from
day...
salon
business
MARCH 2016

BREAKING NEWS

be a master

Fudge Professional is launching its Paintbox Mixology Master Competition, designed for colourists who want to make a name for themselves and share their energy and creativity with the rest of the World. This free-thinking competition puts experimentation and individuality at its core and welcomes colourists from around the globe to join in.

The Paintbox Mixology Master 2016 will win a two night break in London for two people. Here, they'll take part in a photo shoot, working alongside some of the industry's finest hairdressers and benefit from a full regional, national and International PR package to promote their success.

Entry is simple and it's open now so get your before and after pics sorted and upload them to the Fudge website before May 16, for your chance to be a Master.

This FREE-THINKING competition puts EXPERIMENTATION and INDIVIDUALITY at its core.

Image from Brooks & Brooks LCT

passenger shed

One of the largest fashion events outside of London, Hobbs Show welcomed over 450 fashionistas to Bristol's Passenger Shed for the Spring Summer showcase.

The show organiser, Bristol hairdresser Doug Hobbs, created this year's show to raise awareness of Meningitis after his son lost his battle with this terrible disease 40 years ago.

Sponsored by TIGI, the annual show, aptly named Born & Raised in Bristol for 2016, took place in the spectacular Passenger Shed for a celebration of local fashion designers, boutiques, musicians, dancers and artists, with the aim to raise awareness for the Meningitis Research Foundation.

There were 85 models seen taking to the 20 metre catwalk wearing a variety of upcycled clothes, designer bags, antique Japanese kimonos, vintage wedding dresses and swimwear, as well as showcasing fashions for Spring Summer 2016.

After the show Doug said: "It was a truly special evening and the amount of support and love we've been given has been overwhelming. The Hobbs team and I were all taken back by the success of the event and most importantly how much awareness we raised for Meningitis Research Foundation. I'm so pleased to say we reached more than 3 million people across social media and local newspapers, magazines, TV and radio."

INFUSION

Help your clients revive colour vibrancy between appointments with Joico's Color Infusing Shampoos and Conditioners that instantly refresh and enhance colour to fight the fade. There's also a Color Balancing Shampoo and Conditioner that neutralise unwanted brass tones in dark hair.

RRP FROM £15.50
INFO: JOICOEUROPE.COM

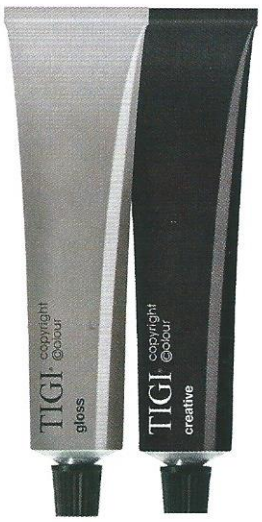
super cape

Scrummi has launched a new hero product designed to protect salon clients and make your life easier; the Scrummi Super Cape. It does everything a traditional fabric gown does but without the washing; once you're finished throw it in the recycling bin. With water and colour resistance and anti-static properties, it's also strong enough to be used all day.

RRP: £60 FOR 100
INFO: SCRUMMI.COM/CAPES

CUSTOMISED APPROACH

TIGI Copyrightcolour is launching six new amazing shades, from high-lift blonde to soft, cool ash tones, designed by the TIGI International Creative Team to create ©ustomised blonde results. Find out more on pages 38 and 39. Price on request. Info: tigiprofessional.com



ULTIMATE INDULGENCE

Indulge in a little chocolate without the calories with Davines' Alchemic Chocolate range. A duo of luxury products, it includes a pigmented shampoo and conditioner, both designed specifically to enhance dark brown to black hair.

RRP FROM £14.35 INFO: DAVINES.COM

MAKE ME BLUSH

Indola understands nudes is no longer just a trend but a lifestyle change. PCC Blush Nudes redefine classical natural colours through five permanent nude shades enhanced with subtle beige undertones to deliver understated shimmer and gorgeous sultry reflexes.

