



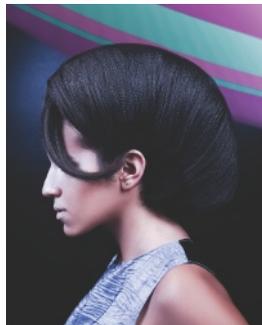
BEAUTY **LAUNCHPAD**

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THE OFFICIAL PUBLICATION OF INTERCOIFFURE

SPRING
TRENDS

Hair, Color,
Makeup & Nails



INSTANT KARMA

Congratulations to Salon Karma of Bluffton, South Carolina, winner of 2013's Oribe Backstage Inspiration Challenge. The salon beat out more than 50 competitors who attempted to re-create looks from the industry legend's Backstage Miami: La Fama presentation. Each portfolio entry was posted on oribe.pro, where members were asked to vote for their top three picks. Finalists were then reviewed by a judging panel that included members of the Oribe Education Team and Oribe himself. "The entire team was so excited to do a shoot using all Oribe products," shares Salon Karma Owner Danielle Keasling. "Our staff does many local shoots, but we've wanted to enter the national market with our work. There was so much energy that night in the salon, you could just feel it—even though we were there until 2 a.m.!" Keasling and the salon staff won a trip to Miami Beach for up to six members of the team, including dinner with the Oribe Hair Care executive team and one spot to assist backstage at an upcoming fashion week show. From Backstage Inspiration to backstage reality!

winner's circle

Congratulations to Marco Pelusi of Marco Pelusi Hair Studio, who received the John Chase Art & Design Award in the West Hollywood Chamber of Commerce's 30th Annual Creative City Awards 2013. Winners were announced during a gala hosted by the Chamber of Commerce, held at The London West Hollywood in California. Pelusi, who was nominated for the category by his peers, is known globally as a top colorist and educator. His West Hollywood-based salon caters to celebrities and local clients alike and offers the latest color craves and styling trends. Bravo, Marco!



State of the Union

Supporting his longtime client, Cuccio Founder Tony Cuccio attended Summum Beauté's 25th anniversary in Quebec.

Tony Cuccio leads a seminar at Summum Beauté's 25th anniversary in Quebec.

The industry vet delivered a 90-minute seminar about the state of the nail industry and supplied tips on how to increase revenue through trend forecasting, education and basic money management. Among the key pointers he shared: "A down economy is a great time to reevaluate your business and focus on the areas where you can save money and the areas where you can make money. The first and most obvious place to start is evaluating what you're paying for products like files, wood sticks, buffers and nail glue," Cuccio shares. "It isn't necessary to spend a lot on these items. Next, consider your menu of services and determine what your services generate per hour. Most techs are shocked to learn that artificial nail services generate less income per hour than a manicure with soak-off gel. Lastly, push gift certificates all year long so clients purchase them for friends and family, all of whom are potential new clients." Making the most of our current economic climate just might be easier than we thought!