

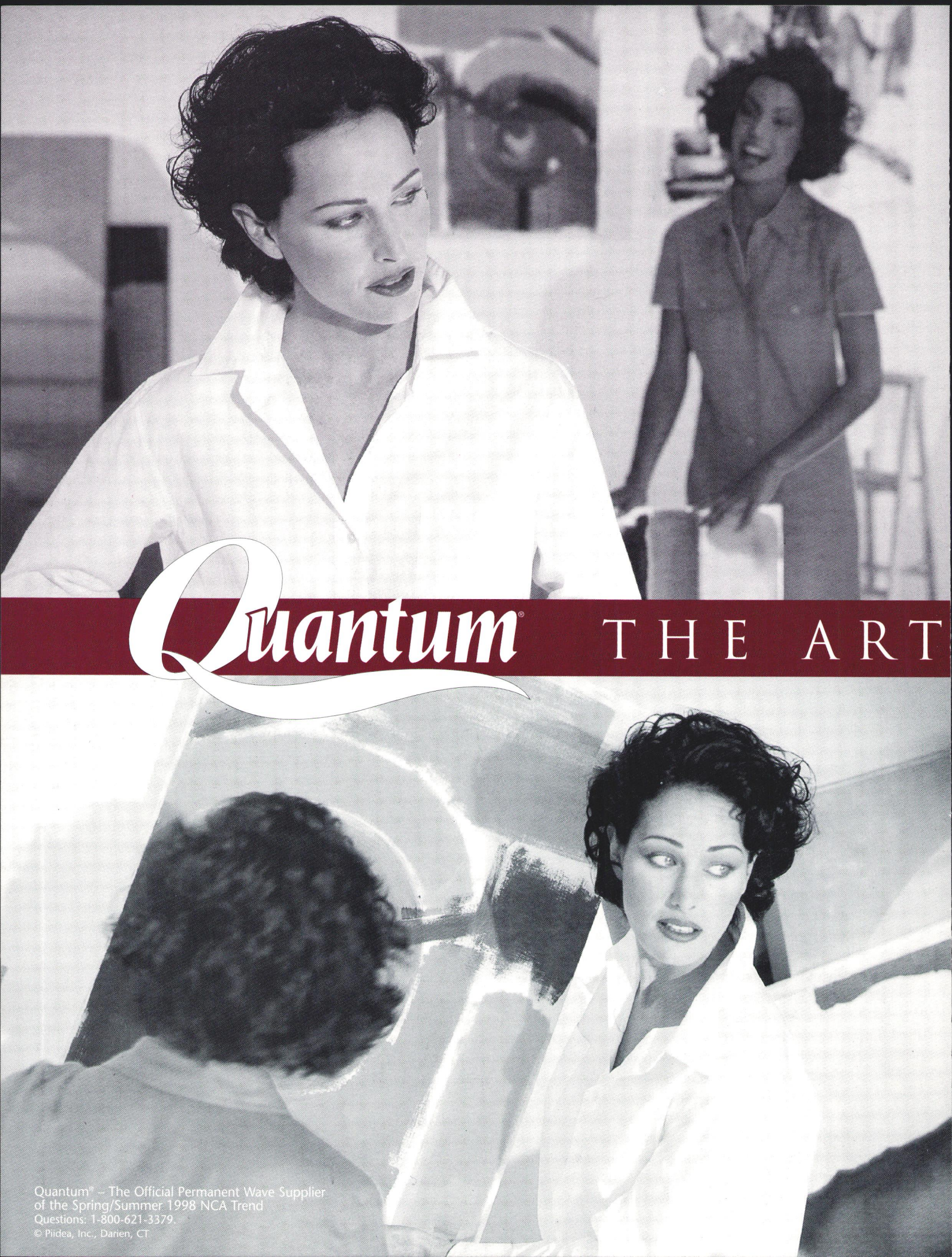
AMERICANlooks

SPRING / SUMMER 1998 • EDITION 26 • VOLUME I • \$7



COLLECTION

CATALYST



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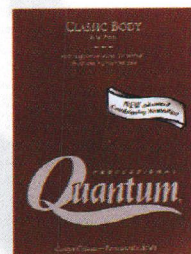
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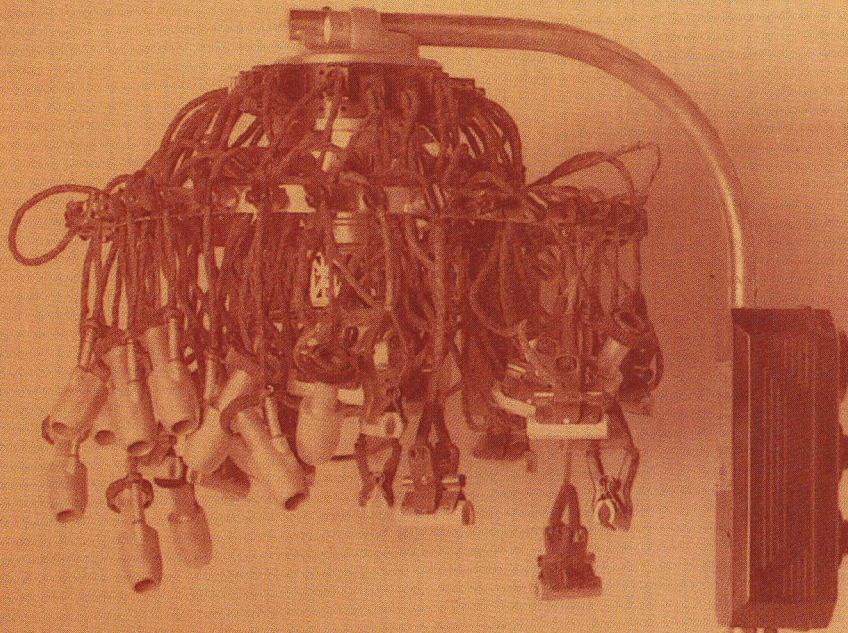
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**Don't miss this opportunity to learn and grow
professionally while having fun.**

AMERICANlooks

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06•07
The Time Has Come...

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SAINT LOUIS COLLECTION CATALYST



National Cosmetology Association

Watch for NCA's
monthly bulletin in the
official publication:
American Salon.

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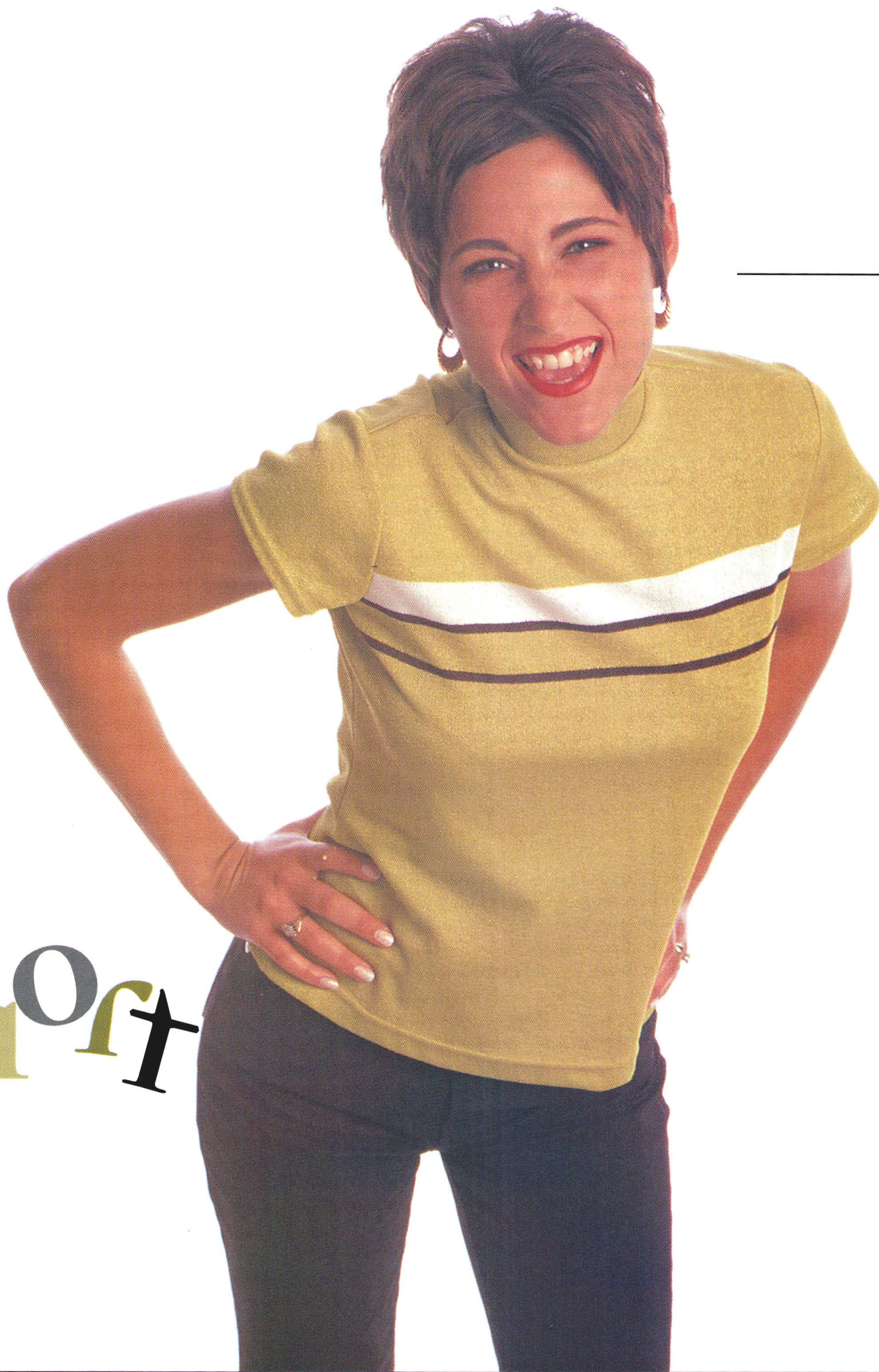


