

CONCEPT SALON

NEW YORK CITY

MEDIA KIT 2009

CONCEPT SALON

NEW YORK CITY

STYLIST PROFILES

HELIO DESOUZA

ANDREA PICCOLO

Picture here

Picture here

“At the age of eight I owned and managed a salon out of my garage, and the children in my neighborhood would come to get their hair cut. As far back as I can remember my first toys were a pair of scissors and a brush. Later on, as a young adult, I assisted one of the best hairstylists in Brazil, Belo Horizonte, from Sao Paulo and Rio, which led me to my passion, and my career. I always loved working with shapes, forms, structures and colors. Because of this, I found that hair was a perfect object for me to explore my passion. Hair is my canvas and the clay to sculpture, paint and create. ”

“When I was in Kindergarten I used to play with my friend’s hair at naptime, we got so used to it that neither of us could fall asleep unless I was combing her hair.

As a fourth-generation hairdresser I basically grew up in my mother’s salon. I always wanted to do hair and with three sisters at my disposal I had a lot of opportunities to do so. It just took a little time to convince them I was good enough—for a while, they would only trust me to do their Barbie’s hair! But they grew to like having their dolls looking so different all the time and I eventually won them over. ”

ACHIEVING A NIGHTTIME HAIRSTYLE!

Products you will need: shampoo, conditioner, dry shampoo, gel & hairspray

Tools you will need: Blow dryer, curling iron (optional) and bobby pins.

“ If your hair is straight and limp the easiest and most stylish thing to do is a nice neat ponytail. Dry shampoo first to keep as much of the illusion of thick hair as you can, then use a lightweight smoothing balm or light hairspray, a natural bristle brush and a rubber band that doesn't damage the hair, like a transparent silicon rubber or a wide elastic band covered in some fabric.

If you have straight hair and want to leave it down, then consider using a curling iron just on the middle shaft down and a little spray gloss at the end for separation. Your hair will look even more amazing!

Coarse dry hair works better when it's a little dirty so if you have a big mane and want to turn it into a 'little head,' you will need to use some extra products like smoothing balms or even leave-in conditioners. Depending on how long your hair is, twist sections of your hair about 2 inches in diameter and secure them in a loose way with bobby pins that match your hair. Make sure the sides are tighter; it will give you a better look. This technique works best with layered curly hair. ”

-Andrea

- “
- First step is a good shampoo and conditioner that will not weigh your hair down.
 - Second, dry your hair to smooth it out before styling. Use a product suitable for your hair type, such as gel or mousse, before or after drying the hair that won't weigh it down or make it appear greasy.
 - Third, start with a ceramic curling iron, which will make it easier for you control the curls or waves.
 - Fourth, use a hairspray to create volume and texture while molding your hair for the finishing result. There are many types of hairsprays on the market. Typically they are in 3 categories: Light hold, Medium hold and Strong hold. I tend to use a lighter spray that is less lacquered and not sticky.
 - Lastly, bobby pins can be used but shouldn't be seen. Make sure to choose a color bobby pin that blends into your hair.

*Tip: Remember if you are doing an updo, it is not recommended to wash your hair in the same day as styling it. ”

- Helio

CONCEPT SALON

NEW YORK CITY

HOW TO ACHIEVE A WORKDAY 'DO WHEN RUNNING LATE

Always remember that it is not necessary to wash your hair everyday unless you have very fine very oily hair!

Fine hair:

Put volumizing shampoo and conditioner only on middle shaft down, then add thickening product like gels, sprays or a very light mousse (I find mousse makes fine hair a little sticky if it's too strong). Blow-dry hair upside down with a bristle brush, directing the airflow on the roots, and when hair is almost dry (about 85%), lift your head up and work on the ends with a smaller round brush. Finish with a very light dry spray and work your hair around with your hands to minimize static and to spread products evenly.

Thick hair:

Don't dry your hair all the way or you will waste more time. You really have to consider a low ponytail or bun even if you have no layers at all, and if you have many layers, a low side part looks great on most women and can be achieved easily with a little help from a bobby pin and some spray.

