

February 2013

# American SALON

THE BEAUTY  
AUTHORITY



## GET SMART

Our annual guide to education (see page 93)

## GREAT BALLS OF FIRE

Ken Picton turns up the heat on winter reds

# Kurt Kueffner

An exclusive new portfolio  
from MENSDEPT.

# STYLIST VOICE

# SOCIAL NETWORK

**THE EXCLUSIVE SOCIAL MEDIA COMMUNITY FOR BEAUTY PROFESSIONALS.**

Be inspired, get advice, share your work and stay connected with *stylistvoice.com*, the exclusive community-based social networking website for beauty professionals. Created by *American Salon*, the most trusted name in beauty trade publishing, StylistVoice offers unprecedented access to industry insiders who are pushing the boundaries of the art and science of beauty.

Here's your chance to exchange ideas and show off your work through photos and videos, as well as join the chat forums to discuss everything related to the industry, from education to the hottest styles seen on the runways. Find your voice at *stylistvoice.com*. —Jolene Turner

The screenshot shows the StylistVoice website interface. At the top, there's a navigation bar with 'Home', 'Galleries', 'Videos', 'Forums', 'Conversations', and 'Members'. Below this, there are several sections: 'Featured Styles' with a large image of a person dancing, 'Featured Videos' with a video player and a 'Trailer for the film "Beautiful Lies"', and 'Recent Forum Conversations' with a table of discussions. The table has columns for 'Conversation', 'Replies', 'Last post', and 'Forum'. There are also social media icons and a 'User login' section.

Conversation	Replies	Last post	Forum
Revelation from Wasteful Men: 2013 Spring Trends	2	By tracyan hudson on Jun 29 2012 - 2:44pm	General discussion

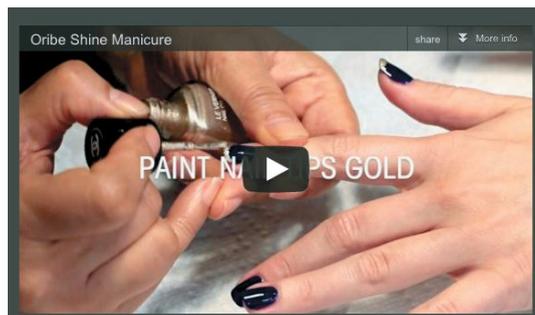
## MEMBERSHIP

**Free membership** allows you to create your own profile to build an online portfolio of images that will also be stored in the StylistVoice galleries. Post these images straight from StylistVoice to your other favorite social media outlets.

Live forums give you the chance to connect directly with your peers and get the answers to your most pressing questions. Share ideas, talk about trends or get ready for upcoming educational opportunities in your area.

## VIDEOS

**Share your work** in moving pictures! Whether it's a how-to video, product demo, an intriguing interview or a salon tour, there's a place for it on StylistVoice.



## CONVERSATIONS



### @Diana

"I get hundreds of emails every week from beauty school students who want to do hair in the entertainment world. What advice would you give them?"

—**Winn Claybaugh**,  
*dean and co-founder  
of Paul Mitchell  
Schools*

### @Winn

"Just show up at school every day. Plug through it, burn through it, go for it. Otherwise, you're only hurting yourself. This is the foundation for the rest of your life. The good habits you practice now will carry through for the rest of your career."

—**Diana Schmidtke**,  
*Los Angeles-based  
freelance stylist*

Every month a special conversation between the industry's top educational gurus and artists is highlighted on the home page. Read the juicy details of these conversations and learn from other beauty pros as they learn from one another!



### @Eva

"It seems like you take beauty way beyond behind the chair. Where do you personally search for your own inspiration?"

—**David Stanko**,  
*Redken Consultant  
and Master Colorist*

### @David

"I think it's important that people have hobbies; that there are ways to express other parts of ourselves. I love reading, yoga, gardening, biking and yard work. I love doing something where I have no connection with another person and it's just for me."

—**Eva Scrivo**, *salon  
owner and educator*

## MEMBERS

Connect with members like **Danielle Keasling**, a stylist, educator and salon owner from Hilton Head Island, SC. See Keasling's work and learn about what keeps her moving forward.



**"Keep yourself out of your box and make sure that every day you make yourself uncomfortable. That's the only way to grow!"**

—**Danielle Keasling**



# STYLIST VOICE

## LOOK WHO'S TALKING

From salon owners and celebrity hair icons to novice stylists and beauty students, there's a place for everyone to be heard on StylistVoice. Here's a sampling of who's talking now and what they have to say about the industry, what motivates them, and how they're using the power of StylistVoice to share and stay connected. —Jolene Turner



**JENNIFER MACDOUGALL**  
Television and Editorial  
Hairstylist, INOA Specialist for  
L'Oréal Professionnel,  
New York City

"The best thing about being in the beauty industry is being able to change lives, one hairstyle at a time."



**ISABELLA VAZQUEZ**  
Editorial Stylist/  
Redken Artist and Curl  
Specialist, Joe's Salon,  
New Milford, CT

"Time; love; graffiti; the streets; break dancing; poetry; and my father, Carlos Vazquez, are my biggest inspirations."

—Isabella Vazquez



**KELLY CARDENAS**  
Salon Owner, Kelly  
Cardenas Salon, Carlsbad,  
CA, Chicago and Las Vegas

"I'm looking to connect with people everywhere."





**DEAN HOLCOMBE**  
**Creative Director, Cutler, New York City**  
 "I'm the official Cutler Fashion Week Documenter; I film and edit all backstage and front-of-house footage, and I share those videos with the industry."



**HEGGY GONZALEZ**  
**Aveda Creative Director/  
 Educator and Raw  
 Hairstylist of the Year,  
 Provo, Utah**

**“The best advice I can give others is: ‘Don’t be jealous of people who are doing great things. Be happy for them and aspire to greatness for yourself.’”**

*—Heggy Gonzalez*



**BRIAN C. HAWKINS**  
**Hairstylist, Makeup Artist,  
 Columbus, Ohio**  
 "I'm looking to connect with anyone who has a true passion for hair and makeup in the beauty industry."



**LUCIE DOUGHTY**  
**Paul Mitchell Editorial  
 Director and Session  
 Stylist, Los Angeles**  
 "I'm looking to connect with people who have a love for the craft and who see it as an adventure and not just a job."



**STEPHEN POSTA,**  
**Owner, Dyer and Posta Salon,  
 Kennesaw, GA**  
 "I already have my dream job, but I would love to work side by side with one of my role models: Oribe, Serge Normant, Orlando Pita or Michael Gordon."