womenswear by JJ Hobeau

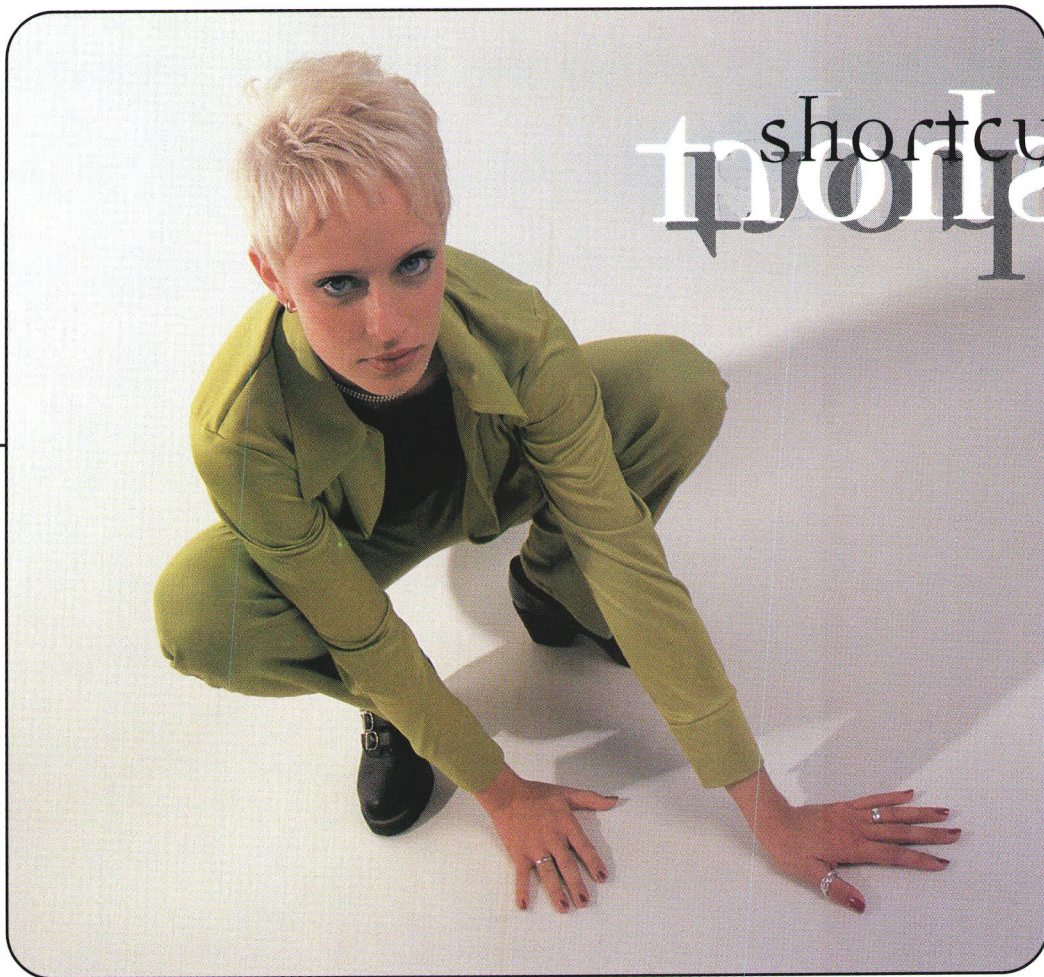
menswear by supplies



4a



short



shortcut
trendset



midlength
plus



midlength



longcut



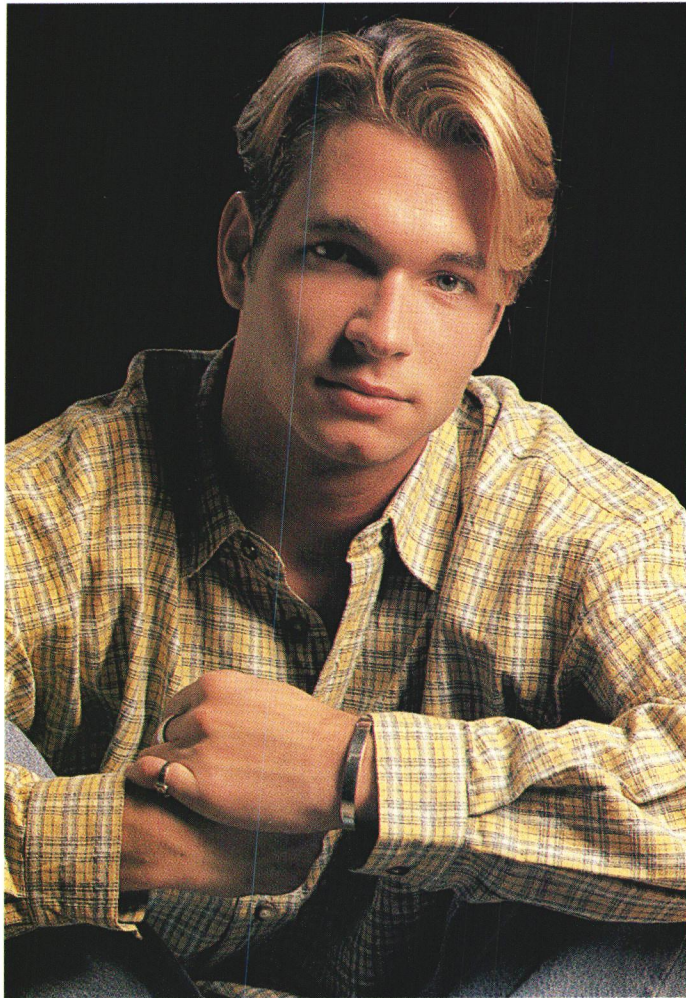


men

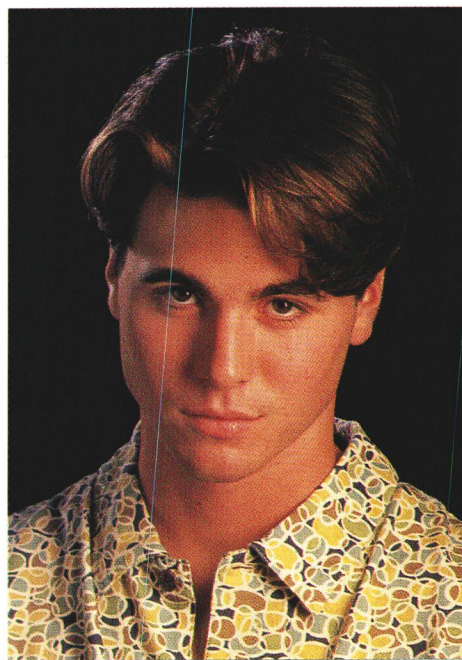


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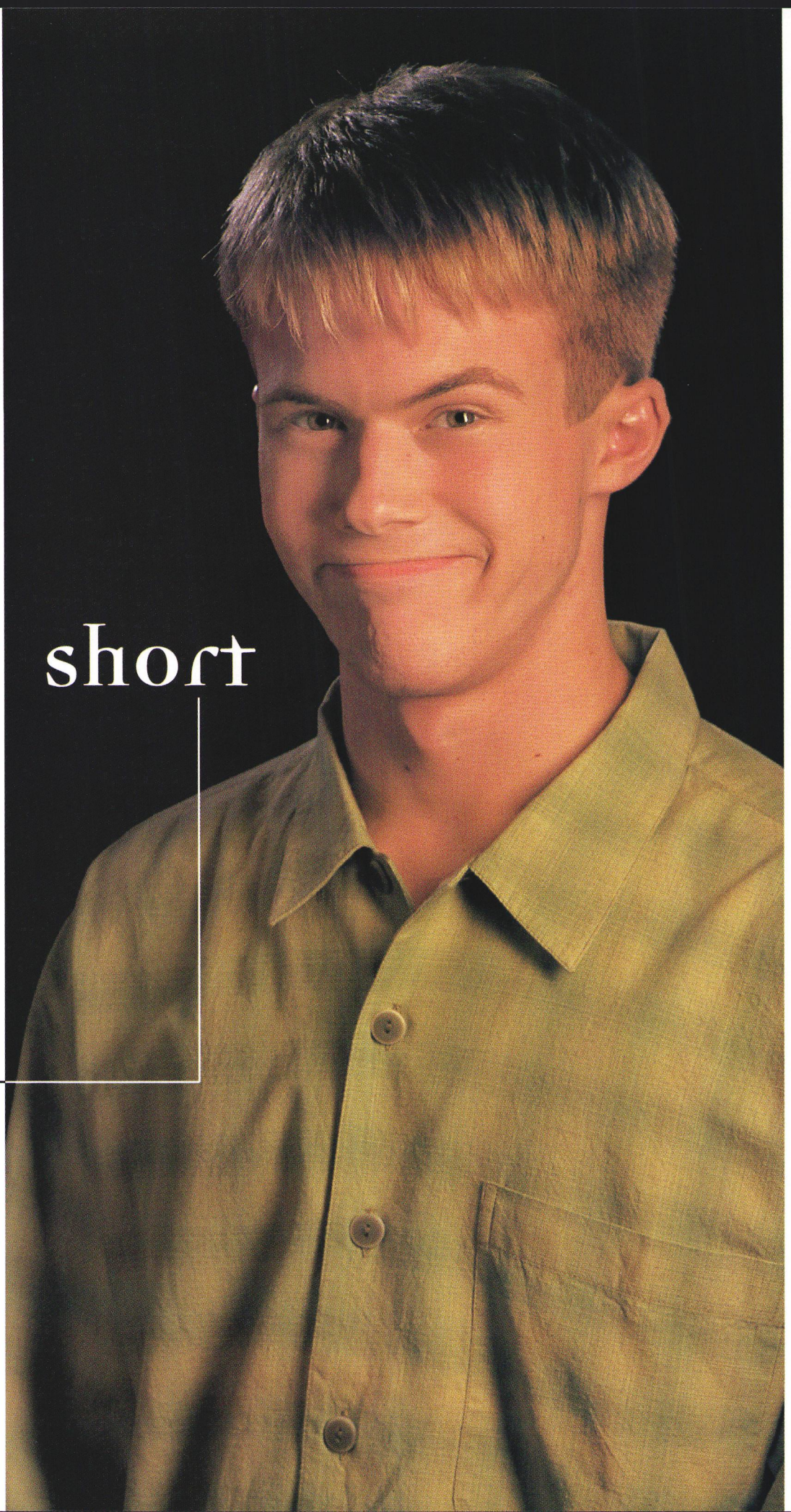


MIDLENGTH



short

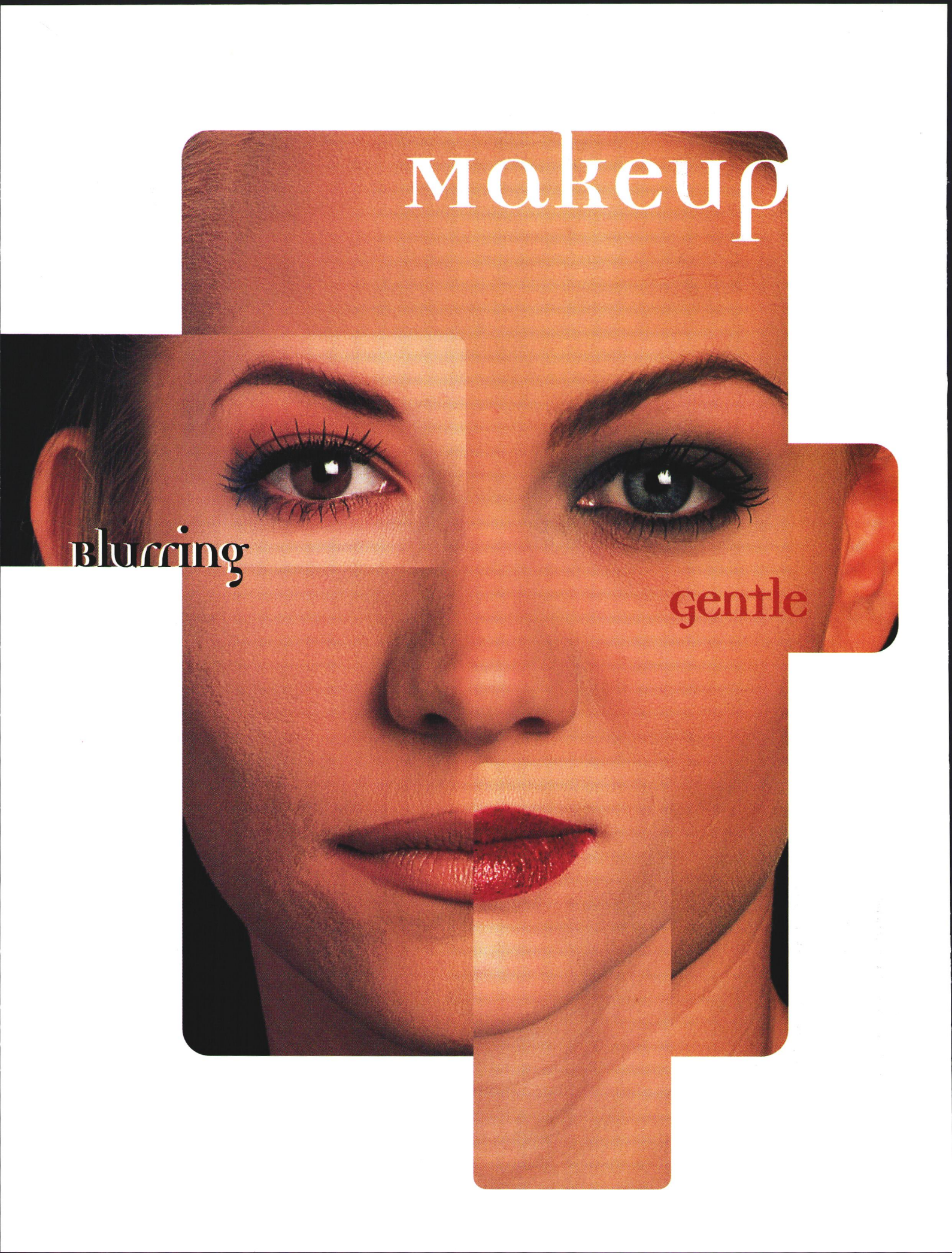
cut



A close-up portrait of a young man with dark, spiky hair, wearing a yellow polo shirt, smiling broadly and showing his teeth. The background is dark.



CATALYSTCATALYSTCATALYSTCATALYSTCATALYSTCATALYSTCATALYSTCATALYSTCATALYSTCATAI



makeup

blurring

gentle



NAILS



fluid motion

classic



A hand with patterned nails is shown against a light background with a halftone dot pattern. The hand is positioned with fingers slightly spread, and the nails are decorated with a black and white pattern. The background consists of a circular area filled with a halftone dot pattern, which is lighter in the center and darker towards the edges.

intense

A hand with white nails is shown against a dark background with a halftone dot pattern. The hand is positioned with fingers slightly spread, and the nails are painted a solid white. The background consists of a circular area filled with a halftone dot pattern, which is darker in the center and lighter towards the edges.

