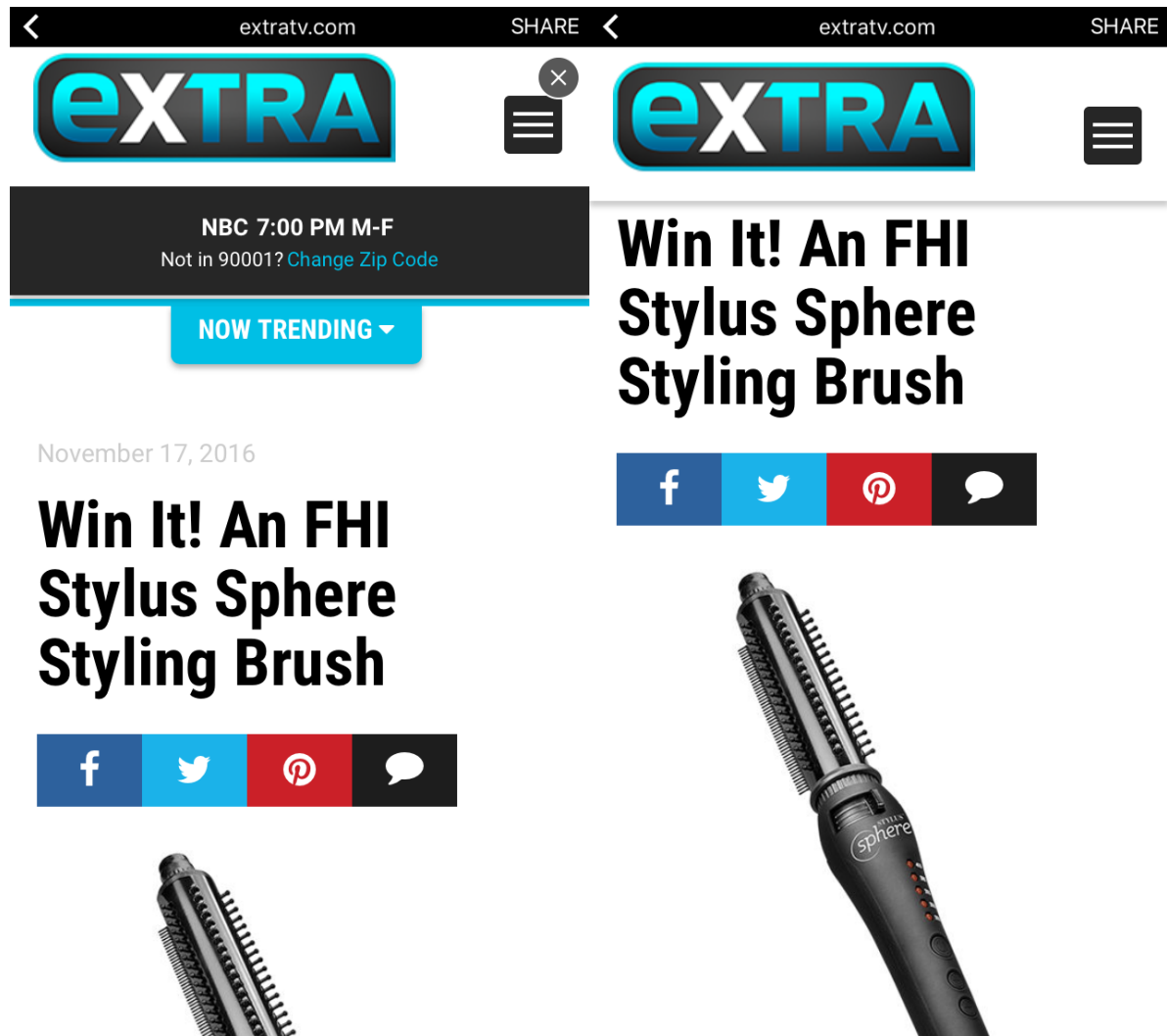
Due to the various sizes and wide range of temperatures available on this FHI flat iron, it is a great choice for anyone, whether your hair is fine and **wavy or incredibly curly**. It has a high price tag, but if you want durability and



According to Similar Web, thebeutilab.com website averages **59,963 thousand** unique visitors per month.



Giveaway with EXTRA and our STYLUS Sphere was trending!



According to Similar Web, extratv.com website averages **1,300,000 million** unique visitors per month.

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Fashion Week

FHI Brands Share Tips for Top Hair Trends from LA Fashion Week

Anne Moratto | November 5, 2016 | 8:47 AM



Undone Texture: Designer: Sivy Denim



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Most Popular

- 1 Color Correction: Avoiding Orange Undertones, Warm Brunette Finish
- 2 7 Hours Later: Vintage Rose Hair Color Makeover with Schwarzkopf Formula
- 3 Avant Garde Styles Inspired by the Queens & Princesses of Game of Thrones

Seal with a Mist!

Before, during or after hair styling, show your client's skin some love too - with a quick spritz of refreshing Algo Mist!

REDECHARGE



What do YOU know about hair loss? TAKE THE QUIZ



Beauty News

Stylus Launches the Stylist Try Me Kit, Allowing Sampling of the Full Thermal Care Line

FHI Brands

Elizabeth Jankovic | November 8, 2016 | 2:03 PM



Stylus by FHI Brands has launched the Stylist Try Me Kit for professional hairdressers, providing them with the opportunity to sample all of the products in the new Stylus Thermal Styling Care line. The kit also includes an "I STYLUS, DO YOU?" black canvas bag.

The thermal styling hair care products are new line of treatments, thermal styling and finishing products, color coded for ease of use.

The Stylus system begins with Sheer Remedy - a liquid satin treatment color coded in aqua to represent water, healing and therapeutics.



Most Popular

- 1 Product Roundup: Bond Builders
- 2 New JoFol On-Demand Beauty App Celebrates LA Launch
- 3 Announcing the 2016 Excellence in Education Top Honorees

Accepting American Express® Cards could attract more customers. Find great rate options with OptBlue®.



Learn More



MODERN SALON .com

According to Cision, the Modern Salon Magazine website averages **266,117 thousand** unique visitors per month.



Celebrity Hairstylist Kim Kimble talks Styling Taraji P. Henson Hair for the 2016 Emmys

Celebrity hairstylist Kim Kimble has styled the hair of the top starlettes in Hollywood and last night she styled



Popular Hair Brand Cantu and Chic Wear Designer Tracy Reese Team Up for NYFW

Cantu debuted their first NYFW show as a part of Tracy Reese's SS17 presentation. The lead hairstylist Bok-Hee created whimsical



According to Cision, the Sheen Magazine website averages **140,000 thousand** unique visitors per month.

ESTETICAmagazine.com

ESTETICAmagazine.com



Stylus launches Limited Edition Purposely Pink Thermal Styling Brushes @ Estetica Online!

ESTETICAmagazine.com



STYLUS launches the Stylist Try Me Kit – A Great Way to Sample the Full Thermal Styling Care Line @ Estetica Online!

According to Cision, the Estetica Magazine website averages **27,612 thousand** unique visitors per month.

