

euforia

MAGAZINE

January - March 2017



NEW
YEAR
NEW
LOOK!



**SUPERSTAR
INFLUENCER**

Do you have what
it takes?

TOTAL LOOK

Turn your clients into
this years hottest
trendsetter.

NEW AGE SHAG

A fresh approach
to a classic cut.

Hair by DAVID BARRON
Barron's London Salon



HELP FIGHT CHILD ABUSE

Every April the #euforination comes together to join in the fight against child abuse, an initiative that is near and dear to our founder's hearts. Beth and Don Bewley made a commitment to Childhelp® over a decade ago, and since that time the #euforination has raised over one million dollars in support of this worthy organization.

Show your support with the Aloetherapy Stock Up Deal

Refer to the Winter Buying Guide (on back page) to find out how your order of Aloetherapy can help in the fight against child abuse. Create the perfect shopping environment to maximize your giving to children in need. Together we can make a difference!

Kick start your fundraising events with our 2017 Childhelp Kit*:

- (50) Childhelp® Brochures
- (5) Childhelp® Counter Signs
- (10) Childhelp® Stylist Station Cards
- (10) Childhelp® Mirror Clings
- (1) Salon Fundraising Information Packet
- (1) Aloetherapy Soothing Body Moisturizer (6 oz.)

*Eufora Partner Salons can order the Childhelp® Kit through the Partner Salon Site using 10 Reward Points. For all other Kit orders, please contact Jessica Migdal jessicam@eufora.net



HOPE INSPIRES



Beth & Don Bewley
Eufora Co-Founders

It's only one day out of 365. Many would say, it's a day just like any other. But on each New Year's Day, for as long as I can remember, I reflect on the past twelve months, and I'm amazed at just how much has changed in this very short period of time.

Looking back, there are always things that I'm proud of, great successes and special happy moments. There are things that I wish I'd done differently, things that somehow went awry. Sometimes there is sadness, especially this past year with the tragedy of our recent loss.

Still, when looking forward to the start of each New Year, I, like most people find that one of the greatest human emotions always comes front and center in my thinking ... HOPE.

It's a time for great optimism and excitement for the possibilities that a New Year can bring. We hold great expectations for the future and are hopeful about the path our lives will take. The desire for a better future for ourselves and our loved ones seems to be at an all-time high.

The hopes, dreams and goals we set for ourselves in the year ahead and beyond can only become possible with our commitment to take action. Let our hope for the future be the fuel for our actions now. Directing our passion and energy toward a realistic plan will make our dreams become reality.

Right now is the right time to choose to take action that will bring our future vision, dreams and hopes to life. Twelve months from now, as we reflect back on this year, what will we be proud of, what will we have achieved?

But we all must remember, it's not just the start of a new year that brings hope. Each day offers a new beginning and the chance to change, learn and grow. We must embrace each day as a new opportunity to keep moving forward to what we hope for, to do what it is that makes us really happy.

Wishing you a beautiful year full of Hope and the Courage to take Action.

-Beth Bewley

NEW YEAR NEW LOOK!

A new year is here and the possibilities are endless. Let's get ready to ring in 2017 with a new look...to Eufora Back Bar that is! All Eufora Back Bar is transitioning into one size. Consistency at the Back Bar is the name of the game. The new bottle is taller, sleeker and is a true liter size, holding 33.8 ounces of product.

By Chrystal Ashmore
Eufora Senior Brand Manager

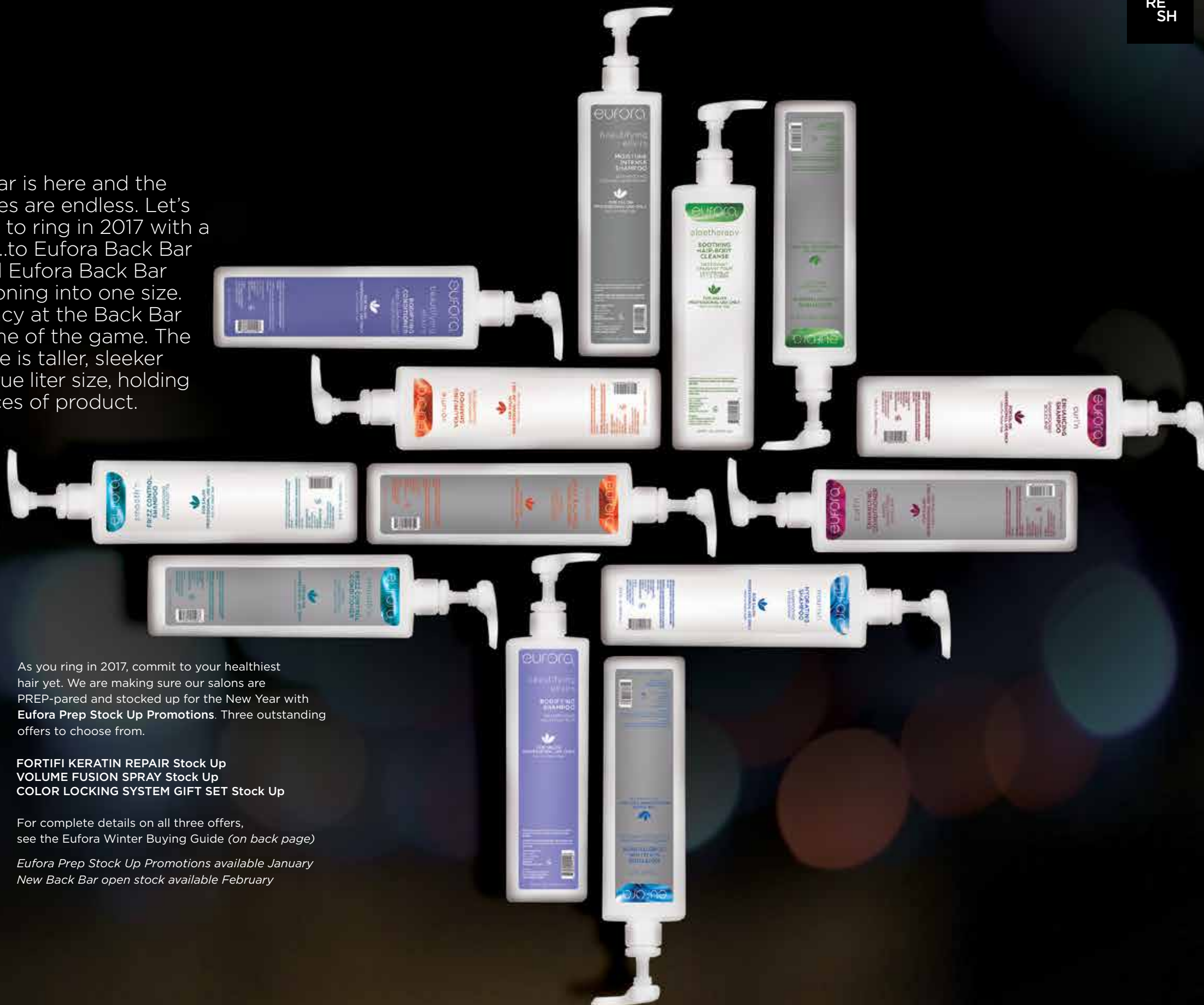
Making their Back Bar debut - The Volume Promise! Yes, Volumizing Shampoo and Daily Balance Conditioner are now offered in the new Back Bar.