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FOUNDATION
THE COSMETIC, TOILETRY, AND FRAGRANCE ASSOCIATION



code of professionalism

That we dedicate our professional skills to the enhancement of the image of all clients, according to their personal needs. In so doing, we shall give the highest quality of service through constant attention to the care and grooming of hair, skin, and nails and the other advancements in professional cosmetology services;

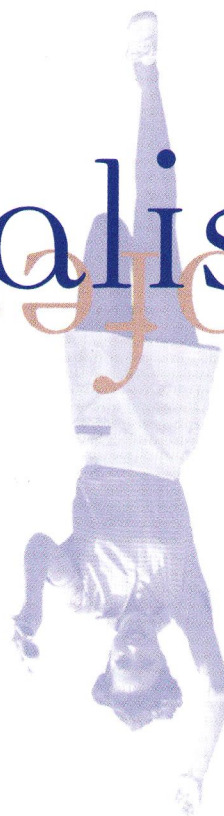
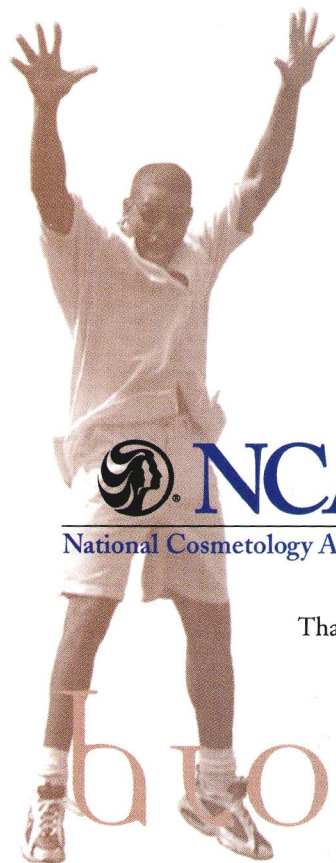


National Cosmetology Association

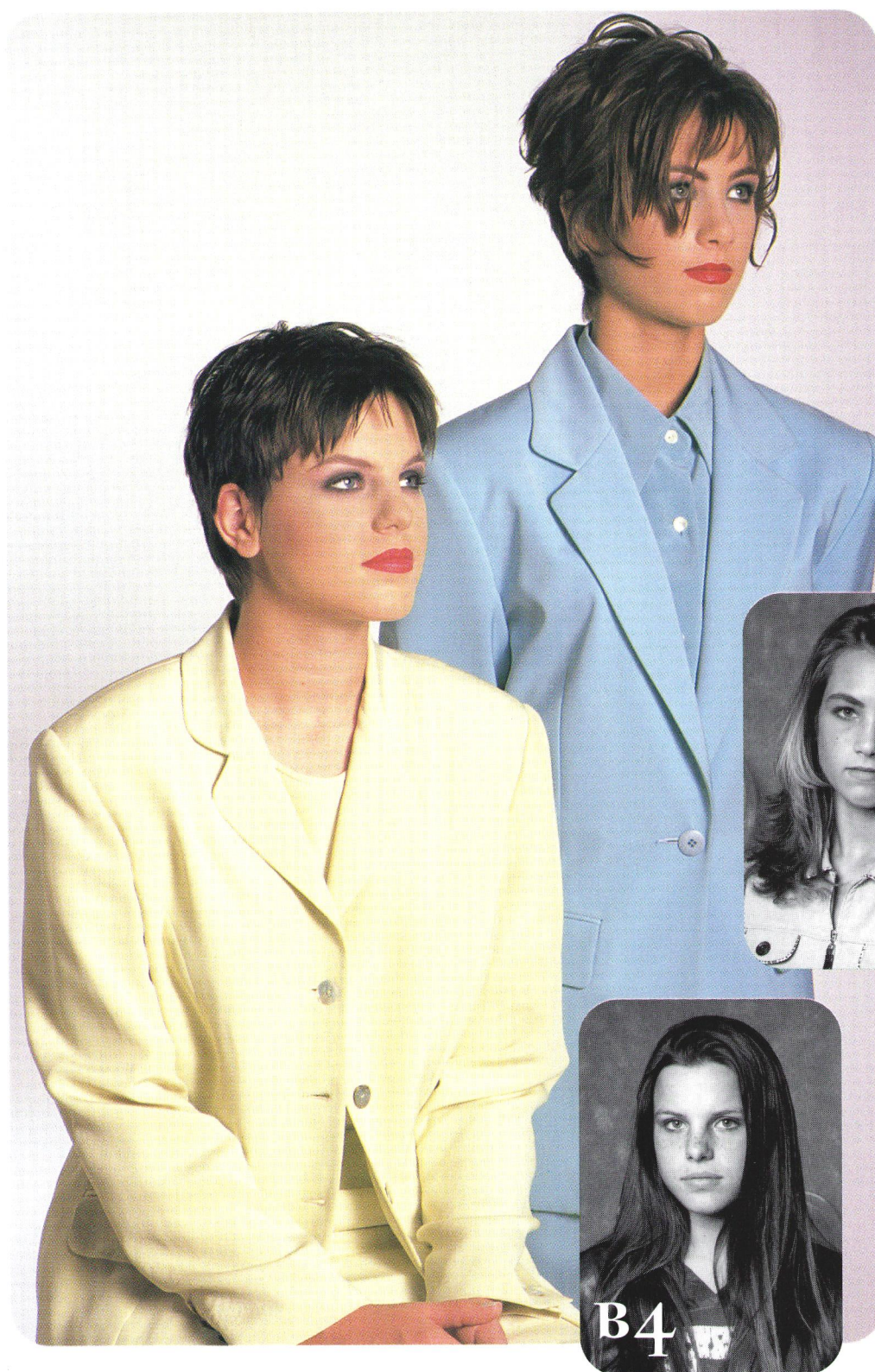
That we are thankful for the respect, loyalty and confidence which the client has displayed and shall compensate for it with courteous, fair and professional treatment in a salon cognizant of the health and welfare of the client; and

That we shall continue to maintain the highest professional skill through attendance and study of professional education programs under the guidance of our Association;

That we shall be ever aware of the latest scientific developments, techniques and products which have been proved beneficial for the best interests of the client;



B4AFTERB4AFTER



B4AFTERB4AFTER

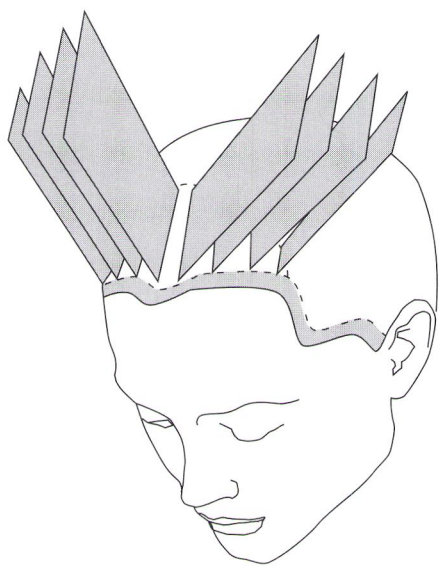
COLOR & PERM TECHNICAL

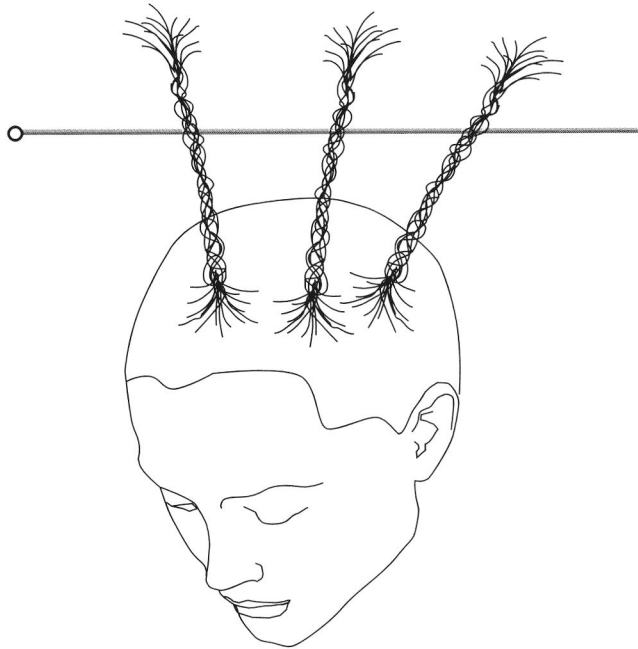
spring / summer 1998

The color trends for Spring/Summer 1998 are aimed at accentuating the two power colors for the new year, black and brown. Contrary to the normal use of Spring colors and fabrics, this is a year of fabrication and coloration. This means that the colors and fabrics usually seen in Fall, may be seen in Spring. Instead of highlights for Summer, the trend is to go with the use of low lights, or color darker than the natural hair color, throughout the head. The accent areas such as the bangs and the perimeter will be darkened even more. The rest of the head may be darkened in conventional foil wrap.

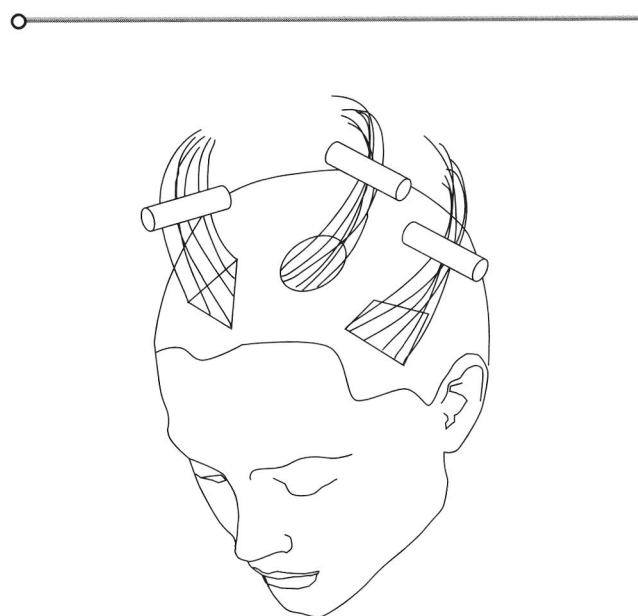
Brown hair will be accented with Black color and vice versa. Red hair will be accented with browns and black colors. Blondes will be accented with darker blond, browns, or blacks.

Various lowlight techniques may also be utilized within the strand utilizing two or more colors darker than the colors currently on the hair.





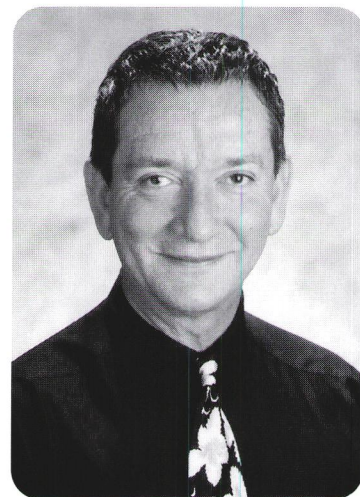
Twist random strands and paint pieces on the outside of the strands darker with color. Select random strand with the tips of fingers and darken one to two shades with color. Brush in random strips with color brush or comb and darker color. The placement of the color will be determined by the finished style.



To achieve non traditional texture arrange rods randomly throughout the head. The sectioning should also be nontraditional in geometric shapes contrary to the rod size or shape.

MILLENNIUM SALON: THE NEW RULES

An interview with: Carlos Valenzuela, CBA Business Designer



WHY THE MILLENNIUM SALON?

It is the salon that will thrive after the year 2000.

WHY SHOULD ONE LEARN ABOUT IT?

Because the way in which you earn your money will dramatically change.

HOW WILL IT CHANGE?

We will increasingly honor the whole person, not just their hair, skin and nails. In addition to these services, we will offer and perform alternative methods for wellness, stress relief, health and work in tandem with the medical professional, dermatologists and plastic surgeons. Think of your work place as an oasis in the desert or as an urban retreat.

IS THIS CHANGE GOOD OR BAD NEWS FOR THE BEAUTY INDUSTRY?

I don't see change as good or bad, but as inevitable. There is always good and bad aspects in everything. The ying makes the yang powerful. At the moment, I can't even think of anything that is totally good or totally bad, can you? People wait for perfect solutions in order to make a move. Since there are no really perfect solutions they get left behind, become resentful and lost their positioning in the marketplace. The idea is to keep moving and reap the positive as you minimize the negative.

But, to answer your question directly, the millennium salon is great news for the beauty industry. It is a true CATALYST against getting stale. For the last forty years we have basically been doing the same thing over and over. Yes, there have been great innovations, promotions, and new directions that revolved around the basic services of cutting, perming, coloring, re-texturizing, nail technology and skin care. The new perspective of dealing with the person as a whole refreshes our profession in a very positive way. We will be closely examining, evaluating and making changes in schools, training, services, compensation, products, communications, and so on. This is already happening around the country.

○ — **HOW DOES ONE LEARN ABOUT THESE CHANGES?**

Start by viewing the Catalyst Spring/Summer '98 Business Trend. The program gives you ten rules to keep in mind in preparation for the millennium salon. Each rule is but the tip of the iceberg and if you do your own leg work you will find a wealth of information and resources at your disposal. Since you are creative, you will personalize the information in a very unique way coming up with your own solutions for the new millennium client. These individual formulas is what will revitalize our industry.

○ — **HOW CAN I DEAL WITH OTHERS WHO ARE NOT MOTIVATED?**

Most innovators always see the future first and often begin working on their own. Don't allow lack of initial support or collective vision to deter you from what you know is real. Don't wait for a vote. Go for it, regardless.

True, it is always more powerful to work as a team, even when you feel that the team does not get along. The services required for the new millennium salon are so varied that working as a team is a must. To assist you in team building, try the following method:

1. Study the Catalyst Business Release video carefully and learn the new rules by heart, if possible.
2. Use your creativity and think of as many ways as possible to apply the rules in your life and work environment.
3. Start easy conversations with those around you regarding the new millennium. Ask how they plan to celebrate the year 2000.
4. Relate the new millennium salon rules to the conversation.
One big way is to talk about how soothing and pampering are actually a big new product for tired and stressed out clients. Another way is to discuss the new Catalyst trend styles and relate these to the new millennium.
5. Hold a meeting with staff members and explore the new millennium rules. Ask people to give their opinion on the subject.
6. Write ideas on a flip chart for all to see and discuss.
7. Create an action plan of how each one of the ideas could become a reality for all involved. Each action should be accompanied by benefits to the staff member such as more income, more freedom, more time off, etc.

IF YOU COULD GIVE ONLY ONE TIP FOR BUSINESS SUCCESS, WHAT WOULD IT BE?

