

## New International Beauty Expo kicks off 2019 in Las Vegas

**T**he International Beauty Exposition (The Expo) kicked off the New Year at Bally's Hotel and Convention Center in Las Vegas. This new invitation-only event, which combined the **Western Buying Conference** and **Eastern Buying Conference** into one big show to kick off the year, hosted more than 165 product manufacturers, who debuted new products and special deals for attendees.

Participating Manufacturers' Rep Groups included **BTB Sales and Marketing, Inc., Branco Sales Associates, CFN Beauty Representation, Coleman Harrison, GM & Associates, Greg Dawson & Associates, Gerry Udell Inc., J. White & Associates, Marc Taradash Associates, The Freeman Group, The Kirschner Group, Inc.** and **Van Nest Company.**

Unique to the International Beauty Expo is that attendees—distributors, beauty store buyers and others—can qualify for travel or hotel reimbursement. The low-to-no-cost opportunity makes attending The Expo a no-brainer—especially if you're from a part of the country that is still under snow. In addition, it features a free lunch buffet both days and a lovely cocktail party on Sunday night.

Of course, attendees also have the opportunity to uncover what will be the hottest categories of the year and get in on the ground floor with unique new brands before their distribution fills up.

### On the show floor

One of the reasons we love this show is because many new products debut here to distributors and beauty stores. Hot categories included CBD-infused products, bright hair colors, products for fuller, thicker hair and hair growth, high-tech tools and useful sundries. Vegan and certified cruelty-free claims were key marketing attributes and what ISN'T in products appeared to be as important as what IS in the formulas. Here's a sampling of what we found.

Another reason we love The Expo is because its relatively low-cost, low-drama, pipe-and-drape format



BTB Sales and Marketing's Eddie Berger, BTB West's Dave Flahive, and BTB Sales and Marketing's Dawn Holz and Eric Berger.



allows new entrepreneurs to show their wares. As a result, eager new faces appear here first, often meeting their first rep firms and distributors and opening their first beauty store accounts. Topping our list was new **Flickable**, a luxe lip gloss (MSRP \$7.95) in a lollipop design. Five delicious flavors—OMG Pink Passionfruit, ROTFL Red Apple, TTYL Vanilla Toffee, CU Clear Sugar Cookie and ICYMI Citrus Tangerine—feature enticing scents and a sheer



left: The Kirschner Group's Harlan Kirschner with Jinny Corp's Eddie Jhin. center: Life of Riley Salon Supply's Paul and Kim Kenner with Kelly Huether. right: Everyone's favorite show producer Patty Paletto with Hair Bar NYC's Rocco Zegarelli.



Principals of the participating manufacturers' rep firms gathered to kick off the opening of the show. They include (from left, bottom row): CFN Sales and Marketing's Bret Cohen, BTB Sales and Marketing's Dawn Holz, Missy Madia, The Freeman Group's Nicole Freeman, GM & Associates' Peter Mazziliano, The Kirschner Group's Harlan Kirschner, Marc Taradash Associates' Marc Taradash, Branco Sales and Associates' Lynn Branco, and Van Nest Company's Kevin and Justin Van Nest. (from left, row 2): CFN Sales and Marketing's Steve Nutile, John Madia, CFN Sales and Marketing's Gary Fishkin, J.White's Krystal and Jeff White, and Coleman Harrison's Tom Harrison. (top row from left): Gerry Udell Inc.'s Gerry Udell, and BTB Sales and Marketing's Eric and Eddie Berger.

kiss of color. The non-sticky formula is a sustainably sourced, proprietary blend of sugarcane, castor oil, jojoba oil and palm seed oil combined with vitamin E to moisturize, soften and soothe lips. They're vegan, cruelty-free and free of GMOs, parabens, silicon and sulfates. Made in the USA, it's a great in-and-out item for stores and salons and is ready to sell on a variety of displays. Reach **Kevin David**, founder of this lifestyle brand, at [kevin@flickable.com](mailto:kevin@flickable.com). Visit [flickable.com](http://flickable.com).

