

diva
professional styling



SALON UK

- Family-owned business established over 8 years ago by Paul Barton and Neil Robson
- 20 years combined experience in the Hair and Beauty Industries
- All products designed, engineered and tested in London
- Number 1 Fastest Growing company in the UK specialising in professional hair appliances
- 50% annual growth
- 28 countries in 2013
- Emerging markets – Russia, Turkey and Egypt

LEADING COLLABORATIONS

- **PRODUCT LAUNCHES**

- **Beach curls** wand launch: France over 4000 units / Switzerland 800 units / Germany 1000 units
- **HOTPOD**: France 1000 units / Germany 1000 units
- **FTH Elite**: France 2000 units
- **Motor tong**: France 1200 units / Switzerland 600 units / Denmark 300 units

- **PR**

- **HOTPOD**: Award winner for Best Heated Roller 2013/ World' s Biggest Roller 64mm
- **Motor Tong**: Cross campaigns e.g. Cosmo Must have
- Several nominations in 2013 across UK Hair Magazine.

- **BRAND ENDORSEMENTS**

- Best technicians / stylists with worldwide exposure supporting Session range.

LATEST SUCCESSES

- Number 1 in UK Wholesalers: over 50% shelf space in electrical hair care, in most major UK wholesalers - over 450 stores in the UK alone.
- Working collaboratively with leading salon chains across Europe:



beauty EXTRA

If you want to know celeb* beauty secrets and read about all the latest products, our beauty insider has all

the tips you need. We also give you the lowdown on the hottest new treatments and the

lotions and potions to help you get that million-dollar look - without having to spend a fortune. This

week, we show you how to copy X Factor judge Nicole Scherzinger's "Schmerzing" look.



LOOK ONE How to get Dolled-up like N

NICOLE SCHERZINGER takes glamour to the max on *The X Factor*.

Her "Schmerzing" looks have created a huge Twitter buzz, with everyone wanting to know the secrets behind the 33-year-old's flawless skin and gorgeous locks.

The Twitter hashtag #Schmerzing-Hair has been used more than 20,000 times to see you ready? Here's the inside track on looking like her.

Nicole, the face of Herbal Essences haircare, has been hairdressed with great glossy fringes that she's not afraid to let it up with wavy, temporary hair extensions for extra, more volume. For her sensational disco

hair, Nicole's X Factor stylist Lisa Landat used **Beauty Works Deluxe Clip-In root hair extensions** from £105, **beautyworksonline.com**, then sprayed each section with some heat protection spray. "She used the small-barrel **Diva Professional Hair Wand** (£29.99, **disco.co.uk**) to curl each section before spraying with firm hold hairspray and pulling out the curls to make them super-big."

For Nicole's up-do, Lisa twisted her hair and added **Beauty Works Restive Moxey Bun** in **Caravan** (£29.99, **beautyworksonline.com**). "For her long straight look, she used **Beauty Works Deluxe Clip-In extensions** in shade **Brandy** (from £110) to give volume and length, while the **T3 SinglePass White Professional Styling Wand** (£110, **telemarketing.com**) gave her wavy waves. **Redken Bed Head Polishing Powder** by organic brand **JustMoist** (£24.50, **markand-**

superdrug.com) smoothes hair, stops frizz and damage-free through all the styling.

Nicole has glowing skin, but it isn't her dry and sensitive skin says: "I always remove my make-up before I go to sleep, no matter how tired I am. I then use a foaming cleanser before applying my moisturising night cream."

"I also make sure I cleanse and moisturise every morning."

Nicole loves **Murad** products, particularly **Perfecting Day Cream SPF 30** (£26, **murad.com**) and she has also been spotted with **Lancome Revivo Sun Neurostim Fluid SPF 30** (£26, **lancome.com**).

Her make-up bag contains **Giorgio Armani Luminous Silk Foundation** (£32, **armani.com**) and **Bobbi Brown Polishing Powder** by organic brand **JustMoist** (£24.50, **markand-**

Sunday - Nov 2013

Stylist - Nov 2013

Reveal hot topic

SATURDAY NIGHT hair fever!

Never mind the acts, it's ScherzingHair that's been trending on X Factor... and here's why!



It was disco night on *The X Factor*, and we were expecting big things: big personalities, big voices - but nothing could have prepared us for Nicole Scherzinger's big hair! Following in Beyoncé's footsteps (remember when she famously came a cropper earlier this year with her huge curls when they got tangled up in an electric fan on stage during an enthusiastic head toss?), Nicole's big coifs were pure disco diva.

