

ESTETICA

USA EDITION

HAIR

SUSTAINABILITY

In products, salons,
& the community

COVER STORY

Inspired by Nature,
made possible by Lisap



RETYLING

From printed page to
digital interactivity

ECRU[®]
NEW YORK



EXPLORE THE PROCESS.

ecrunewyork.com

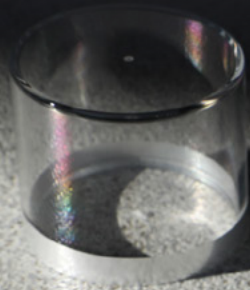


FACEless BEAUTY

A creative evolution has taken form at ECRU New York,

transcending the faceless into a lifeform of beauty. Beauty

that can only be created by the artist we know as hairdressers.





estetica

ESTETICA

ESTETICA

ESTETICA

1946

1951

1961

1973

RESTYLING: ONGOING FOR OVER 77 YEARS

In its 77-year journey so far, ESTETICA has always endeavoured to update and innovate its editorial content and graphic design. This began **with our logo**, which started out in italics in our first issue in March 1946, before moving into block capitals from the 1960s onwards. The choice of a more elegant font in either black or white was combined with a new cover layout. Together, they have defined the identity and high standards of the magazine. They have gone hand in hand with the overall graphic design, which has also evolved over the years.

Our Spring '23 edition heralds an impactful and innovative restyling. Starting right from the cover with the insertion of the HAIR logo in the header. The **new look of EsteticaHAIR** will be immediately evident by flipping through the pages of the magazine: stronger images, more concentrated and readable texts with unmissable focal points clearly marked. Column titles make the topic of discussion immediately apparent: with the contents of hair fashion and current affairs distinguished by **HAIR** and the professional articles by **PRO**. This is all done to maximize harmony in the layout as a whole, as you will discover as you turn the pages...

FROM PRINTED PAGE TO DIGITAL INTERACTION

But the big news, however, is linked to the **interactivity** of the pages with multimedia content on both esticamagazine.com and all the linked social networks. In fact, Estetica's content will be immediately enriched on **smartphones** and **tablets**: just scan

2023

ESTETICA

ESTETICA

ESTETICA^{HAIR}

1980

1990

2023

the QR Code and... videos, photo galleries and deeper editorial insight will become available. In-depth product information and cutting & coloring techniques will come alive, with contributors to each issue having the opportunity to communicate to an extent which has never been possible before.

With digital interaction, there will be no more limits to the frontiers of **augmented reality**. You will be the first to see seminars, trade shows and industry events from around the world. And you can participate in fashion and catwalk shows in **'live mode'** - without leaving your salon.

MAGAZINE IN ONE HAND, SMARTPHONE IN THE OTHER

To be connected to Estetica's extra interactive content, simply scan the relevant QR Code shown on the page of interest. With one hand you can leaf through the various articles in Estetica, while with the other you can use your smartphone to scan away for more dynamic content. Equally evident is the added value that you can offer to **clients who wish to browse the magazine** in the salon while they're waiting for their service or for their color to develop. These new, narrative formats offer huge visual impact as well as new sources of inspiration. They're also really **quick and easy** to interact with, allowing you to discover every facet of hair fashion. New EsteticaHAIR offers so **much more** than just a reading experience. This is lots of additional content indicated by **QR VIDEOS** and **MORE**. Happy reading... and happy watching!



Roberto Pissimiglia



iQ₂ perfetto

• THE ORIGINAL •

We have reinvented the way hairdryers are made:

Ultra-light

0.65 lb.

Motor speed

120.000 rpm

Extra

LONG LIFE

THE BEST OF ITALIAN DESIGN

SLEEK . COMPACT . ELEGANT


G.A.M.A.[®]
PROFESSIONAL



ESTETICA
THE HAIR MAGAZINE
esteticamagazine.com

N. 147
01/2023

Cover Story

The Urban Elements Collection
Hair: L. Espinoza Acchurra
Color/styling: C. Barber
Petenbrink
Photo: N. Capetillo
Make-up: M. Musseau
Products: Lisap Milano



CONTACTS

Marlena DuRon
1564 Seabridge Lane,
Oxnard, CA 93035 (USA)
Tel. + 1 3104153360
marlenaduron@gmail.com



SUBSCRIPTIONS

e-mail: customercare@estetica.it



ONLINE

www.esteticamagazine.com

In this issue:

HAIR editorial	1946-2023	02
photoshoot	Cover story	06
catwalks	Spring/summer 2023	08
creativity	Creative soul	12
direction	Creative fusion	14
Best of USA	Style & attitude	20
exhibition	Hair &... hairs!	26
web choice	Tips & trends	28
trends	<i>The best of international hair looks</i>	33
PRO sustainability	Think green, think now	82
digital	Upping your game	84
brands	Products	86

PUBLISHER AND MANAGING DIRECTOR

Roberto Pissimiglia

EDITOR-IN-CHIEF

Marie Scarano - esteticausa@estetica.it

INTERNATIONAL EDITOR-IN-CHIEF

Laura Castelli - l.castelli@estetica.it

INTERNATIONAL ADVERTISING COORDINATOR

Monica Tessari - m.tessari@estetica.it

ART DIRECTION

Mauro Melis

LAYOUT

Manuela Artosi, Davide Cardente

ADVERTISING & P.R.

Nives Carena - nivescarena@estetica.it

ESPAÑA

Elisabet Parra, Cristina Hernández

DEUTSCHE AUSGABE

Michaela Dee

FRANCE

Marie Coccoluto

UK

Gary Kelly

ITALIA

Lucia Preziosi, Glorianna Vaschetto,
Emanuela Vaser

DIGITAL

Erica Balduini, Erika Marchese,
Stefania Rao, Alessandro Zanetti



ANES ASSOCIAZIONE NAZIONALE
EDITORIA DI SETTORE



COVER STORY

INSPIRED BY NATURE, CREATED WITH SKILL, LISAP MILANO, AND A SHARED PASSION.



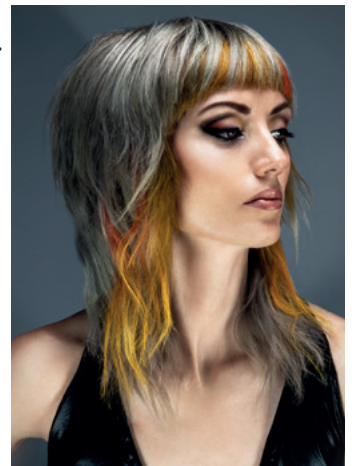
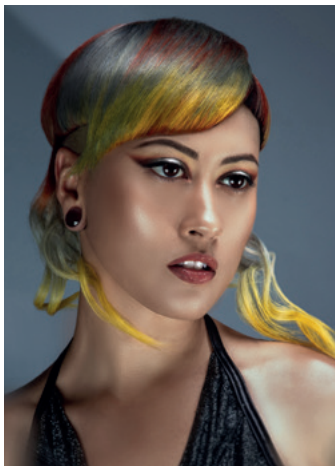
In the Urban Elements collection, Liza Espinoza and Cherry Petenbrink were inspired by the striated, variegated, or sliced color schemes of precious metals and gemstones to create incredibly evocative colors and shapes. “In this collection, we celebrate the uniqueness of nature, especially the beauty of metals, gems and minerals. Their ability to transform, and even their metaphysical powers, make them so special,” explains Liza. Cherry and Liza worked in tandem to create shapes and geometrics combined with the depth and dimension created by the strategic placement of hair color... this is what makes the magic happens. Each Element is unique in color, form and configuration; and when cut into them you expose layers of shape and color that create incredible patterns. Likewise, Cherry developed intricate striations and color movement in the hair, inspiring Liza to create cuts that would reveal the incredible variety of geometric shapes and color to emote a similar feeling.

