

AMERICA'S BEAUTY SHOW 2017

McCormick Place March 25, 26, 27 (Sat-Sun-Mon)

Showcasing hot, new beauty products coming to "A Salon Near You!"



Photo

Product Name

Description



**Celeb Luxury
Gem Lites
& Celeb Luxury
Viral**

20 amazing tones in traditional, brilliant colors, and extreme bold and pastel colors. With advanced, patents-pending Cleanse + Colorposit technology, Colorwash adds real, rich color to hair while cleansing and stops color from visible washout and fade.
<http://www.celebluxury.com/>



**Matrix Biolage
R.A.W. Shampoo
& Conditioner**

Biolage the RAW (Real, Authentic, Wholesome) line of natural products ... no silicones, no sulfates, no parabens
Line of products designed to NOURISH UPLIFT ... RECOVER hair.
www.matrix.com



Photo**Product Name****Description**



**Denman D14
Cocktail
Fragranced
Brushes**

This year, Denman's small 5-row styling brushes that come in yummy "Smell Me" flavors: Pina Colada, Strawberry Daiquiri, and Berry Martini.
www.denmanbrush.com



**ECRU New York
Dry Texture
Spray**

Perfect hybrid of dry shampoo and hairspray... creates extraordinary volume and builds in invisible, weightless texture to any hair length and texture, with the added benefit of being a dry shampoo.
<http://www.ecrunewyork.com/>



**Matrix BOHO Air
Dry Collection**

For those who wish to wash their hair and just go! Matrix introduces Air Dry Wild BOHO line of products - - no heat needed!
TWISTED BOHO ... defines burls for a frizz controlled finish.
CHILL BOHO ... smoothes the hair for a lightweight frizz controlled finish
WILD BOHO... enhances natural shape of hair for an effortless, tousled look.
www.matrix.com

Photo**Product Name****Description**

**Obliphica
Seaberry Line**

Obliphica believes that the anti-aging and restorative properties of Seaberry Oil are the new essence of modern beauty and healthy hair, scalp and skin. As a result, they have integrated Seaberry Oil into a luxurious collection of professional hair care that works immediately, delivers on its promises and delights the senses.

www.obliphicaprofessional.com

**Repechage
FUSION Express
Bar and Spa
Masks**

Masks consumers can apply at home have made a big comeback. You get an intense an intense facial at the salon ... then Repechage has come out with a line of FUSION facial masks ... in conderfl flavors like Berryfina .. Chocofina ...Machafina ... and Pumpkinfina ... to cleanse, brighten, add vitimins and moisturise our skin.

www.repechage.com

**CND New Wave
– Vinylux**

Modern design channels the early digital age for a retro futurist spirit.

Colors: Video Violet, Pink Leggings, Blue Eyeshadow, Jelly Bravelet, Banana Clips, Ecstasy. Vinylux polishes are 7 day chip-resistant.

www.cnd.com

Photo**Product Name****Description**



**Christy Bruski,
LLC Royce
Mercury Series**

These flat irons leave hair silky, smooth, and shiny. This one product can straighten, flip, curl and wave!

www.christybruski.com



**Dyson
Supersonic Hair
Dryer**

The Dyson Supersonic hair dryer – being introduced at America’s Beauty Show - is engineered for balance in the hand, uses a fast-yet-focused airflow, and intelligently controls temperature to help protect hair from extreme heat damage.



**HSI
Professional
Glider Elite**

With 8 HeatBalance microsensors regulating temperature and evenly distributing heat, this flat iron is a great way to get silky results that shine while protecting your hair cuticles from overheat exposure.

and



**HSI Ceramic
Glider
Straightening
Brush**

For those who wish and alternative to the flat iron for straightening hair ... for recommended use with HIS’s Argan Oil Thermal Protector and Argan Oil Hair Spray

www.hsiprofessional.com

Photo**Product Name****Description**

**PARODI
Professional
Care Hand
Cream**

Formerly available only to salon professionals who need special care for their hands that are in water all day, this product is now available for consumers ... it's a fast acting formula that softens hard-working hands ... it has no silicones, no parabens
<http://parodicare.com/>

**Sam Villa
Signature Series
Light
Professional
Ionic Blow Dryer**

This award-winning lightweight ionic blow dryer delivers powerful airflow, is whisper quiet and weighs less than one pound! It creates brilliant shine, reduces static and frizz, and creates smooth sleek finishes with built-in ceramic/tourmaline ion generation. Includes 2 rotating concentrator nozzles and a deep bowl diffuser.
<https://www.samvilla.com/>