Also making its debut, **4Ever Magic Cosmetics** introduced **Double Shade**

### Seductive Eyebrow Gel (MSRP \$35.00).

This smudge-free, long-lasting and water-resistant cosmetic is available in four double-shade kits—Hocus Pocus Blonde, Mystical Taupe, Magic Dazzle Brown and Abracadabra Black. The darker shade defines the eyebrow edge,



arch and tail, while the lighter shade fills in the inner brow. Each multi-dimensional kit includes two shades of brow gel plus a double-sided brush—an angled side to define the brow and a spoolie side to blend the two colors together.

The high-pigment gel is enriched with castor oil to moisturize and tame brow hairs. It's certified cruelty-free and vegan. Reach CEO/founder **Ravit Darougar** at 310-600-9237 and [ravit@4evermagiccosmetics.com](mailto:ravit@4evermagiccosmetics.com). Visit <https://4evermagiccosmetics.com/>.



left: New entrepreneur and founder of 4Ever Magic Cosmetics Ravit Darougar with Branco Sales and Associates' Lynn Branco. center: Coleman Harrison's Addy Massimino and Goldwell of New York's Steve Neumaier. right: Spornette International's Jeffrey and Laurie Sporn.

International Beauty Expo cont. on page 14



International Beauty Expo cont. from page 13



left: Palladio Beauty Group's Lorraine Guzzo offered hundreds of beautiful cosmetic shades for spring. center: Burmax's Don Kittleson, Peninsula Beauty's Lori Silverstein and The Kirschner Group's Kevin Osterloch. right: CFN Sales and Marketing's Gary Fishkin and Steve Nutile.



Also catching our eye was **Spare My Hair**, a short new line of products for thinning hair. Founded by **Shahinaz Soliman, MD**, this organic line helps women and men with thinning hair regrow, reconstruct and revitalize their hair. Products include **Softgel Vitamins** (90 softgels/MSRP \$39.99) with biotin, **Reconstructive Shampoo** (8 oz./MSRP \$29.99) with yucca extract, **Reconstructive Conditioner** (8 oz./MSRP \$29.99) with yucca extract and natural oils and **Scalp Hair Solution** (4 oz./MSRP \$29.99), an intense, concentrated hair-growth solution with yucca extract, horse tail, saw palmetto, jojoba, vitamins, herbs and keratin protein.

Products are color-safe, free of parabens

and sulfates and produced in the USA in FDA-certified facilities.

For the past 20 years, Dr. Soliman has cared for thousands of patients with a variety of medical conditions, including hair loss. She developed a special interest in researching solutions for thinning hair for both men and women. She began by compounding her own formulas from all-natural ingredients, and after years of research in the quest to find a solution, she determined the most effective ingredients and modalities to help many people restore their hair naturally.

Reach Dr. Soliman at 310-908-9421 or [drsoliman@sparemyhair.com](mailto:drsoliman@sparemyhair.com) or **Denise M. DiPasquale**, vice president, sales & marketing, at 310-560-7479 or [denise@sparemyhair.com](mailto:denise@sparemyhair.com). Visit [sparemyhair.com](http://sparemyhair.com).

**Aphogee** launched **Shea Pro Leave-In Moisturizer** and **Curlific! Hydrating Curl**



**Serum.** Shea Pro Leave-In Moisturizer (12 oz./MSRP \$8.95) delivers all-day moisturizing benefits to coarse,

porous, processed, dry, brittle and moisture-thirsty hair and hair that is exposed to harsh, dry climates. Shea butter, safflower oil and



vegetable proteins fortify and protect against breakage, while repairing and restoring strands to their optimal condition.

New **Curlific! Hydrating Curl Serum** (6 oz./MSRP \$8.95) restores elasticity and life to dry, damaged and textured hair. Infused with quinoa amino acids, it delivers lasting hydration, light control and a luxurious, luminous glossy shine to all types of curls and textured hair. This finishing

serum is ideal for wavy-coily hair types with fine to coarse hair. Visit [aphogee.com](http://aphogee.com).

**Developus Inc.** launched two products **Color Oops! Blonde Protect** (MSRP \$14.99) and **Splat Singles** (MSRP \$5.00).