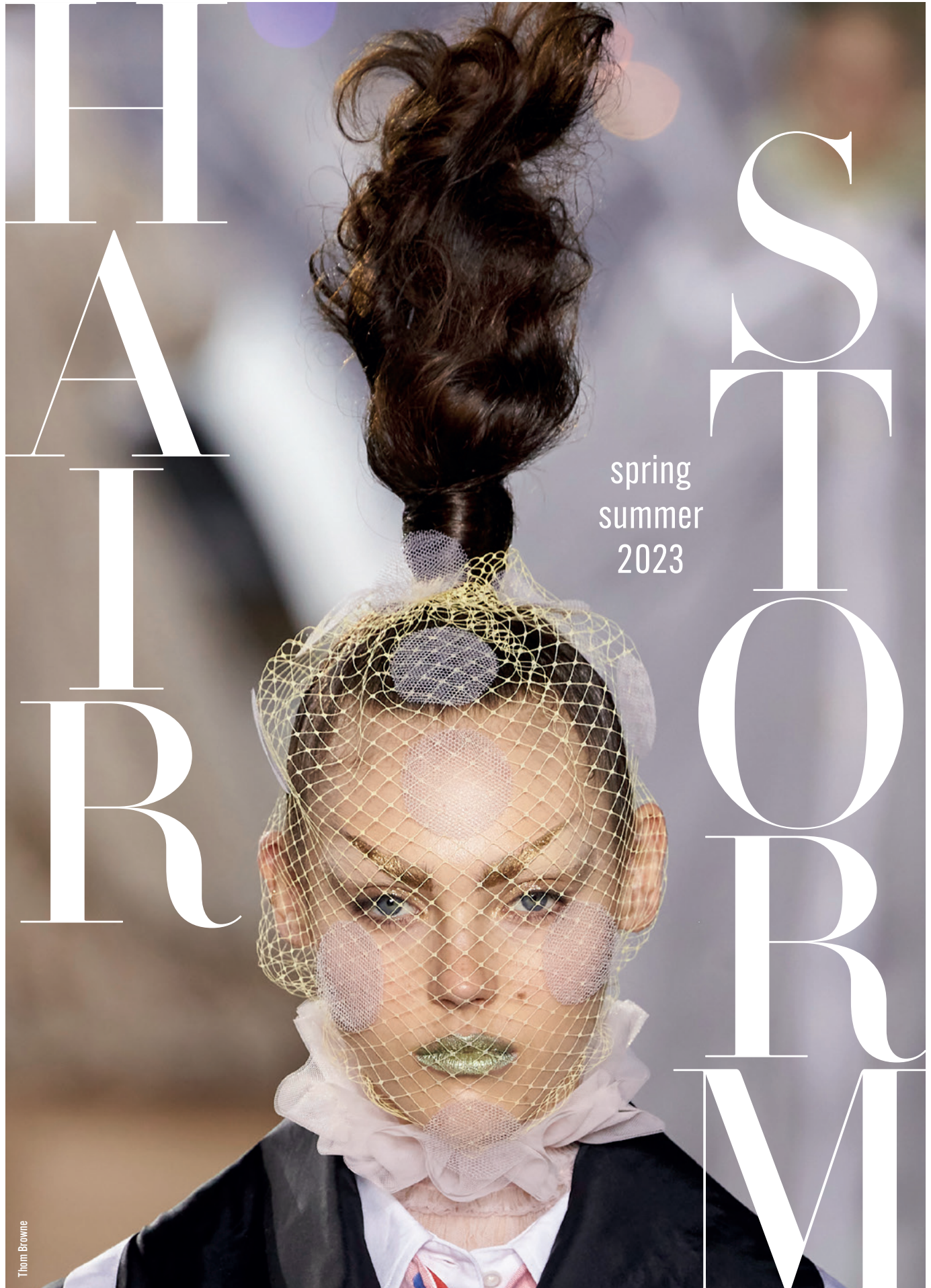
Haircut/Styling: Liza Espinoza Acchurra @ Salon Fluxx
Color/Styling: Cherry Barber Petenbrink, Creative and Education Director Lisap Milano
Photo: Nohemi Capetillo
Make up: Melissa Musseau
Support: Eddie Vaughan, Bryce VanDyke, Reynaldo Achurra, Vianey Marcus and Anavel
Products: Lisap Milano



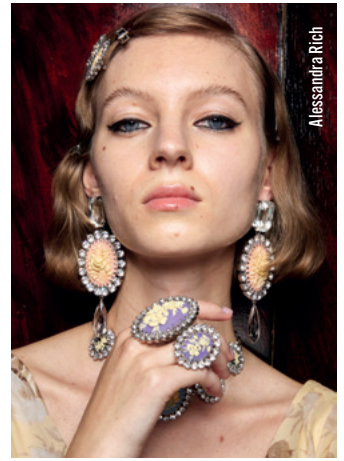
LISAP MILANO USA

Light Scale Charcoal Bleach for cool tone lift; LK Permanent Color (OPC) for hydrating shine; Lisaplex Filter Metallic Color for bond protection and reconstructive benefit; Lisaplex Xtreme Color for brilliant, intense, long-lasting, color results. Find out more at Shoplisap.com

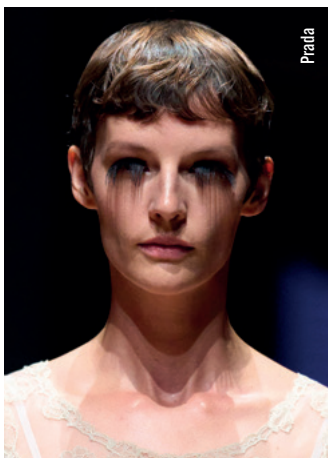
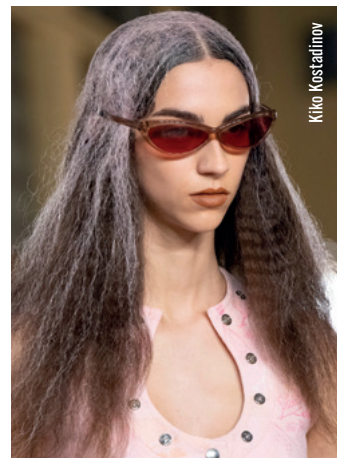
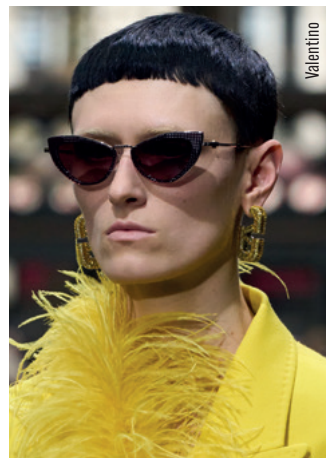
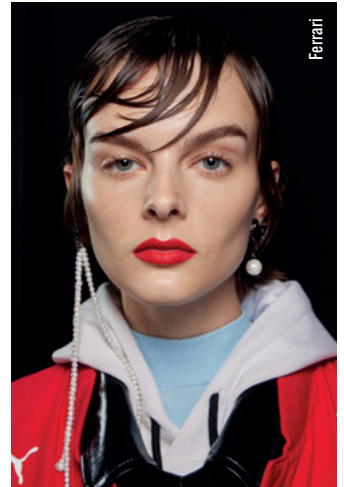




Thom Browne



IDEAS UNITE TO IMPACT THE HAIR. GRAVITY DEFYING PONYTAILS CONVERSE WITH FLAT WAVES & VOLUMINOUS MULLETS. GOING SHORT, FRINGES RECEDE WHILE TEXTURE TAKES A HOLD...



Kabuki Style for hairlooks by Act N.1
Scan the QR Code

VIDEO

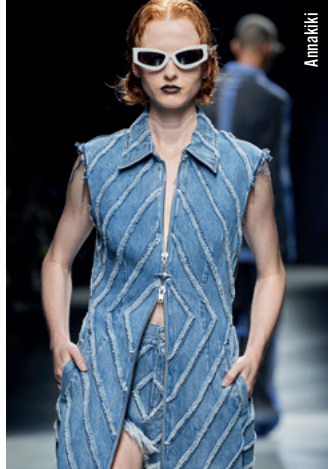
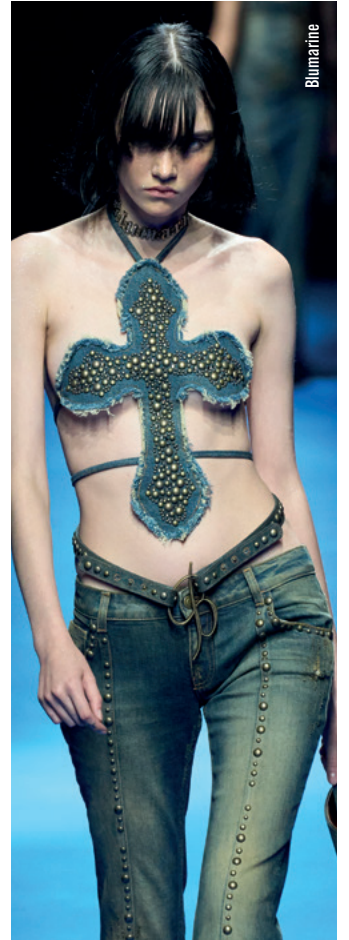
DENIM OBSESSED

Laura Castelli

spring
summer
2023

Off White

CATWALKS PHOTOS: IMAXTREE



ALL INCLUSIVE BLUE DIMENSIONS.
FROM CROP TOPS TO MAXI
SKIRTS & ACCESSORIES; FROM
BAGGY TO LOW SLUNG, INK BLUE
TO PASTEL; RIPPED & SEWN.
ALWAYS REINVENTED.