And - all current 80 oz. Nourish Promise shampoos and conditioners will also be offered in the new Back Bar. Since the 80 oz. size will continue to be available, you now have two Back Bar size options to choose from for Eufora top sellers, HYDRATING SHAMPOO, DEEP MOISTURE CLEANSE, MOISTURE SOLUTION CONDITIONER AND URGENT REPAIR TREATMENT.

...Wait, we're not done!

No more suspense about the 'dispense'. New Back Bar shampoos and conditioners now come with pumps. Eufora prep products FORTIFI KERATIN REPAIR, VOLUME FUSION SPRAY, SCULPTURE™ and ILLUMINATE™, will continue to come with dispensing caps.

The Eufora Thickening Promise will remain in it's current 25.4 oz. Back Bar bottle and Eufora HERO For Men™ will remain in it's current 32 oz. Back Bar bottle.



As you ring in 2017, commit to your healthiest hair yet. We are making sure our salons are PREP-pared and stocked up for the New Year with **Eufora Prep Stock Up Promotions**. Three outstanding offers to choose from.

FORTIFI KERATIN REPAIR Stock Up
VOLUME FUSION SPRAY Stock Up
COLOR LOCKING SYSTEM GIFT SET Stock Up

For complete details on all three offers, see the Eufora Winter Buying Guide (*on back page*)

Eufora Prep Stock Up Promotions available January
New Back Bar open stock available February

NEW TOOLS FOR THE NEW YEAR

By Doug Smith
Eufora Brand Manager

As a stylist, I'm constantly looking for the coolest tools to use while working behind the chair. It's partially the thrill of something new, but mostly the cool factor that both stylists and salon guests notice when we are professionally polished. We've all had that client that wants to know what we're using, why and how. I personally love those guests because it's super easy to guide the conversation to their "at home" needs for ALL products and yes...sometimes even tools.

With that in mind, it's been a fun journey finding the right combs for you, the #euforination. Of course there's a sense of pride being a system supporter from the front of the salon to the back room, and this is just one more opportunity to share #euforalove.

So, here's the 411 on our new Eufora Carbon Combs.

First, there are five styles in the collection. It's the CARBON that makes them extremely durable and static free to smooth tangles and glide easily through wet or dry hair.

The new Eufora Carbon Combs are super lightweight, as well as heat and chemical resistant.

I'm confident you will be craving all five, so be sure to check out the NEW Stylist Roll Up Tool Kit offer in the Eufora Winter Buying Guide (on back page). The Roll Up Tool Kit is available while supplies last, and a great way to ring in the New Year!



1. **Clean & Clear Image**
Use your logo or professional image of yourself. If your profile photo is not compelling, people will not click through to your page.

2. **Who You Are & What You Do**
Name, Title & Specialty.

3. **All Contact Info**
Easy ways for clients to contact you. You decide how people will reach you: Call, Text or Email.

4. **Location**
Indicate your city or region for ease in finding your location. Be sure to include your salon info on your page.

5. **Create A Business Profile**
Enhance your business on Instagram.
-Contact Button
-Location
-Analytics/Promote

THE SUPERSTAR INFLUENCER

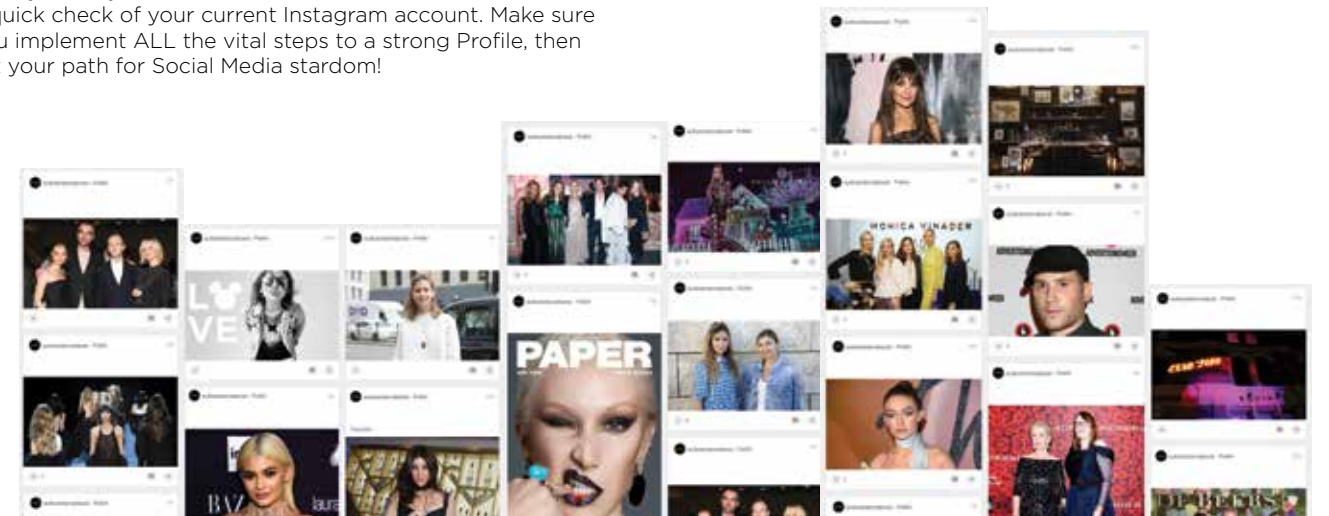
By Jessica Migdal
Eufora Communications Manager

DO YOU HAVE WHAT IT TAKES TO BECOME AN INSTAGRAM SUPERSTAR?!

With social media being at the forefront of communication, Instagram may hold the single most important message you convey to the world. YES, the whole world, not just your friends, clients or neighbors! Given the potential reach of social media, and our image driven beauty industry, it's no wonder that having a strong Profile can make or break any Instagram Beauty Influencer.

What's so important about the right Profile? This is where your clients and potential clients will get their first impression of you, your work and your salon. This first look is where you show yourself as a credible beauty professional...or not!