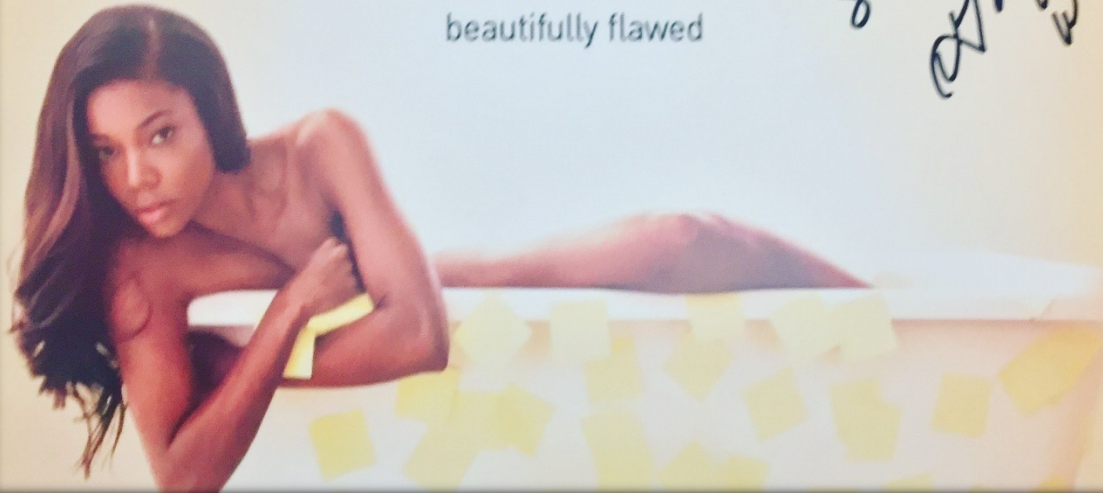


CELEBRITIES

being
mary jane

beautifully flawed

2
FHI Heat
So Much
I love
Wax



being
mary jane

Gabrielle Union sent us a shout out. She is an A-list celebrity with over 11 million followers all over Social Media and is married to NBA Star Duane Wade who has about 15 million followers so it's an honor to know she uses and loves her FHI Heat products.

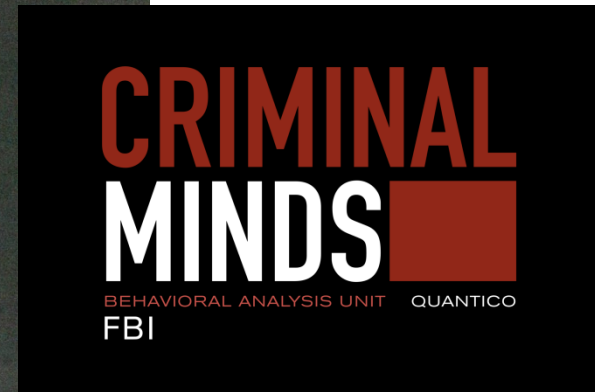
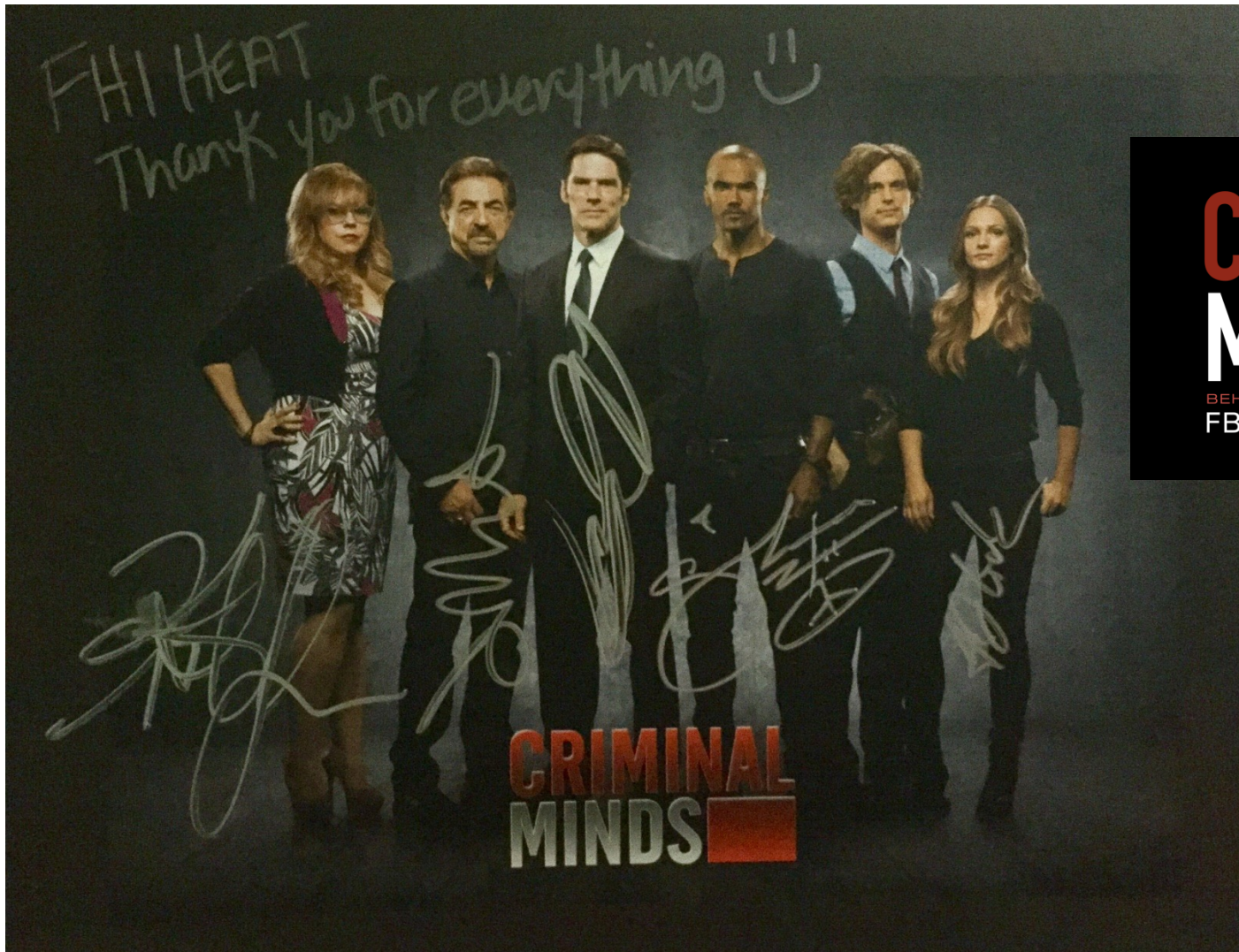


being
mary jane

Here we are on set of Being Mary Jane with up and coming star Raven Goodwin who is also on the show with Gabrielle Union. Here they are curling her weave just before showtime with FHI Heat.



On set of Big Bang Theory with Melissa Rauch who has more than 2.8 million followers. This is the 2nd image Melissa Rauch takes for us. She loves FHI Heat.



The famous CBS show that has been on for a million seasons is also giving us props as they love using our tools on set.



the Real Housewives 
OF ORANGE COUNTY

The beautiful and fabulous Kelly Dodd is the amazing star of the Real Housewives of Orange County. This awesome celeb has over 100,000 followers on Social Media so it's really cool that she loves and uses our tools.

MADtv



The famous MADtv comedy show was remade and here are a couple of the leading ladies (Michelle Ortiz & Carlie Craig) giving props to FHI Heat tools that they use on set.



TRIAL & ERROR



On set with NBC's Trial and Error Krysta Rodriguez who has over 82,000 followers on social media and is one of the leading ladies on the show. Everyone is loving FHI Heat.