Scan the QR Code
to see the Diesel
runway show!

VIDEO

CREATIVE SOUL

OBSESSED WITH VISUAL STORYTELLING, REGIS AND KAHRANN BETHENCOURT CAPTURE THE ESSENCE OF INDIVIDUAL BEAUTY AND EMPOWERMENT.

In Atlanta, Georgia, husband & wife team, Regis and Kahrann Bethencourt are the owners of Creative Soul Photography. Their mission is to empower children of color by immortalizing their beauty. “We feel that it is important for kids of color to see positive images that look like them in the media. We combat these stereotypes in our photography by creating diverse imagery of kids who love the skin they’re in, their own natural curls and their culture,” explains Kahrann. To create these stunning looks, hairdresser, Shanna Annse uses both synthetic and human textured hair that closely matches the model’s hair.



“We think these stories are important to show in order to shatter the current standards of beauty.”



Hair: Sharma Annise @redmystiqueart / Photo: CreativeSoul Photography @creativesoulphoto



CREATIVE FUSION

James Earnshaw for Mella Professionals

HAIR DESIGN HAS NO BOUNDARIES – IT’S A LIMITLESS EXPRESSION OF CREATIVITY, EXPERTISE AND BEAUTY. SO, IGNORE CONVENTION AND EMBRACE THE DIFFERENCE!

Gary Kelly & Marie Scarano

■ **GO GIRL BUZZ CUT.** Once a morale-breaker for marine boot camp, the buzz cut for women and girls conveys a message of attitude, self-confidence and no-nonsense beauty... especially if you add your favourite fashion colors. **James Earnshaw USA/UK**

▲ **GRAPHIC ANDROGYNY.** This androgynous short style highlighted Mirza’s intention to showcase textured hair in obscure shapes using only male models. When it came to make-up for this short style, full smoky eyes and glossy lips were added to emulate the look of a female model, playing up the gender-bending elements in his design. “The extreme shape was meant to be showstopping - an expression of fun fashion on the edge,” says hair designer, **Mirza Batanovic, USA**

◆ **UNISEX CURLS.** Given how the hair is brushed back, could we call this a faux mullet? In any case, these curls can work for both the male and female of the species. Suitable for trending wet looks... or maybe even with a headband? **Alex Burt, USA**

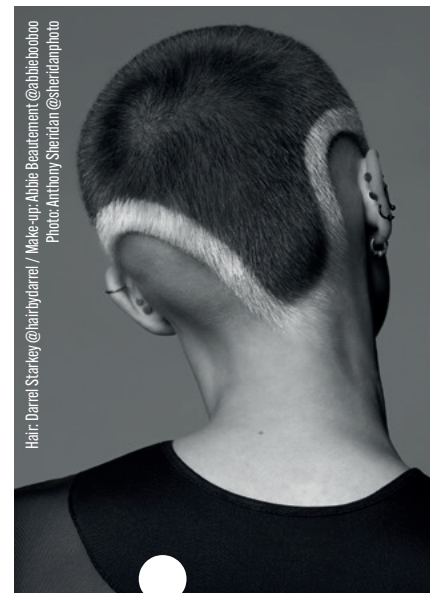
● **STRENGTH & CONFIDENCE.** “In a world where you can be anything you wish to be, I was inspired to create a collection of images that represented the individual rather than the gender, with styles that could be applicable to every single person and give them a confident outlook on life. This gorgeous image, although shot from behind, portrays a feeling of strength, confidence and individuality at its very best. The look also showcases the progress of the hairdressing industry, where much more creative styles are being completely transitioned into modern day trends and requests.” **Darrel Starkey, UK**



Hair: Mirza Batanovic / Photo: Richard Morsieus / Make-up: Emilia Adamkiewicz



Hair: Alex Burt @barberdynamics for Denman Brushes / Photo: Chris Butzlik



Hair: Darrel Starkey @hairbydarrel / Make-up: Abbie Beattment @abbieboboo Photo: Anthony Sheridan @sherdanphoto



Hair: Mego Ayvazian, Patrick Kalle, Wesley Palmer, Joshua Bennett, Sarah Harris & Assistant: Lorena Garcia for Farouk Systems. Photo: Mohammad Ghanayem. Make-up: Janette Marin & Ashley Reyna

■ **LONDON GRIT.** The smoky hues associated with the spirit of London are dominant in this look from the Chic Collection by Farouk Systems, Inc., evoking the English capital's stone and steel skyline. The versatility of a shortish shaggy cut with a tousled wind-blown texture makes it easy to switch from female to male, night to day, work to play! **Team Farouk, USA**



Hair: Teri Lowe / Styling: Rasa Baucumiate / Make-up: Stacy Ellen Simpson / Photo: James Nicklin

▲ **MODERN DANDY.** "This look is from my collection, Fluid. It's a hair story that uses male models to demonstrate how strong colour choices can be wearable for all. This look was inspired by the trend for gender fluid styling throughout pop culture history. I wanted to create an 80s' new romantic, eccentric dandy feel with a modern twist. The coloring technique plays on the trend for root coloring, but in reverse. I love how the lighter root brings softness and femininity to the look, yet it is a bold, exciting choice. I think the reverse root really helps to elevate the whole look." **Teri Lowe, UK**



Hair: Daniele De Angelis, TONI&GUY, London / Colour: Stuart Matuska / Make-up: Maria Comparotto and Katie Moore / Styling: Borna Pirkaski. Photo: Kevin Luchman

◆ **DEPTH & COLOUR.** "This is one of my favourite images from my Momento collection – the shapes, the colour, the depth all work together to create an eye-catching image. The form and the shape of the hair was worked together to bring a fresh approach to hairstyling. I wanted to combine a striking cut with a creative colour to create an image that captured a moment in time, her personality and the beauty of the hairstyle." **Daniele De Angelis, UK**

● **SIXTIES VIBE.** Lending new meaning to the mop cut. Just add lots of colour, volume and free-style texture for an androgynous update to a Sixties vibe! **Charlie Price, USA**



Hair & Colour: [Charlie Price @charliepricehair](#) / Photo: [Fred Langer](#) / Make-up: [Taja Pierre @tajapierrebeaute](#)

HAIR direction



Hair: Janene Hawkins Bush - Fellowship Project Men 2022 Team Sponsored by Wahl UK / Art Direction: Simon Shaw, Project Men Leader / Photo: Paul Simmons (Happy Jack Photography) & Sara Simmons

● **UNDEFINED GENDER.** “I am so proud of this image. I love to create and make a difference and I was the only person on this shoot to go with androgynous as my choice of model. It defines the fusion of the world today and the people within it. This image was created with the blended crossover of females into the barbering sector and was inspired by a new generation, not defined by gender, to show that females can be whoever they wish to be.” **Janene Hawkins Bush - Fellowship Project Men 22 Member, UK**



Hair: Suzie McGill, Artistic Director at Rainbow Room International

■ **EMPOWERING STATEMENT.** “With this look we wanted to achieve a very androgynous feel. The mullet cut has become a huge trend over the past couple of years and it is no longer a haircut we only see on men. We now see many women embracing this look - and looking incredibly cool and chic whilst doing so! For me, this shows a very empowered, confident woman rocking an incredibly bold hair look.” **Suzie McGill, UK**



Hair: Tim Scott Wright / Photo: Michael Young / Stylist: Clare Frith / Make-up: Maddie Austin

▲ **ASIATIC OPULENCE.** This look is from my FUYU collection, which means ‘wealthy’ in Chinese. This looks capture the opulence and luxury of rich Asian culture. I love the dynamic, precise shape of the cut and how the red frames the face for undeniable impact. This look feels expensive, and it exudes a powerful attitude that I think is truly captivating.” **Tim Scott Wright, UK**



Hair: @35a_official / Styling: @weiluntok @rickwensonline @denischongadornments / Make-up: @shastams / Colour: @goldwelsg

◆ **CLUB KIDS & DRAG QUEENS.** “This image is a reference to the club kids and drag queens of the 90s. The fearlessness that they had is really at the core of what I do when I create - and being able to leave the house with different hair as often as you would change your clothes. That, for me, is an extension of that expression of boldness.” **Junz Loke, Singapore**



DOTDOTDOT

Channeling pois as a geometrical element in chiaroscuro... a contemporary contrast with other lines and forms.