So, if you truly crave Influencer status, now is the time to do a quick check of your current Instagram account. Make sure you implement ALL the vital steps to a strong Profile, then set your path for Social Media stardom!





GIFT GORGEOUS!

Prep Your Salon for Spring Gift Giving Season

Spring will soon be in the air! Will your salon be ready for the season's gift giving festivities? Filling Easter baskets, showing mom how much she means to you, or how about bridal party gifting that will make any bridesmaid forget she's wearing taffeta in the colors of 'Blush and Bashful'.

Whatever the occasion, don't miss out on staging your salon shelves for gift giving opportunities with **GIFT GORGEOUS**, a must have limited edition gift set for hair and skin perfection featuring **BEAUTIFYING SERUM** -Oil Complex and **ELEVATE™** -Finishing Spray.

For complete promotional details, see the Eufora Winter Buying Guide (on back page).



eufora®

BEAUTY without COMPROMISE

ALOE THERAPY

Skin and scalp sensitivities are a common concern in today's world, especially during dry winter months. Internal and external stresses, various use of chemical services and cosmetic products, daily environmental factors, even genetics can all be contributors.

Who is Aloetherapy right for?

Anyone who experiences sensitivities. Levels of symptoms vary from dryness to itchy skin and scalp, to stinging and red inflammation. Any type of aggression damages and weakens the skin, which in turn then becomes less and less tolerant to both internal and external stresses. Soothing these symptoms with Aloetherapy provides both immediate and long term benefits.

KEY INGREDIENTS



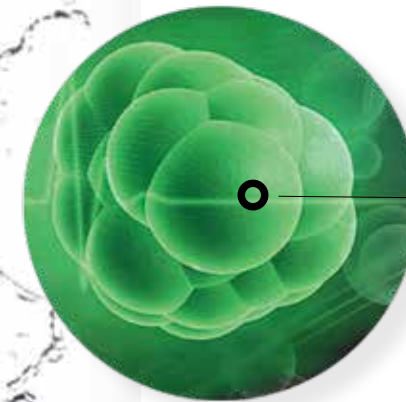
THE WONDER OF WATER LILY

A natural moisturizer. Provides instant hydration. Potent amount of Vitamin C. Contains anti-inflammatory properties.



THE POWER OF OAT

Contains anti-irritant properties. Reduces redness and itch. Soothes and calms. Relieves dry skin.



The benefits of **Aloe Stem Cells** are **1000x** the molecular potency of Aloe.

What is Aloe Stem Cell Technology anyway?

In the simplest form...When the Aloe Plant is cut open, it induces a repairing mechanism to heal itself. These "repairing" cells (aka regenerating cells), are known as Stem Cells. The super charged **Stem Cells** are extracted from the Aloe Plant and are used in Aloetherapy formulations. This entire process is referred to as **Aloe Stem Cell Technology**.

Over 50% of patients have some type of skin or scalp sensitivities.*

* (According to the American Academy of Dermatology)

COCKTAILS? YES, THANK YOU

By Doug Smith
Eufora Brand Manager

Whether you call it layering, blending or cocktailing - there are many occasions where, as stylists, we need to be a "beauty mixologist" to achieve the perfect look. Men's grooming lounges, upscale barber shops and even private rooms in full service salons are popping up everywhere, proving that men want to be pampered and aren't afraid to invest in their styling products to look their best.

Here are a few of my favorite Eufora HERO for Men™ (and EuforaStyle) "COCKTAILS"



JETT: He has longer hair, doesn't want to look fussed - but doesn't want his hair to look like it does when he hasn't done anything at all.

COCKTAIL: CONDITIONING CONTROL & GROOMING CREAM

MIXOLOGIST INSTRUCTIONS: Spray a generous amount of CONDITIONING CONTROL into clean, damp hair - emulsify a small amount of GROOMING CREAM with fingertips and define ends for added control. Let hair dry naturally. DON'T FUSS WITH IT. Calm, Cool, and Natural!



MIGUEL: He's dark and mysterious with wavy thick hair. His goal is to look styled without looking too perfect.

COCKTAIL: MOLDING PASTE & EuforaStyle POWDER LIFT™

MIXOLOGIST INSTRUCTIONS: Emulsify MOLDING PASTE in the palm of your hands, then mix in a generous amount of EuforaStyle POWDER LIFT™. This will give definition with a little "grit." Work through damp or dry hair for the perfect combination of control, definition and hold.



JOE: His look is defined and definite. His hair is CURLY and he wants it under control.

COCKTAIL: FIRM HOLD GEL & GROOMING CREAM

MIXOLOGIST INSTRUCTIONS: Mix equal amounts of FIRM HOLD GEL and GROOMING CREAM into hands. Spread evenly throughout slightly damp hair and style into place. Let dry and watch them swoon as you walk by.



eufora HERO

FOR MEN™

PERSONAL

GROOMING

PRODUCTS

FOR THE

CONFIDENT

MALE



RETAIL REALLY?

By Doug Smith
Eufora Brand Manager

Does your salon really need to carry home care products for your male clientele? Absolutely! Not only is the men's personal care and grooming category expanding, it's one of the fastest growing categories globally.



According to statista.com, the men's grooming market is estimated to reach close to 23 BILLION US DOLLARS globally in 2017, and is scheduled to grow almost 10% each year through 2020!

Independent studies prove that men are loyal customers who stick to what they like. Once they've "subscribed" to a brand, they're hooked. As long as we're consistently conducting a thorough dry consultation prior to each service, and recommending a home care regimen customized to each [male] guest, then we're on the right track to achieve great retail sales in the salon.

What, you may ask, does this have to do with your salon and your retail presentation? The answer is simple; the dry consultation doesn't stop with each individual guest. Be sure to know your clients home/social circle so that you can make meaningful retail recommendations to support their significant other. In other words, work your prospects! You'll be surprised how easy it is to boost retail sales and grow profits.

This January Eufora HERO for Men™ is poised and ready for a surge in men's grooming and will be offering a value priced retail and back bar stock up opportunity on COMPLETE SHAMPOO and REVITALIZING TREATMENT. To learn more about this money saving offer be sure to check out the Eufora Winter Buying Guide (*on back page*).

HERE ARE A FEW STATISTICS FROM THE WOMAN'S PERSPECTIVE ON MEN'S GROOMING PRODUCTS:

63% of women surveyed state that their man loves to groom and is not bashful about it. Shampoo and Shaving are in the top 5 grooming products purchased.

96% of women surveyed purchase grooming or personal care products for one or more of the men in their household.

76% of women surveyed say they don't wait for him to ask, they just buy grooming or personal care products when they know he is running low.

63% of women surveyed say the man/men in her life trusts her opinion because she's more knowledgeable about personal care products.

TO TONE... OR NOT TO TONE?

That is the question.



