

MODERN

SEPTEMBER 2014
\$10

SALON

NAHA
Winners
Portfolio

14

big wins
of 2014

COLOR
insurance

This year's most hashtagged
color additive

PINK'S
POWER

Beauty and
breast cancer
awareness

texture!

There's a cool front
coming in

Heavy Metals

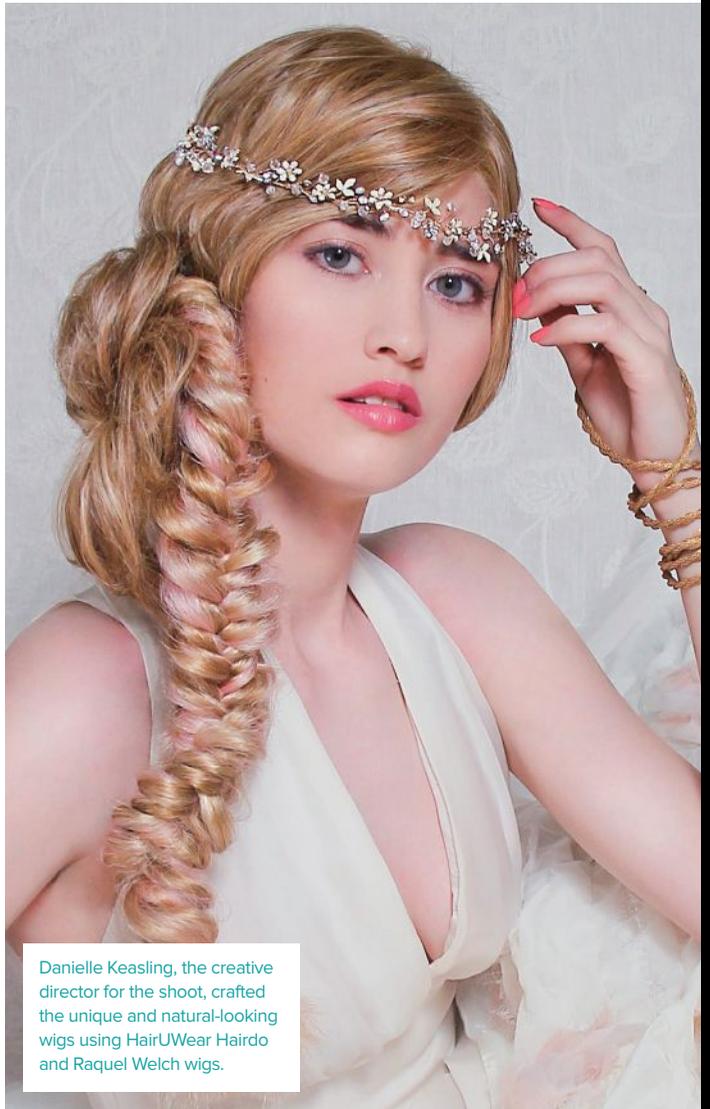
Fashion's tone,
structure, shape and
texture influence
this season's luxe
color palettes and
playful designs.

Hair: Kazushi Yamamura

SURVIVOR GLAM SQUAD



The inspiration for this look was festival season with tousled, undone waves and pops of pastel hair.



Danielle Keasling, the creative director for the shoot, crafted the unique and natural-looking wigs using HairUWear Hairdo and Raquel Welch wigs.

The Power of Pretty

Nowhere is the transformation of beauty more apparent than in the salon chair.

By CHANDLER C.N. ROLLINS

Beauty professionals witness dramatic makeovers every day. Often these life-changing moments are the result of clients with significant health ailments. The unfortunate truth is that it's not a matter of if, it's a matter of when one of your clients will be faced with cancer. That's where **Survivor Glam Squad** (SGS) comes in. Founded in 2011 by **Keely Webster**, SGS is a non-profit organization

with the mission of providing female cancer survivors with esteem-building opportunities, such as professional makeovers, education and motivation.

Using her talent and resources in the entertainment and beauty industry, Webster constructed the idea to follow her true passion of helping others. Now in its fourth year, SGS has blossomed into an explosive charity for cancer survivors.