The secret to our business is to offer the most impressive and excellent customer service. Approximately 80% of new clients come from existing clients. Good relationships are key. The service provider is like someone on the high wire, if you fall, your relationships provide the safety net.

Good customer service policies require that you pay attention and study your clientele. Don't believe that good customer service is just a smile and a good pot of coffee. You must understand your customer trends and give them more than they expect in value and service. The buzz words today are "value added" services and products.

WHAT ABOUT JUST ONE TIP FOR THE NEW MILLENNIUM?

Stay connected with what is happening, not just with our own beauty industry, but with the nation's business. In America, we are still a center of innovation and if you keep up with the nation you pretty much keep up with what's happening. Staying connected also means getting involved with the new trends, not just reading about them. You should have a relationship with novelty, not just sit on the fence. Innovation is always confused with brainstorming. The fact that you can brainstorm and make a list of cool ideas is not innovation. Innovation is when you put these ideas into practice. Surprisingly innovation is not expensive, it does not require big expenditures. Innovation requires an attitude of searching out and participating. Its like a hide and seek game for grown ups. *Continued on next page...*

M I S A L O N I U M

○ — HOW ELSE CAN ONE STAY CONNECTED?

Get on line. Become a member of the world wide web of information and services. If you are fearful or reluctant to get on a computer, join the club, every newcomer feels the same way. It is surprisingly simple and the world wide web is lots of fun. I always communicate with NCA by e mail.

You can also stay connected by reading our trade publications and attending a minimum of two trade shows per year. Go to trade shows where lots of people get together and freely exchange ideas. When you are there you must talk to people, even if you feel you don't want the sales pitch. I often see people walking around with an attitude of not wanting to speak to anyone. Why? This is free trend information for you.

You can also take classes which are not related to technical skills, like Computer Basics, How to Network, How to Make Powerful First Impressions, People Skills, etc. Check with your local Small Business Administration or Chamber of Commerce for free classes. Listen to public radio or NPR. There is "Morning Edition" and my favorite evening program called "All Things Considered." These programs cover news and current events with a most palatable and bite size piece approach.

Stay connected by being fun. People will tell you almost anything if you are light and like to laugh. To stay fresh, take fun classes like painting, dancing, acting, gardening, bicycling, etc. Keep learning, keep moving, keep laughing. Movement brings energy which brings ideas and success.

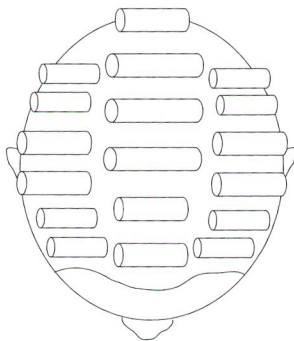
Look around and subscribe to good trends newsletters. There are several very reputable people in the industry that publish newsletters with juicy trend information.

Most of all, stay cool.

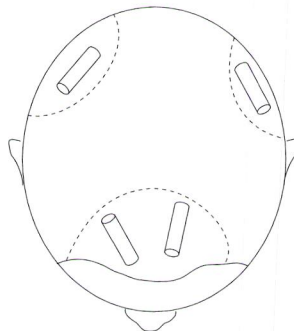
*Carlos Valenzuela is a consultant to the beauty industry based in Tucson, AZ.
He can be reached at (520) 903-9794.*

For non traditional movement in the crown area arrange rods randomly at the crown.

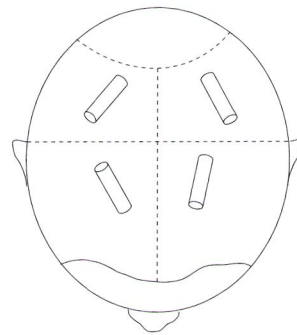
For traditional or non traditional texture and movement in the long cuts wrap conventionally or randomly, throughout the entire head.



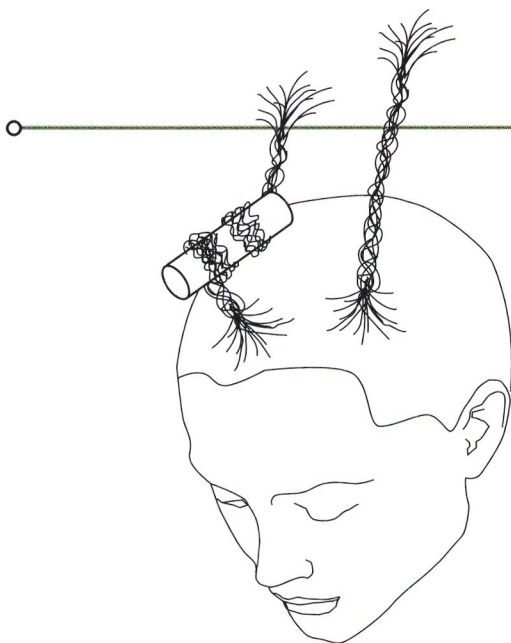
conventional



random



condensed



Twist random sections of hair and wrap with rods of choice. This will give a more defined non traditional curl within the strand. This technique may be done throughout the head for a dread lock type of look.



“I only hope that when I die, my contributions will have helped in the milestone of the Association, and that the lives of so many young men and women who enter the cosmetology profession, have been influenced because of our educational service to them.”

- President of the National Cosmetology Association 1962-63
- Member of the NCA Board of Directors from 1954-1983
 - Respected Salon and School Owner for 30 years
 - 1984 Inductee into the Cosmetology Hall of Fame
 - Recipient of over 100 major industry awards



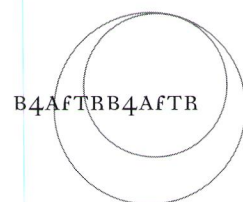
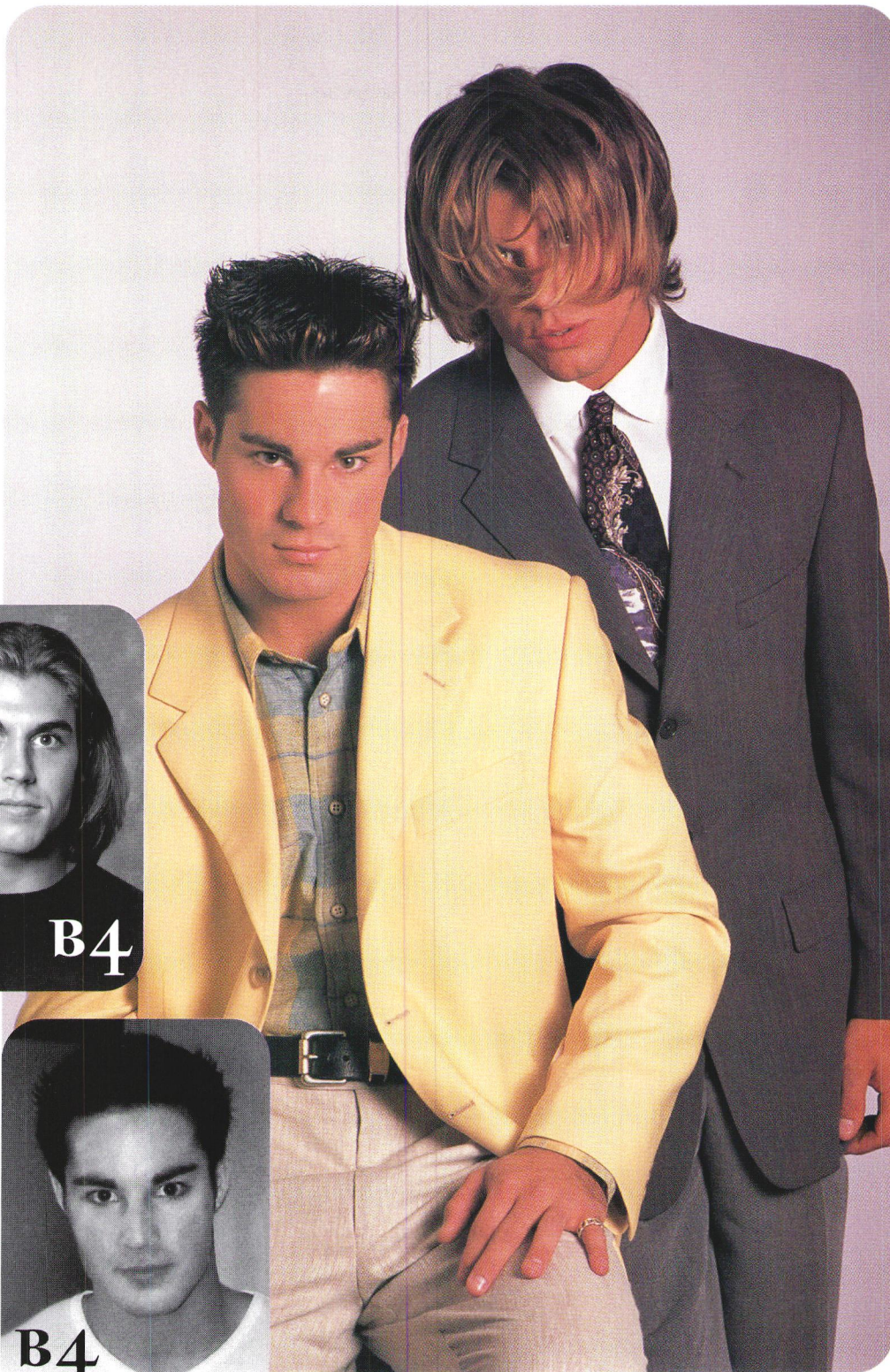
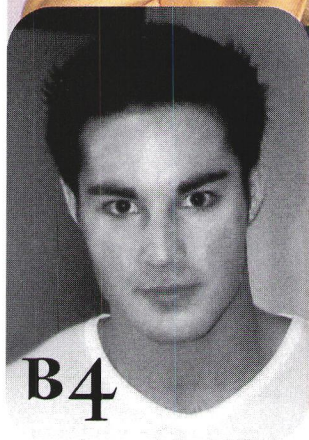
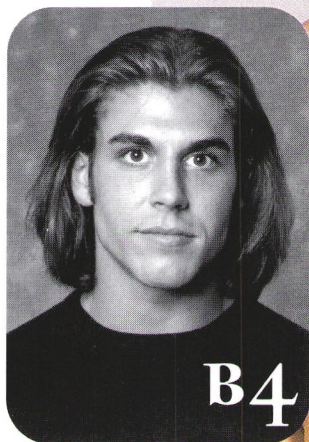
In the spirit of the memory of Joseph L. Weir, the hair color and permanent wave technicals for this Spring/Summer '98 collection of American Looks in provided through the generous contribution of the Joseph L. Weir Trust to all regular members of the National Cosmetology Association.

The Joseph L. Weir Trust

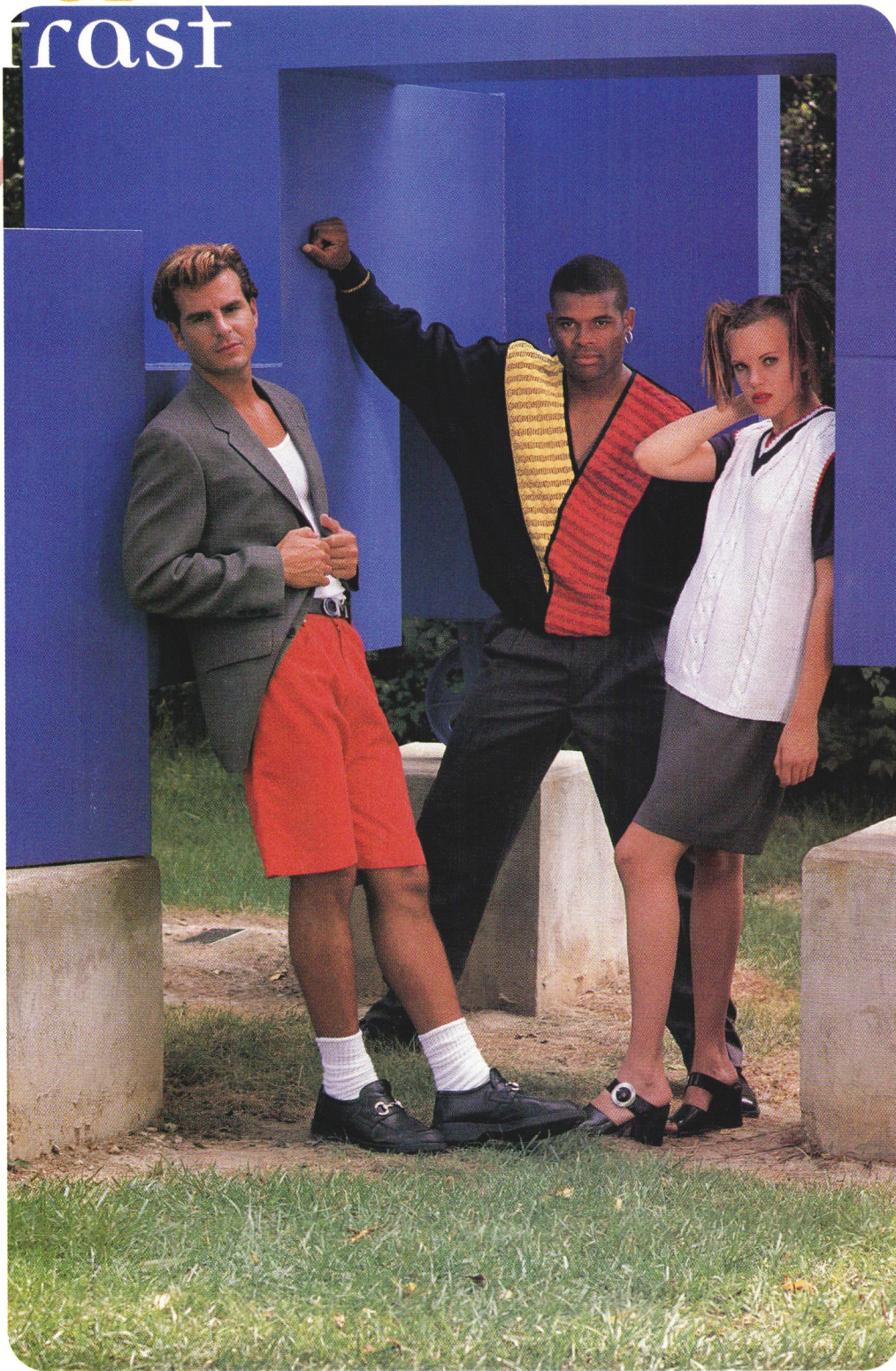
“The Joseph L. Weir Trust was established by NCA’s illustrious Past President, Joseph L Weir as a personal tribute to the National Cosmetology Association, an organization to which he dedicated his life and career in the pursuit of quality service and continuing education within the cosmetology association.”