By Joanne Rempel
Eufora Color
Development Manager

While on the road, I am always pleased to hear salon professionals rave about the clean lifting ability of Eufora AloeLite™ Bleaching Pods and Cream Lightener. The comment that follows is “I really don’t need to tone, do I?” The answer is one of quality and durability. If you want to be the best, you must use best practices.

1. Although you may lift to the exact tone you’re hoping to achieve, environmental factors like mineral water and UV rays from the sun can turn that beautiful blonde into a not so pretty yellow or yellow gold.
2. Would you apply nail polish without applying a top coat? You could, but the nail color will probably look dull and the tone will change after a few days of wear. The same is true with toner. A toner will give you that durable, glossy finish and assist with the control of underlying pigment and unwanted warmth. Beautiful blondes and/or highlights should always be toned. After all, 15-20 minutes is a small time price to pay for excellence.

Toner Tips

Always take into consideration the skin tone and eye color when choosing a color for your guest. This includes Toners! This careful consideration will take your work from good, to HOT! Toning is super simple using EuforaColor No Ammonia shades with 7 Volume Universal Developer at a 1:2 mixing ratio for 15-20 min. Don't forget Color Elixir™ PROFESSIONAL ADDITIVE and PROFESSIONAL SEALER to protect hair and prevent unnecessary damage.

Favorite EuforaColor Cool to Neutral Toner Recipes:

FOR LEVEL 9 HAIR:

Formula Option 1:

Mix equal parts No Ammonia 10.12/10AV and No Ammonia 10.32/10GV

Formula Option 2:

Mix 5 parts No Ammonia 10.12/10AV with 1 part No Ammonia 6.5/6M

Favorite EuforaColor Warm to Neutral Toner Recipes:

FOR LEVEL 8 HAIR:

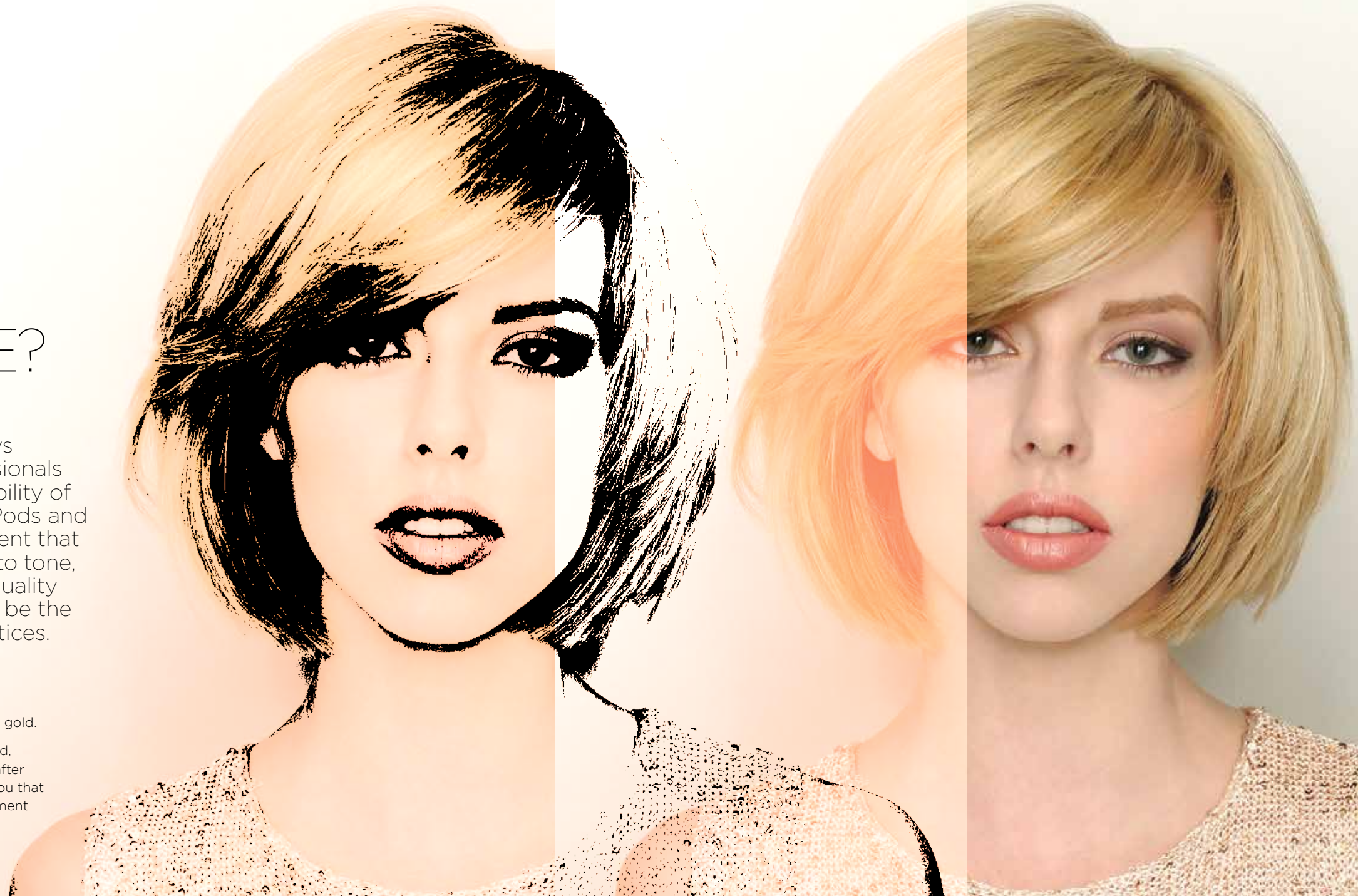
Formula Option 1:

Mix 20g No Ammonia 8.32/8GV with .5g No Ammonia 7.44/7CC and .5g No Ammonia 5.22/5VV

Formula Option 2:

Mix 20g No Ammonia 8.01/8 No Ammonia with 8g of No Ammonia 8.42/8CV

Elevating service results and your reputation is easy and should always be a part of your service personality. For me, it's always best to be known in my town as the colorist that does things a little more diligently with amazing results every time. I invite you to carry that torch in your market - you'll be thrilled with the referrals, and your guests will be thrilled with their consistently beautiful results.



VOTED BEST COLOR STRENGTHENER!



FOR

TRUER
COLOR
TONE

2X
IMPROVEMENT
IN OXIDATIVE
STABILITY

3X ANTI-BREAKAGE
BENEFITS



NO COMPROMISE TO
LEVELS OF LIFT

eufora®



CHEMIST CORNER

By James Grundy
Eufora Director of R&D

FREE RADICALS...BREAKING BONDS... WHAT'S IT ALL ABOUT?