"To be able to provide beauty

professionals the tools to give back to the community has been one of my goals since I started in the industry," Webster says. With the death of her grandfather from prostate cancer in 2009 and her grandmother's diagnosis of breast cancer, she was determined to find an opportunity to connect her passion for the beauty industry with a philanthropic cause.

Through donations and volunteer efforts, SGS empowers women and



To create the pompadour effect, Keasling braided the front portion of the hair and expanded it with her hands to create volume.



Heather Byrd poses with her natural hair.

“I define survival as just living. Every day we are living, every day we are surviving.”

—Heather Byrd, Survivor Glam Squad participant and model

girls to get back on track after cancer treatment. SGS holds private, in-salon makeover events and two- to three-day conventions that provide makeovers for approximately 200 to 500 women.

“A lot of these girls haven’t had a chance to have a real life,” Webster says. “Whether it’s the side effects of actually having cancer or the side effects of the radiation or chemotherapy. The makeovers help to get them back on track.”

“This organization helps me to feel great about myself,” says **Heather Byrd**, an SGS participant who served as the model for this MODERN SALON exclusive. “Sometimes chemo can cause a real funk, and this day of beauty surely picked me up.”

In 2007, at the age of 16, Byrd was diagnosed with acute lymphoblastic leukemia—a type of cancer that invades the blood and, if left untreated, can

Hair: Danielle Keasling and the Salon Karma team including Kelli Hoff, Lauren Ajlani, Priscila Ortiz, Michelle Landsdowne, Erica Horton
 Makeup: Jessica Quito
 Fashion styling: Kevin Cartee
 Photography: Zoe Christou Welch
 Products: Peter Coppola Beauty, HairUWear, Hairdo and Raquel Welch, TIGI cosmetics, Cortex iron and R Session Nalu Waver

Continued

be fatal within a few short months. After chemotherapy, Byrd spent two years cancer-free before relapsing. She completed a second round of chemo in March 2013, but then cancer found its way back into her bones. Now, five months in remission after a third round of chemotherapy, Byrd is awaiting a stem cell transplant that might mean the final step in her recovery.

With ambassadors representing approximately 30 states and makeover events across the globe, SGS continues its international journey to help women like Byrd, families and caregivers during and after the devastation of cancer.

"It's all about reeducating the client on how to do their hair and apply their makeup," Webster says. "It's the last thing they want to think about when they are going through cancer. It gives them a boost and gets them back to feeling like their self again."

In June 2013, **Peter Coppola Beauty** announced a partnership with Survivor Glam Squad.

"We are here to create change through our craft and to remind people how truly beautiful they can be—Survivor Glam Squad is the ultimate platform for that creativity," says

How to Get Involved

- **Beauty Professionals:** Licensed cosmetologists and therapists who want to use their talent to touch the lives of female cancer patients, survivors and their families can volunteer time and services to local events helping provide makeovers.
- **Glam Squad Member:** Anyone can volunteer their time or service to a local event to help brighten the day of female cancer survivors. Services can include photography, stylist, coordinator or assistant.
- **Glam Squad Ambassador:** Compassionate individuals in any city wishing to help spread the message by coordinating local makeover events and fundraisers for cancer survivors. Ambassadors are responsible for organizing and running local events twice or more per year.
- **Peter Coppola Beauty:** Salons carrying Peter Coppola Beauty have the opportunity to host Survivor Glam Squad events at their locations around the country. In support, Peter Coppola Beauty will donate all products for the makeovers to the trained stylists and a portion of the sales proceeds to Survivor Glam Squad.

Steven Lightfoot, technical director for Peter Coppola Beauty. "We, as stylists and salon owners, are caregivers by nature. And that's what is so amazing about us as a community."

The ultimate goal of the partnership is to ensure women feel good about themselves and help them realize their true beauty no matter their struggle with a devastating illness. Nationwide, salons carrying the Peter Coppola Beauty collection will be

given the opportunity to host makeover events with products donated by Peter Coppola Beauty.

As far as the future is concerned, Webster hopes to continue the expansion of the event to salons and beauty schools and to make this type of event an industry standard.

"I just want to give," Webster says. "Survivor Glam Squad has completely changed my career path. I'm in love with it, and I want it to grow."