And we loved it. #ScherzingHair was mentioned in more than 500 tweets

sent during the Saturday night show. With style icons like Beyoncé and Nicole slumming the straighteners in favour of big, bouncy curls, are we seeing a seismic shift in hair trends? According to hair stylist Lisa Landat at Frank Agency, who created Nicole's disco hair for *The X Factor* last week - in a word, yes!

These 70's-inspired, Studio 54-style curls are coming back in a big way - especially in the lead-up to Christmas, when it's nice to do something big and glamorous," says Lisa.

TREND ON TRIAL TESTING BEAUTY'S NEWEST LOOKS

CAN WINDSWEPT HAIR EVER REALLY BE CHIC?

It's the most fashionable time of year. That sounds bleak, but when it comes to hair, it's the horrible truth: Spending an hour on an elaborate updo that's as complex as it is detailed results in one of two conclusions. Firstly, a rain shower will flatten your efforts in five seconds. Secondly, an impetuous gust of wind will send strands of hair flying the wayward, untame, and before long you'll look like a frazzled Powerman.

Somewhere between the latter and, well, normal is where the models at A&E have themselves. Hair was scraped up into a nonchalant doo-bie before strands were pulled out and left to fly away. But is weather-torn hair a look to aspire to?

EVIE LEATHAM **STYLING: JESSICA**
Windswept takes time and a hair tool, it seems. I haven't seen the business end of a straightener in a long time (let the flambucks begin: "I was right and all I wanted was zigzag pattern hair). That frizzy texture usually only happens, if you're braving a stiff sea breeze in November. But my hair was instantly fuller and bigger having been helped along by a dose of dry shampoo (for gods and goddesses! Oh more height). What I gained in stature - at least two inches, which counts at 5ft 3in - I lost in poise. Windswept might conjure romantic images but in reality I looked a little wild and unkempt.

Thanks to beautification.com

SAMANTHA FLOWERS **STYLING: JESSICA**
It's quite fitting that I'm writing this on the day St Jude is. Although from my desk, I can't see any evidence of a storm. Anyway, there is something inherently sexy about windswept hair. Or so I believe. I sprayed a ton of Redken's Wind Blown into my roots and mussed it up. I did the job of a local-fun girl. I even went for dinner with some friends afterwards, stormy hair in tow - that's how good this is.

ANITA BHAGWANDAS **STYLING: JESSICA**
Mussy sexy undone hair is probably the hardest look to achieve. My tips are thus: backcomb your hair with gusto and pry it with the right products (see below right) to give it a hurricane's gusto, complete with an arrangement of dry leaves, small acorns and random litter.

VERDICT: We've long known that undone is the new done, and it's never truer than when choosing to put your hair up. So distress your elaborate French chignons and muss up your perfect beehives, because textured, roughly done hair is the ultimate segue from day to night. It's the embodiment of effortlessness.



HOW TO GET NICOLE'S CURLS AT HOME

- 1 First, prep your hair by washing it with a moisturising shampoo and conditioner.
- 2 Comb a mousse through your hair from root to tip, and rough-dry it to help the curls take. If you want to add extra volume, you can tip your head upside down while you do this.
- 3 Starting at the back, take small sections of hair and spritz on a wet holding spray, like Herbal Essences Bee Strong Strengthening Spray, £4.99, and comb through. This will prevent you dehydrating the hair, protect it from heat damage and stop it getting frizzy.
- 4 Twist each section slightly before winding it around hair tongs in the opposite direction - so if you twist it to the left, wind it around the tong to the right and so on. Alternate the direction of each section, with one going to the left, followed by one to the right, from back to front.
- 5 After you've finished, tip your head upside down and add more hairspray at the roots. Flick your hair back and spritz all over with hairspray to set, then tease out the curls slightly with your fingers and add more to the ends you want.



Reveal - Nov 2013

TRIED THIS TREND ON TRIAL? TWEET US YOUR PHOTOS @STYLISBEAUTY USING #TRENDONTRIAL

diva
professional styling



ESPERANZA SPINELLO
a professional ionic dryer that's
lightweight and super powerful

MY PERFECT CHRISTMAS WISH LIST



- ✓ a killer roller system that keeps rollers in place 90 seconds
- ✓ a hairbrush that's perfect for every hair type
- ✓ a waterless tool that curls hair with just the press of a button

Available at Salon Services Stores or online at www.salon-services.com, call 0800 980 9961 for details of your local store.

salonservices

professionals together



3 for 2

5

Curl power
Create big bouncy curls for Christmas with Wildest Dreams Black & Gold Verso Roller Set. Featuring 18 rollers in three different sizes, you're sure to get your perfect look. **£6.99. €8.29**



Intensive Deep Repair Mask. **£9.99. €11.89**

6

Butterfly Effect
Diva Little Butterfly is the ultimate tool for smooth slick party hair. Enriched with argan oil and designed to heat between 110°C and 230°C, this clever styler can also be used on synthetic hair. **£29.99. €79.99**

WHERE TO BUY... Go to www.salon-services.com to buy online or to find your local Salon Services store.