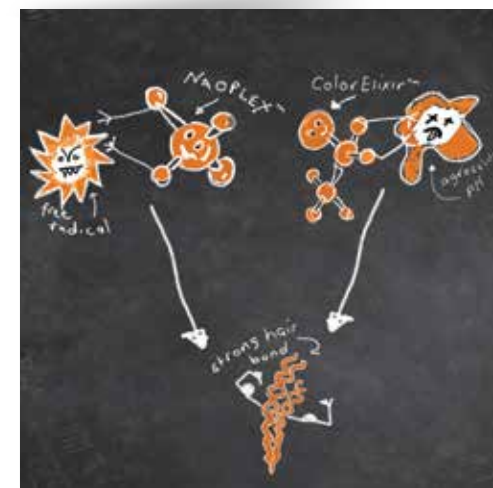
A favorite new mantra for today's salon professionals seems to be the "B" word. I'm talking about "Bonds". Break bonds, Repair bonds, Multiply bonds. Which "Plex" is best to beat the bond dilemma? So many new complexes enter the market each month! What's a stylist to do?

All of these new "Plex" type products have one thing in common; they promise to "repair" or "multiply" bonds that are broken or damaged during a chemical service, referring of course to disulfide bonds. So, what's all the fuss about disulfide bonds, really?

Think about those traditional "perms"! Permanent waving systems have been around for decades, and generally consist of two parts. The first part contains a processing solution, or "reducing agent", which breaks the disulfide bonds to allow reshaping of the hair. The second part is the "neutralizer" which reforms the disulfide bonds into the shape you desire. In this perm process, the "neutralizer" actually acts as a type of bond builder or multiplier.

What is this magic ingredient that "builds bonds" in neutralizers? Surprise, it is simple Hydrogen Peroxide (aka Developer)! Connecting the dots, developer is also used in most color services, so why the need to add a bond multiplier or "complex" to your service if the developer is already rebuilding bonds?

By nature of the chemical reaction that takes place during a chemical service the hair is being damaged, or bonds broken, and then bonds are being repaired. So, what is the true villain at hand? The answer: **Free Radicals!**



In developing the Eufora COLOR ELIXIR™ system, we looked to address the root of the problem, targeting the free radicals BEFORE damage occurs instead of repairing damage after. COLOR ELIXIR™ fights damaging free radicals where it's most important, in the color bowl, by using NAOPLEX™ Technology. This proprietary complex offers unparalleled protection and supports the integrity of the hair.

HOW? COLOR ELIXIR™ PROFESSIONAL ADDITIVE slows oxidation, and stops free radicals from forming, allowing for better color penetration and better lightening without sacrificing the hair fiber integrity. With free radicals under arrest, what other hair villains did we target? Probably the biggest unavoidable challenge we identified is aggressive pH. Chemical services use high pH (typically 9.5 - 10.5) to lift the cuticle. This process opens the hair fiber up to extreme damage, especially when it is exposed for extended periods of time. This is why the PROFESSIONAL SEALER is an essential component of the COLOR ELIXIR™ system. COLOR ELIXIR™ PROFESSIONAL SEALER helps to restore the pH balance and repair the hair once the chemical service is complete. With all that said, what does that really mean to you the stylist?

Well let me ask you this, would you rather repair broken bonds...or prefer they NEVER break in the first place?
Prevention is the best medicine!

"The control of these free radicals will *deliver excellent lightening with no negatives in fiber damage*"

" J. Cosmet. Sci., 60, 205-215 (March/April 2009).



eufora.
**GLOBAL
CONNECTION**

SALON PROFESSIONALS FROM **NORTH AMERICA, ASIA & THE UK** GATHERED IN SAN DIEGO, CA THIS PAST OCTOBER FOR THE **2016 EUFORA INTERNATIONAL GLOBAL CONNECTION** WHERE A TEAM OF **TALENTED EUFORA STYLISTS & EDUCATORS** INSPIRED ATTENDEES WITH MOTIVATIONAL PRESENTATIONS AND BREAKOUT SESSIONS EMPHASIZING **"BEAUTY IN MOTION"** THE THEME OF THE EVENT, WHICH FOCUSED ON **EMBRACING CHANGE** AND BECOMING A POSITIVE CONTRIBUTOR TO MOVING THE INDUSTRY **FORWARD.**



BEAUTY IN MOTION, THE FINAL CHAPTER

-Philip Carreon, Eufora Creative Director

Color was woven into every character nuance of Carreon's Eufora Gala Show, and all the hair was designed specifically for each phase of this unique Genesis story. A talented Artistic Team used EuforaColor to create and instill each mood. Green and Blue-Blacks for The Crows, High lifted and toned Blondes for Ice Crystals, Yellow for The Storm, and of course Pastel "under-water" colors emanated from creative formulations using new Eufora Artisan Shades. Truly awe-inspiring performance art from start to finish!



ASIAN INSPIRATION

The Eufora Japanese Team, led by Braidart Master, Hidenori Nishimura, presented an artistic and vibrant exploration into Japanese culture, taking the audience on a journey from traditional Japan to new Tokyo street style. On stage transformations spoke to a return to the art of true hairdressing as models from each cultural genre morphed from understated to embellished, colorful and contemporary looks. In a matter of minutes, each new look was completed and then complemented by wardrobe reveals that featured bold ornamentation such as gold shoes and accessories hand crafted from synthetic hair.

LONDON CALLING

Iconic classic shapes, incorporating traditional styling techniques, gave the styles we all know and love a futuristic bent. When it came to color, a simple science lesson reminded Eufora UK Style Director Neil Smith that as white light passes through a prism it is dispersed, and then the different colors of the spectrum separate. Smith took inspiration from this "White Light" concept, showcasing bold, bright, beautiful hair colors utilizing shades from the new EuforaColor Artisan palette of direct dyes.





THE TRIBUTE SHOW

The opening runway show began with a video tribute to the late Don Bewley, co-founder of Eufora, and featured some of his most memorable moments including favorite hair styles and makeovers through the decades. The Eufora Tribute Team, led by Eufora Style Director Mirza Batanovic, created more than two dozen looks to showcase uniquely Eufora cutting and styling methods that honored Don's passion for classic beauty and barbering, while incorporating salon friendly trends and color techniques. Each model walked the runway with a ready to wear cut, color and style designed to be fashion forward and flattering to their face shapes, skin tone and eye color. "Don always loved hair that you can wear" stated Batanovic.

ARTISAN ON THE RUNWAY

In an homage to art and style, models from the pop art, modernism and street art genres appeared to step right out of the art gallery and onto the runway with their bold and dramatic hair colors, cuts and styles. Still life became real life as a dozen models brilliantly showcased the newly launched EuforaColor Artisan Shades. An artistic array of 11 direct dye shades designed to thrill every creative colorist.



