

BEAUTY LAUNCHPAD

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THE OFFICIAL PUBLICATION OF INTERCOIFFURE

A LOOK AHEAD

Editors share
what's trending
for 2019

READERS CHOICE AWARDS!

Your picks for
top professional
beauty products

30 UNDER 30

The brightest
young colorists

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BEST

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Beauty Launchpad editors are given the lucky task of previewing the newest product innovations, and predict which will earn a spot in your salon for the year ahead.

*All products sampled have a release date between August 2018 and March 2019.

KARIE L. FROST

Managing Editor

After briefly stepping away from hair to immerse herself in all things nails and makeup, Karie is back—and never stopped fiddling with her mane during her hiatus. From silver to magenta to pink to balayage blonde, she takes a devil-may-care attitude to the salon chair.



MY PERSONAL STYLE

I'm pretty frenetic in terms of haircolor, but when styling, I stick to a few staples: super straight or beachy waves. Other constants: Any kind of shampoo, conditioner, additive or styler that won't strip my strands of my chosen color.



1 Agadir Hemp & Red Wine Moisturizing Shampoo and Conditioner Beyond the fact that this duo merges resveratrol—a proven anti-ager—with hemp seed oil's hair-smoothing omega-6 and omega-3, it's the new FiberHance technology that intrigues me: The "bond multiplier" creates new hydrogen and ionic bonds deep within the cortex to strengthen weakened hair, which I have plenty of. [@agadirint](#)

2 Revlon Professional Revlonissimo Colorsmetique Color that acts as a hair treatment mask? Sign this dye addict up! Harnessing both hyaluronic acid and soy protein, this permanent color delivers serious shine, not to mention it's ammonia-free with three soothing sensorial fragrances from which to choose. [@revlonprofessional](#)

3 Oribe Power Drops Color Preservation Booster I'm drawn to hyaluronic acid; it just works so dang well. These drops contain 2 percent of the good stuff, which creates a seal around the cuticle, effectively locking in moisture while stopping haircolor foes—think: pollution and UV rays—from penetrating. [@oribe](#)

4 Wella Professionals Koleston Perfect with ME+ This update to the Koleston Perfect permanent color line minimizes free-radical formation during processing, ensuring more even, true color results. Plus, for sensitive clients like me, you can tout the formula's ME+ dye molecules (a replacement to PPD and PTD), which reduce the risk of developing a new allergy to haircolor dye. [@wellahair](#)

5 #MyIdentity by @Guy_Tang #MyHairLube As someone who dabbles in pastels and vivids, the fact that the *king* of those haircolor movements is debuting a wet line is beyond thrilling. The five-product collection pays special attention to color care, but I'm drawn to this jelly-like oil, which protects and highlights brilliant color creations. [@guytang_myidentity](#)

6 CLiCS Just as Keurig changed the face of coffee brewing (for this editor especially!), this computer-controlled color dispensing system is poised to revolutionize haircolor formulation. With the push of a button, any combo of the 28 color and additive dye canisters is measured, mixed and dispensed with little effort and zero waste. Bonus: You can replicate clients' formulas minus mistakes. [@clicscolors](#)