

PROCESS

THE BEST COLOR

FALL 2016

profiles
IN COLOR

Updates from
leading brands

research
RESULTS

When, where and
why salon pros train

COVER BY
Celeb Luxury

HIGHER LEARNING

PLAN, FUND AND EXPERIENCE
THE BEST IN ADVANCED HAIR
COLOR EDUCATION.

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PORTFOLIO // CELEB LUXURY

PINK PLAY

CELEB LUXURY'S Colorwash system is creating a big buzz in the salon industry. Designed to give hair color a boost to revive lackluster shades, the system was used here on a model with compromised, pre-bleached hair that had faded.

The hair was shampooed three times with Celeb Luxury Pastel Light Pink Colorwash to demonstrate how effective it is on previously color-treated hair.

"There's no need to let the color sit on the hair," says **Leon Tringali**, artistic director of color. "It grabs beautifully. It's important that the client leave with the shampoo to maintain her color between salon visits. It puts her in control of the fade."

HAIR COLOR: Leon Tringali, Artistic Director Color, Christopher Tringali, Celeb Luxury Colorist

HAIR CUT/STYLE: Jamie Mazzei, Artistic Director
Style: assistant, Meghan O'Brien

PHOTOGRAPHER: Roberto Ligresti

MAKEUP: David Maderich for M.A.C. Cosmetics

FASHION STYLING: Nikko Kefalas



Celeb[®] LUXURY

What education and resources can a salon or solo artist expect to receive immediately, and then over the first six months, after adding Celeb Luxury's products?

This is not a traditional color line—it's not a color shampoo or even a color-depositing shampoo. It's a new category called Colorposit, which is also the technology in our Viral and Gem Lites Colorwash products. We have an educational website with FAQs, downloadable educational, in-salon uses guides, and color swatches that show the performance of the Colorwash colors. We are in the process of creating how-to videos. On our Facebook and Instagram pages, there are a number of examples of before-and-after photos.



Who are Celeb Luxury's lead colorists or educators? How can salons and colorists connect with them?

- **Leland Hirsch:** Thought leader, industry innovator, creative authority on hair color, co-founder of Hair Color USA seminars, co-founder of Artec, and co-founder of Celeb Luxury
- **Andrew Bartfield:** Hairdresser/colorist, VP global education and events for Artec and L'Oréal Professionnel, VP, general manager of Celeb Luxury

Leland and Andrew can be reached at info@celebluxury.com or through the Celeb Luxury Facebook page.

What type of swatch books and other resources does Celeb Luxury have that professionals can add to their color library?

We have printed in-salon uses guides that also show color swatches. These come with all intro kits purchased or they can be downloaded from the education tab on our website.

What products or range of color is generating the most buzz heading into fall?

Celeb Luxury's Viral brand is generating the most buzz. Everyone is loving the extreme bold and pastel colors they get with the Viral Colorwash. Viral Colorwash has instant results. You can be so creative with it and there is no mess when you use it! With its patent-pending, cleanse + Colorposit technology, it adds bold color and high-conditioning with a high-lather cleanse. And the best thing about it is, if clients start using it right after fresh color and use it continuously, alternating with Viral Moisturewash clear shampoo, it will stop hair color washout and fade and your clients' color will stay virtually the same until their next color service.

partners in
COLOR

BRAND BASICS

ONLINE: celebluxury.com

FOLLOW:

 Celeb Luxury

 [celebluxury](https://www.instagram.com/celebluxury)

EDUCATORS:

Leland Hirsch, Andrew Bartfield

MISSION & MESSAGE

It's not about just creating a product. It's about creating, dreaming and inventing what should be that is not; giving hairdressers and colorists the tools to be more successful, to refine our craft while at the same time, increasing our revenue.

LELAND HIRSCH
Celeb Luxury Co-founder