STYLE

&

ATTITUDE

Hair: Brandon Messinger for Denman Brushes / Photo: Chris Bulezuik

Hair: Liza Espinoza, Cherry Barber, Petenbrink, and Bryce Van Dyke for ROGUE ARTISTRY / Photo: Noemi Capetillo / Make-up: Melissa Musseau / Products: Lisap Milano - USA



BALANCING ACT

Fascinating shapes and volumes self-adorned with two-toned braids for a fresh perspective on elegance. Rogue Artistry indeed!



BANGING!

These super blunt-cut curtain bangs are offset perfectly by longer lengths. Add a fresh color palette and Bang! Grunge revisited...

Hair: James Earnshaw for Wella Professionals



Hair: James Earnshaw for Wella Professionals

DAZZLE 'EM!
Beauty at its best!
Elegantly classic styling
and explosive color
for when you want to paint
the town red!



DISCRETION

A monochromatic understatement. The slight bouffant and longish bangs channel Bardot, while a hint of flip bring it up to date.

Color for Oribe: @nickpaganohairdesign Hair for Oribe: @MandelTaubert / Photo: @okriche / Make-up: @gracegraceahn Color: @GoldweilUS

MIXED MEDIA

This fascinator headpiece evokes the mineral clusters of the desert rose, but in a metallic teal. The perfect accessory for this texture updo with sensual tendrils.



Hair: Liza Espinoza, Cherry Barber, Petenbrink, and Bryce Van Dyke for ROGUE ARTISTRY / Photo: Nonemi Capetillo / Make-up: Melissa Musseau / Products: L'Oréal Milano - USA

*Scan here to see more
of the Best of USA*



HAIR &... HAIRS!

Gary Kelly

WELLA COMPANY IS PARTNERING WITH THE MUSÉE DES ARTS DÉCORATIFS IN PARIS TO BRING THE EXHIBITION 'DES CHEVEUX ET DES POILS' TO THE PUBLIC. IT OPENS ON APRIL 5TH AND RUNS UNTIL SEPTEMBER 17TH 2023.

PARIS. The 'Des Cheveux et des Poils' (*Hair & Hairs*) exhibition demonstrates how, for centuries, hairstyles and the art of hairstyling have been the main protagonists in determining our outward appearance. Hair is an essential aspect of our own identity and it has often been used as a means of expressing not only how we feel about current fashions, but also a symbol of rebellion or protest. It also holds much deeper meanings such as femininity, virility and negligence, to name just a few. Through 600 works dating from the 15th century to the present day, the exhibition explores the themes inherent in the history of hairstyles, as well as all those perennial questions related to facial and bodily hair. Des Cheveux et des Poils is running at the Musée des Arts Décoratifs 107 rue de Rivoli, Paris.



The poster designed for the show: Graphic Design © Aurélien Farina



Marketing booklet Wella Tempera, 1952



Charlie Le Mindu - Blonde Lips © Samir Hussein / Getty Images



Marisol Suarez – Braided wig ©Katrin Backes



Scan the QR Code above for further information about the exhibition

esteticamagazine.us

TIPS & TRENDS

Our USA website is an excellent source for all the latest updates on what's hot in the world of hair fashion. And thanks to our new restyling and QR codes, now you can just "Click-and-Go"!

5 NY HAIR SALONS

Yes! Estetica also serves as a salon locator in the Big Apple



Here are 5 NYC salons selected for their style, where design and the quality of the service are guaranteed.



THE FLIP SIDE

This look is dusting off its vintage vibe for a 2023 revival



Catch up on this 60's trends that is rampant among celebs opting for a more "flippant" bob. But its versatility and easy DIY styling make it perfect for anyone and any occasion.



WEDNESDAY'S BANGS

The latest hair trend was launched by a TV series



Wednesday Addams may always be “Goth” with her raven black hair in braids, but this simple update to her hairstyle is breaking the Internet.



THE C-CUT IS HOT

Social media indicates that this cut will be in high demand!



The C-Cut consists of a series of layered sections of hair cut in a C shape, lending thickness, length, and volume to the hair and framing the face. “C” for yourself!



2023 TRENDS FOR MEN

Medium lengths dominate, with fewer super short cuts



Fashion runways and social networks have established that mid- and long lengths will be the hottest trends this year. But with unusual twists!



FINGER WAVES

With that 1920's vibe, finger waves are elegant & glam



Perfect for special occasions, today's finger waves have been updated in combos with other styles for a more contemporary vibe.





Models: Addieson Caulder / Monique Blanchard / Craig Prather Jr / Emmanuel Comp / Madison Thibodeau **Hair Artists:** Dean Roybal @deanroybal / Enrique Lamboy @kique_stylist / Stevie Smith @stevieannsmith **Support Hair Artists:** Nato Van Dine @re_nato_v / Eric De La Torre @priince_eric **Make-Up Artist:** James DeMoss @thejamesedit



WELLA EXTRA



Be **EXTRA CREATIVE** with

KOLESTON PERFECT **ME+**

SHINEFINITY
color glaze

SHINE YOU CAN FEEL

BLONDOR®



Nail Artist: Julie Le @nailartslanger Key Photographer & Editor: Nick Berardi @nickberardi Wardrobe Stylist: Natalie Berwanger @lilnatb
Wardrobe Assistant: Yesenia Carbajal @_yeseniaa

SCAN FOR EDUCATION

Fanola
WONDER

No Yellow
EXTRA CARE

VEGAN

All of the **No Yellow**
performance
with a **new**
Extra Care Formula

Softer and shinier hair
with the **WOW** factor



HAIR TRENDS > > >

The best of international hair looks

Il meglio della modacapelli internazionale

Le meilleur des tendances coiffure internationales

Die Top internationalen Hair Looks

Lo mejor de la modacabello internacional

> > > HAIR TRENDS are the force that influence and inspire us to experiment with new creative ideas and techniques. They may adapt and evolve, but they always impact on what consumers will be asking for when they next visit the salon!

HAIR TREND come fonti di ispirazione che ci invitano a superare i nostri limiti, sperimentando sempre nuove idee e tecniche creative. Si adattano, evolvono, impattando sull'immaginario delle clienti e sulle richieste che faranno in salone!

HAIR TRENDS comme source d'inspiration. Pour dépasser ses limites, expérimenter régulièrement des idées nouvelles et des techniques différentes. Afin que celles-ci s'adaptent, évoluent, impactent l'imaginaire des clients et suscitent de nouvelles envies dans les salons !

HAARTRENDS sind die treibende Kraft, die uns inspirieren mit neuen kreativen Ideen und Techniken zu experimentieren. Trends können sich weiterentwickeln, aber sie wirken sich immer darauf aus, was Salonkunden von ihrem Friseur wünschen!

HAIR TREND es la fuerza que nos influye y nos inspira a experimentar con nuevas ideas y técnicas creativas. Pueden adaptarse y evolucionar, ¡pero siempre impactan en lo que los consumidores pedirán la próxima ocasión que visiten el salón!