The Trust...

...is reserved for charitable and educational activities that benefit NCA members across the country, including the printing and distribution of the OSHA Manual and the annual Joseph L. Weir Scholarship Program for high school seniors.



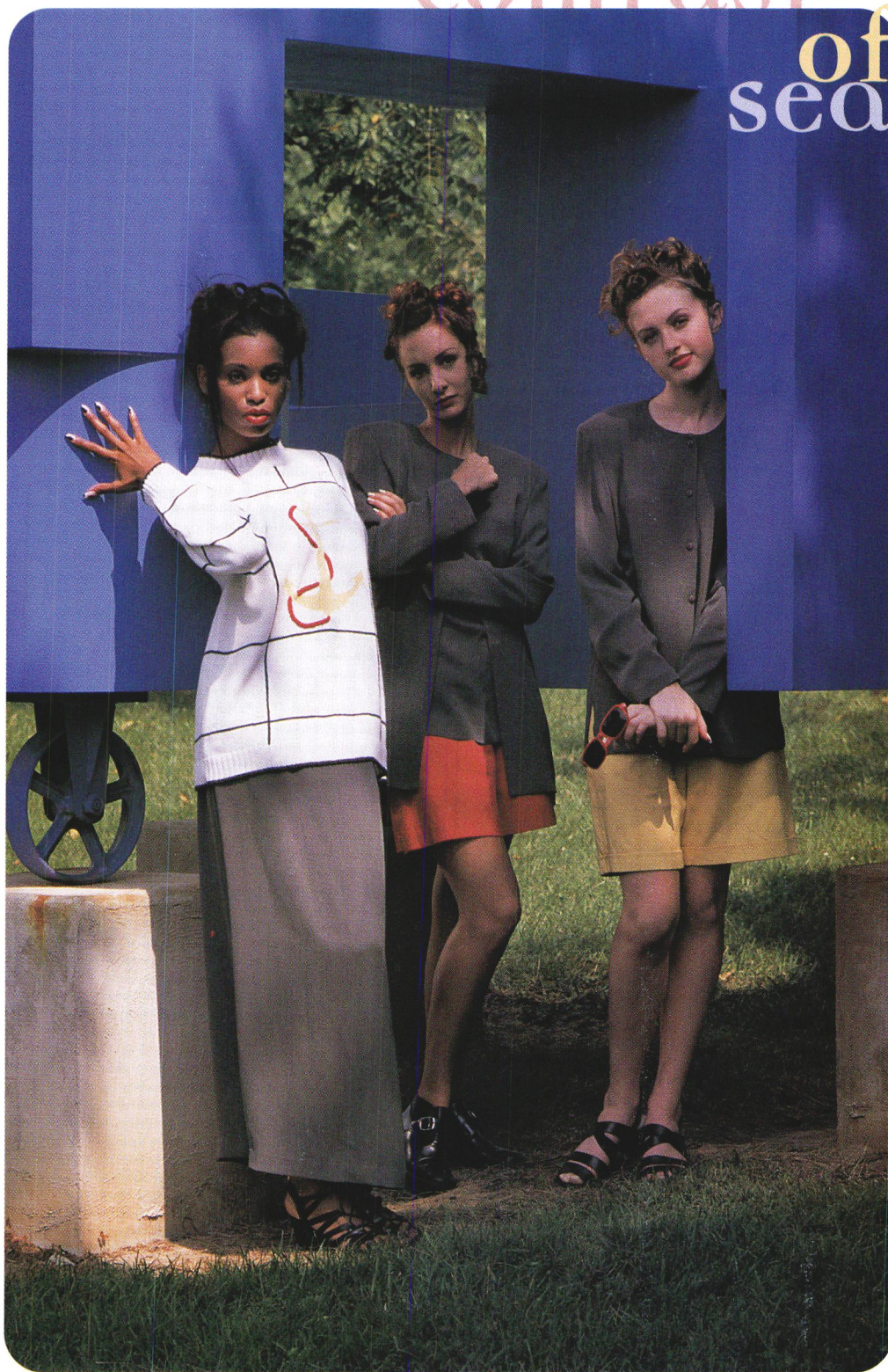
season of contrast



business menswear by bowdon

casual menswear by carlo colucci

contrast of season



business womenswear by richard dayhoff

casual womenswear by eagle's eye

CATALYST

THE NEW HORIZON BEGINS WITH NEW BLOOD, NEW IMAGE

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visual
I N S P I R A T I O N
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CATALYST

POST

season
of
contrast

FOR
THE
NEW
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Ministry
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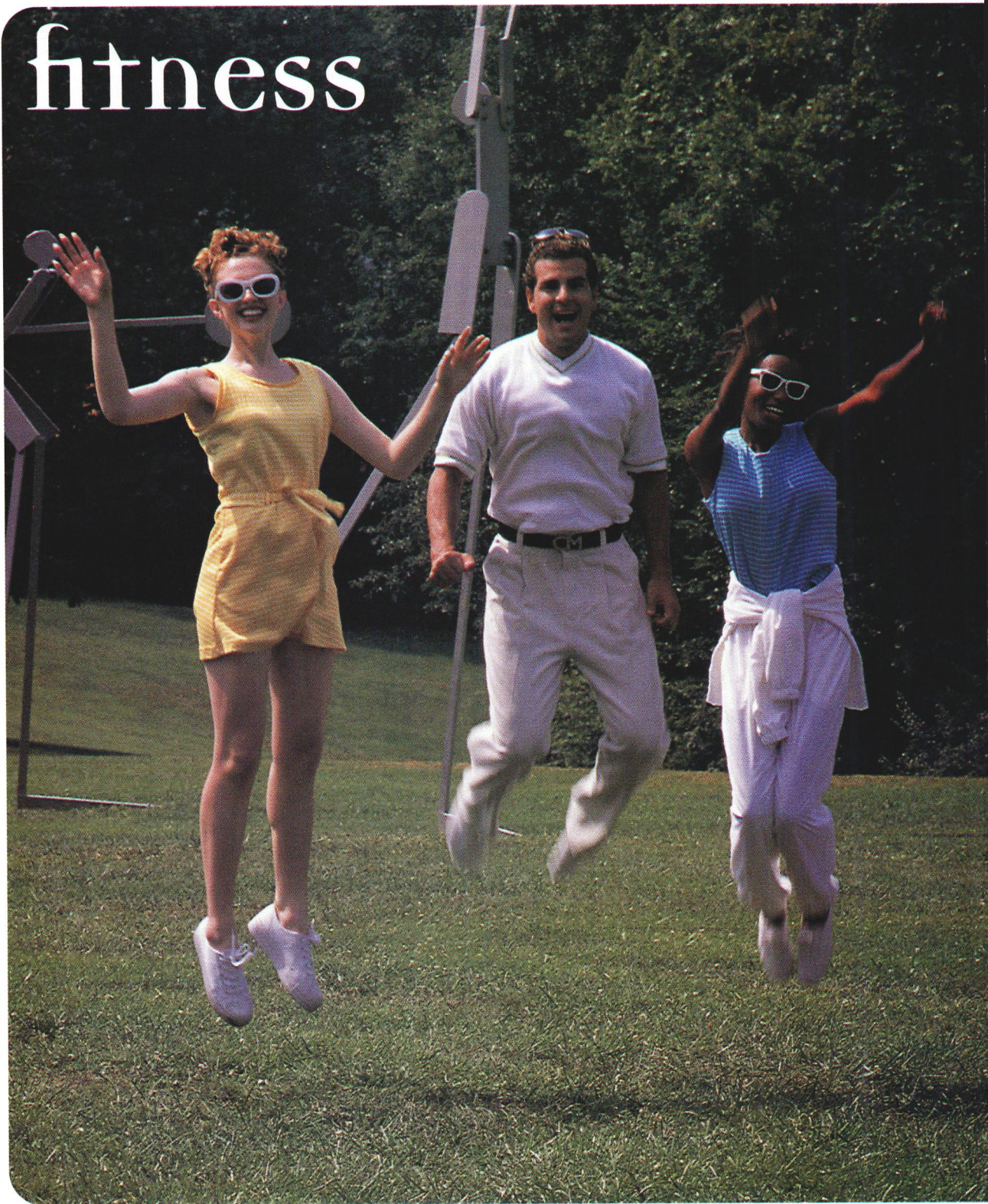
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images at the end of the new tunnel

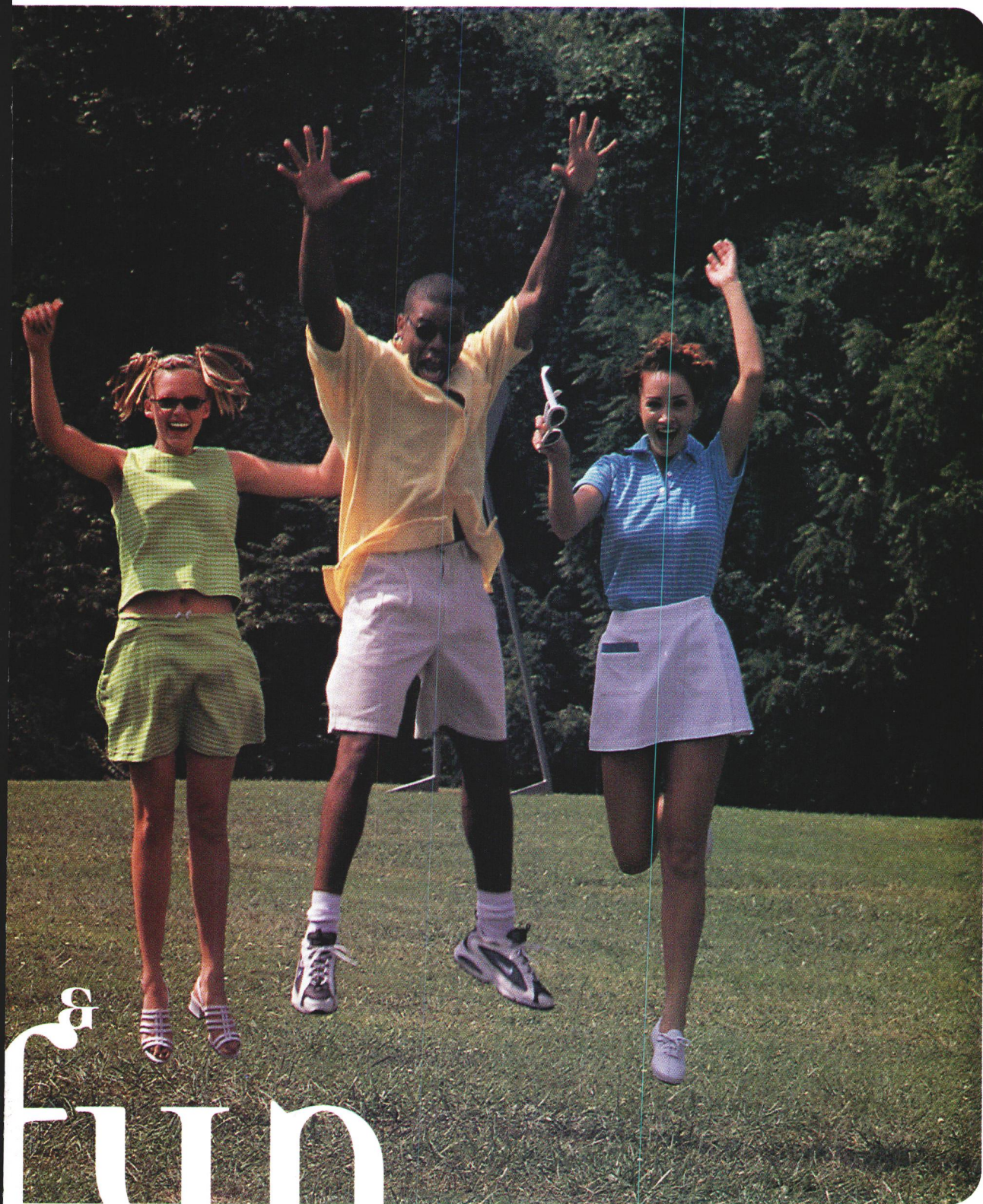
fitness



menswear by supplies

womenswear by jj hobeau







womenswear by o/4o



WORKOUT out

The image is a composite of two photographs. The top half shows a man's bare torso and arms, with his head tilted down. The bottom half shows a woman's face covered in a thick, light-colored mud mask, with her head tilted back and a smile. The text "health & wellness" is centered across the middle of the image, with "health & well" in white on the dark background and "ness" in black on the white background.

health & wellness

salons
ideal
for **HEALTH**
promotion

CATALYST

cosmetologists and barbers are usually trusted and respected by their clients. They are considered "natural community helpers." clients will talk about their personal lives , sharing information they would not even tell their family or health care provider.

