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resident, at [brent@halocouture.com](mailto:brent@halocouture.com). Visit [halocouture.com](http://halocouture.com).

Root cover up products are hotter than ever. At the show, **Emi Kamiya**, U.S. brand manager, introduced **Root Vanish by Kazumi**, a gel-based formula that instantly hides roots and grays with an easy, mess-free swipe of the click pump brush applicator. Once dry, the non-permanent, all-natural colorant leaves a radiant finish that is soft to the touch and does not transfer—even in high humidity or sweat. Created in Japan and color designed in Beverly Hills, the product leaves no residue, is fragrance-free and is blended with 22 Asian botanicals to treat and hydrate the hair and scalp. The brush applicator holds 100 pumps—approximately 40 to 60 applications. Colorists can also color on top of it.



Root Vanish by Kazumi hides roots and grays.

Emi told **BIR**, "Root Vanish is available on [amazon.com](http://amazon.com); however, the company is looking into alternative distribution methods following our success at ISSE." She added, "Kiwabi, Inc. will be launching an

at-home grays and roots camouflaging treatment line under the **Root Vanish** brand in late Q2 of 2014. The color will last 2 to 3 weeks." (SRP \$48.00). Reach Emi at [sales-usa@kiwabi.com](mailto:sales-usa@kiwabi.com). Visit [kiwabi.com](http://kiwabi.com).

**YouVeeShield, LLC** launched a disposable, inexpensive, protective shield that blocks 99.9% of the UV light emitted during the curing of gel manicures and pedicures. The shields are dispensed from a tissue-like box, making it easy to access for the nail technician. The nominal cost can easily be incorporated into the price of the manicure, especially for customers who have a photosensitivity or do not want any UV exposure. Shields are sold in boxes of 20 (list \$40.95) and 80 (list \$90.95). For more information, reach **Renee Albera**, president, at 650-600-8124 or [youveeshield@gmail.com](mailto:youveeshield@gmail.com). Visit [youveeshield.com](http://youveeshield.com).

At **Johnny B. Haircare, Socrates Real**, project manager, featured the brand's new **Johnny B. Talc**. He said, "Barber's talc is one of most common items used in barber

shops/hair salons. Because of this, our customers asked us to add a talcum powder to our product line."

**Johnny B. Talc** is used to hide nicks and blemishes after shaving, to soak up excess moisture and to minimize skin chafing. It is lightly scented with an Aqua di Parma fragrance (7 oz./SRP \$20.00). Reach Socrates at 323-201-6280 or [sreal@johnnybhaircare.com](mailto:sreal@johnnybhaircare.com). Visit [johnnybhaircare.com](http://johnnybhaircare.com).



Johnny B. launched Talc.

**LaVaque Professional** showed an interesting manicure aid. **Juliana Roy**, managing sales rep for the brand, told **BIR**, "Our **Thumb Palette** features a rectangular stainless steel plate connected to an adjustable ring, making it a portable, hands-free color palette that's easy to clean and makes it easy to create custom colors, and to mix pigments and glitters. Simply put a little nail color or pigment onto the palette, and you'll have all the colors you need for your client at your fingertip."

The patent-pending Thumb Palette is available with Mini Spatula with spoon and Full Spatula with spoon as the FingerNailFixer Combo (combination of all 3 items) (list \$12.00). The Thumb Palette is being launched for distributors, and private labeling is also available. Reach Juliana at 888-997-5825 or [sales@lavageprofessional.com](mailto:sales@lavageprofessional.com). Visit [lavageprofessional.com](http://lavageprofessional.com).



LaVaque's Thumb Palette is a portable, hands-free color palette.

**Scruples** debuted a new booth, the reimagined **Pearl Classic Collection** and new cuts, color and styles. Scruples director of field education and the Scruples Academy **Amie Breckenridge Goltz**, Design Team member **Katie Nielsen** and Artist **Chris Venesky** brought cutting, color and styling techniques to life from the new Scruples collections. Scruples International creative consultant **Charlie Price** showed classic up styling and an exciting three-party runway

segment featuring the Whisper, Orbit and Shattered Collection. Reach Scruples' co-president and director of marketing/advertising, **Tracy Liguori**, at 800-457-0016 or [tracy@scrupleshaircare.com](mailto:tracy@scrupleshaircare.com). Visit [scrupleshaircare.com](http://scrupleshaircare.com).

After marketing hair extensions for 8 years, **Chris Volek's Dreamcatchers International** debuted its hair care line, which is formulated to moisturize hair extensions. The line includes

**Shampoo** (10 oz./SRP \$15.00), which leaves the hair almost conditioned once rinsed, an **Intense Conditioner** (10 oz./SRP \$15.00) that leaves the hair soft and easy to manage, a



Dreamcatcher's Chris Volek shows BIR's Mike Nave his new extension care line.

**Leave-In Treatment** (SRP \$17.00) and **Conditioning Oil** (SRP \$17.00). Products are paraben- and sulfate-free. The company offers a free liter with every case of shampoo and conditioner and a free 5-oz. with the Leave-In Treatment and Conditioning Oil. At ISSE, the company offered a 4-pack sample. Reach Chris at [chris@dreamcatchers.com](mailto:chris@dreamcatchers.com). Visit [dreamcatchers.com](http://dreamcatchers.com).

**EstheticsAmerica & Wellness expands** The **EstheticsAmerica & Wellness Pavilion**, continued to grow in 2014, providing a dedicated environment for skin care, cosmetics, massage, wellness and the newest treatments and education. **CIDESCO Section USA education** was again offered and continues to be a desirable option for many esthetic professionals looking to continue their education. PBA aims to continue the growth of the Pavilion for the 2015 show.

Esthetics America & Wellness had 80 exhibitors devoted primarily to spa, skin and