TRIAL & ERROR

On set with NBC's Trial and Error Angel Parker who has more than 35,000 followers on social media.



Patti Stanger with over 2 million followers on social media just got a new show Million Dollar Matchmaker on WE and continues to support FHI Heat tools, what she uses on her show. Patti has tweeted, instagrammed and written entire blogs on FHI Heat products. We love her!



On set of a new tv movie called A Man for Every Month with one of the up and coming stars Justene Alpert.

Fashion Week



FHI BRANDS

FHI HEAT STYLUS NEO'BOND PROFESSIONAL HAIR VEIL DAILY BEAUTY

LAFW
LA FASHION WEEK

**NEW YORK
FASHION
WEEK**

**MIAMI
SWIM
WEEK**

For a few years now, FHI Brands has been sponsoring Art Hearts Fashion in New York, Los Angeles and Miami. Every season, AHF gains more and more momentum, which means FHI Heat is present at events that are continually gaining more and more press. Let's use it for education, social media and to get the content that is increasing our sales!



Art Hearts Fashion Los Angeles Fashion Week
Backstage and Front Row
Art Hearts Fashion Los Angeles Fashion Week Backstage and Front Row -
COSMOPOLITAN

teenVOGUE





Semi-Nude Models Walk the Runway in Bondage-Inspired Gear at NYFW

Designers out of Art Hearts Fashion seemingly took a page out of Fifty Shades of Grey

EONLINE.COM



Behind the Scenes at Miami Swim Week 2017

Before they strutted down the runways during Miami Swim Week, models hung out backstage getting ready for the shows. Here are some behind-the-scenes looks at Funkshion, the W South Beach, and 1306 during Swim Week. See...

WWW.MIAMINEWTIMES.COM

LAFW

LA FASHION WEEK







FHI Brands is the official sponsor of LA Fashion Week where a team of FHI hairdressers do all of the hair and later also use it in the FHI Education agenda. The exposure is huge on Social Media and on the venue where our team and the thousands of volunteers are all wearing FHI Brands t-shirts.





**NEW YORK
FASHION
WEEK**











MIAMI
SWIM
WEEK
LIVE



FHI BRANDS

AHF AIDS HEALTHCARE FOUNDATION

Art's Fashion

AHF AIDS HEALTHCARE FOUNDATION

FHI BRANDS

KEEP THE PROMISE 2016

FHI BRANDS

AHF AIDS HEALTHCARE FOUNDATION

Art's Fashion

FHI BRANDS

Art's Fashion

AHF AIDS HEALTHCARE FOUNDATION

FHI BRANDS

Hearts

AHF AIDS HEALTHCARE FOUNDATION

Hearts

FHI BRANDS

FHI HEAT FOR THE ORIGINAL

FHI THE ORIGINAL

AHF AIDS HEALTHCARE FOUNDATION

KEEP THE PROMISE 2016

APRIL PRO MARI







**FHI HEAT TOOLS USED BEHIND
THE SCENES ON THESE HIT TV
SHOWS**

into the **BADLANDS**™



the a **hulu** original

Mindy

project



Find your
happy place.



Welcome back. Welcome home.

QUANTICO

FULLER HOUSE

A NETFLIX ORIGINAL SERIES



All in.