CATALYST

The traditional waiting time allows clients to watch a video tape, or read fact sheets and brochures

shops are visited as often as every two weeks.

CATALYST

CATALYST

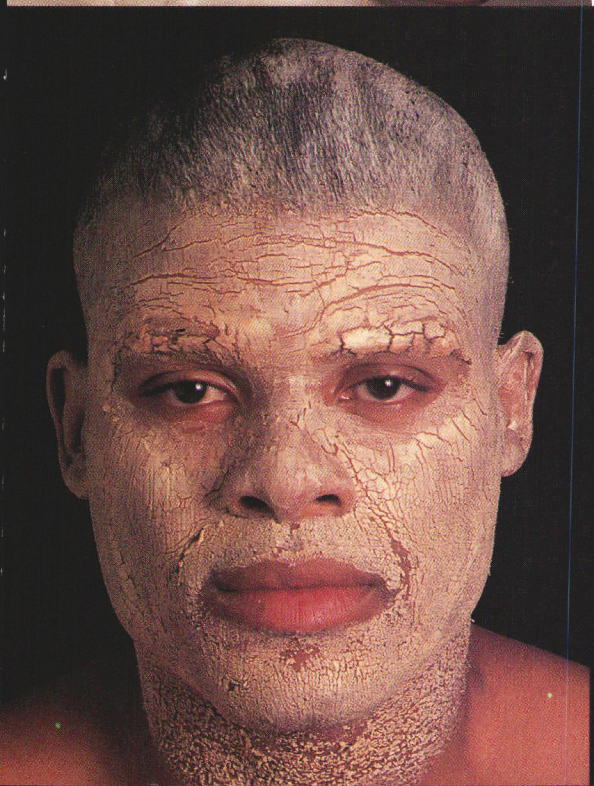
there is a large and diverse clientele.

shops are a non-threatening atmosphere for discussion and socialization.

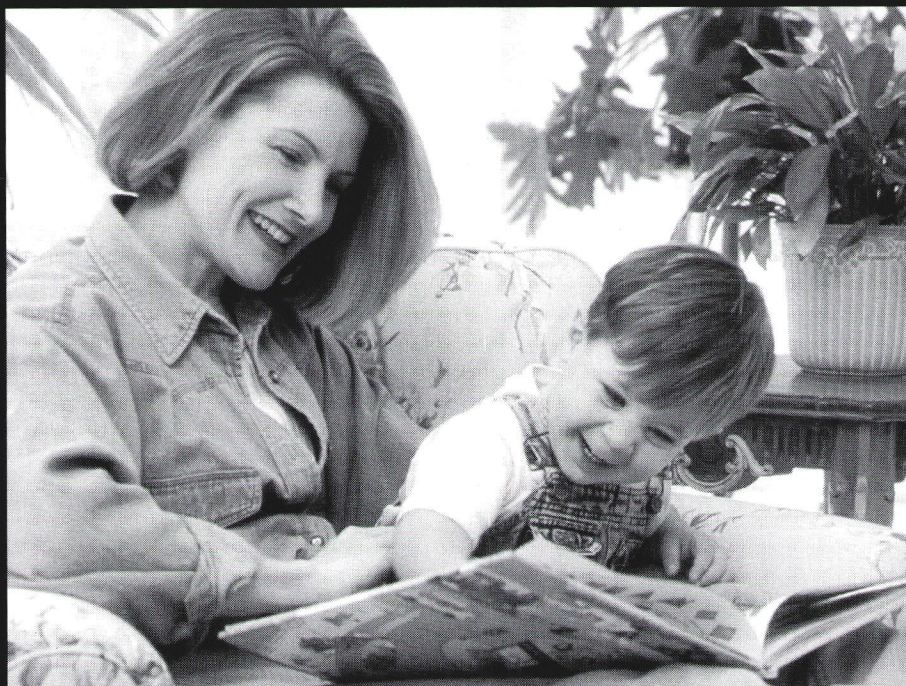
CATALYST

people talk about their personal lives with trust and confidence on everything from local gossip to health care issues.

CATALYST



SOMEWHERE AWAY FROM THE SALON...



...the cosmetologist gets on with her life.

The years of training and experience, the ups and downs of business, that's all well and good.

But that's only one dimension of the NCA professional.

You have many dimensions. We support and believe in the NCA professional who, away from the salon, gets on with her life in so many ways. So much a part of the community.

And who, *in* the salon, has been so vital to our own success.

Thank You

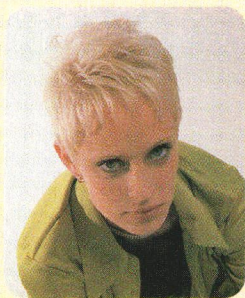
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EQUIPMENT
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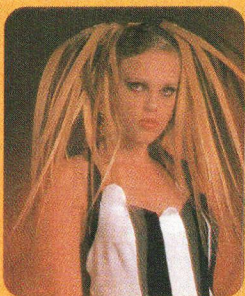
COMPLETE LINE OF SALON EQUIPMENT ON THE INTERNET

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STYLING GUIDE



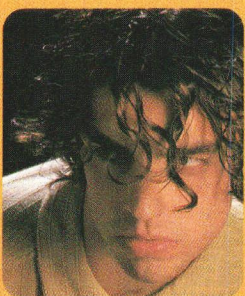
To create definition in the hair use mousse or a texturizing gel and blowdry in desired direction. Fine tune the separations with pomade or gel, especially in the bang area. Mist with shine product and finish with spray of choice.



Section hair into ponytails and place strategically on the head. Prep the hair with thermal spray and blow dry cuticles flat. Thermal spray and a flat iron on the strands will create high sheen, firmness and manageability in the strand. Place hair into desired style utilizing techniques of choice, pin and spray with finishing spray. Detail with pomade.



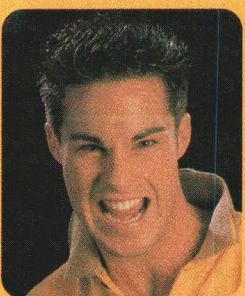
To Create volume, start with a volumizing product such as mousse, gel, or volumizing spray. Blow dry into direction of choice. Detail the style by using working spray then a finishing spray. For shine add a shine product or lightly smooth over the exterior with pomade.



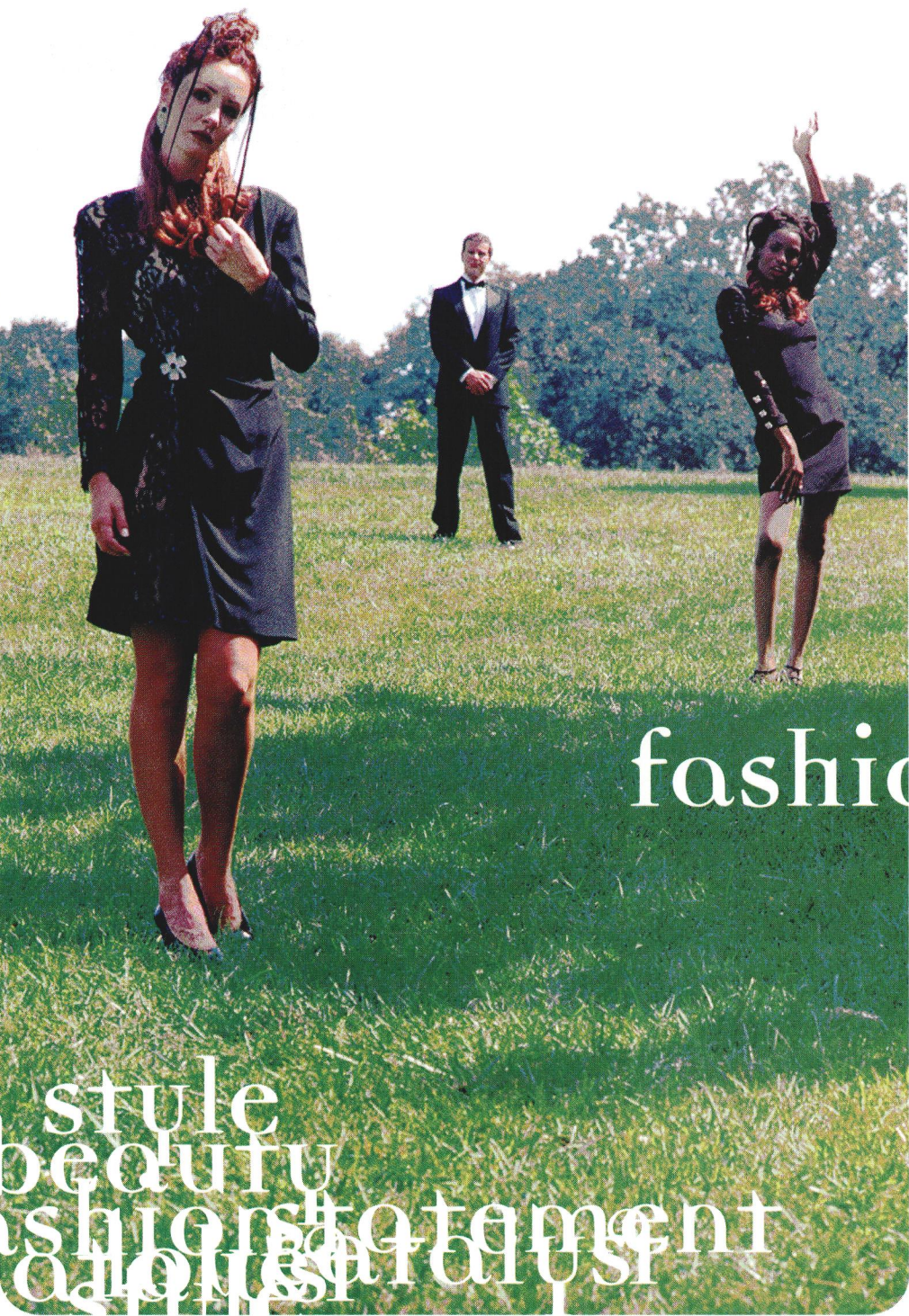
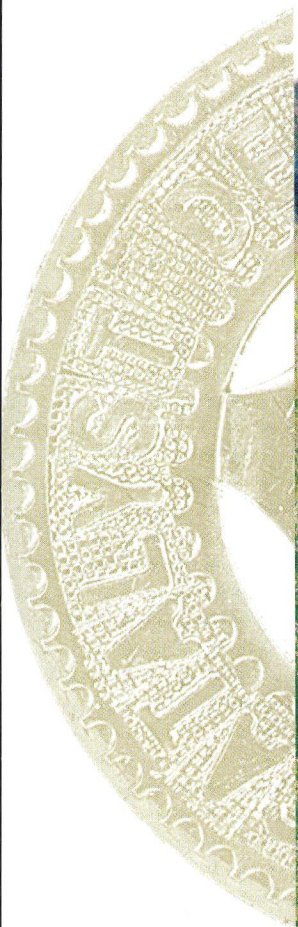
To create texture, separation and definition on wavy hair. Use smoothing gel for shine and manageability. Use fingers or large tooth comb for separation and definition. Finalize style with working or finishing spray.



Create curls with a leave in moisturizing conditioner and mousse. Control frizz by using pomade or gels. Squeeze curls in with finishing spray and dry with diffuser or dry naturally. Detail with gel, or pomade.