SALON PRICE: £5.50 INFO: INDOLA.COM

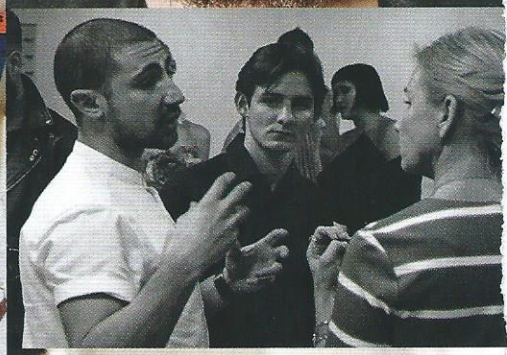
COLOUR PROTECT

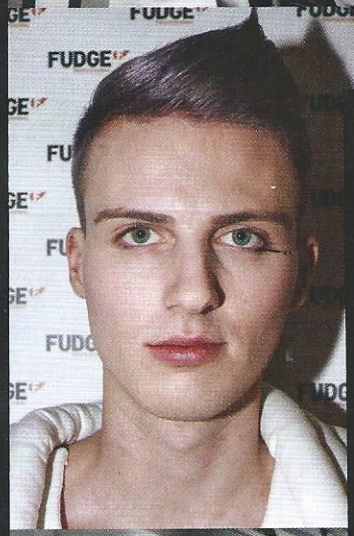
Indola has launched KERA BOND, a super-SMART Bond Enforcing system that protects hair during chemical processes in just two easy steps – an additive in the colour mixture and a post-colour treatment.

PRICE ON REQUEST
INFO: INDOLA.COM

bespoke palette

Bold, vibrant and fashion forward, Fudge Professional has relaunched its award winning Paintbox Creative Conditioning Colour range. Now with 10 core shades, including two pastels, it offers a truly bespoke colour palette. RRP: £9.25 info: fudgeprofessional.com





fudge focus

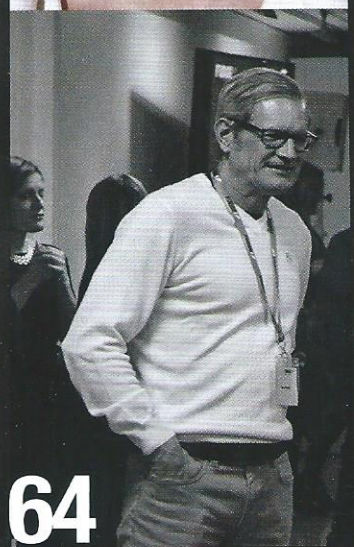
Fudge distributors from 19 different countries headed to the Capital for the annual EU Conference.

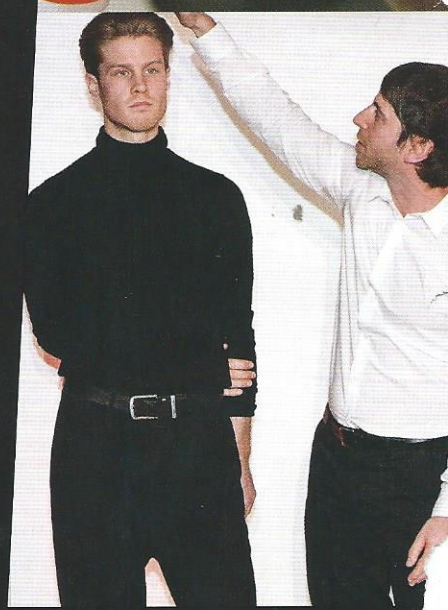
The day opened with Head of Fudge Professional, Stephanie Bruce introducing the conference and continued with an afternoon of sales, marketing, and educational updates.

The presentations focused on a 2015 overview from sales success, product launches and collaborations to events. It progressed to 2016 announcements with an overview on new product launches, educational programmes, and hairdresser-focused activities with the highlight focusing on the launch of the Paintbox Mixology Master Global Competition.