EUFORA HERO FOR MEN™

Master Barbers from the Eufora HERO for Men™ Team closed The Tribute Show with a main stage presentation that exemplified a new confidence and style in men's grooming. Long, short, classic and contemporary hair complemented the individuality of 10 gorgeous guys who rocked the runway and were themselves the perfect complement to a modern new look for the award winning Eufora HERO for Men™ line.

BEST OF SHOW!

2016 STYLIST OF THE YEAR AWARDS

The Eufora Gotham Gala was the platform for this year's Stylist of the Year Awards Ceremony, where the winning hairdressers who competed in seven categories were honored with top prizes.



THE WINNERS

- a. **AVANT-GARDE:** Jeannie Jachman, Studio for Hair
- b. **COLOR VISION:** Vanessa Rockey Del Bono, Alora Salon
- c. **MEN'S TREND:** Luka Paprica, Salon DiSalvo Hair & Spa
- d. **MAKEOVER:** Tracy Mayfield, Salon Nouveau
- e. **TEAM COLLABORATION:** Jennifer Covey & Rebecca Hernandez, Studio 700
- f. **NEW TALENT:** Kayla Bushey, Deeva Hair
- g. **CONTEMPORARY CLASSIC:** David Barron, Barron's London Salon



THE FINALISTS

MAKEOVER

Lauren Diaz - Salon 77
 Cynthia Smith - Katherine Jon Salon
 Tracy Mayfield - Salon Nouveau

CONTEMPORARY CLASSIC

Lisa Warren - Abeille Salon
 Tracy Mayfield - Salon Nouveau
 David Barron - Barron's London Salon

AVANT GARDE

Vanessa Rockey Del Bono - Alora Salon
 Jeannie Jachman - Studio for Hair
 Irina Avsnekevich - Emerge Modern Salon & Spa

NEW TALENT

Jessica Correia - Deeva Hair
 Abby Lynn Colliver - Salon DiSalvo Hair and Spa
 Kayla Bushey - Deeva Hair

MEN'S TREND

Lisa Warren - Abeille Salon
 Luka Paprica - Salon DiSalvo Hair & Spa
 Luke Duffy - Ultimate Barbers

TEAM COLLABORATION

Jessica Correia & Kayla Bushey - Deeva Hair
 Jennifer Covey & Rebecca Hernandez - Studio 700
 Harrie Galloway, Emma & Alice Ross - Team UK

COLOR VISION

Tracy Mayfield - Salon Nouveau
 Vanessa Rockey Del Bono - Alora Salon
 Cynthia Smith - Katherine Jon Salon

MEN'S ADVANCED TREND CUTTING

MASTER your CRAFT

Experienced stylists and barbers - Become a master of your craft!

If you are looking to escape winter's chill and invest in your personal development, we invite you to enroll in the 3-day MEN'S ADVANCED TREND CUTTING course, offered exclusively at the Eufora Advanced Training Academy in sunny Southern California.

Led by Eufora National Trainers and Master Barbers Julie Cross and Steve DeCaro, attendees will learn detail fading, advanced clipper work and master level men's cutting & finishing.

MEN'S ADVANCED TREND CUTTING

Course Dates: February 19 - 21, 2017
Investment: \$775* (includes lunch each day)

- Attendee required supplies: Scissors*, razor*, combs, brushes, clippers and clips
- Skill level required: Completion of Men's Classic Barbering (or equivalent)
- Attendee/Instructor ratio: 8 to 1

The February session will be the ONLY Advanced Men's Trend Cutting course offered in 2017, and is a "not to be missed" opportunity to up your game when it comes to courting a male clientele.

**To enroll or request more information, please call 1.800.6.eufora. Scissors and razors are available for purchase at The Academy*



SAVE *the* DATE
VISIONQUEST 2017



THE EUFORA BUSINESS & PERSONAL DEVELOPMENT RETREAT
Omni La Costa Resort & Spa, Carlsbad, California

November
5-6
2017

EUFORA ADVANCED TRAINING ACADEMY | EUFORA HQ | VISTA, CA

- January 22-24 Foundations Level I - *Precision Core Technical Training*
- February 19-21 Men's Advanced Trend Cutting
- March 5-7 VIA Haircutting System Level I - *Versatile Innovative Architectural*
- April 2-4 Advanced Color Artistry: Blonding
- April 23-25 Mastering the Art of Updo Styling
- May 7-9 Creative Expressions - *Advanced Level Creative Cutting*
- May 21-23 The Art of Texture, Curl and Wave
- June 25-27 The Art of Image Crafting
- August 27-29 Master Styling and Finishing
- September 10-12 Advanced Color Artistry: *Going Beyond the Foundations of Color*
- September 24-26 VIA Haircutting System Level II
- October 1-3 Foundations Level II - *Precision Core Technical Training*

Please visit www.eufora.net for course descriptions and requirements. Dates subject to change. Please do not book travel until you are registered & confirmed with Eufora HQ.

EUFORA EDUCATOR BOOT CAMPS | EUFORA HQ | VISTA, CA

- March 19-24 For new color, technical and business educators
- July 23-29 For new color, technical and business educators

*LOCAL MEETINGS AND UPDATES

Elite Updates and Eufora Salon Owners Network (ESON) Gatherings

- Quarter 1: January 23
- Quarter 2: April 17
- Quarter 3: July 17
- Quarter 4: October 16

**Please confirm dates and locations with your Distributor Sales Consultant.*



NEW AGE SHAG

Style is inevitable when creative minds converge.

That's exactly what transpired in last fall's Eufora Global Connection in San Diego, CA. Mixed medium is all the rage so it's no surprise that a fresh approach to a classic cut delivered this runway ready Shag.

National Trainer, Connie Kecskes shares her step-by-step below for this classic turned contemporary Shag. And of course, our Color Development Manager couldn't resist dialing up the drama using Artisan Shades for a truly new age take on a ready to wear favorite.

Hair Cut by **CONNIE KECSKES**
Eufora National Trainer
Hair Color by **JOANNE REMPEL**
Eufora Color Development Manager



1— Section Hair
Section a diamond shape at the top of the head starting above the parietal ridge at the hairline to mid ear, then angled to occipital bone for drop crown.



2— Cut Perimeter
Starting with the back section, gather hair and cut to desired perimeter length.



3— Connect Sides
Connect perimeter length through sides (drop out front if necessary).



4— Cut Top
Condense top section straight up at a 90° from the crown and cut a horizontal line at desired length.



5— Blend Back
Create a one-inch vertical section in the center back from crown to nape. Using a razor, slide cut to blend top guide to perimeter. Continue with a traveling guide in one-inch sub sections from center back to the back of the ear. Repeat on other side.



