

DOES YOUR CLIENT LOVE HER HAIR COLOR EXCEPT FOR HER LIGHTER HAIRLINE?

RESISTANT GREY TEMPLE AREAS SHOWING THROUGH, RIGHT AFTER COLORING THEM?

WOULD YOU LIKE YOUR SEMI AND DEMI PERMANENT COLORS TO COVER BETTER AND LAST LONGER?

THE ANSWER:

THE COLOR ASSISTANT 2!

The Color Assistant 2 (TCA²) provides quicker haircolor coverage for super resistant root/regrowth areas, hairlines and resistant trouble spots. TCA² works with all manufacturers haircolor. Its pre-softening action produces no damaging effects, just great coverage! TCA² is compatible with TCA, The Color Accelerator, for speeding up the coverage of resistant and super resistant grey.

Application is easy, simply put on gloves, spray directly onto trouble spots massage in and apply haircolor as usual. For semi and demi permanent color, spray on entire head and massage in, color as usual.

A side benefit of TCA² is that it can be used in conjunction with perms, relaxers and Japanese Thermal Straightening to pre-soften hard to process hair.

TCA² will help to form a true-to-rod size, locked in curl when used before perms. When used with straighteners it reduces processing time with even the coarsest of hair.



As with all Dennis Bernard products, **POWERTOOLS®** is guaranteed through our "DBI Performance Guarantee". **POWERTOOLS®** will perform to yours and your client's satisfaction or your money back!

POWERTOOLS®

for professional hair color

Dennis Bernard, Inc.
DennisBernard.com
info@DennisBernard.com
tel 800.541.5456 | fax 732.308.9608

NEW•NOW•NEXT

TRENDS

LASHES TAKE CENTER STAGE

It's new, it's now and it appears to be here to stay—we are talking the boom in eyelash enhancements. Please don't think of former televangelist Tammy Faye Bakker or 1960s super model Twiggy. Today's long, lush and absolutely natural-looking lashes are achieved with extensions applied lash-by-lash for an eye-ful of glamor that lasts several weeks.

Red carpet beauties are among the devotees of eyelash extensions, but salons around the country are offering this service to a growing clientele of regular folks with short or thin natural lashes. The service is lucrative at several hundred dollars for an application and upwards of \$50-\$100 for maintenance.



Wide-eyed beauty from the Nova Lash eyelash extension system.

NOVA LASH is a system of eyelash extensions created by cosmetic chemist and 2007 International Cosmetic Manufacturers and Distributors "Cosmetic Innovator of the Year" winner Sophy Merszei, whose interest and expertise in permanent cosmetics and cosmetic adhesives insures safety along with a great dose of glamor.

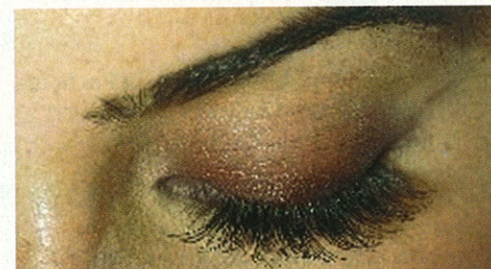
LAVISH LASHES professional eyelash extensions are water resistant and come in various lengths and colors. Tim Dana, president of the company, stresses Lavish Lashes' strict training standards—all professionals experience extensive training with a Lavish Lashes expert before performing actual salon applications.



Natural lashes get a boost from Lavish Lashes extensions.

"Eyelash extensions have gone from a hot new trend to an established must in beauty services," says Dana.

Former make-up artist, model and actress Dionne Phillips trained for five years to perfect the art of eyelash extension application. She now offers **D'LASHES** extensions at her Beverly Hills studio to a celebrity clientele that includes Lindsay Lohan, Sharon Stone and Naomi Campbell.



D'Lashes enhance eyes with or without eye make-up.

TWEEZERMAN, manufacturer of professional nail and skin care implements, is on the eyelash extension bandwagon with its Protech Lash Applicator tool. The stainless steel applicator has a thin, flat edge and a long handle that allows the professional to safely apply either lash strips or individual lashes to both upper and lower lashes.



The Protech Lash Applicator tool from Tweezerman simplifies eyelash extension applications.

For clients who would prefer to cultivate their natural lashes rather than opt for extensions, consider eyelash conditioners and treatments. **REVITALASH** was developed by a physician for his wife after her lashes were damaged by chemotherapy. The conditioner makes natural lashes appear longer, fuller and thicker even without make-up. Revitalash is available at more than 2,000 salons nationwide. —Jan Hillenmeyer

Limitless Lashes by MIRABELLA is a super-creamy formula of vitamin E and keratin that conditions lashes and promotes fullness and length. A great primer for mascara, it is easily removed.