**Blonde Protect** by Color Oops, a solution-based range, is a bond-rebuilding treatment that is the perfect





left: Kevin David, founder of Flickable, attended his first beauty show. center: ADI-American Dawn's Ron Kothari with Nancy Beauty Warehouse's Nancy Zahabian. right: American International Industries' Rafi Ryzman and Gerry Udell Inc's Gerry Udell.

remedy for damaged hair caused by bleaching, color damage, UV light, heat styling and other everyday wear and tear. Used after coloring, naturally sourced silk proteins strengthen the hair, increase moisture retention and prevent breakage. The 5-oz. treatment allows for multiple applications. Visit [coloroops.com](http://coloroops.com).



Also new are Splat Singles, which feature the brand's semi-permanent hair color in 16 colorful and bold shades in a single-use application. It is a good option for the consumer who wants to dabble, add a few streaks or get creative and mix a few different colors together and spice it up. This highly pigmented hair dye creates a bold color that pops, or can be toned down to a pastel when mixed with conditioner.

Reach the company's reps—**Lynn Branco, Branco Sales & Associates**, at [lynn@brancosalesandassociates.com](mailto:lynn@brancosalesandassociates.com), and **Eddie Berger, BTB Sales & Marketing**, at [eddieb@btbsales.com](mailto:eddieb@btbsales.com).

**Fisk Industries** added products to several lines. **Cover Your Gray Fill-in Fiber** (MSRP \$11.95)

offers a temporary cover for gray hair, dark roots or bald spots. Small microfiber hairs adhere to the hair root and blend easily, leaving hair looking fuller and thicker instantly. Procapil, a complex of natural botanicals, helps promote hair growth and prevent hair loss.

It's available in black, dark brown and medium brown. Fibers adhere to hair to resist rain, perspiration and wind, then wash out easily with shampoo. Visit [coveryourgray.com](http://coveryourgray.com).

#### DiFeel Ultra Growth Hair Oil

(MSRP \$7.95) helps promote hair growth while smoothing follicles for a healthy shine.

Vitamin-rich basil and castor oils help strengthen and regrow hair, while Brazilian pequi oil helps combat brittle, rough or damaged hair. For more information,

visit [fiskgroup.com](http://fiskgroup.com).



**Arlo's Men's Skin & Hair Care** includes

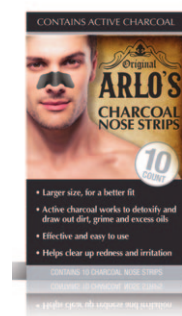
#### Arlo's Beard Oils

(MSRP \$5.95), which tame your face fuzz with 99% natural formulas, leaving it softer, smoother and more manageable. Seven formulas include argan oil, coconut oil, fresh-to-death cooling treatment, pro-growth, rid the itch, smooth & shiny and vitamin E.



#### Cleansing/Charcoal

**Nose Strips** (MSRP \$13.95) instantly lift out oils and dirt to unclog pores while removing black heads. **Facial Cleanser** (MSRP \$9.95) also



features active charcoal to detoxify the skin.

The **Hair Care** collection (MSRP \$22.00) includes **shampoo, conditioner** and **3-in-1** (cleansing, conditioning and shave) to get the full Arlo's experience. Visit [fiskgroup.com](http://fiskgroup.com).



International Beauty Expo cont. on page 16



International Beauty Expo cont. from page 15



From the United Kingdom, **Crazy Color Ltd.** showed its line of direct-deposit, semi-permanent, conditioning hair color. Ammonia-, alcohol- and PPD-free, more than 40 bright shades last 8 to 12 washes with no color fade. Color comes ready to use. Formulas are vegan-friendly and cruelty-free. The line also features **Temporary Color** in four spray-on pastels for blonde hair, **No Yellow Shampoo** and **Rainbow Conditioner**. Crazy Color offers an extensive education program and is repped by **VNC Sales**. Visit [crazycolor.co.uk](http://crazycolor.co.uk)

**Nirvel Professional's #WeLoveColour** brand introduced the **Xpress Mask**, a deep treatment with a keratin and vitamin complex that nourishes, moisturizes and detangles in one minute. It features a light texture and a fresh fragrance. For more information, visit [nirvel.com](http://nirvel.com).



