

YOUR AFFINAGE

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CLEANSE & CARE LAUNCH

Introducing the new Affinage Professional Cleanse & Care Collection!

Designed for stylists and desired by clients, the collection features natural Australian extracts, a UV filter to prevent sun damage and absolutely no nasties. Endorsed by PETA as part of their Beauty Without Bunnies program, the products are vegan, cruelty free, paraben free, sulfate free and colour safe.

"We've created this collection as a reflection of the values we uphold and the standards we know professional stylists expect," said Affinage Professional CEO & Founder, Richard Jolly. "We've always been a cruelty free company and are thrilled to expand on this commitment with our vegan retail collection."



As the perfect partner to Affinage Professional's Styling Collection, these salon quality products care for all hair types. Each smooth and creamy formulation helps restore optimum hair condition for extended colour radiance and effortless hairstyling. Kakadu Plum is the key ingredient throughout the range, protecting hair against oxidative stress caused by free radicals.



"We're listening to the current and next generations of hairstylists to find out what matters to them and their clients," Richard continued. "Our Cleanse & Care Collection needed to deliver high performance for professionals, provide a luxurious experience for salon customers, stand out as part of a beautiful retail display and be easy to sell after the service."



Hydrating delivers essential moisture, Purifying removes product build up, Sensitive is a fragrance free formula with anti-inflammatory properties and Blonde offers superior toning of unwanted brassy and gold hues. Miracle Repair Mask and Miracle Leave In Balm already have a strong fanbase due to their ability to quickly nourish dry and damaged hair, smooth frizz and add shine. The same can be said for 24/7 Heaven Cuticle Sealer which provides long lasting hydration and thermal protection for soft and silky hair.

Designed for stylists. Desired by clients.

"As one of our signature retail ranges, the Cleanse & Care Collection packaging needed to fit with the modern aesthetic of our Styling Collection but still retain its own identity. The organic design evokes the botanical ingredients of the range in an elegant way. Our goal was to create a timeless collection of products that would outlast the trends and we're so excited to share the results."



AUTUMN 2020 SHOOT



Balancing structure and strength with the freedom of flowing movement, Affinage Professional's Autumn 2020 shoot features six creative concepts inspired by European hair and fashion trends.

As temperatures drop, the vibrant hair colours of summer diffuse to reveal dusty pink and maple blonde. Tousled texture and sculptural shapes in shades of fiery copper and cinnamon brown reflect the natural tones of the season. There's a quiet confidence about each look, with runway designs in luxurious fabrics like satin, velvet and chiffon supporting an effortless sense of style.



NEW EDUCATORS

Leecy Evans - Gold Coast QLD & Northern NSW

Leecy has had a passion for hair for as long as she can remember. Specialising in balayage, beautiful blondes and hair extensions, she strives for incredible results and healthy hair that is easily maintained at home.

As a trainer for emerging stylists for many years, she has found an ever bigger love for what she does. Inspiring other hairdressers to grow is what inspires her! Leecy has also worked throughout Australia with celebrities, as part of Mercedes Benz Fashion Week and for television productions on the Gold Coast.

Erica Seisun - WA

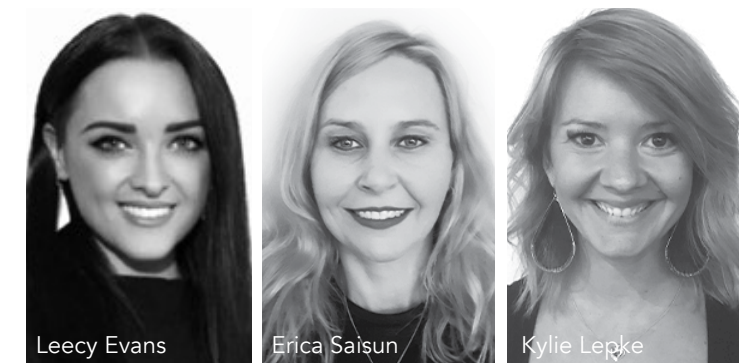
Based in Western Australia, Erica has been in the hair and beauty industry for more than 24 years. In her time as owner operator of three highly successful salons, Erica thoroughly enjoyed mentoring and training her team and this is where her love for education began.

She believes that continuous education is the key to achieving success in hairdressing and her love for the industry is what drives her.

Kylie Lepke - QLD

Kylie has been in the hairdressing industry since she was 16 years old, beginning her work in education in her early 20s training apprentices, full time and international students through the TAFE system. She has had the opportunity to travel, learn, present and develop her skills not only as a colour technician but as an educator.

Now living in Queensland with her daughter and husband, she is excited to share her knowledge and skills to help others grow in their careers.



COLOUR COMPETITION



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COLOUR COMPETITION – 2020 –

Entries for the 2020 Affinage Professional Colour Competition are now open, and there's a new category for students, apprentices and emerging talents that just requires a camera phone photo to enter. Prize money, Affinage products and trophies are up for grabs across three sections: PHOTOGRAPHIC AWARD, PEOPLE'S CHOICE AWARD & EMERGING ARTIST AWARD

The competition is open to all Australia, New Zealand, Asia Pacific and Indian Subcontinent residents aged 18 and over. Deadline 31st August 2020. Stylists can visit the Competition page on our website to enter!

4 WAYS TO USE THERMAL PROTECTANT

Affinage Professional Thermal Protectant offers far more than just protection from heat styling tools. This lightweight spray is an all-in-one primer for hair when colouring and styling. Here are all the ways this unique product can be used in salon:

1. Hair Conditioning

The Marula Seed Oil and Avocado Extract contained within Thermal Protectant lock in hydration by coating the hair cuticle for a smooth and sleek finish. This allows you to detangle, tame frizz and flatten flyaways without weighing the hair down, resulting in more manageable hair when styling.

2. Hair Styling

The high temperatures produced by heat styling tools weaken hair by depleting its natural oils, which can lead to dullness, dryness and split ends. Thermal Protectant acts as a protective barrier that helps to maintain the integrity of the hair by preventing moisture loss.

3. Hair Colouring

Thermal Protectant also acts as a porosity equaliser when sprayed through the mid lengths and ends before colouring. This will ensure even pigment absorption for the entire hair strand and help achieve a beautiful result no matter the condition of the hair.



4. Blonde Toning

We all know that using powder lighteners can cause hair to become fragile. This is where Thermal Protectant's ability to seal the hair follicles on application plays an important role in seamless blonde toning. After foils, spray into the hair to ensure your toner works consistently.