Hair: Richard Ashforth
@ Saco Creative Team
Photo: James Stopforth
Make-up: Manabu Nubouka
Styling: Kim Howells



HAIR trends



Art Direction & Hair: Anna Pacitto
@ Salon Pure Montreal
Photo: John Rawson
Make-up: Marco Zita
Products: Davines



Hair, Photo & Make-up:
Sawamaru Pokiru

HAIR trends



Hair: Rafael Bueno Peluqueros
Photo: Alberto Zaldivar
Make-up: L. Pérez, C. Barahona,
E. Teba, C. Cárcamo & M. Utrera
Products: Revlon Professional & Elegance



RAFAEL BUENO PELUQUEROS



Hair: Adam Ciaccia
@ Axis Hairdressing
Photo: David Mannah
Make-up: Sanaz Fakhra
Styling: Emma Cotterill



Hair: Italian Style
International @ Framesi
Photo: Karel Losenicky
Make-up: Silvia Dell'Orto

Hair: Danilo Giangreco
Photo: Jack Eames
Make-up: Magumi Matsuno
Styling: Veronika Greenhill







Contrasted colour combos

Combinazioni di colori a contrasto

Combinaisons contrastées de couleurs

Kontrastierende Farbkombinationen

Combinación de colores contrastados



Art Direction: Robert Eaton,
President of The Fellowship
Photo: Richard Miles
Make-up: Lucy Flowers
Products: L'Oréal Professionnel

HAIR trends



ANTONIO PALLADINO

< >

Hair: Antonio Palladino
Photo: Jamie Blanshard
Make-up: Katie Moore
Images: FPA







URBAN SPACE: STREETSTYLE EVOLUTION

Vintage blends with modern style
to inspire the beauty of the future

Il vintage si fonde allo stile moderno: bellezza del futuro

Quand le vintage s'associe à un style plus moderne,
pour une beauté déclinée au futur

Vintage verschmilzt mit modernem Style,
um die Schönheit der Zukunft zu inspirieren

Lo vintage se combina con el estilo moderno
para inspirar la belleza del futuro

Creative Director: Nadia Ceccarelli

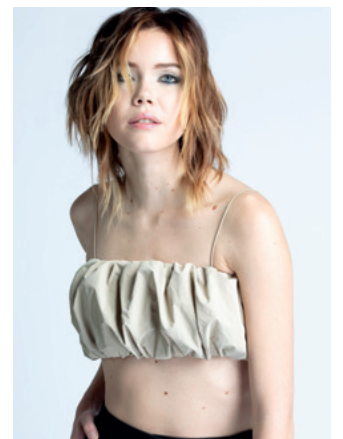
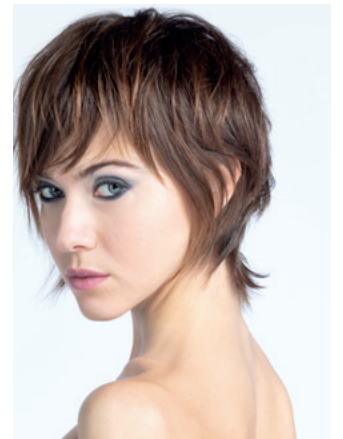
Hairstylist: G. Proietto, F. Scarfalloto, A. Ceglie,
G. Politi, F. Gorgone, S. Leonardi

Photo: Antonio Di Maria

Products: matrix and L'Oréal Professionnel



**URBAN CDB SALON
BY COMPAGNIA DELLA BELLEZZA ACADEMY**



HAIR trends

Hair: Geoffrey Tentillier
Photo: Weronika Kosińska
Make-up: Anna Sokółowska
Styling: Patryk Gajewski

Hair: Steven Smart @ Smart.Est.73
Photo: Jamie Blanshard
Make-up: Debra Smart
Styling: Ginger Ninjas







< >

Hair: Daniele De Angelis @ Toni&Guy
Colour: Stuart Matuska
Photo: Kevin Luchmun
Make-up: M. Comparetto & K. Moore

I. ART HOTEL COLLECTION

Touches of Italian colour make all the difference

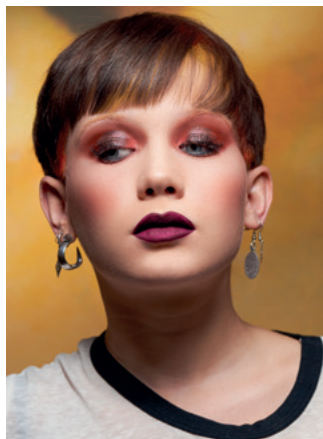
I dettagli di colore italiano che fanno la differenza

Détails de couleurs italiennes
comme signe distinctif

Ein Hauch von italienischer
Farbe macht den Unterschied

Los toques de color italiano marcan la diferencia

Hair: Mauro Basso
Hair Team: M. Bianchini, M. Ostanello, V. Boscolo, C. Russo
Photo: Andrea Guizzardi, Fabio Salmoirago
Make up: Vincenzo Zaccariello
Styling: Piermattia Aiello



I. ART TEMPRA



HAIR trends



Hair: Karmen Ramirez
@Peluqueria Jose Urrutia
Photo: Jose Urrutia
Products: Revlon Professional

Hair: Lindsay Guzman @ Elle.B Savvy
Photo: John Rawson
Make-up: Jillian Leone Nelson
Styling: Rose Swift





Art Direction & Hair: Angelo Seminara,
Goldwell Global Ambassador
Photo: Trevor Leighton
Make-up: Laura Dominique

Be bold to be beautiful!

Audaci, per essere belle

De l'audace pour une beauté assumée

Hab Mut zur Schönheit!

Sé atrevida para ser hermosa



ANGELO SEMINARA

HAIR trends



Hair: Andrew Smith
Photo: Richard Miles
Make-up: Louise Lerego
Styling: Magdalena Jacobs
Products: Milkshake



Hair: Ego Hair Design Artistic Team
Photo: Richard Miles
Make-up: Sarah Mulder
Styling: Carla Zebrowski

ENRIQUE SERRANO
MA-RI COLLECTION

The incomparable charm of feminine chic

Lo charme impareggiabile dello chic femminile

Le charme incomparable du chic féminin

Der unvergleichliche Charme
des femininen Chic

El incomparable encanto de la elegancia femenina

Hair: Enrique Serrano @ Salón Gaudí

Photo: Alisa Andrei

Make-up: Lucia Camarena

Styling: Nerea Argüeso



ENRIQUE SERRANO





Hair: M. Mallett & A. Adams @ Mode Hair
Photo: Richard Miles
Make-up: Roseanne Velin
Styling: Magdalena Jacobs

Hair: Andrew Smith,
Global Ambassador Milkshake
Photo: Kamil Strudzinski
Make-up: Anna Marianegri
Styling: Lucas Morgon



HAIR trends

Hair: Ismael de Mora @Brain on Academy
Photo: David Arnal
Styling: Mikoto





Hair & Styling: Anne Veck
Photo: Desmond Murray
Make-up: Morgan Defre

HAIR 'MADE IN ITALY': THE ARMOLUCE COLLECTION

Customised hair highlights by Compagnia della Bellezza

Tagli di luce personalizzati by Compagnia della Bellezza

Effets de lumière personnalisés
par Compagnia della Bellezza

Individuelle Haar-Highlights
von der Compagnia della Bellezza

Mechas personalizadas por Compagnia della Bellezza

Vision Hair Designer: Salvo Filetti

Global Creative Team: R.Napoli, A.Reitano, N.Ceccarelli, P. Piscitello, C. Sinopoli

Team Academy: P. Napoli, G. Politi, F. Scarfalloto,
A. Ceglie, S. Leonardi, F. Gorgone

Photo: Antonio Di Maria

Products: L'Oréal Professionnel and Kérastase



COMPAGNIA DELLA BELLEZZA



Touch of light perfection

Lampi di luce perfetta

Jeux de lumière parfaits

Ein Hauch leichter Perfektion

Destellos de luz perfectos





Hair: Mark Leeson, Revlon
Professional Global Ambassador
Photo: Richard Miles
Make-up: Maddie Austin



Hair: Steven Smart @ Smart:Est 73
Photo: Jamie Blanshard
Make-up: Debra Smart
Styling: Ginger Ninjas

Hair: Jack Mead & Lydia Wolfe
Photo: Richard Miles
Make-up: Abbie Beaumont
Styling: Lewis Cameron



Hair trends



Hair: B. Peace & L. Scott @ Mark Leeson
Photo: Richard Miles
Make-up: Lauren Matthis
Products: Revlon Professional & American Crew



Art Direction & Hair: Anna Pacitto
@ Salon Pure Montreal
Photo: John Rawson
Make-up: Marco Zita
Products: Davines



Hair: Andrew Cobeldick
@ Buoy Salon
Photo: Dave Richards
Make-up: Serena Rose
Styling: Sopheak Seng





Hair: Jason Hall
Photo: Lee Howell

HAIR trends



Hair: Jose Salvador @ Makeover
Photo: David Arnal
Make-up: Eva Quilez
Styling: Mikoto

Hair: Manuel Mon @ Mon Estilistas
Photo: Bernardo Baragaño
Make-up: María Montes
Styling: Ana González
Products: Revlon Professional





HAIR trends

**DISCOVER MORE...
IN OUR HAIR GALLERY**

**ESTETICA CONTINUA!
GUARDA L'HAIRGALLERY**

**ESTETICA HAIR, ENCORE PLUS
AVEC SA GALERIE D'IMAGES**

**ENTDECKE MEHR...
IN UNSERER HAARGALERIE**

**DESCUBRE MÁS...
EN NUESTRA HAIR GALLERY**



OMCHAIRWORLD
ACADEMY

PRESENTS

GLOBAL CERTIFICATION

TRAINERS-JURORS

Hair-Aesthetics-Nails



OMC WORLD BEST EDUCATORS
will be showing the newest inspirations
in Fashion & Competitions.