6— Blend Sides
Starting at crown above ear, blend sides with back using one-inch sub sections. Maintain a stationary guide, elevating slightly to maintain a solid perimeter.



7— Finish
Frame face by slide cutting from desired front length to established side guide. Texturize as needed for additional movement.

THE TOTAL LOOK MAKEOVER

It's time to transform your clients into this year's hottest trendsetter.

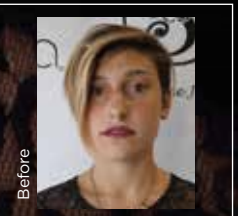
It's time to enter the Eufora Makeover Contest!

Whether you thrive on precision cutting or are inspired by bold color statements achieved with the NEW EuforaColor Artisan Shades, our panel of professional judges can't wait to see your talent. Show your creativity and personality when it comes to creating true hair artistry with Eufora.

WINNERS WILL RECEIVE:

- 1st Place:** Eufora Advanced Training Academy Course \$500 in Eufora products
1st Place prize valued at \$1275
- 2nd Place:** \$400 in Eufora products
- 3rd Place:** \$250 in Eufora products

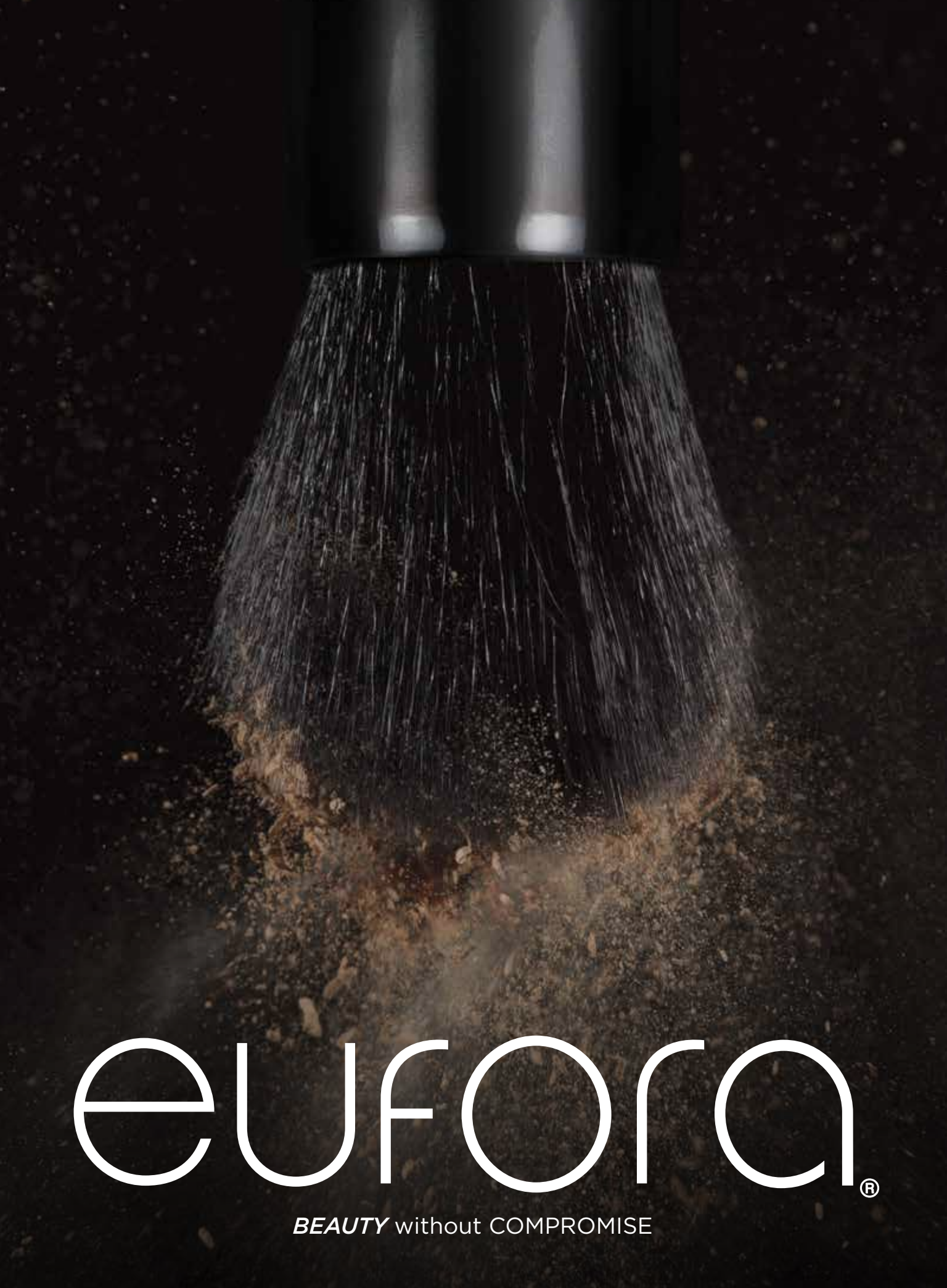
2016 MAKEOVER Finalist:
Cynthia Smith - Katherine Jon Salon



CONTEST GUIDELINES:

1. Only Eufora Hair Care products and EuforaColor may be used
2. Official entry packet must be submitted complete with all contents for each model submission
3. Stylists may submit multiple entries
4. Male and Female entries are welcomed
5. Deadline for entries is March 31st, 2017
6. Winners will be announced on April 17th, 2017

For a complete list of contest rules visit www.eufora.net or request your entry packet via email: jessicam@eufora.net



eufora®

BEAUTY without COMPROMISE

winter WONDERS

By Chrystal Ashmore
Eufora Senior Brand Manager

Preserve and Protect as the Temperature Drops

Now is the Winter of Our Discontent. Piercing wind, shivering temps, dry indoor heat! All can wreak havoc on your hair, skin and scalp. Keep yourself looking divine all season long with these Eufora winter beauty wonders!

rescue mission

Give your hair extra love during the winter months, it's going to need it. Nothing keeps all your parts soft and hydrated quite like **BEAUTIFYING SERUM**. Use this unique oil complex on your hair and scalp to add shine, nourish and control frizz. Blend it with your favorite lotion for superb moisturizing benefits.



hands on protection

Dry, rough hands are no match for this nourishing wonder! **URGENT REPAIR HAND CREAM** is full of soothing and moisturizing extracts to keep your digits smooth and velvety soft all day long. A must during the brutal winter months.



love it & leave it

Drop the Mic on winter hair with **LEAVE-IN REPAIR TREATMENT**. The ultimate all in one detangler, moisturizer, frizz-fighter and heat protector. Restore silkiness and shine with just a few spritz on towel dried hair

winter treat

Leave dry, brittle and frizzy tresses out in the cold when you include **MOISTURE MASQUE** into your beauty regimen. A unique blend of plant extracts and essential oils deeply nourishes, rehydrates and controls frizz. Leaves hair super silky and shiny.