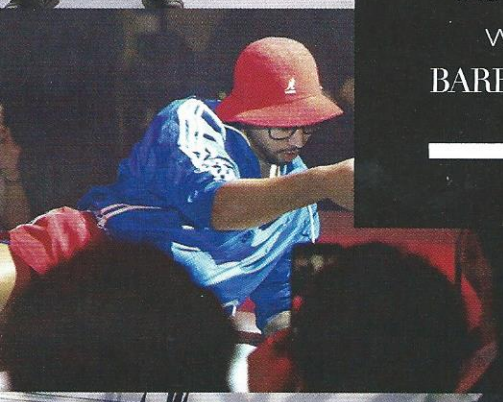
Following the internal presentations, the conference progressed to introduce the new 2016 collaborations with London School of Barbering and continued projects with Mazella&Palmer.

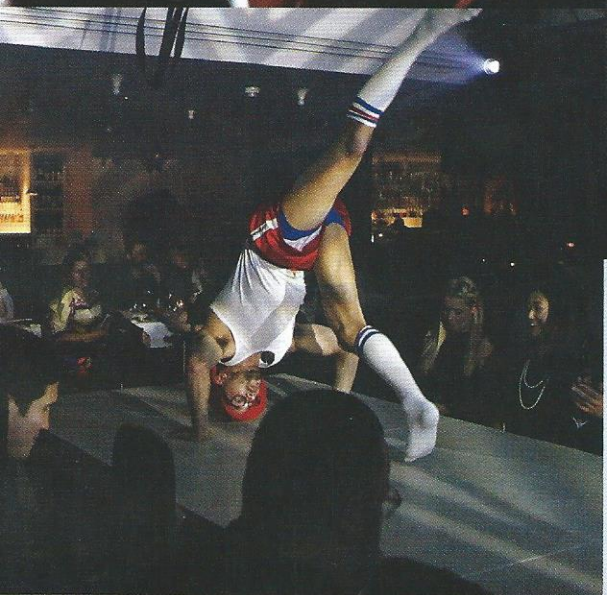
Taking to the stage, London School of Barbering co-founder Justis McEvilly presented the

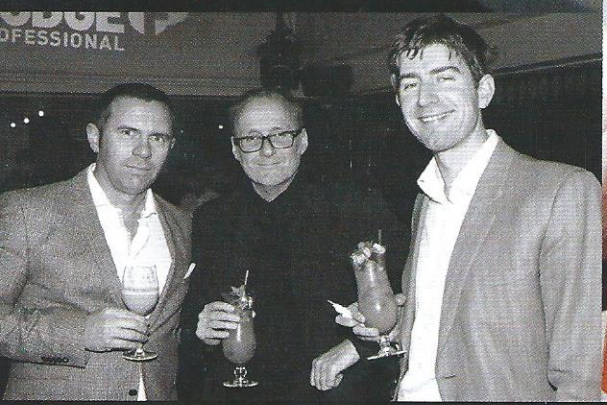




It was an AFTERNOON of bringing TOGETHER key people from FUDGE PROFESSIONAL, introducing their partnerships with LONDON SCHOOL OF BARBERING and Mazella&Palmer.







academy's philosophy and the educational collaborations that will be developed with Fudge Professional for Fudge salons within the UK and Europe.

Later, co-founder and Artistic Director, Michael Kontos helped present the latest barbering looks to the audience.

The presentations continued with Dove Palmer, co-founder of Mazella&Palmer, elaborating on their ongoing creative collaborations with Fudge Professional and the educational projects available to the distributors.

Guests ended the conference with an evening meal and entertainment at London's cabaret club, Circus.

"It was an afternoon of bringing together key people from Fudge Professional, introducing our partnerships with London School of Barbering and Mazella&Palmer and being able to talk up close with the business owners and sales representatives of our distributors. It was a great day of networking, education and of course entertainment," says Stephanie.