Apply thermal spray and dry with round brush for sheen and directional manageability. Separate and define strand with pomade, gel or shine product. For slicked back or wet look apply gel of choice through damp hair and design with comb or brush.



fashion

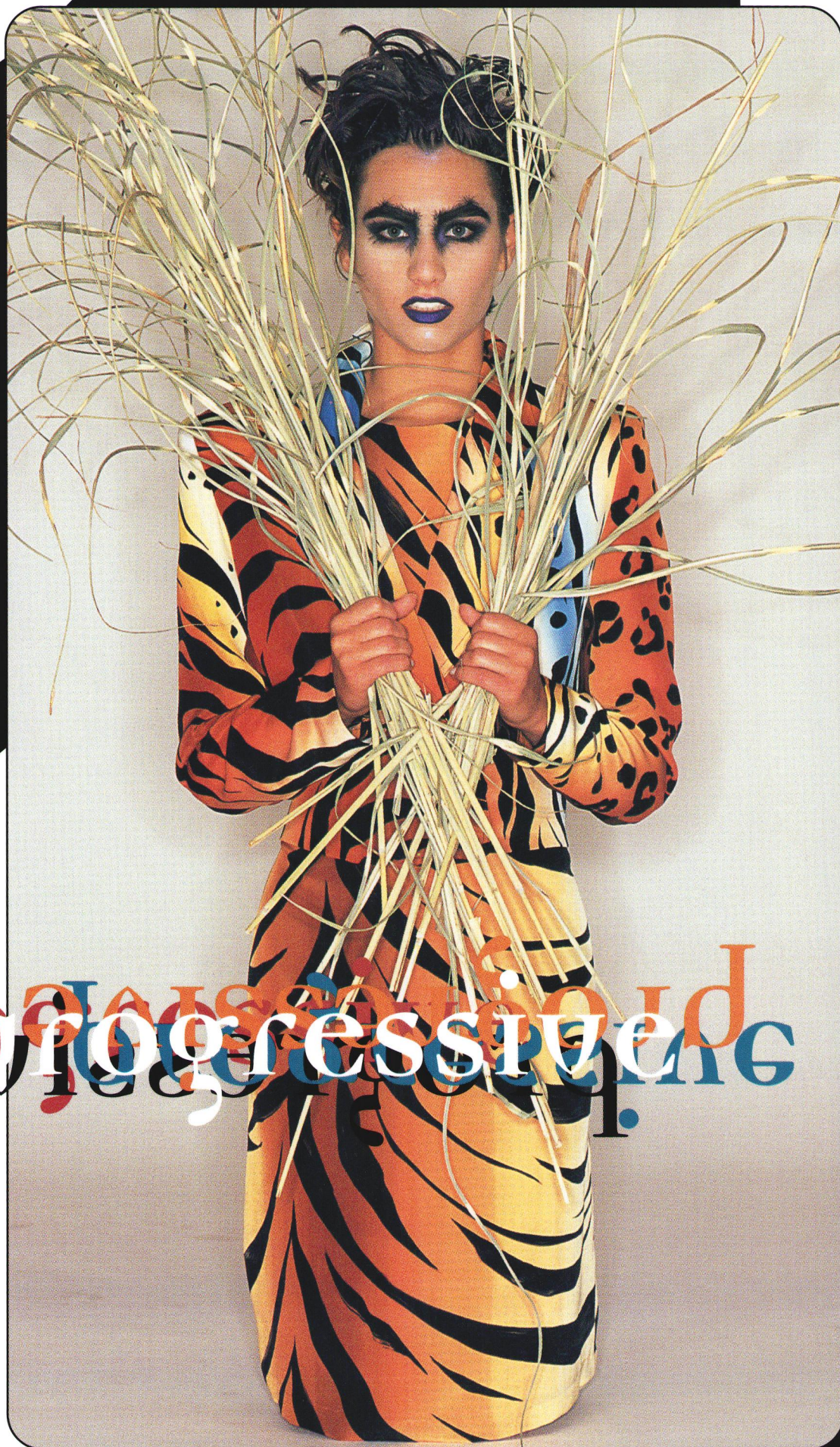
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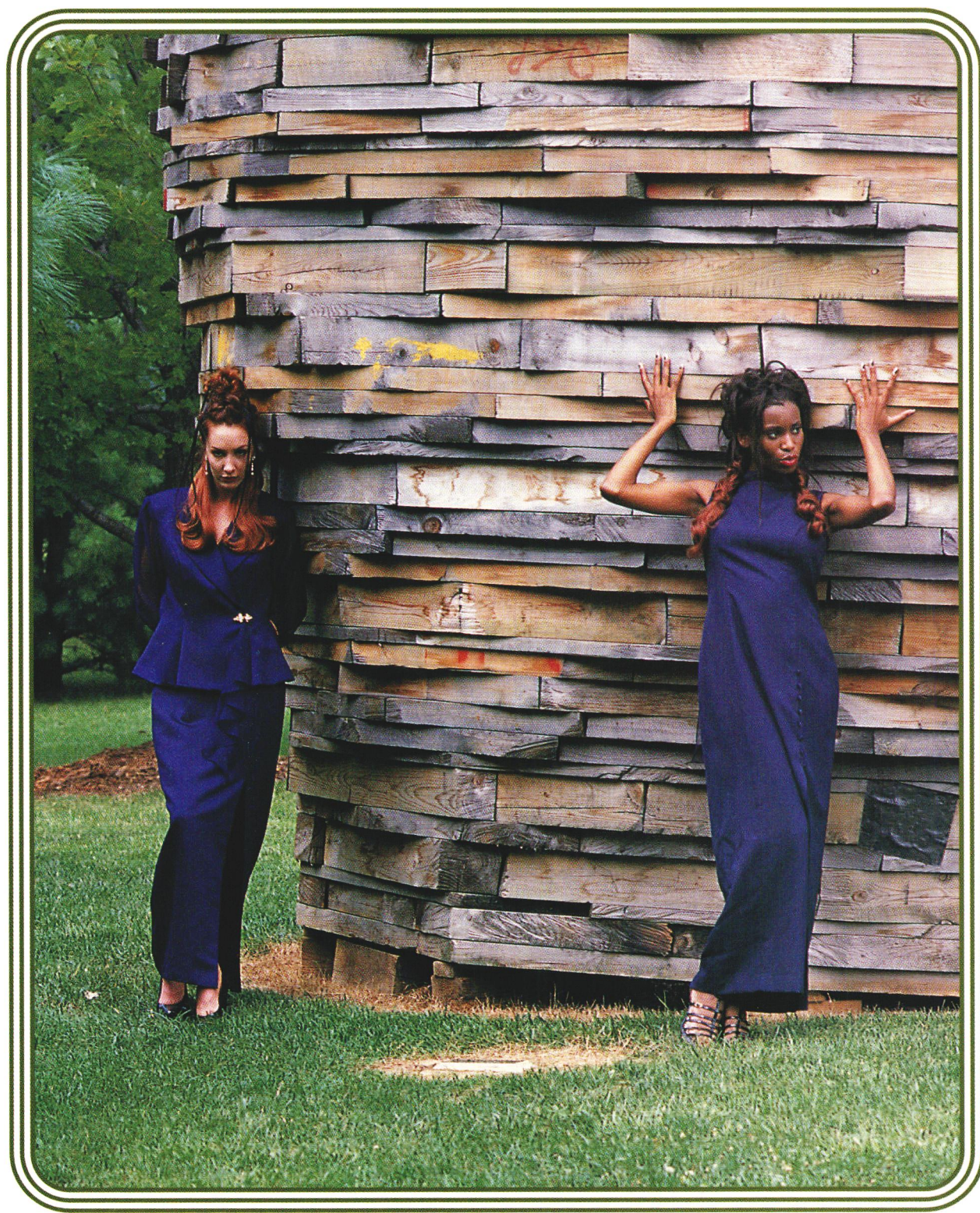
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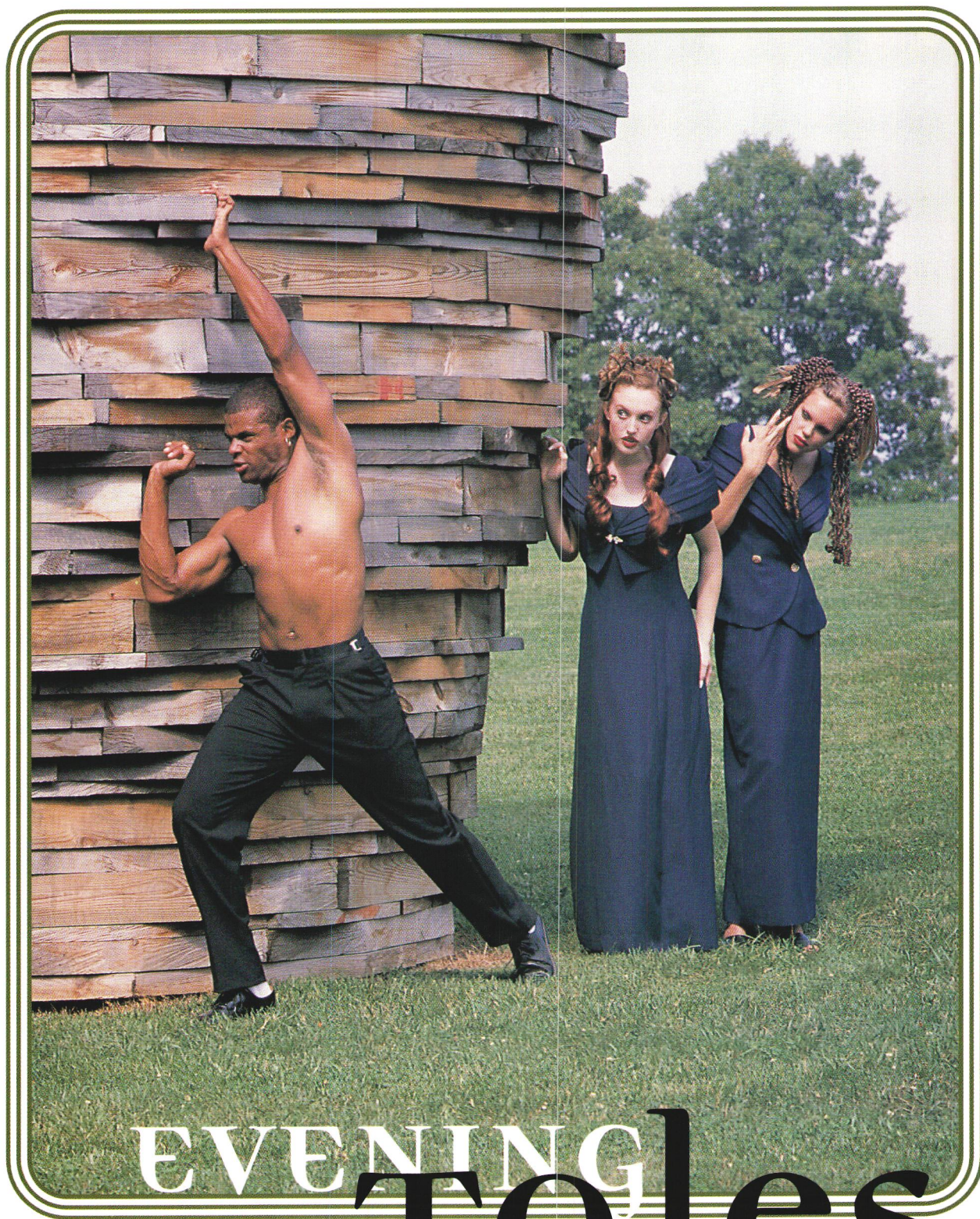
progressive