modern family

PREMIERES SEPT 24 WEDNESDAYS 9|8c



#ModernFamily



SO YOU THINK YOU CAN

DANCE

WEDS THUR FOX



the ORIGINALS



the Vampire Diaries



rizzoli & isles

live
kelly

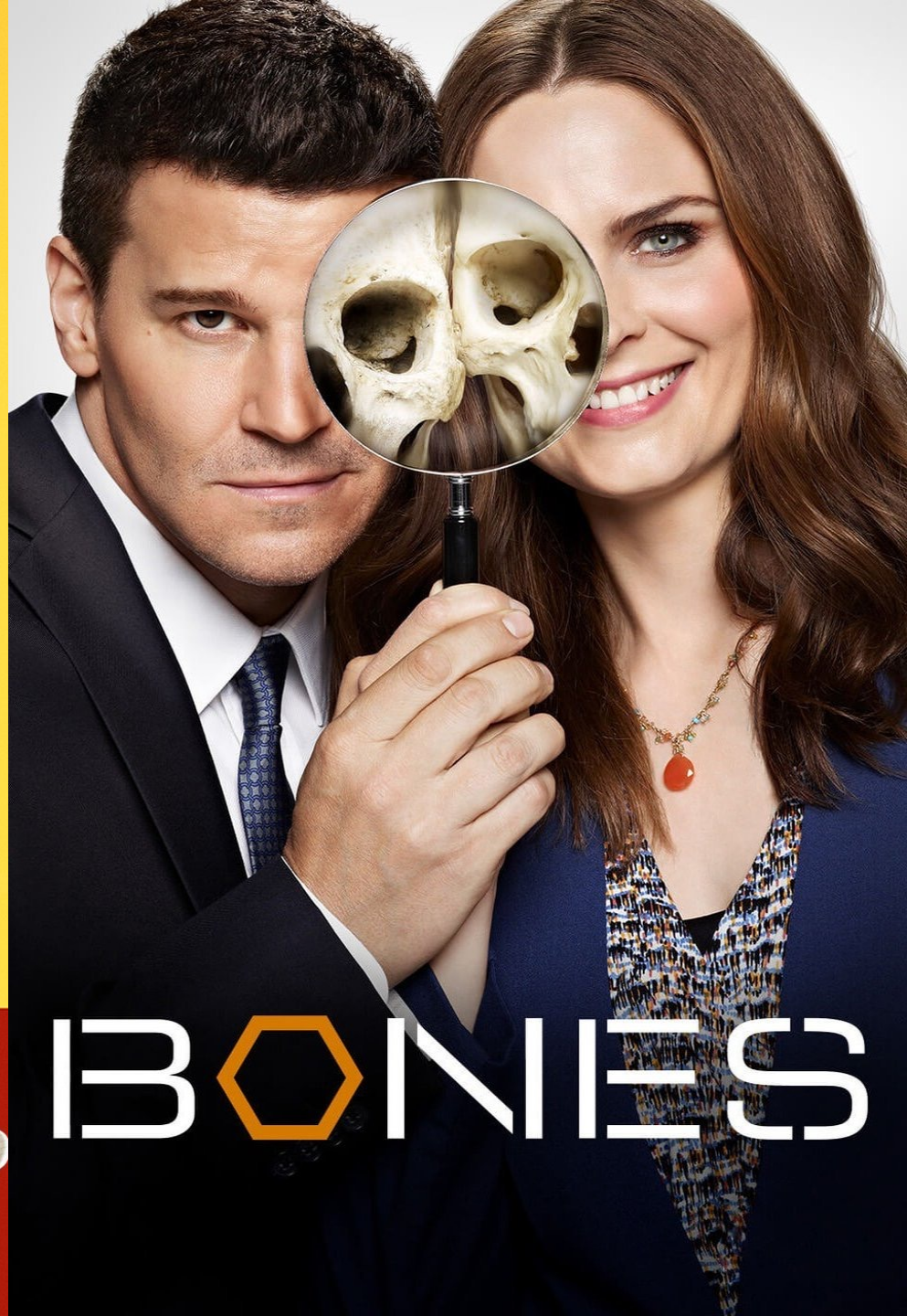
VANDERPUMP RULES



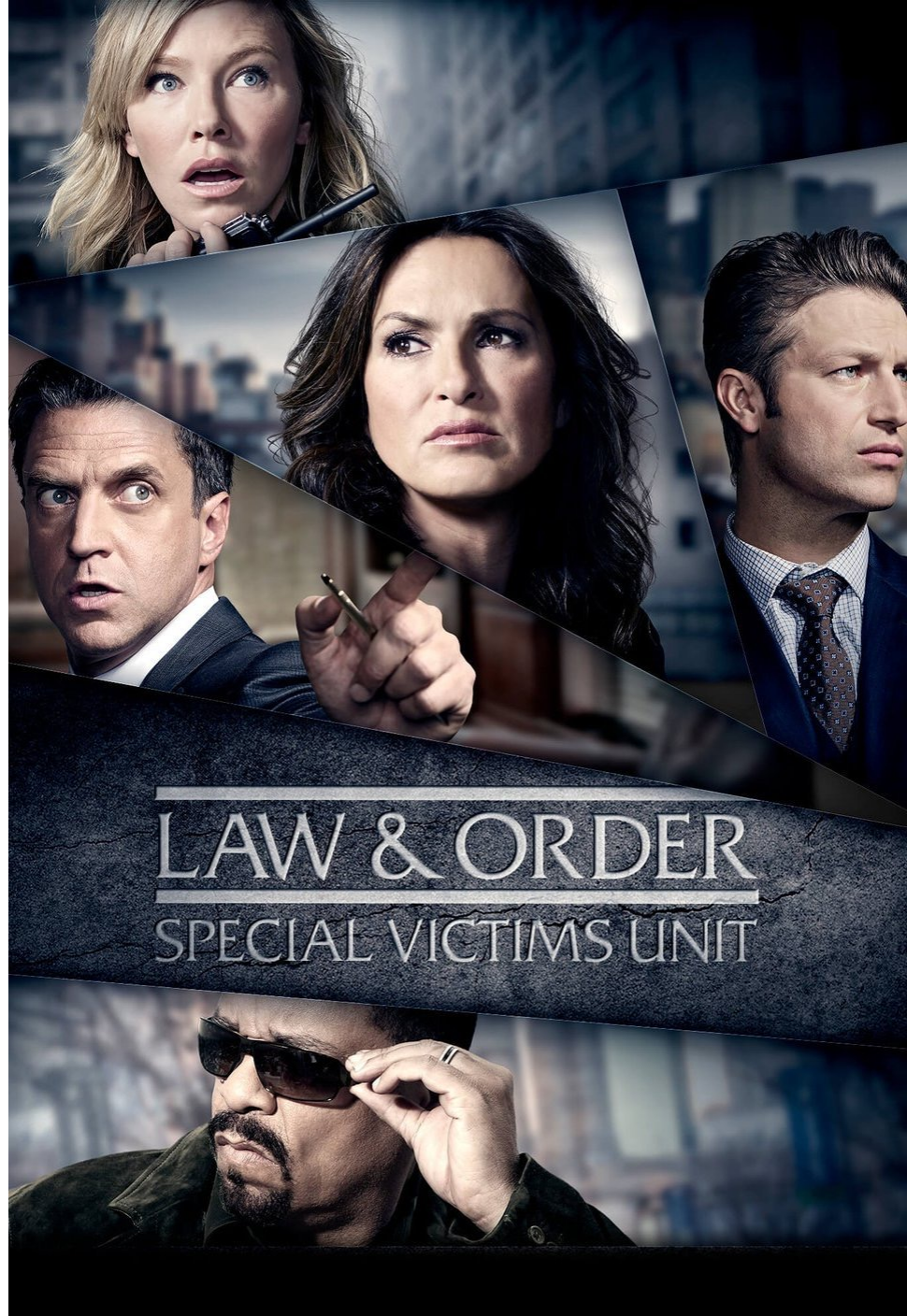
SHAHS OF SUNSET



2 BROKE GIRLS



BONES





MDM
MILLION DOLLAR
MATCHMAKER

NASHVILLE



black-ish



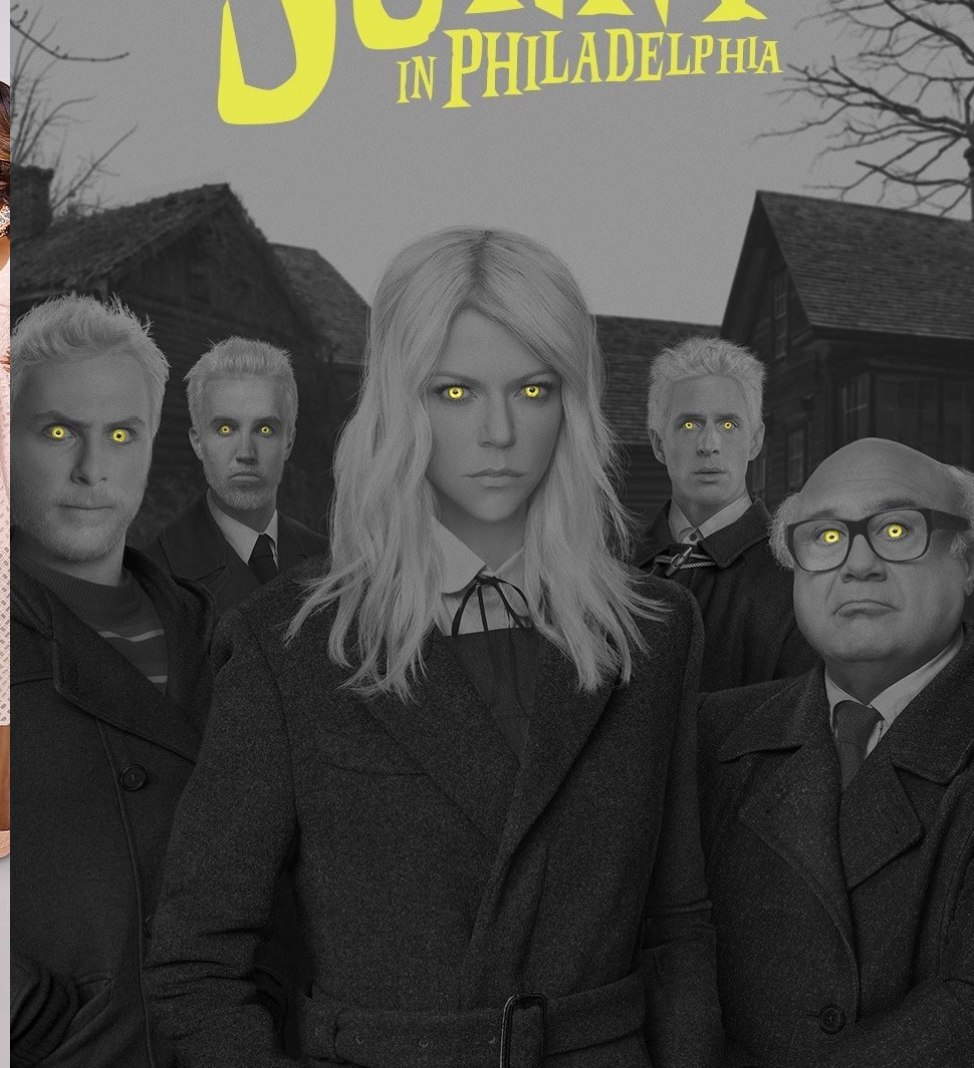
Mom



the **Real**
Housewives
OF ATLANTA



IT'S ALWAYS
SUNNY
IN PHILADELPHIA



TOTAL DIVAS



dancing with the stars





BROOKLYN NINE-NINE

SATURDAY
NIGHT
LIVE





LET'S MAKE
A DEAL

SCANDAL



the Real Housewives 
OF ORANGE COUNTY





Prosecutor

Investigator

Bear

Murderer?

