## 6 WWD FRIDAY, AUGUST 5, 2011

## beauty

## Cosmoprof Unveils Nail, Smoothers

Natural and organic defrizzing treatments were also popular. Philip Pelusi's Tela Beauty Organics' Phyto Keratin Smoothing Treatment Blow Out which contains 85% USDA certified organic ingredients, was seeking distribution at Cosmoprof. The treatment which he said lasts between four and six weeks, uses Hydro Charged Pelusi Ceramide Complex, a patent-pending plant ceramide complex to help repair damaged sites on hair. The formula is free of formaldehyde and formaldehyde derivatives and does not require gloves when handling. The Blow Out also contains organic ingredients such as reishi mushrooms, red sage, horsetail, sprouted soy and burdock. Suggested service price is between \$90 to \$125.

Tela

Blow Out

Contains 85% Certified Organics

new gel manicuring system. Galea said Gel FX has sev eral points of difference, including offering 32 shades, vitamin-infused polishes and a superthin formula. The items previewed at Cosmoprof Bologna and

are now set for salon distribution in the next three weeks.

Nail color got a lot of play at Cosmoprof, with textured nails remaining hot for the balance of the year, sparked by OPI's Shatter collection. Some notable items are coming from Fessio with Justificates which will roll. from Essie with LuxEffects, which will roll out to salons in November. Formulas are said to offer both texture and shine, as shine

tends to be a trade-off for texture. Items will sell for \$8 a bottle. AII is also focusing on textured nails with China Glaze planning 3D glitters for 2012, formulas that also provide a hologram effect.

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Also on the defrizz front, Joico is

Clockwise from top left: OPI's new GelColor; a hair presentation Holly Madison and Tabatha Coffey; Tela Beauty Organics Smoo launching Smooth Cure The Frizz, a 72-hour, at-home keratin treatment that is a four-step process offering cumulative benefits. Joico is also partnering with styleseat.com, a Web site based in Palo Alto, to serve as an online platform for customers to search for Joico salons, book appointments and post product reviews. "It will be very Joico centric," said Valerie Robinett, the brand's new public relations director. Joico has also partnered with colorist Beth Minardi. for a new collaboration. colorist Beth Minardi, for a new collaboration, Minardi Luxury Products. Zotos, Joico's par-ent, will distribute and eventually manufacent, will distribute and eventuarly maintacture the items. Robinett also said that Joico has named Rita Hazan a salon partner, where their celebrity stylist, George Papanikolas, can work from while on the East Coast. And for the first time, Joico is partnering with partners with partners with stylish will. ent company Shiseido for a gift set which will offer two pink Shiseido lip glosses, along with a KPak at home conditioner.

Discover Beauty, a Cosmoprof North America initiative that sets up emerging brands with retailers attending the show, re-turned this year with 17 brands participating.

Phyto-Keratin **Smoothing Treatment** 

Blow Out

Contains 85% Certified Organics

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o-face with retail-Bigelow, Cosbar, Nordstrom, Skins ity Award, which y, innovation and uyers and beauty 1 New Zealand, a rised of peptides, oils, including ex-plants cultivated

North American

ofessional Beauty Association (PBA) event and the most prestigious hair-styling and makeup competition in North America. Celebrating 22 years as the pinnacle award for beauty professionals, winners were recognized at an awards ceremony held at the Mandalay Bay Resort & Casino. NAHA's top honor, Hairstylist of the Year, was presented NAHA's top honor, Hairstylist of the Year, was presented to Eli Mancha of Chicago's Bang Salon and the Lock & Loaded line. More than 3,000 beauty professionals attended the event, including entertainer Holly Madison, who was awarded the 2011 Beautiful Humanitarian Award. NAHA was hosted by the star of Bravo's "Tabatha's Salon Takeover," Tabatha Coffey.