**Robanda International's** new **(re)FRESH Dry Shampoo in Tropical Coconut Dry Shampoo** (11.55 oz./MSRP \$10.00, 2.5 oz./MSRP \$6.00) adds texture and lift, creating that second-day look on clean hair. Its lightweight formula blends in, leaving little-to-no white residue. The sulfate-, paraben- and talc-free formula leaves hair fresh and clean, not crispy or weighed down. Reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). Visit [refreshshampoo.com](http://refreshshampoo.com).



Also from Robanda, new **Influx Restorative Hair Mask by Crack Hair Fix** (MSRP \$24.00) is the perfect add-on treatment to strengthen, protect and enhance hair's natural appearance. Argan and coconut oils hydrate, keratin amino acids repair and panthenol strengthens hair. It helps control frizz, enhances shine and repairs dry hair. Reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). For additional information, visit [crackhairfix.com](http://crackhairfix.com).



**Hair Bar NYC** introduced **Silk Touch Shampoo** (300 ml/MSRP \$24.99) and **Conditioner** (300 ml/MSRP \$25.99). Infused with keratin to hydrate, strengthen and rebuild broken protein bonds, they provide daily care for frizzy hair. After just a few uses, hair feels and appears softer, silkier and shinier. In addition to the Silk Touch System, Hair Bar NYC also offers **24 Karat Keratin**, the **Blowout Express Keratin Treatment**, **Diamond Botox**, **G&C Hair Color** and high-end tools. Reach **Beny Molayev, CEO**, at [benym@hairbarnyc.com](mailto:benym@hairbarnyc.com). Visit [hairbarnyc.com](http://hairbarnyc.com).



**18.21 Man Made** launched **18.21 Man Made Wash in Spiced Vanilla**, a 3-in-1 body wash, shampoo and conditioner (18 oz./MSRP \$24.00, 32 oz./MSRP \$42.00, 64 oz./MSRP \$80.00) that lets guys clean and condition from head to toe. Rich lather binds moisture, providing sheen and strength for hair and skin, leaving a clean, refreshed and soft feeling without dryness.



left from left: From Canada, Alternative Beauty's Al Barilas, Tony Marinacci and Maureen Garvey, AEMCO Sales' Domenic Sgromo and Alternative Beauty's Sean Coyle. right: Valera USA's Vice President of Sales Phillip O'Toole and Sales Manager Sergio Bove.

or flakes afterward. This paraben-free, sulfate-free, pH-balanced soap is infused with macadamia glycerides, hydrolyzed quinoa and hydrolyzed jojoba esters. Exclusive oils of ginger and clove, hints of coconut, French vanilla and star anise create a sweetened amber, smoked tobacco, exotic woods and musk aroma. Reach **Aston LaFon**, co-founder, at 469-230-9494 or [aston@1821manmade.com](mailto:aston@1821manmade.com). Visit [1821manmade.com](http://1821manmade.com).

**Hot Tools Professional** added two



styling tools to its **Black Gold** collection. Both the **¾-inch Salon Spiral Curling Wand** (above) and the **Black Gold ¾-inch Salon Curling Iron/Wand** heat up to 455°F and emit even heat for beautiful, consistent results. Pulse technology ensures the irons get hot and stay hot. Black Gold combines titanium's durability and corrosion resistance with a Micro-Shine finish to minimize friction and reduce damage. They have a 2-hour auto shut-off feature and



universal dual voltage.

The Spiral Wand (below) includes a protective glove. The Salon Curling Iron/Wand (below) has an extra-long cool tip to rest fingers on while styling and a large, easy-to-use thumb grip. Visit [hottools.com](http://hottools.com).

Long, sleek and ergonomic, the **StyleCraft Style Stix XL Curling Iron's** (MSRP \$79.95) extra-long barrels perform like a dream to create waves or curls easily in one single motion. It features consistent, even heat technology, and has multi-heat control settings for all types of hair. New Tri-Plex Fusion Technology protects and conditions hair and gives strands with a silky sleek finish that glides off the barrel. Ultra Glide Technology speeds up smooth, effortless one-shot styling. It has a temperature range from 250°F to 450°F. It comes in 1½-inch, 1¼-inch and 1-inch sizes.