WELCOME NEW SALONS

EUFORA SALONS

A Moments Peace Salon Franklin, TN	Esspa Kozmetika Organic Day Spa Pittsburgh, PA	Orange Lily Fort McMurray, AB Canada	The Glam Spot Brighton, CO
All the Moor Freeport, PA	Exodus Hair & Nail Studio St Claire Shores, MI	Reflections Salon Spa & Tanning Chestertown, MD	The Hair Company Newmarket, ON Canada
Amenity Day Spa Ashburn, VA	Fuse Salon Dallas, TX	Robyn Michelle Salon Winter Garden, FL	The Hive Hair Nails Spa Ozark, MO
Apothecary Hair Lounge Royersford, PA	Inspirations Salon & Beauty Kitchener, ON Canada	Sadonna Salon & Spa Annapolis, MD	The Spa at The Carneros Inn Napa, CA
Arabella Salon & Day Spa Skaneateles, NY	Karo Hair Design Burlington, ON Canada	Salon 527 Old Bridge, NJ	True Beauty Salon Baton Rouge, LA
Ardent Salon Cordova, TN	Lords and Davis Ephrata, PA	Salon Envie Columbia, MO	Viva Glam Addison, IL
Barron's London Salon Atlanta, GA	Lynnivan Salon Battle Creek, MI	Salons of Southlake Southlake, TX	Wen Chic Image Bar Katy, TX
Bearde Salon Mission, KS	Magic Beauty Salon Temecula, CA	Salons of Volterra at Stonebridge Ranch McKinney, TX	Viva Glam Addison, IL
Bella Salon Austin, TX	Mark of Elegance Millerstown, PA	Studio L Baltimore, MD	Wen Chic Image Bar Katy, TX
Bodyworks Grass Valley, CA	Monroe Hair Design Rocklin, CA	Studio Within Salon & Spa Chicago, IL	
Capucci Salon & Spa Toronto, ON Canada	Music to My Hair Salon Latham, NY	Tangled Up Salon - Laura Hilger Fishers, IN	
Cutting Edge Bel Air, MD	Neatbeat Louisville, KY	TC Hair Studio Vancouver, WA	
Dolce Vita Salon Flemington, NJ	New You Salon & Spa Memphis, TN		



HERO SALONS

Apothecary Hair Lounge Royersford, PA	Cartier's Salon Lagrangeville, NY	Karo Hair Design Burlington, ON Canada	Reflections Salon Spa & Tanning Chestertown, MD	True Beauty Salon Baton Rouge, LA
Bearde Salon Mission, KS	Exclusive Cutz Oxford, MS	Level 12 Salon Lakeway, TX	Salon Envie Columbia, MO	Wen Chic Image Bar Katy, TX
Capucci Salon & Spa Toronto, ON Canada	Hot Waves Philadelphia, PA	Moda Hair Design San Diego, CA	The Hive Hair Nails Spa Ozark, MO	

EUFORA WINTER BUYING GUIDE

Stock up on select top selling Eufora prep and styling products and receive FREE Back Bar!

FORTIFI KERATIN REPAIR Stock Up



PURCHASE:
(6) Fortifi Keratin Repair (8.45 oz.)
RECEIVE FREE:
(1) NEW Fortifi Keratin Repair
Back Bar (33.8 oz.)
29% Salon Savings

Available January-February

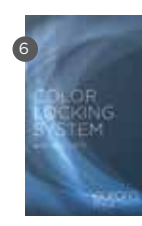
VOLUME FUSION SPRAY Stock Up



PURCHASE:
(6) Volume Fusion Spray (5.1 oz.)
RECEIVE FREE:
(1) NEW Volume Fusion Spray
Back Bar (33.8 oz.)
38% Salon Savings

Available January-February

COLOR LOCKING SYSTEM Stock Up



COLOR LOCKING SYSTEM GIFT SET:
Sculpture (10.1 oz.)
Illuminate (5.1 oz.)
Tame (1.75 oz.) **FREE**
17% Salon Savings

Available January-February
(Color Locking System Gift Set is not available for open stock purchase)



PURCHASE:
(6) Color Locking System Gift Set
RECEIVE FREE:
(1) NEW Sculpture and Illuminate
Back Bar (33.8 oz.)
34% Salon Savings

Available January-February

HERO FOR MEN™ Retail Ready Promotions



PURCHASE:
(6) Complete Shampoo (10.1 oz.)
RECEIVE FREE:
(1) Complete Shampoo Back Bar
(32 oz.)
32% Salon Savings

Available January-February



PURCHASE:
(6) Revitalizing Treatment (6 oz.)
RECEIVE FREE:
(1) Revitalizing Treatment Back Bar
(32 oz.)
35% Salon Savings

Available January-February

INTRODUCING THE NEW EUFORA ROLL UP TOOL KIT

The exclusive Eufora Stylist Roll Up Tool Kit includes a fashionable and functional roll up bag designed by the Eufora National Trainers. Perfect for holding everyday essentials



THE EUFORA ROLL UP TOOL KIT INCLUDES:

- Styling Rattail Comb
- Metal Rattail Comb
- Color Comb
- Cutting Combs
- Silicone Tint Applicators
- EuforaColor Tint Brush

YOU'LL SAVE 21% when you buy the pre-packed Roll Up Tool Kit. Quantities are limited, so be sure to get yours before they disappear!

(All items in the Kit are also available open stock. For individual comb pricing, please contact your local distributor sales consultant.)

GIFT GORGEOUS

A must have Limited Edition Gift Set for hair and skin perfection.

INCLUDES:
Beautifying Serum (4.2 oz.)
Elevate™ (10 oz.)

Specially Priced!

27% Salon Savings

Available March-April



ALOETHERAPY Stock Up

A portion of the proceeds from the Aloetherapy Stock Up will go directly to Childhelp® in support of the fight against child abuse. Together we can make a difference!



PURCHASE:
(6) Soothing Hair-Body Cleanse with Childhelp hang tag (8.45 oz.)
RECEIVE FREE:
(1) Soothing Hair-Body Cleanse Back Bar (33.8 oz.)
30% Salon Savings

Available March-April



PURCHASE:
(6) Soothing Conditioner with Childhelp hang tag (8.45 oz.)
RECEIVE FREE:
(1) Soothing Conditioner Back Bar (33.8 oz.)
30% Salon Savings

Available March-April

MOST ECO-FRIENDLY BRANDS

EuforaColor and Eufora Hair Care voted most
eco-friendly brands by Launchpad Magazine.
#euforastrong



eufora®