Murderer?'s
Daughter

Researcher

Lawyer

Unmaking a Murderer.

TRIAL & ERROR

SEESO ORIGINAL

BAJILLION

DOLLAR PROPERTIES\$



being
mary jane

TAKING THE REINS



SCHWARZENEGGER
THE **NEW** CELEBRITY
APPRENTICE

COMING TO  NBC

E NEWS

Little
women:LA



SO YOU THINK YOU CAN
DANCE
THE NEXT GENERATION



TIME ^{after} TIME



MILLION DOLLAR LISTING



MADtv
TM

SOCIAL MEDIA



Outsourced:
Stats from
Beach House
Public Relations



13,421 impressions

+1,897 from last week

4,259 reach

+681 from last week

5,007 profile views

+2,824 from last week

581 website clicks

+351 from last week



Instagram Influencers Beach House Recruited for FHI

@haileymahonehair 49,100 followers

@brookebent 22,100 followers

@kyledavidmalone 13,900 followers

@sparkletafao 12,100 followers

@halezbeauty 8,003 followers

@tmarie_hair 6,723 followers

@lunar_locks 2,027 followers



Instagram

Instagram Influencers

I Recruited for FHI

@makeupbylilit 1,100,000 million followers

@thefoxyone 840,000 followers

@moknowshair 222,000 followers

@frankgalasso1 167,000 followers

@nastassjab_ 118,00 followers

@schacle 111,000 followers

@lilits_makeupstudio 66,600 followers

@_hairbylaurie 51,600 followers

@tymwallacehair 51,600 followers



Instagram Influencers

I Recruited for FHI

@grahamnation 22,400 followers

@rosveltranses 20,200 followers

@aprillovepromakeupacademy 14,900 followers

@taytanaka 3,792 followers

@eriktorppe 3,737 followers

@ginadeangelishair 3,582 followers

@monaeartistry 3,568 followers

@richardnormangrant 2,893 followers

@shedelle_holmes 2,859 followers

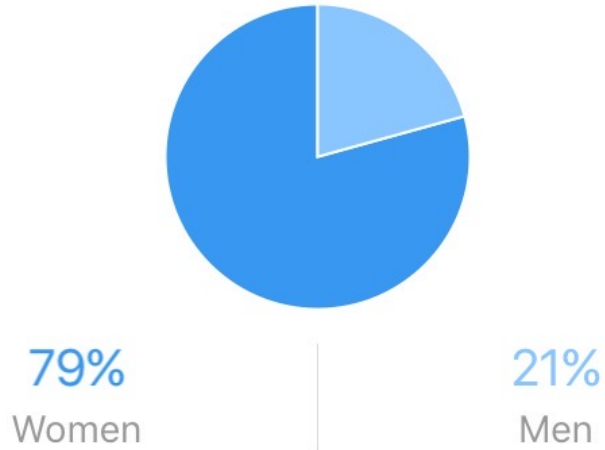
@kisha_marie 2,469 followers

@mstonyaonset 2,274 followers



Instagram

GENDER

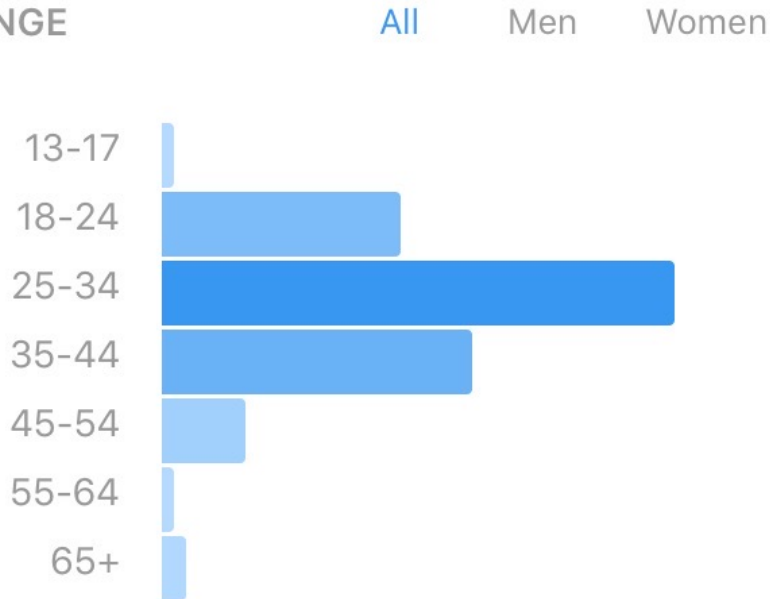


In one year, our stats have increased:

