

BEAUTY STORE BUSINESS m a g a z i n e

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The Beauty ABCs of
CBD Oil

THE NEW
**COMMUTER &
ACTIVE BEAUTY
SEGMENT**

Bath Products
Your Customers Can't Resist!

+ Hot Spring Launches,
Fabulous Foundations &
Hair-Straightening Solutions

Miranda & Layne Coggins on
THE LANO COMPANY'S

MIRABELLA
Makeover



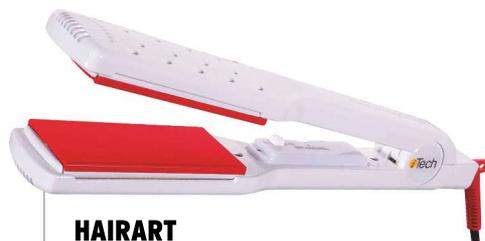
TOOLS FOR THE JOB

Technical innovations allow modern flat irons to deliver smooth results while minimizing heat damage.



FHI BRANDS

The FHI **Heat EPS Global Styling Iron** is a 1-inch black diamond ceramic hair styler with digital technology that wakes the iron from sleep mode at the touch of a hand. The flat iron, which comes with a thermal mat and a carrying case, features five color-coded digital temperature settings. **SRP:** \$230, fhibrands.com



HAIRART

The **iTech Wet-to-Dry Tourmaline Iron** allows users to dry and straighten their hair at the same time. The iron features ceramic, silicone-coated plates that are infused with tourmaline crystals to lock in moisture and distribute heat rapidly and efficiently for smooth, shiny hair. **SRP:** \$140, hairartproducts.com



SALONTECH

The Salontech **Silicone and Titanium SHC Digital Flat Irons** eliminate fluctuating temperatures and cold spots. The collection is designed to promote hair health while meeting the user's styling needs. **Suggested Retail Price:** \$129.99, salontech.com



TURBO POWER

Available in two sizes, the Turbo Power **Nano-Silk Flat Iron** features nano-tourmaline coated plates and ceramic heaters with temperatures adjustable from 160 to 450 F. The plates help seal in moisture and prevent hair damage and burning. **SRP:** \$125 to \$129, turbopowerinc.com



HAI BEAUTY CONCEPTS

The **Gold Convertible** flat iron is made with tri-diamond ceramic gold plates that gently glide over the hair to create damage-free, smooth, shiny locks. Precision temperature controls apply heat consistently and evenly from 250 to 450 F. **SRP:** \$99.99, haibeautyconcepts.com



IZUTECH

Since 2008, the Izutech **KTX450 V3 Diamond Tourmaline Ceramic** flat iron has been valued by pros for its high-performing heater and quality craftsmanship. Upgrades over the years have made the iron lighter, quicker to heat up and more ergonomic. **SRP:** \$259.95, izutechpro.com



BABYLISPRO

Featuring a unique handle designed for comfort, the ergonomic collection of three **BaBylissPro Avanti Titanium Straightening Irons** are made with titanium floating plates to provide a durable surface and a smooth glide. The ceramic heater offers consistent performance, and the digital temperature control goes up to 450 F. **SRP:** \$99.95, babylisspro.com



LIFE MARKETING GROUP

To protect hair from direct contact with hot styling plates, the **Beyond Silicone/Charcoal Ceramic Hair Styler** features a unique silicone sheath that fits snugly over each plate. The charcoal plates deposit tiny particles of moisture into the hair for soft, smooth results. **SRP:** \$189.95, lifemarketinggroup.com



ARTIZEN

The Artizen **Hydro-Ionic 5700 Dolphin** flat iron features customizable digital temperature controls from 140 to 450 F. The flat iron seals in moisture for a silky finish, helps resist humidity and locks in styles. **SRP:** \$179, artizenu.com



HOT TOOLS

To consistently achieve smooth, shiny hair, the styling surface of the Hot Tools **Black Gold 1 1/4-inch Digital Salon Flat Iron** distributes heat evenly and precisely. The iron combines corrosion-resistant titanium with a proprietary micro-shine finish to minimize friction and reduce damage. **SRP:** \$79.99, hottools.com



CORIOLISS

A well-known European hair tool line that's now available in the U.S., Corioliss's new **C1 Black Marble** flat iron features an eye-catching design with user-friendly features like titanium plates with a copper finish to boot. Use it to create stylish waves or straight locks, with a temperature range of 120 to 455 F. **SRP:** \$145, corioliss.com



CROC

With the option to use the built-in ion generator and pulsating action separately, the Croc **iPulse II** offers treatment, maintenance and styling solutions in one. High heat combined with negative ions makes styling easier, while the low temperature setting helps treatments or dyes to spread deeper into the hair. **SRP:** \$200, crocusa.com



BIO IONIC

The Bio Ionic **10X Pro Styling Iron 1-Inch** is designed to smooth and style hair in less than 10 minutes. Infused with hydrating minerals from volcanic rock, the vibrating plates allow hair to pass between them more evenly, which leaves tresses shiny and smooth. **SRP:** \$230, bioionic.com