by the way, I'm a girl





womenswear by alex evenings

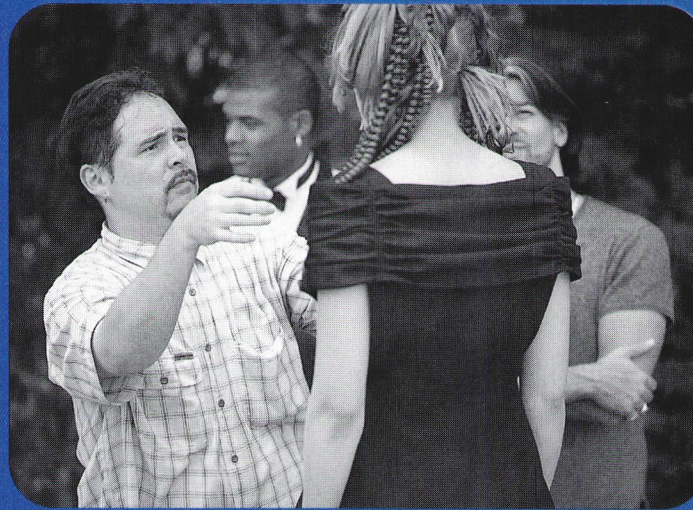


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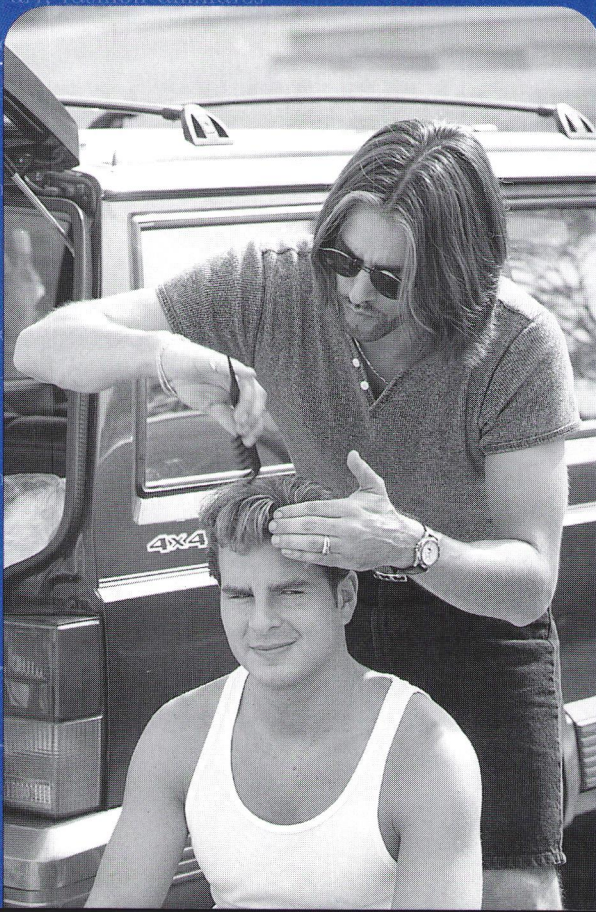
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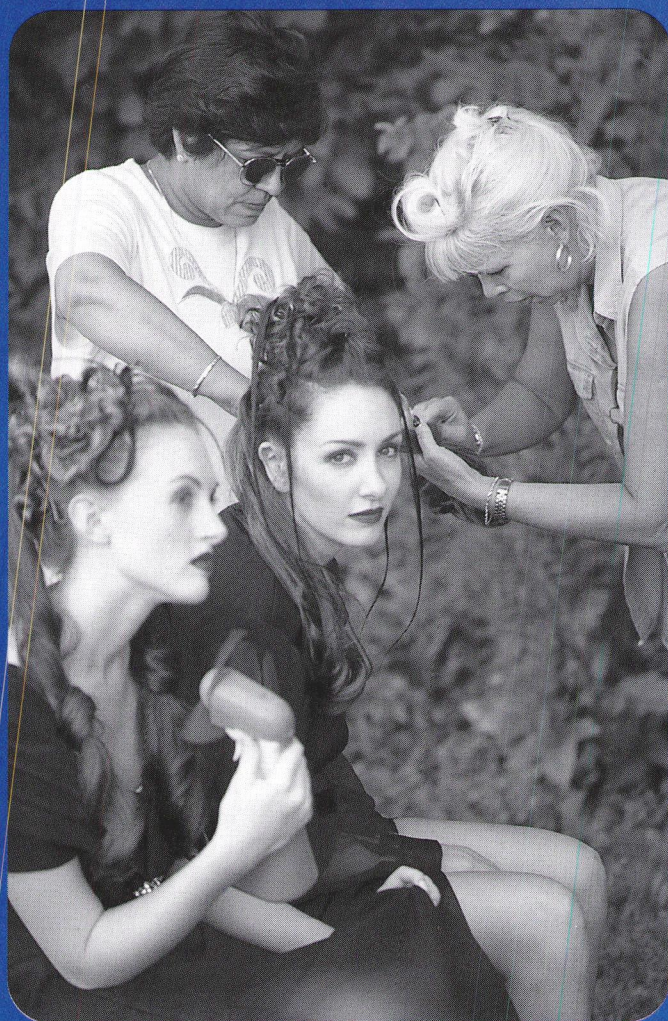
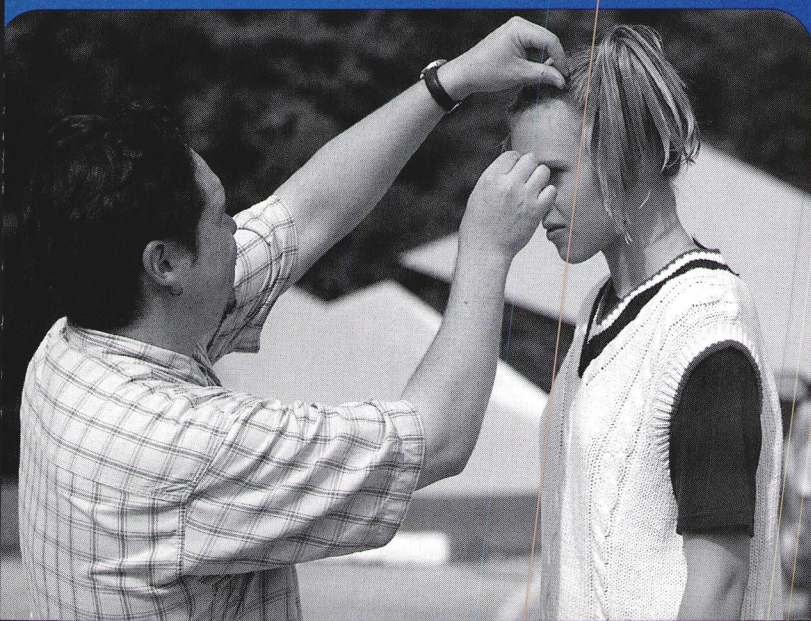
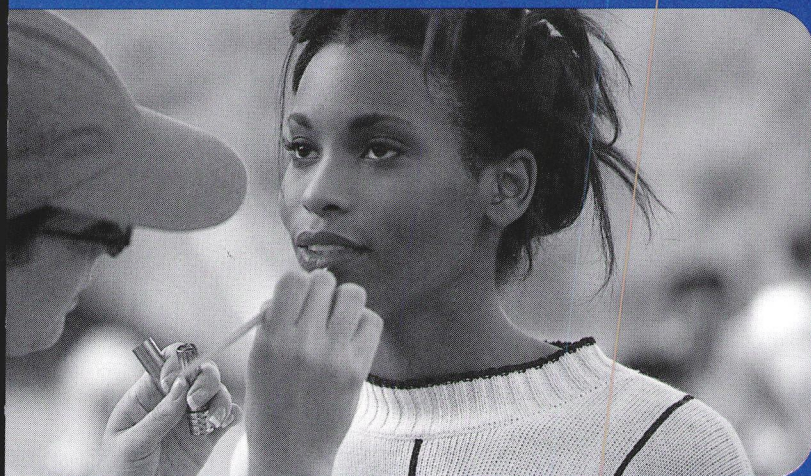
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C O L L E C T I O N

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Beth Hartness, North Carolina
Ladies Hair Designer

Krista Craven, Minnesota
Makeup Designer

Carlos Valenzuela, Arizona
Business Trend Designer

Leonardo Perez, Florida
Gents Hair Designer

Phyllis Mitchum, South Carolina
Nail Designer

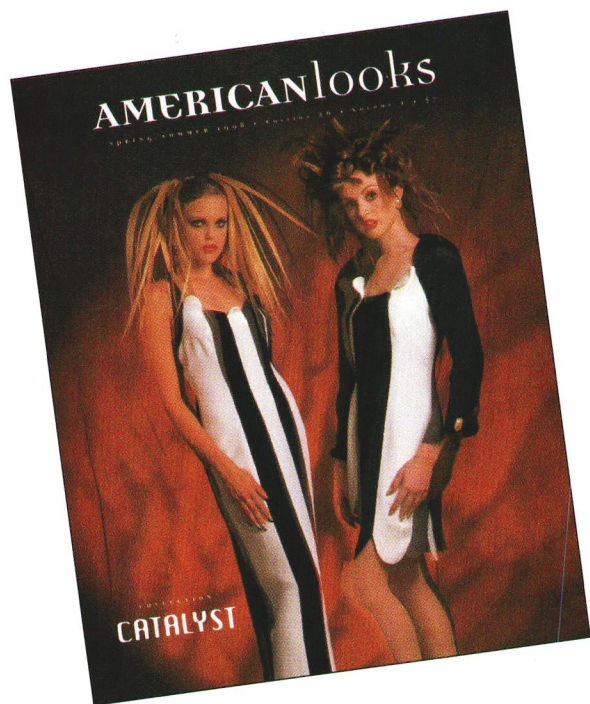
Edward Tytel, California
Design Team Director

Pat Adams, South Carolina
Ladies Hair Designer



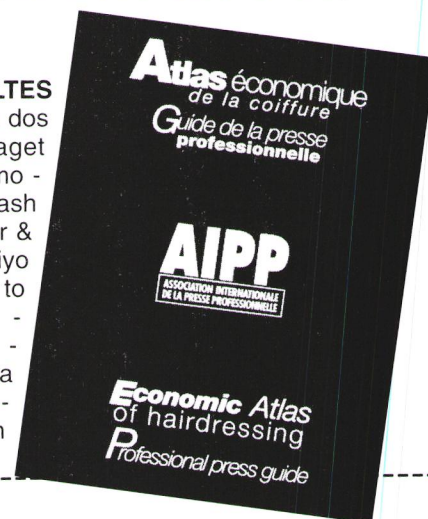
A I P P

THE BEST MAGAZINES for THE BEST HAIRDRESSERS



The **AIPP** (Association Internationale de la Presse Professionnelle) unites approximately fifty magazines published in twenty-five different countries (overall readership: 16,750,000 copies per year) and it is associated with **CIC** (Confédération Internationale de la Coiffure). **AIPP** represents almost the total number of trade publications to be printed for the hairfashion and beauty business covering the entire world. Its mission is to improve and grow co-operation among its members and beyond and its purpose is to provide the hairdressing professional and beautician with the precious information required to promote and enrich whilst aiding their everyday work and activity. **The Economic World "Atlas"/AIPP Guide** which has only recently been published (an order form is attached) contains all the information useful for the hairdresser, from country to country. Invaluable, it has been compiled for educators, trainees, suppliers, exporters and aspiring hairdressers alike. It supplies not only the names and particulars of all business associations and all the addresses of the associated magazines, but also artistic organisations in each and every country. An indispensable tool to be kept in all professionals' reference library.

ARGENTINA Modalité - Peinado y Belleza - **AUSTRALIA** Salon Update - **BALTES (Républiques)** La Coiffure de Paris - **BELGIË** Echos de la Coiffure - **BRASIL** Tribuna dos Cabeleireiros - **CANADA** Canadian Hairdresser - **DANMARK** Frisørfaget
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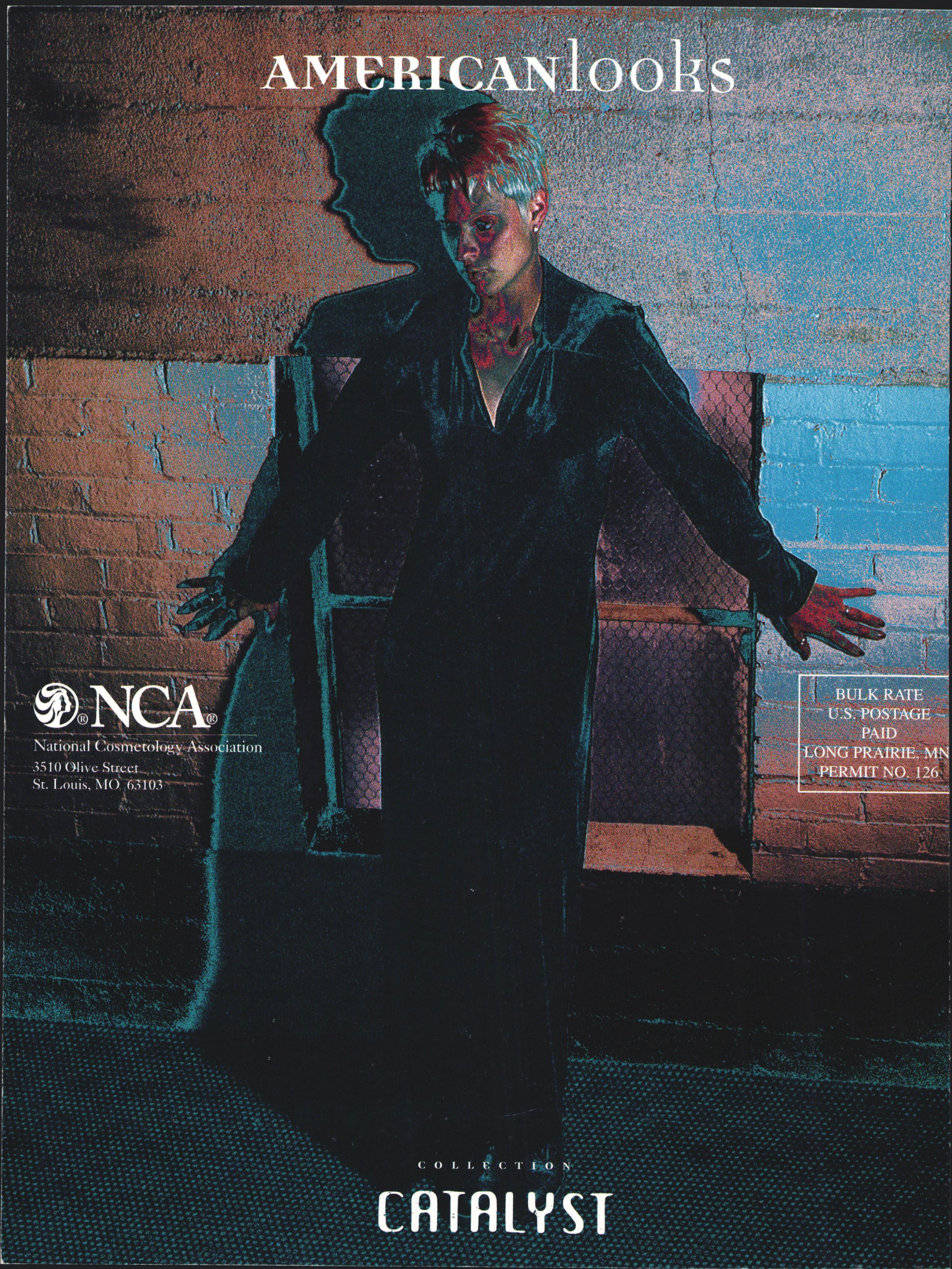
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AMERICANlooks

A woman with short blonde hair and red face paint, wearing a black dress, stands in front of a brick wall with a window. Her shadow is cast on the wall behind her. The lighting is dramatic, with strong highlights and deep shadows.

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