6 mos vs. 1 year

Impressions	Up 60%
Reach	Up 70%
Engagement	Up 100%
Likes	Up 100%

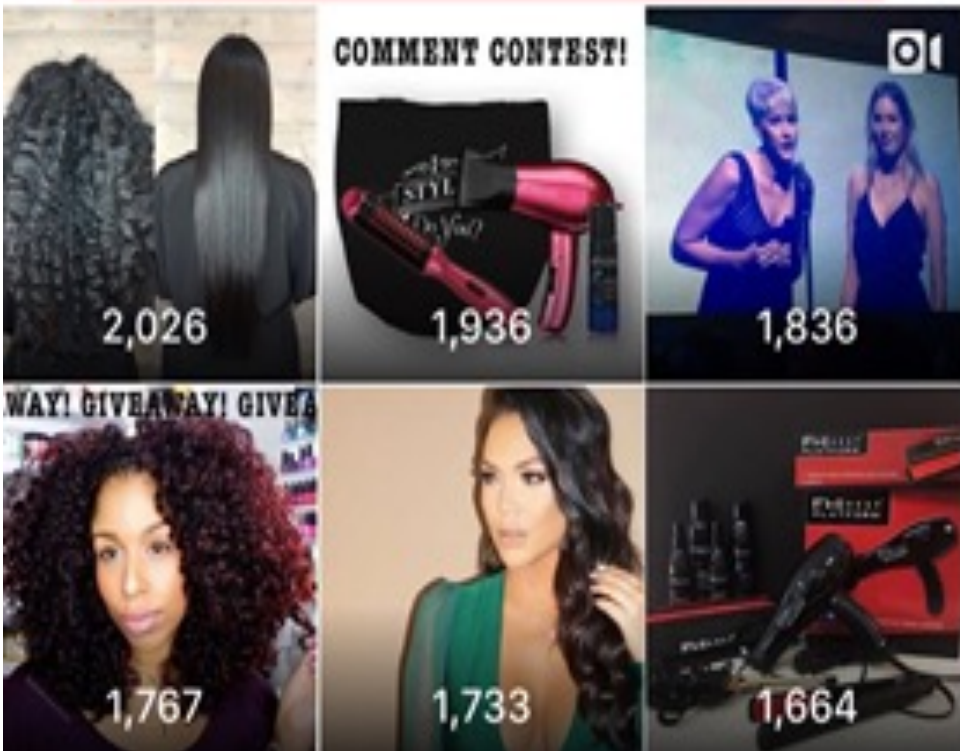
AGE RANGE



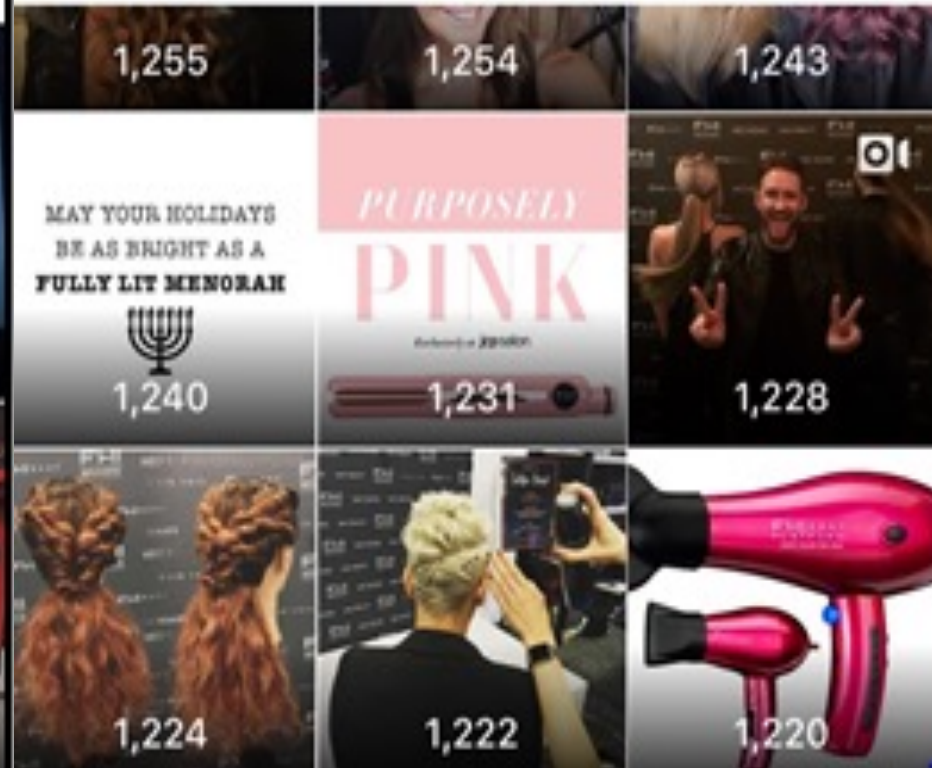
IMPRESSIONS

ONE YEAR VERSUS SIX MONTHS

Showing All posted in the past 6 months sorted by Impressions



Showing All posted in the past 1 year sorted by Impressions

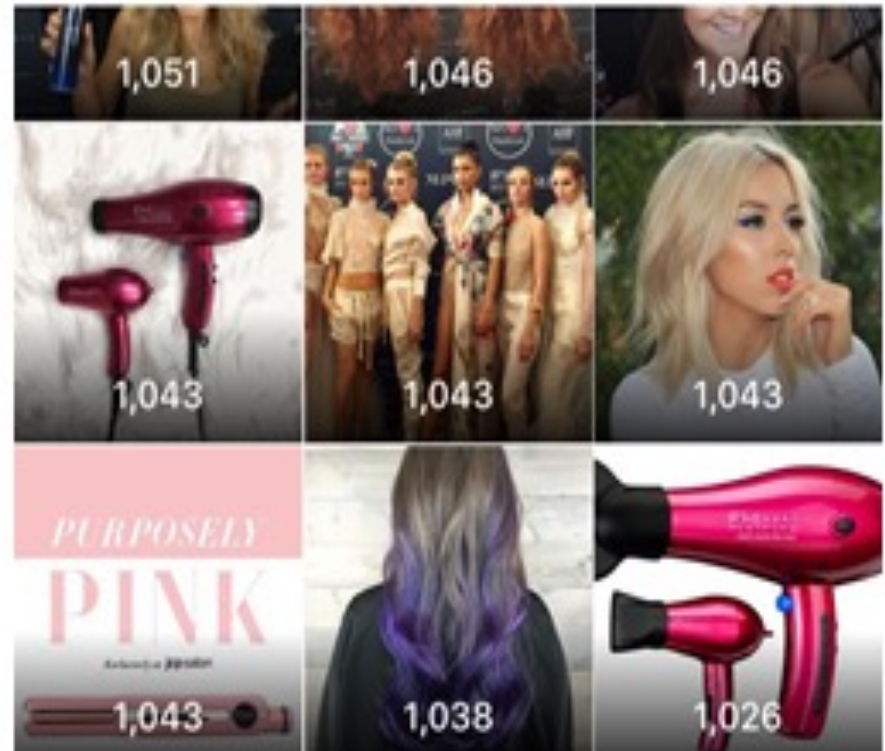
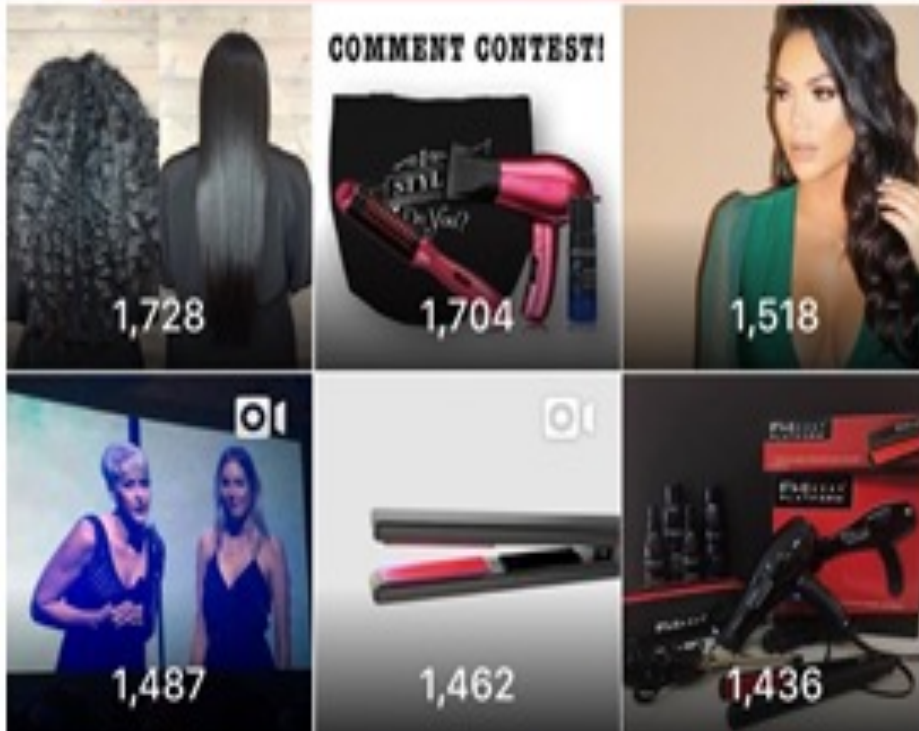


