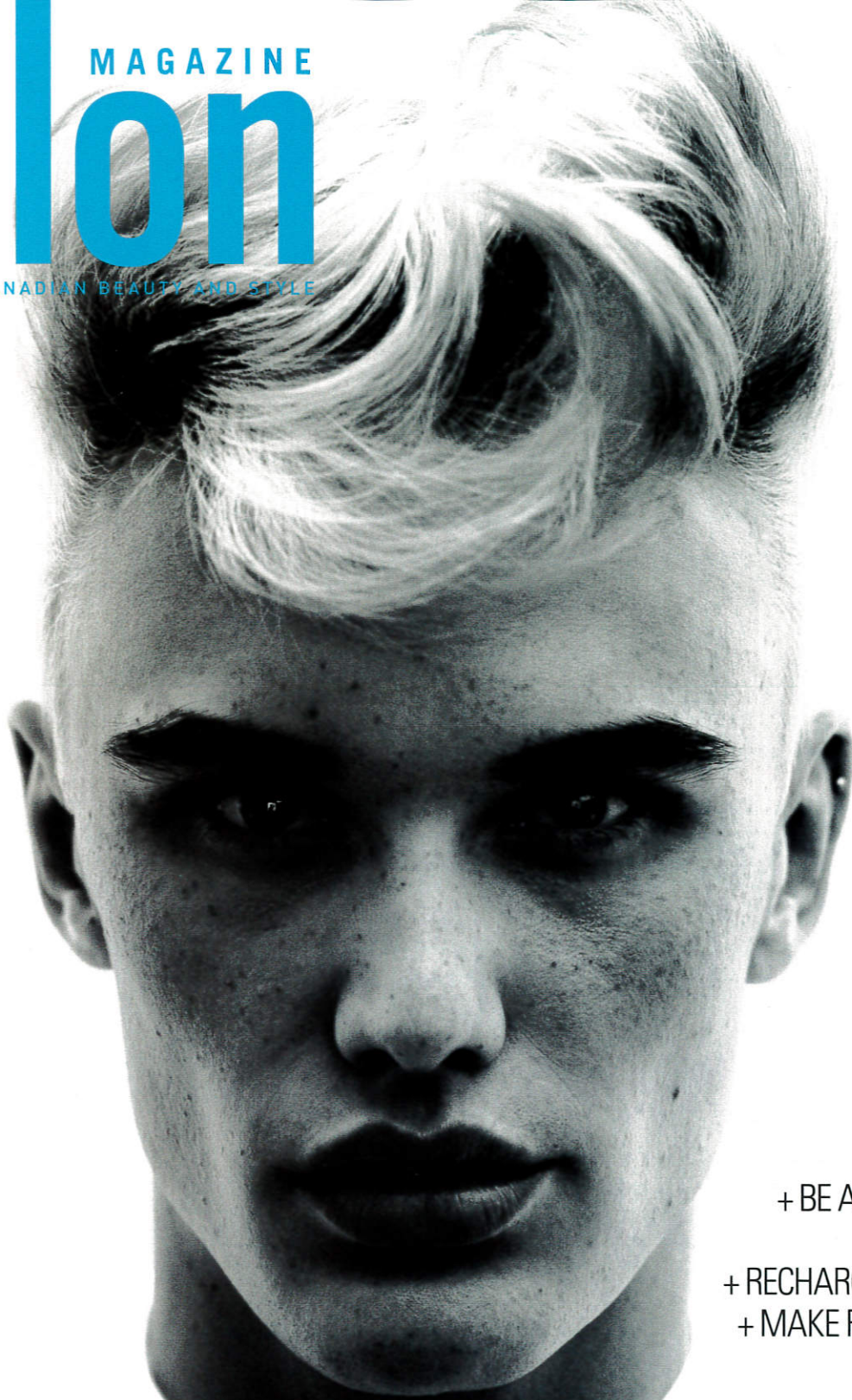


# MAGAZINE salon

THE BUSINESS OF CANADIAN BEAUTY AND STYLE



**HOW TO**  
+ BE A BETTER MEN'S  
HAIRSTYLIST  
+ RECHARGE YOUR RETAIL  
+ MAKE ROOM FOR MEN

# THE MEN'S ISSUE

MARCH 17 \$5  
SALONMAGAZINE.CA



# dynamic COLOUR

*Aloxxi's Andiamo delivers permanent colour in a flash.*



For your busy, on-the-go clients, Aloxxi has released its Andiamo Express Permanent Colour. In just 10 minutes, hair can be transformed into vibrant colour with complete grey coverage. Andiamo's turbo dye technology provides increased pigment concentration for speedier results, and the calibrated dye coupler manages the oxidation pace for consistency and optimal results. The formula also contains illipe butter, providing hair with nourishment, shine and manageability, allowing you to achieve up to four levels of lift with ease.

## TO THE RESCUE!

*Eufora Hero for Men gets a makeover with the addition of three new products.*

The brand's men's line has been revamped with a new, modern look and streamlined into three categories: Cleanse & Treat, Shave & Smooth and Style. New to Shave & Smooth is the Moisture Lotion: Aloe vera, amino acids and a blend of shea butter and essential oils and extracts provide moisture and rejuvenation, while vitamin E provides the skin with antioxidant benefits to protect skin against environmental damage. The Style line has added Conditioning Control, an anti-frizz leave-in spray that contains aloe vera, licorice root extract and 5-Alpha Avocuta from avocado pear that prevents hair from appearing greasy, and prevents redness and itchiness. The new Styling Mud delivers a strong yet flexible hold with medium shine.

"You can mix and match the products. The products work into the hair to create a natural look. Plus, they don't create any flakiness the next day. My favourite is the Molding Paste, but the new Styling Mud is also turning out to be one of my faves."



— **LUKA PAPRICA, BARBER AT SALON DISALVO IN HAMILTON, ONT., AND 2016 WINNER OF THE EUFORA STYLIST OF THE YEAR FOR MEN'S TREND AWARD**

## TOOLBOX

# Gamma Più Barber Hairdryer

"Hairdryers are not only for blowouts they are for men, too. This hairdryer delivers airflow that is consistent in strength and temperature. It feels good on the face for dedicated beard and moustache drying without getting too hot, while the two speeds and three heat settings can coif a pompadour in no time. It gives you all the heat without the damage."

— **ANDREA SAMPSON, DIRECTOR OF EDUCATION FOR DANNYCO PROFESSIONAL**