*All prices exclude VAT. 3 for 2 offer available from 1 October 2013 to 24 December 2013.

www.salon-services.com 27

The kit

In the bag
Everything you need to get set for the most glamorous season of the year

WIN THIS KIT
WORTH
OVER £280
(£330)



FOR YOUR CHANCE TO WIN
this party-ready kit, go to
www.salon-services.com/party

Christmas Party Kit: Wilda Professional Flexible Finish, £7.18, €8.78; Universal Professional Round Air Intake Attachment, £4.68, €10.89; 100 Best Used For Curler 10 Best Curl Spray, £5.88, €7.39; Dream Haircare Shampoo, £4.49, €6.49; Bathroom Water Moving Wand, £49.99, €98.89; Tangle Tamer Compact 10 Minute-Glaze, £13.29, €11.89; Salon Services Sectioning Clips, £1.79, €2.19; Salon Services Dress Our Hair, £1.99, €2.39; Luscious & Berry Shampoo Shampoo in Dream 4407, £6.39, €5.79; Luscious & Berry Smudgeproof Styler in Black, £8.18, €7.90; Luscious & Berry 201000 Lipstick in Mauve, £9.49, €9.30; Luscious & Berry Makeup Liquid Eyeliner, £7.99, €5.50; Salon System Hairbrush 202, £4.49, €5.69; Luscious & Berry Makeup Mascara, £12.69, €12.20; Hair Styling Shampoo Repair Shampoo, £1.79, €1.99; Salon Services Fine Waxed Pom, £6.99, €7.49; Salon Services Classic Rose Oil, £6.99, €8.99; Wildest Dreams Black Bond, £3.99, €5.99; Reduces Pro Perfect Curl, £129, €136. Terms and conditions apply. See details go to www.salon-services.com/party

22 PRO HAIR & BEAUTY NOVEMBER/DECEMBER 2013

*All prices exclude VAT

Pro Hair & Beauty – Dec 2013

FTH Intelligent Digital Multi Wand



- 3 styling tools in 1 :
 - 32-19mm Wand
 - 38mm Tong
 - 26-17mm Waving Wand
- Korean ceramic barrels infused with Argan Oil
- Variable temperature with digital LED screen : from 160°C to 200°C
- Cool tip for easy handling
- Integrated support stand on each attachment
- Magnetic attachments are simple to fit
- Auto shut-off
- 3m soft round cable
- Includes a heat resistant glove & storage bag

FTH Intelligent Heat Tong

Relaunch of the Diva Titanium Tong



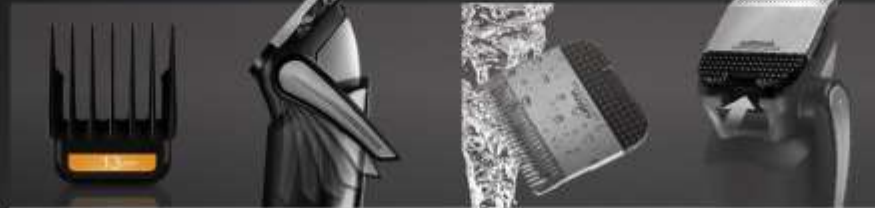
- Korean ceramic barrel infused with Argan Oil for a shiny and smooth finish
- Variable heat from 140°C to 210°C
- 7 sizes : 13, 16, 19, 25, 32, 38, 45mm
- Ready to use in seconds
- Colour code ring and soft touch finish
- Integrated heat stand
- Even Heat distribution for a perfect heat transfer – bouncy curls that last longer
- Soft round 3m cable



diva

professional styling

SMOOTHER, SHARPER, FASTER



8x colour-coded
combs; grades 1-8

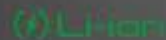
6x position taper:
0.8mm-3.8mm

rust-free **washable**
blade head

easily **removable**
blade head

Ultima 5000 PRO Veloce 3800 PRO

- State-of-the-art corded/ cordless clipper
 - Detachable & washable blade head
 - KATANA Japanese stainless steel, stay-sharp, precision blades
 - Lithium-ION technology:
 - 2 hrs cordless power & FAST recharge
 - Ergonomic, slim & lightweight 279g
 - Includes oil, comb & cleaning brush
 - 3m cable
- State-of-the-art corded clipper
 - Detachable & washable blade head
 - KATANA Japanese stainless steel, stay-sharp, precision blades
 - Ergonomic, slim & lightweight 341g
 - Includes oil, comb & cleaning brush
 - 3m cable





GLAMORISER™

Glamorous versatile range

Up-market

Consumer friendly

Patented motorised products

Gift range / finish

Professional Digital Speed Straightener



'Professional power for smooth glossy styles in seconds.'