REACH

ONE YEAR VERSUS SIX MONTHS

Showing All posted in the past 6 months sorted by Reach

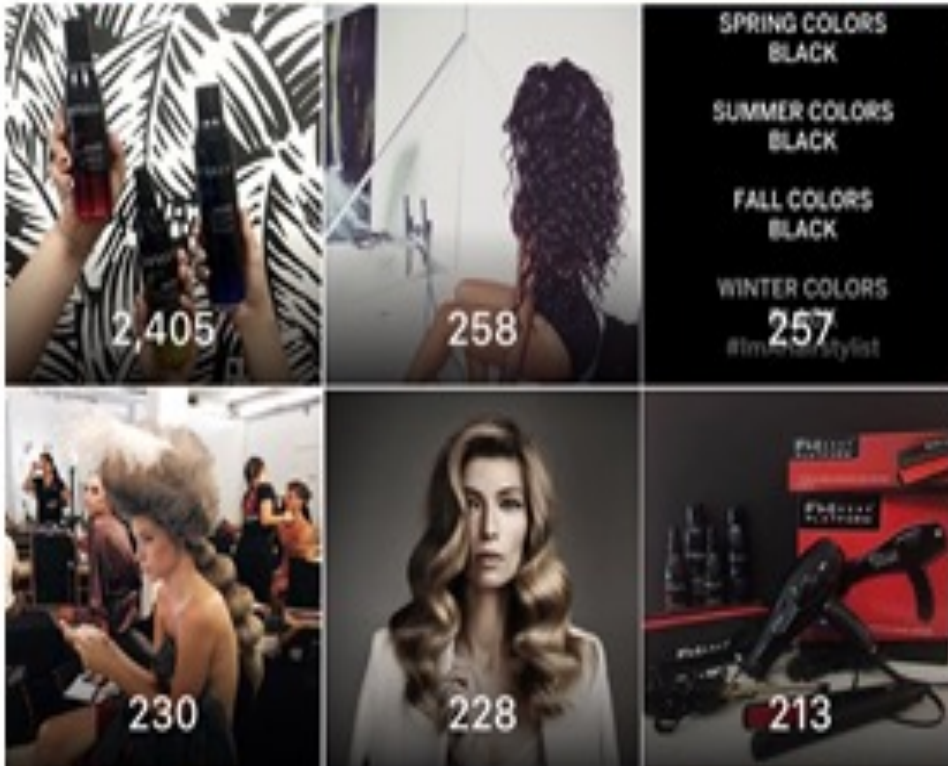
Showing All posted in the past 1 year sorted by Reach



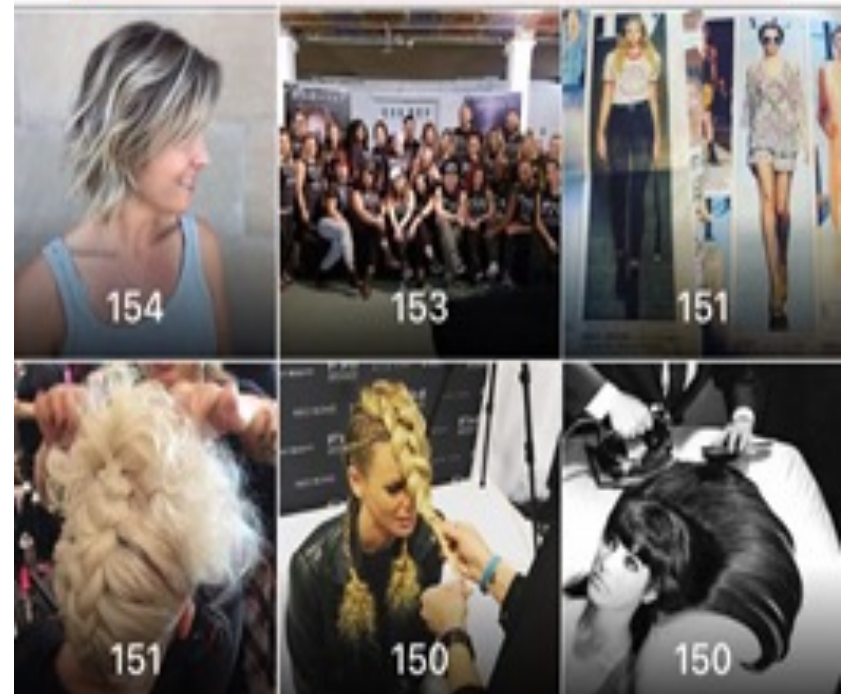
ENGAGEMENT

ONE YEAR VERSUS SIX MONTHS

Showing **All** posted in the past **6 months**
sorted by **Engagement**



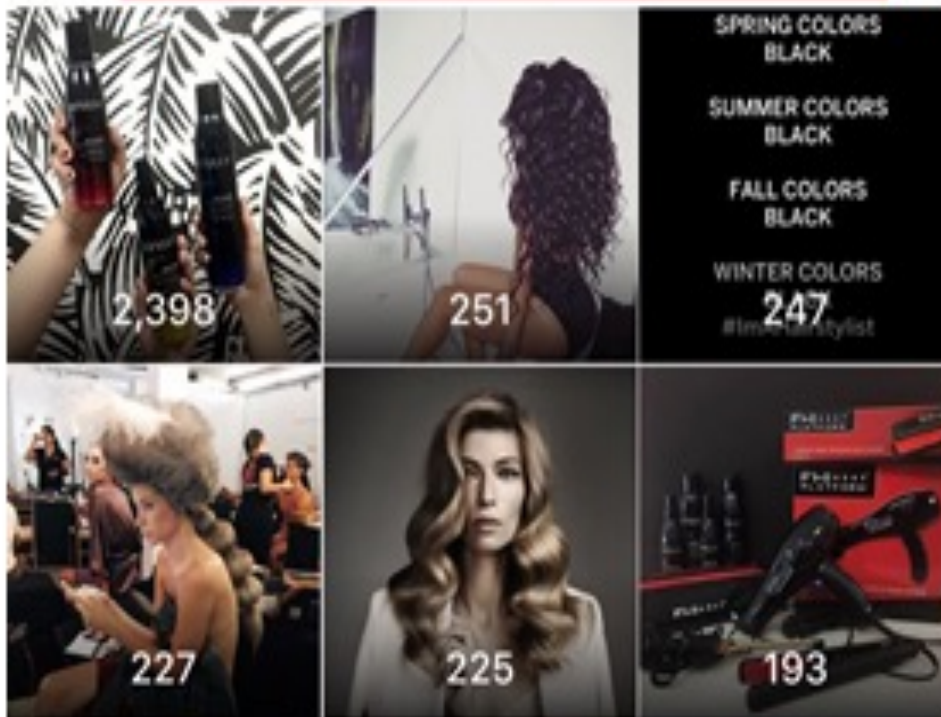
Showing **All** posted in the past **1 year** sorted
by **Engagement**