New from **StyleCraft** is the **Scrubs Gentle Sonic Cleansing Brush** (MSRP \$39.95).

This high-tech tool deep cleanses and removes impurities, exfoliates and

smooths the skin, while offering the anti-aging benefits of a sonic facial massage. Six gentle settings customize speed, pressure and sonic vibration. Bristles are made of special soft-touch silicone that is non-porous to resist build-up of bacteria. Multi-zone micro-bristles have varying thickness and length for the ultimate cleansing experience. It's available in pink, aqua, blue or gray and comes with a universal USB charger. Reach **Austin Russo**, vice president, at [info@stylecraftus.com](mailto:info@stylecraftus.com). Visit [stylecraftus.com](http://stylecraftus.com).



**Gamma+ Italia**

added several tools to its collection.

The **Relax Silent** dryer (MSRP \$199.95) blends tourmaline and nano-silver for better-conditioned, more frizz-free hair. A super-turbo fan maximizes the balance of air flow, pressure and temperature for faster, more



left: @KingofNail Max Estrada and his team at Exclusive Nail Couture. right: Crazy Color Ltd's Stephen MacDonough, Emma Daly and Dion Ross.

International Beauty Expo cont. on page 18



*International Beauty Expo cont. from page 17*

effective drying and professional styling. Evolution Turbo Compressor Technology (E.T.C.) generates unique spiraling air pressure to dry beyond the surface of the hair.

New noise reduction silencer technology cuts sound to a soft 64 decibels. It eliminates vibration and dramatically reduces electromagnetic frequency (EMF) pollution for a perfected, healthier and more stress-free drying experience.

The **Gamma+ Italia Relax Power** dryer (MSRP \$179.95) features nano-silver technology for gentler drying and healthier-looking hair. It also offers whisper quiet power with only 70 decibels of sound, and a honeycomb screen to further reduce acoustic and environmental stress and long-term risk of hearing loss.

Relax Power's super turbo fan provides for stronger performance and better-balanced airflow, pressure and temperature. Enhanced tourmaline maximizes negative ions to improve hair's condition for even smoother, shinier and more frizz-free results.

The **Gamma+ Italia Absolute**



**Zero Foil Shaver** (MSRP \$69.95) is a dual-function, hypo-allergenic gold titanium foil



shaver with a retractable trimmer, floating foils and cutters. The Absolute Zero includes a retractable trimmer and is finely calibrated to be multi-functional—from reducing bulk hair to shaping and defining

sideburns, necklines and edges. It can be used corded or USB-charged cordless. It has a universal Micro USB, with 120 minutes cordless runtime and is ultra-lightweight with a slim precision design. Reach **Austin Russo**, vice president, at [info@stylecraftus.com](mailto:info@stylecraftus.com). Visit [gammaplusna.com](http://gammaplusna.com).

**Spornette International** introduced the **Magnesium Miracle Collection**. These three new brushes—MG-1 2-inch diameter/MSRP \$28.00, MG-3 2½-inch diameter/MSRP \$32.00, MG-5 3-inch diameter/MSRP \$36.00—are



coated with magnesium, an element that releases infra red energy and sanitizes the hair. The inner core, also coated with

magnesium, absorbs, circulates and releases heat quicker, for faster drying and styling.

Magnesium increases the power of the heat by 45% over aluminum and other metals. The inner core holds the boar and nylon bristles securely, so they do not fall out. The one-piece handle prevents hair from catching. Nylon bristles can withstand 400°F of heat. For more information on the company's full collection of brushes, contact **Jeff Sporn** at [jeff@spornette.com](mailto:jeff@spornette.com) or call 800-323-6449. You can also visit [spornette.com](http://spornette.com).



left: ADI-American Dawn's Ron Kothari with The Kirschner Group's Paolo Rezzara. center: OMM Collection's Operations Manager Sue Tuckley and Brand Ambassador Kamran Soheili. right: Gerry Udell Inc's Brad Becker and Gerry Udell.





left: Spa Specialties Representatives' Emmett and Beth Hickey with Oster Professional Products' Greg Peterson. right: from left: Barry Thomas, ZHORN co-founder Oscar Rodrigues, Alexis Fry and ZHORN co-founder Gui Rodrigues.



from left: Zotos International's Ed Finley, Bruce Selan, Jovila Osorio and Al Gibbon. right: Cold Wax's Ben Paki and Marc Taradash Associates' Marc Taradash.