- Slim, comfortable, ultra-light digital straightener.
- Ceramic Nano- Diamond smooth, oil-based pro-standard floating plates.
- 6 heat settings- 130-235°C. Instant heat- up to 190°C in 7 seconds.
- Color spectrum for temperature settings.
- Auto Shut-Off. Automatic Dual Voltage.
- 3m tangle free cord.
- Includes heat resistant bag.



GLAMORISER

Professional Digital Speed Straightener



**AS SEEN
ON TV**

GLAMORISER™

PROFESSIONAL DIGITAL
SPEED STRAIGHTENER

Professional power
for smooth
glossy styles in seconds
richard ward

For more information visit www.glamoriser.com
© 2011 Glamoriser Inc. All rights reserved.

iPhone

QR Code

For more information visit www.glamoriser.com
© 2011 Glamoriser Inc. All rights reserved.

GLAMORISER

Mini Waver

'Compact tool creates big results quickly and easily.'

- Mini professional waver for creating curls, crimp and root volume.
- Ceramic Nano- Diamond smooth, oil-based pro-standard barrels.
- Lock barrel to turn the mini waver into a mini wand.
- Instant heat recovery- heats up to 200°C.
- Automatic Dual Voltage.



GLAMORISER

Multi-Styler Pro Technology

'5 different tools in 1 - create a new style every day of the week!'

- Nano-Diamond ceramic barrels for smoother and shinier styles.
- Variable digital heat settings: 160-230°C (hair extensions at 110°C).
- Digital control, display, lock and last heat memory setting for instant use.
- Removable heat protectors/VOLUME ENHANCERS.
- Styling lock to wand, tong, wave and straighten.
- Silicon grip strip for superior straightening
- Rotating cord guard and 3m cable.



GLAMORISER

Motor Tong

- Easy and safe way to create a head full of glamorous curls
- 25mm Barrel
- Motorised mineral oil based Nano-Diamond Korean ceramic barrel with crushed diamond powder
- Variable temperature settings from 80°C to 210°C
- Auto shut off
- Clockwise/anti-clockwise rotation and reset button
- Includes a stylish heat resistant bag & glove



Motor Wand

- Creates beautiful drop curls : soft root-curls and more defined, tighter end-curls
- 32mm – 19mm Barrel
- Motorised mineral oil based Nano-Diamond Korean ceramic barrel with crushed diamond powder
- Variable temperature settings from 80°C to 210°C
- Auto shut off
- Clockwise/anti-clockwise rotation and reset button
- Includes a stylish heat resistant bag & glove



Glamoriser Variable Depth Waver

- 4 x variable depths from shallow to deep waves
- The superior barrels allows to create ringlets + figure of 8 & zigzag waves
- Mineral oil based Nano-Diamond Korean ceramic barrels with crushed diamond powder
- Variable temperature settings from 120°C to 210°C
- Advanced ceramic heat technology
- Rapid heat up and heat recovery of top and bottom barrels
- Auto shut-off after 60min of inactivity
- Universal voltage
- 3m swivel cord with hanging loop
- Includes a stylish heat resistant bag



GLAMORISER™
Richard Ward

Variable Depth Waver



**AS SEEN
ON TV**

GLAMORISER™
VARIABLE DEPTH
WAVER

Choose your wave
from shallow to deep
and Wave Away!
richard ward

Scan Me! 
For the latest updates & to get the latest news
download the app or visit www.glamoriser.com

GLAMORISER

Glamoriser Motor Waving Wand

- Creates glamorous curls and waves
- Motorised mineral oil based Nano-Diamond Korean ceramic barrel with crushed diamond powder
- Variable temperature from 80°C to 210°C
- 32mm – 19mm Barrel
- Advanced ceramic heat technology
- 60 minute auto shut-off
- 3m heat proof swivel cord
- Includes a stylish heat resistant bag & glove



GLAMORISER™
Richard Ward

Motor Waving Wand

AS SEEN ON TV

GLAMORISER™
AUTOMATIC ROTATING
MOTOR-WAVING WAND

**MOTORIZED
ROTATING
BARREL**

**Clip in the hair
Click the button
and Autocurl!**
richard ward

Scan Me! 
For free styling guidance & to watch the demo, scan the QR code or visit www.glamouriser.com

GLAMORISER

Marketing Support

Posters



Shelf Talkers



Wobblers



Stickers



Mailers

diva

professional styling