Save the Date

APRIL 30 - MAY 1, 2023

Online Registration - January 15-20, 2023
www.omchairworld.com

Trainer /Jurors Global Certification fees \$500

Includes - Lunches & Sunday Gala Night.
Guest Participation \$350 - Lunch and Sunday Gala Dinner.



THINK GREEN

Scientists and Mother Nature herself have declared that there is no time to be wasted when it comes to making sustainable choices in all aspects of our lives. And the beauty industry is spearheading this fight on multiple fronts: from the sourcing of certified ingredients to responsible packaging to waste reduction. Efforts to improve sustainability and a sense of responsibility trickle both up and down, as individual consumers are now often those who seek out and demand guarantees of product quality and salons that participate in programs to reduce water and energy consumption and serious recycling. Savvy consumers seek out pictograms like in the box

From production plants down to reducing water and energy consumption, as well as waste, in salons and naturally sourced botanicals, sustainability is key! And it's up to all of us to take action if we want to make a difference.

THINK NOW

on the facing page. When a salon caters to this clientele, first of all they boost business, but also reduce their overhead costs and - if they are active in community programs - promote their own image and brand.

Eufora CEO and Co-Founder Beth Bewley weaves the philosophy of sustainability into the fiber of day-to-day business



Eufora

LEADERS IN SUSTAINABILITY

The **Eufora** philosophy, Beauty without Compromise, is rooted in responsibility. CEO and Co-Founder, Beth Bewley, stands firmly committed to their founding conviction to act with care and compassion, always protecting the welfare of people and planet. These efforts include embracing fair trade, converting packaging plastics to PCR (post-consumer recycled) plastic, waste reduction, and upcycling. **JPMS** also instituted planet-friendly programs from the get-go and continue to do so. In addition to using ethically sourced ingredients and reducing the use of plastics, opting for more sustainable packaging, the company has renewed its commitment of Tea Tree with ReForest'Action to plant another one million trees, bringing the total to two million trees planted by the end of 2030. Paul Mitchell offers select salons a complimentary membership to **Green Circle Salons**, an organization that provides sustainable waste management, which can prevent up to 95% of salon beauty waste from ending up in a landfills. **Fekkai** is another brand that is constantly evolving to include the newest nature-based ingredient technology, using a combination of "green technology," modern innovation, and high-performance ingredients to power their hair formulas. **Denman Brush Professional** has partnered with PlasticBank® to help stop ocean plastic and improve lives in vulnerable coastal communities. Now, when you choose a Denman tool, you actively contribute to the prevention of over 45 metric tonnes of plastic from entering the ocean. **Oribe** introduced Oribe Refill Pouches for its most popular litre-size shampoos, conditioners and luxurious hand wash. In this way, Oribe affirms its continued commitment to sustainable packaging, as the new litre Refill Pouches use 71% less single-use plastic than the large-format litre bottles. There are even systems to optimize the use of color products, like the **LG CHI Color Master Factory**.



Denman



Sustain Beauty

Valorie Tate of Sustain Beauty Company recommends low-flow shower heads to save up to 65% on water and energy. Fekkai uses nature-based and high-performance ingredient technology and modern innovations.



RESPONSIBLE HAIR COLOR

Wella Professionals's **Koleston Perfect** offers uncompromised color performance and a metal purifier. This vegan color is made from up to 85% naturally derived ingredients and is cruelty free. Moreover, each tube is made of 95% post-consumer recycled aluminium and 5% post-industry recycled aluminium, while the cap consists of post-consumer recycled polypropylene.



Wella Professionals

UPPING YOUR GAME

Marie Scarano



What do **hightech hairstylists** do to boost their business and promote their brand? Take some digital tips from some of the best.

Today there is a plethora of digital options to up your game at the salon. It's just a question of where to begin. You can start by optimizing salon stock and bookings with specific apps. Online education is another important option, especially if you haven't got time to get away for live training. And never underestimate simply pushing your online presence on social networks to help build your own personal brand.

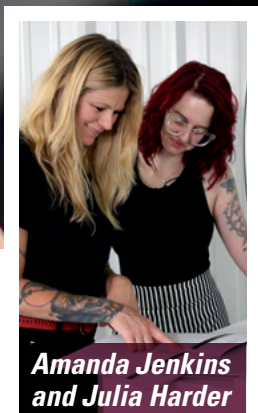
Professionals of the sector express their opinion on the use of technology..



Innovating beauty management

BOOKSY

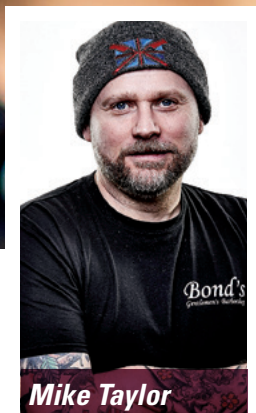
Booksy's mission is to give beauty pros the tools they need to run their businesses easily: including booking, payment processing, communicating with clients, & attracting new clients. Booksy also offers customers a platform to research and discover local service providers and manage their appointments. No phone tag required.



**Amanda Jenkins
and Julia Harder**

ECRU NEW YORK

A member-exclusive benefit for Platinum Network Salons, the **Salon Education Development Program** is a 4-part online training program spearheaded by Amanda Jenkins, Global Director of Education. The program teaches the salon's lead educator how to teach the fundamental shapes, both technically & communicatively, as well as how to create and implement an in-salon training program of their own. Find out more at www.ecrunewyork.com



Mike Taylor

DENMAN BRUSH

Denman Ambassador Mike Taylor of Bonds Barbers and **Mike Taylor Education** optimises his businesses with apps. Now his nine barbershops use Squire for bookings. "It's revolutionised the business. About 30% of our clients pay in advance, so even if they don't show, we get the revenue." Mike runs Academies and offers streamed education to Colleges. "If you don't engage with digital then without a doubt, your business is being left behind."



Omar Antonio

SEBASTIAN

"I use social media as a site for inspiration. My Instagram page is more of a 'mood board'. It's a plethora of artistic mediums. **Hair/ Art/ Design** – and even a glimpse of who I am as person. I want my followers to feel like they can relate to me. An artistic guy who uses various mediums for my art. Yes, I am an educator, so let me show you where my passion and inspiration comes from." For more, Check out "Wella Education Exposed" on YouTube!

Estetica knows very well how important it is to choose only the **best professional products** for your salon. Here are some top quality picks.

1. SAM VILLA

The Sam Villa Pro Results Cordless Flat Iron is the compact travel iron. Plug it in on an airplane, camping, in the car, the office – ANYWHERE for 45 minutes of cordless styling.

2. ORIBE

Custom crafted by a family-owned Italian business, these brushes are designed to last a lifetime. Ergonomic handles provide a perfect grip and balance. Boar bristles and soft nylon pins help distribute the scalp's natural oils while effortlessly detangling and preventing static.



3. KERATIN COMPLEX

The Natural Keratin Smoothing Treatment System for Blonde Hair is an in-salon treatment that repairs hair & reduces frizz for healthier, smoother, more manageable hair.

4. JPMS®

Tea Tree Special Detox Foaming Salt Scrub contains an antioxidant-rich blend of volcanic ash, Himalayan pink salt, and French green clay to polish and soothe the scalp, leaving it feeling refreshed and renewed

5. VEGAMOUR

The HYDR-8 Collection contains a proprietary vegan keratin alternative, Karmatin™, to hydrate hair for up to 72 hours and protect it from damage from environmental aggressors.