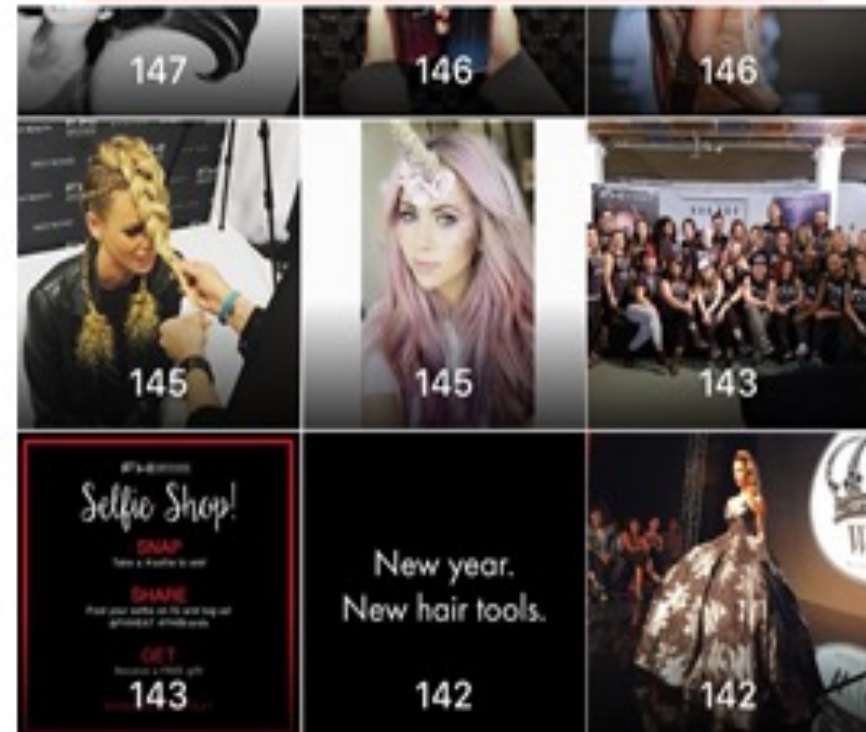
LIKES

ONE YEAR VERSUS SIX MONTHS

Showing **All** posted in the past **6 months**
sorted by **Likes**



Showing **All** posted in the past **1 year** sorted
by **Likes**



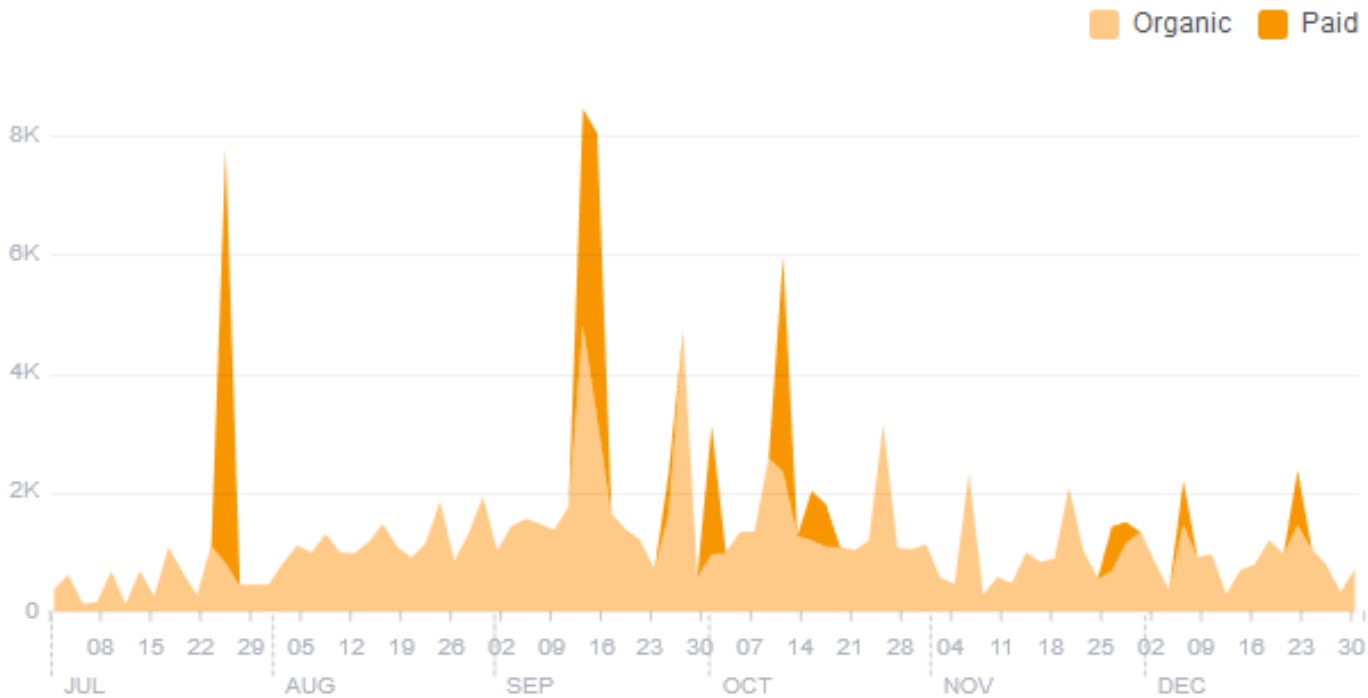
facebook®



This is our reach from July - Dec and below you can see our organic increases that are always significantly highest during Fashion Weeks.

Post Reach

The number of people your posts were served to.

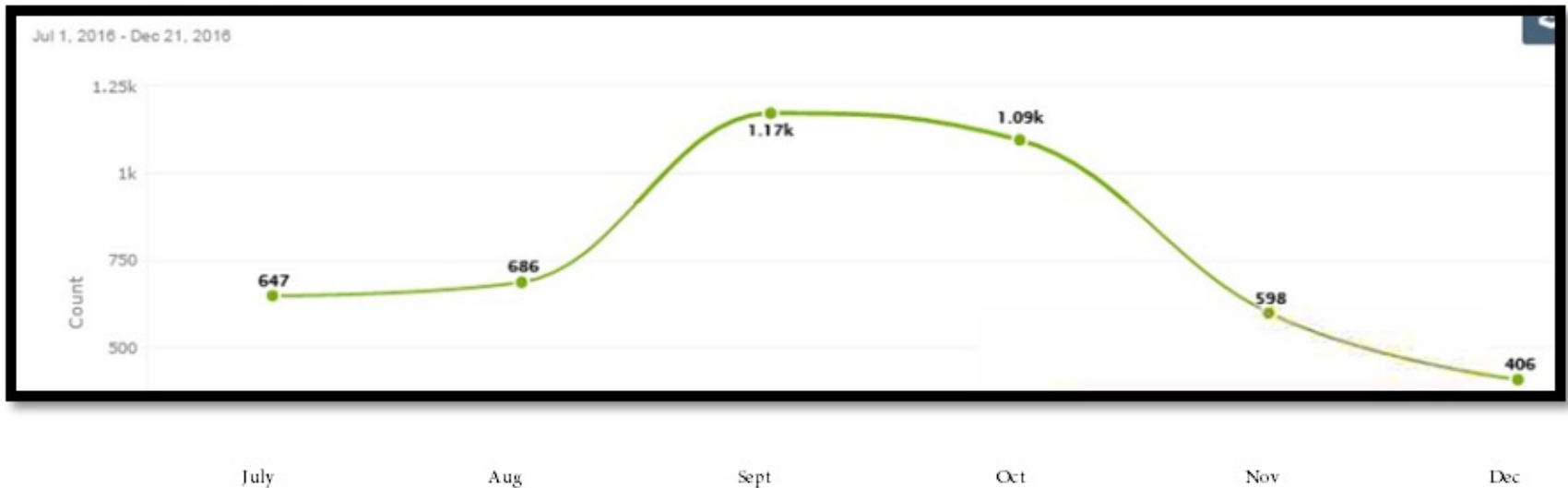


BENCHMARK
Compare your average performance over time.

Organic

Paid

FHI BRANDS



According to Meltwater, people talking about FHI Brands on Twitter from July - Dec 21st. Please note that the most posts we had were during the months of Fashion Week:

July – 647	Oct – 1,009
Aug – 686	Nov – 598
Sept – 1,170	Dec – 406