Hedlux's Jeff Swartman and JR and Associates' John Reinhardt. center: Champkrew's John Nobles. right: Global Beauty's Chloe Park, Hair Bar NYC's Rocco Zegarelli and The Freeman Group's Nicole Freeman.

International Beauty Expo cont. on page 20



International Beauty Expo cont. from page 19



left: The Kirschner Group's Valerie Quiroz, Charlie Richard, Alex Halaby, Mike Cevetillo, Sally Remigio, Rachelle Enriquez and Regina Andrade. right: Pink Beauty Wholesale's Moon Park, Artizen's Ernie Brauchli, Branco Sales and Associates' Lynn Branco and Armand Vattuone, and Premier Beauty Supply's Uyen (Winnie) Phuong Nguyen.

**ZHORN's ErgoFire Hair Dryer** is engineered for maximum heat without damaging the hair, thanks to ionic, ceramic and infrared technology. Available in two versions, the **ErgoFire Light** (distributor \$100.00) features a lightweight DC motor, while the **ErgoFire Power** (distributor \$90.00) has a long-life AC motor. Ceramic balls within the heating element remove harmful CO2 and emit infrared heat. The unbreakable rear No Noise system reduces noise output, avoids hair suction and features a washable air filter. The nylon body and soft rubber rear cover provide maximum durability. Three concentrator nozzles (included) offer more airflow and temperature control.

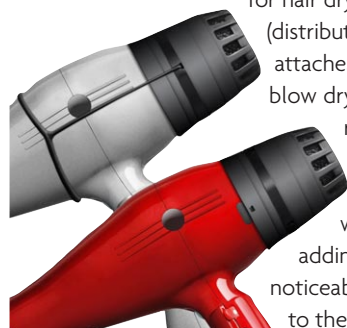


hair in place during the professional hair coloring service. Used as an alternative to foil, the transparent material allows for 100% visibility of the hair coloring process at all times. Hair color and bleach will not oxidize and dry out, allowing colorists to achieve the same results, using up to 33% less product.

The roll is perforated every 6 inches, so you always have the exact size you need. The lightweight, flexible material stays in place without the need for clips or fasteners.

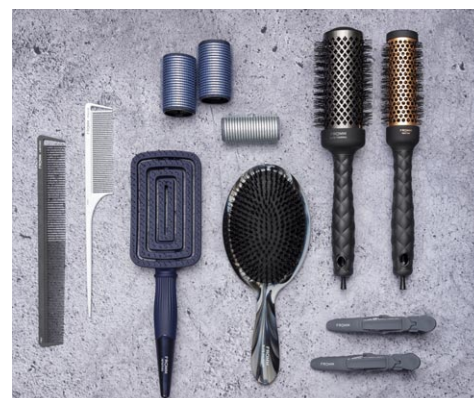


**ZHORN's No Noise** patented noise reducer for hair dryers (distributor \$15.00) attaches to most blow dryers to reduce noise output without adding noticeable weight to the dryer. The washable filter prolongs the dryer life by keeping hair and dust out, without reducing airflow, heat or life of the motor. It's available in black, white, red or gray.



The **ZHORN PediSpa In-Shower Foot Exfoliator and Cleaner** (distributor \$30.00) exfoliates rough, dead skin and calluses, leaving skin softer and smoother. It's rechargeable with no wires or batteries. It comes with two dermic exfoliators—fine and grit—and a gentle dermic brush for perfect polishing.

For more information on the collection, reach **Gui Rodrigues**, CEO, at [gui@zhorn.com](mailto:gui@zhorn.com) or 866-65-ZHORN. To see the rest of the collection, visit [zhorn.com](http://zhorn.com).