6. WAHL

The New Wahl Professional Power Station™ can charge three tools at once. With one space-saving cord, it also includes one USB-C port, perfect for charging a phone or payment processing device.

7. WELLA PROFESSIONALS

Color Fresh Masks, available in 13 shades, are zero-damage, semi-permanent color depositing masks designed to maintain professional color in between coloring services at home.

8. ECRU NEW YORK

Smoothing Blow-Dry Spray is a weightless mist that provides heat protection and decreases blow-dry time, while eliminating frizz and resisting humidity. It polishes and smooths even the most defiant hair.

9. FEKKAI

The Shea Butter Collection cleanses, defines and hydrates all wavy and curly hair types with the magic of Shea Butter. Try the Shampoo, Conditioner, Intense Mask, Intense Oil, and Curl Refreshener.

10. WELLA PROFESSIONALS

New Blondor Permanent Liquid Toners deliver reliable, true-to-tone results with non-progressive color that won't over-deposit, plus a Brass Kicker additive to neutralize underlying pigments.

11. DENMAN BRUSH

The Denman VEGAN Range offers a complete collection of tools to Detangle, Style and Finish any hairstyle. Denman has created a synthetic bristle that works to the same level as natural Boar Bristles with no biological content or waste animal content.

Recommended by **ESTETICA**

LISAP MILANO - USA

The products in the Lisaplex™ Bond Saver Line contain the Vegetal Protein Complex, the base element of Lisaplex™ technology that guarantees a cosmetic appeal, protection and reconstruction, in addition to improving hair volume and thickness.



Scan the QR Code to discover more about LISAP MILANO - USA

1



2



3



4



5



6



7



8



9



10



11



Great just got much better!

L'Oréal's 7-step Salon Emotion program goes sustainable, driving positive change for people and the planet.

L'Oréal Professional Products Division's Salon Emotion program has been proven to be a successful approach to consolidate and build salon business by simply enhancing the client's experience. But now what is already a great concept is about to get much better. How?

We asked Claudia Canal, L'Oréal AVP Sustainability. "L'Oréal Professional Products has long had a company-wide focus on sustainability. Since 2021, all of our U.S. facilities are powered by renewable energy. In our plants and distribution centers, we have reduced our CO2 emissions by 87% and cut water consumption by 53% since 2005. Moreover, 94% of the natural ingredients used in our products come from sustainable and traceable sources. These achievements and the rest of our sustainability goals for 2030 are guided by our current sustainability program called 'L'Oréal for the Future'.

Claudia claims that the next logical step is to extend these same principals and focus beyond corporate facilities and into the salon setting.





“We hope this starts a conversation around what matters to clients and serves to strengthen their bond with their hairstylists, and to understand their expectations for sustainability at the salon.”

7 STEPS AND 3 PILLARS

Sustainable Salon Emotion is a successive phase of the original Salon Emotion plan. It will take the same 7 steps of the salon guest experience and bucket them within 3 sustainability pillars ... 1) We care for the planet, 2) We care for everyone’s well-being, and 3) We care for society.

Essentially, the program will consist of a complimentary bi-monthly virtual live training. Videos of the 3 pillars taught by Pureology Artistic Director Yureesh Hooker will be added to L’Oréal Access in the latter half of 2023.

“Sustainable Salon Emotion is L’Oréal’s way of providing useful insights that we have learned over the years to our salon customers, giving them the tools to operate more sustainably in a way that makes sense for their business,” explains Matt Whitworth-Howe, L’Oréal AVP. “The program includes several ways in which they can display their sustainability initiatives, including a Sustainable Salon Checklist that attendees receive to help guide them in implementing what they learned.”

“Over the years, it became increasingly evident that stylists are incredibly engaged with sustainability, but there are no specific official guidelines or programs for the professional beauty

industry. It became obvious that framing the already transformational Salon Emotion program through the sustainability lens would be the most effective approach,” concludes Matt.

Sustainable Salon Emotion provides recommendations on how to implement sustainable best practices to future-proof their business. “Not only does this program drive sustainable change and help salons stand out, but in many cases, they will benefit from cost savings: lower energy and water consumption means lower bills to pay,” concludes Matt.

*Scan the QR Code for more
info on L’Oréal Professionnel
& Salon Emotion*



VERSATILITY TO CREATE

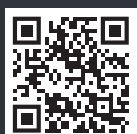
THE *reVITE*[™] CLIPPER



Our new reVITE[™] Clipper with adjustable and removable blade design delivers next-level versatility for creators.

Select from **Fade** or **Taper** blade options to realize your creative vision. Plus, its elevated design is lightweight and cordless, so you're free to explore.

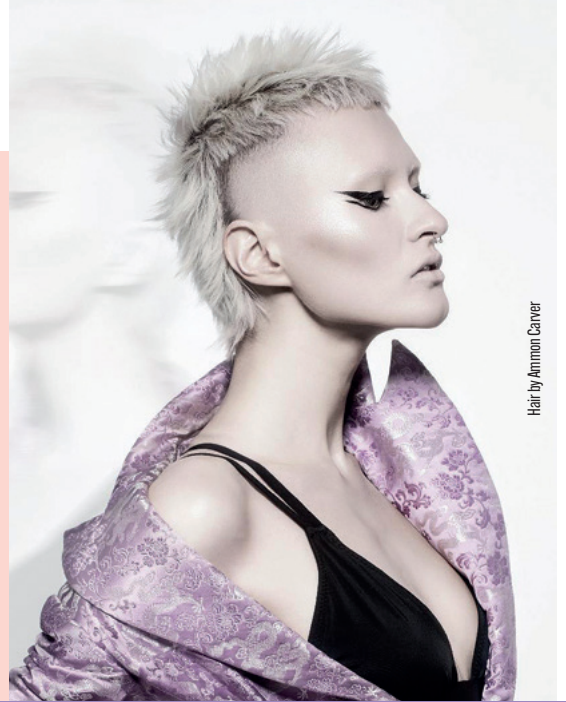
LEARN MORE




ANDIS

CREATE YOUR WAY.™

Come as you are



Hair by Ammon Carver

The 100th America's Beauty Show takes you out of the salon and into a world of in-person trends, techniques, and shopping!

The 100th America's Beauty Show, April 15-17, 2023, in Rosemont, IL will once again be featuring the world-renowned ABS Global Image Awards. This signature Saturday night entertainment is also an opportunity to get together and celebrate the beautiful and innovative work done by the talented industry. The Makeup Show is co-locating with ABS to bring many brands and educators for makeup artists and beauty enthusiasts. The CIDESCO Skincare Academy offers world-class education for estheticians.

STAR EDUCATORS & DYNAMIC STAGES

In addition to educators like Ammon Carver, Candy Shaw, Sam Villa, Olivia Thompson, Nick Stenson, Beth Minardi, TikTok Influencers, and others, there will be dynamic stages focused on unique learning opportunities:



ABS 2023 Collection by Ultra Pro Team

- The ABS Runway: exciting, high-energy presentations with the industry's biggest names!
- The Beauty Innovation Stage: techniques and business combined in an intimate setting to get up close and personal and learn!
- The Barber Connection: A vintage stage feel on the show floor featuring your favorite barbers creating the newest looks in the round!

So come as you are! Get inspired! Tickets are available at AmericasBeautyShow.com.



Hair by Ammon Carver

EST.



1938

DENMAN®

**UNLEASH THOSE
CURLS WITH**

DENMAN

professional

**Tools to detangle, style and
finish natural and created curls**

Detangle with the D6 Be Bop Brush, D90L Tangle Tamer, D38 Power Paddle.

Style with the D3 Original Styler and D4 9 Row.

Finish with the D25 Fantail comb and D17 Curl Volumiser.

Sign-up for your Denman Trade Account for 20% off RRP

www.denmanbrush.com

@denmanpro

Mastering curls



Coily, kinky, wavy, frizzy, unruly clients show up in the salon with every type of curl, so mastering this gorgeous texture is a must.

When tackling textured hair, the first rule is: pay attention to tension. Denman Ambassador Brandon Messinger is something of a curl and afro specialist and a past finalist for Afro Hairdresser of the Year at the British Hairdressing Awards. Brandon says, “Never apply too much tension to curly hair when you are cutting. To judge length, always cut the hair at its natural fall.” Mike Taylor, Denman Ambassador and barber adds, “Generally speaking, curly hair should be cut with less tension to avoid stretching the hair and resulting in an uneven cut or too much length being removed.” Be warned however, as tension can vary wildly within one head of hair, so take time to get to know your clients hair in both its dry and wet state before starting the service.

CHOOSING THE BEST TOOL FOR THE JOB

The styling method and the tools you use will have a huge impact on the style you want to achieve for your client. “The best way to give bounce and root lift when you are diffusing is to pile the hair into the diffuser cup and press the diffuser into the hair, scrunching it up on to the head. This will give more of a volumizing effect to activate the curls at the root and give more lift. If you want less volume, just diffuse very gently hovering around the head to gently dry the hair without frizz,” explains Brandon. Mike Taylor says “In terms of brushing and drying, I always find a diffuser works great. Use on medium speed and heat to

dry out the excess moisture, but don’t dry to 100%. This will risk it looking over-dried and frizzy. Dry to 80% and let the rest dry naturally. For products, use a salt spray and dry into the hair using your hands or a diffuser. Finish by manipulating the hair into place with a Denman Fantail Comb.” Minimum product is best to define curls and preserve them without weighing them down.

Colour can really make curly hair pop and accentuate the amazing texture. Denman Ambassador and colour specialist Georgia Belle says “The main challenge when colouring curly hair is depleting the curl. Curly hair is naturally thirsty for moisture, so when doing any bleach work it can be even more challenging. So be mindful. When looking for the correct placement with curly hair, shake those natural curls out baby! Look at where the curl is naturally falling as it is always a great indication of where to place your colour to make it pop.”



Hair: Kirsty Innes

Denman Curl Tools: D6 Be Bop Brush/ D90L Tangle Tamer/D38 Power Paddle/ D3 Original Styler 7 Row/D4 Original Styler 9 Row/D25 Fantail Comb/D17 Curl Volumizer

Available at www.denmanbrushus.com
Sign-up for a professional trade account and get up to 20% off.



The original iQ Perfetto

Often copied, but never duplicated, GAMA's iQ Perfetto raised the benchmark in the consumer and pro haircare industry.

History has always been full of disruptors, innovators who change the way of doing things and improve people's lives. And with the iQ Perfetto, GA.MA succeeded in reinventing the way hairdryers are made. This remarkable beauty flaunts the best of Italian design: sleek, compact, elegant. But even more importantly, it is truly an ultra-efficient and powerful professional tool designed explicitly and in every detail for hairdressers behind the chair.

For example the GA.MA iQ is as light as a smartphone, weighing in at a mere 294g/0.65 lbs, making it easily manageable for hairdressers spending long hours at work. It also packs an impressive 110.000 rpm brushless motor. In addition to providing a powerful Venturi Effect to increase air flow without consuming extra power. This is especially desirable now that energy savings are a major issue for all homes and businesses, and not only in hair salons! Moreover, the brushless motor is designed to guarantee the extended longevity of this priceless tool.

And in this digital age, the iQ Perfetto features cutting-edge technologies like Oxy Active, to keep hair healthy and shiny while protecting color. Busy pros will appreciate the Auto-Clean function that changes the direction of the turbine's rotation to an in-depth cleaning of the filter. Finally, the Memory Function, saves up to 12 speed and temperature settings, all easily managed thanks to its LED display.

When it was first launched, the GA.MA iQ Perfetto revolutionized the concept of hairdryer design and function with an appealing Italian-style design and cutting edge technologies - the very essence of innovation!





Faceless beauty

ECRU New York and a variety of emerging artists spark a new creative evolution to share with the world's hairdressers.

ECRU New York's fashion connections and collaborations with a variety of emerging artists has sparked a creative evolution to share with the world's hairdressers. The FACEless beauty collection transcends mannequins (the faceless) into a lifeform of beauty that only the artists we know as hairdressers can create.

THE INSPIRATION. FACELESS BEAUTY

The 8 haircuts of the Faceless Beauty collection invite the professional hairdresser to explore "THE PROCESS" by unlocking the stories of each artist's creation: entering the minds of the collaborators, the haircuts, the fashion, lighting, and ECRU New York products. Each element is essential to bringing beauty to the FACEless.

While the world was on pause with nowhere to go, hair and fashion took a backseat to top knots and leisure style. With a new dawn emerges a sense of freedom. Lisa Lobosco Creative Director for ECRU New York and Amanda Jenkins Global Director of education for the ECRU New York Academy, take inspiration from the past, adding an optimistic outlook on the future.



Artistic Director: Lisa Lobosco, ECRU New York
Hair: Amanda Jenkins, Global Director of Education ECRU New York Academy
Photo: Bochun Cheng
Fashion Designer: Yun Qu

*Scan the QR Code to see
Ecru NY in action*



Index of Advertisers

ESTETICA ITALIA EDIZIONI ESAV Via Cavour, 50 10123 Torino (Italy) Tel.: +39 011 83921111 Fax: +39 011 8125661 www.estetica.it	America's Beauty Show	www.americasbeautyshow.com	91
WEST COAST SALES REP. Marlena DuRon 1564 Seabridge Lane, Oxnard, CA 93035 (USA) Tel. + 1 3104153360 marlenaduron@gmail.com	Andis	www.andis.com	90-0BC
	Denman	www.denmanbrushus.com	92-93
	Ecru New York	www.ecrunewyork.com	IFC-1-95
	Fanola	@fanola.official	32
	Ga.Ma Srl	www.gamaprofessional.com	4-94
	Lisap Milano	www.shoplisap.com	FC
	L'Oréal Salon Emotion	www.salonemotion.com	88-89
	Omc	www.omchairworld.com	81
	Wella Corporation	www.MyWellaStore.com	30-31



Estetica USA "ISSN 2239-7213" (USPS # 12220) is published quarterly for \$ 49.00 per year by EDIZIONI ESAV SRL - Via Cavour 50, 10123 Torino.
Distributed in the USA by Tri State Magazine NY, Inc, 1209 Oakpoint Ave, Bronx, NY 10474 POSTMASTER:
Send address changes to Estetica USA c/o Tri State Magazine NY, Inc, 1209 Oakpoint Ave, Bronx, NY 10474

Registration n. 435 of 7.4.49, Turin Law Court. All rights reserved. Reproduction in whole or in part of texts or photography is prohibited. Manuscripts, photographs and art are selected at the discretion of the publisher free of charge (advertising excluded). Whether published or not, no material will be returned and remains the property of the publishing house, which may make use of it as seen fit. This may include the withdrawal of publication rights to other publishing houses. Estetica requires exclusive publication rights in the hairdressing sector for all photography submitted which must not therefore be offered for publication to other magazines in the hairdressing trade or industry.

Notice to subscribers (Art. 13 of EU Regulation 679/2016)
Pursuant to Art.13 of EU Regulation 679/2016, our company will proceed with the processing of the personal data you provide in compliance with current laws in force concerning the protection of the processing of personal data and in keeping with the obligations and guarantees of the legal, contractual, and regulatory standards. Subscription information may be known only by subjects specifically authorised and instructed by our Company and by third parties subjects authorised to carry out the organisational and economic activities connected with the subscription (ex. Shipping management, enveloping, sending correspondence) and will not be communicated to third parties for purposes not allowed by law or without explicit consent; they will be stored for the purpose of sending our publications and for the time necessary to complete the purposes of professional updating for which the same information was collected.

Data process controller is the company Edizioni Esav S.r.l. - Via Cavour 50, 10123 Turin.
The person whose information was processed may, at any time, exercise the rights established by the EU Regulation (Art. 15 Right to access; Art.16 Correction; Art. 17 Cancellation) by writing to Edizioni Esav - edizioniesav@pec.it.

PRINTED IN ITALY BY **Tipo Stampa srl**

TO SUBSCRIBE

e-mail: customercare@estetica.it
online: www.esteticamagazine.com



ANES ASSOCIAZIONE NAZIONALE EDITORIA DI SETTORE





DISCOVER ESTETICAEXPORT.COM

A new digital way to enhance international business is now available!

An editorial and digital service supporting hair & beauty product manufacturers entering new international markets.



JOIN US TODAY!
www.esteticaexport.com





reSURGE



beSPOKE

*PRECISION
TO CREATE*

FIND RETAILERS



ANDIS.COM



CREATE YOUR WAY.™