Fromm debuted **Style Artistry**, a collection of brushes, combs, clips and self-grip rollers (MSRP \$3.29 to \$19.99).

**Style Artistry Heat Duo Round Thermal Brushes** (1-inch, 1¼-inch, 1¾-inch, 2½-inch/ MSRP \$16.99 to \$21.99) with double ionic technology feature copper and ceramic barrels that heat up three times faster and retain and distribute heat evenly. They're heat-resistant up to 400°F.



Negative ions break down water molecules for faster drying. Polished waved bristles smooth frizz and flyaways. The double injection cushion matte black quilted handle rotates smoothly and grips easily—even with wet hands—to provide stylist comfort and a luxurious finish that will leave any station looking chic.



left from left: VNC West's Jennifer Dillon, ADI-American Dawn Intl's Ron Kothari and Freeman Salon Systems' Melissa Freeman. center: The Kirchner Group's Charlie Richard and William Marvy's Scott Marvy. right: BioCreative Lab's Cliff Heiser and Gerry Udell, Inc.'s Gerry Udell.

The **Elite Thermal** collection features ceramic + ionic round brushes and also has the patented, ergonomic, lightweight and comfortable matte black quilted handle plus a proprietary blend of bristles for perfect tension for every blow out.

**Intuition** is a collection of premium brushes offering unique, yet accessible styling options. It includes the **Hot Paddle**, an accessible paddle-style brush with a thermal ceramic base for one-step drying and styling to reduce damage.

Style Artistry also includes two complementary comb collections. The **Limitless Carbon Comb Collection** delivers a super-durable, high-heat and chemical-resistant option, while the **ProGlide Silicone Comb Collection** is a more flexible, smooth gliding comb for everyday cutting, sectioning, styling and detangling.

Style Artistry professional **Pro Volume Self-Grip Rollers** have a thermal ceramic core for faster, better-holding volume, curls and waves. Not your grandma's rollers, these beauties feature high-quality craftsmanship and sophisticated colors.

Rounding out the collection are three distinct **Stylist Sectioning Clips**. The **Soft Touch Gator Clip** is a durable metal control clip with a rubber strip grip clip for extra hold. Each pack features six clips. Reach **Amanda Saintil**, senior brand manager, at [asaintil@frommbeauty.com](mailto:asaintil@frommbeauty.com). Visit [frommpro.com](http://frommpro.com).



**Robanda International** introduced the **Halo by Marilyn** brush (MSRP \$12.00). Nano-ionic technology in the barrel and bristles helps reduce frizz and add shine, while the vented halo design and oval head provide for faster drying. Double-flex boar bristles hug the scalp for less breakage. The Halo

illustrates the new sleek, ergonomic and lightweight direction of the brand. Reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). Visit [marilynbrush.com](http://marilynbrush.com).

**Cricket** introduced shears, sellable styling tools and fun retail kits that stylists will love, too! New hair tins (left) have the tools you need to coif the perfect bun, ponytail or updo. The



**Top Knot Double Shot** (MSRP \$8.95), **Messy Bun Done** (MSRP \$8.95) and **Eat, Sleep, Messy Bun Repeat** (MSRP \$8.95) contain 25 metal-free, black hair ties and 30 black bobby pins.

**Stylist Xpressions Magnetic Bobby Pin Holders** are available in three designs—**Ciao Bella**, **Hey Rosie** and **Black & Black** (MSRP \$12.29 each). A silicone slap bracelet and brushed steel-plated magnet hold bobby pins and other metal hair accessories.

**Cricket's Shear Xpressions Designer Collection** features runway-inspired, limited-edition 5¾-inch shears (Shear Sinner, Ciao Bella and Coco/salon \$59.95 each)—made from Japanese stainless steel to prolong edge sharpness for increased durability and performance. An ergonomic offset design with space between the finger and thumb provides comfort and control. The shears also feature a comfort closer for a smooth cutting stroke. A removable finger rest and rings provide a custom fit.



International Beauty Expo cont. on page 22