-Andrea

GET A HAIRCUT WHEN...

Short hair should be reshaped at least every four weeks.

If you have split ends it means you are way overdue for a cut.

The biggest sign of needing a reshape is when your hair does not want to behave when you style it.

TIPS/PRODUCTS TO USE WHEN GOING OUT STRAIGHT FROM WORK!

A loose look is always attractive and casual when going out. If you have fine hair and want to achieve movement, flip your hair upside down and spray the roots with a light hairspray (I prefer Light Kiss from Goldwell).

If you have thick hair, sometimes using fewer products is better. I like to use an anti-frizz serum from Goldwell which hides flyaways and dry ends.

-Helio

This is probably one of the hardest things to do when you don't have a chance to go home before going out. You can't go wrong with a clean ponytail with or without bangs, or a low bun (ponytail first and then twist it into a bun and use some bobby pins). If you have curly hair and want to wear it down, just use some spray gloss or wet your hand and crunch your curls back into shape. I think that curly hair looks better when worn in its natural state unless you have a professional doing it.

-Andrea

THE RIGHT CUT FOR YOUR FACE

FACE SHAPE	HAIRCUT
Oval Face	<p>An oval shaped face is generally the easiest to style, since you have a broader range of styles that will work. Go with long layers, framing the face along your cheekbones.</p> <p>If you are small-framed try to avoid very long hair, and if your face is small, try to avoid volume around it.</p>
Square Face	<p>Long hair flowing down and contouring toward the face (not away from it) is a very effective way of softening the square jaw line.</p>
Round Face	<p>Round-shaped faces do not always work well with short haircuts. It looks better with some height on top of the head, which will elongate the face. Cuts that achieve a wispy look can also distract from the roundness.</p>
Heart-Shaped Face	<p>Heart-shaped faces tends to make the eye focus on the chin. A long, layered haircut with more movement would draw the eye to the hair shape.</p>

OUR FAVORITE PRODUCTS

For straight/fine hair...

The new **Goldwell Dual Senses Ultra** Volume line is great. For colored fine hair I also like the **Goldwell Inner Effects Shampoo**.

The best hairspray is **Goldwell Light Kiss**, which is a very light medium hold dry spray that doesn't create buildup or weigh the hair down. It is very easy to brush off even with hands.

For someone on a budget I like the **KMS Add Volume Line**.

For curly hair...

Use **Flat-Out** straightening crème after shampooing and conditioning with **Goldwell Dual Senses Curly Twist**. If your hair is very fine, I use **Leave-In 2-Phase Spray** instead of **Flat-Out**. For frizzy/thick/coarse hair use **Goldwell Dual Senses Rich Repair Line**. Their **Leave-In Cream Fluid** is addicting, as is the **Hairtip Serum**.

For oily hair...

I like the **KMS Head** remedy line or **Goldwell Dual Senses Regulation** line.

Keep in mind that the more often you wash your hair, the oilier it gets. For someone who has very oily hair the best thing to do is to allow the scalp to get used to shampoo every other day. It will look dirtier the first few weeks but after a while it will get better.

To keep your hair from drying out...

Use **KMS Soleperfection**.

Q & A WITH ANDREA & HELIO

Q: Highlighting at home: what precautions should I take? How do I make it look like it was done by a professional?

A: It really just doesn't work and will never look professional. Salons are very happy when clients do their own highlights because they later have to come in to fix it, and color correction costs a lot.

Q: How can I manage short hair more easily?

A: Short hair needs to be washed more often. Using texturizing products can enhance your cut when used on dry hair. Use gloss and toner to make your color pop.

Q: Should pregnant women be taking care of their hair differently than non-pregnant women?

A: Not all pregnant women will see their hair change, but in most cases hair will feel more dense during the pregnancy and will later fall off even six months after giving birth. Sometimes if there is a lot of hair regrowth after the loss, especially around the hairline. The best thing to do is get some heavy bangs to control the new baby hair.

As far as color goes, never use color on the scalp, especially in the first trimester. Highlights are OK.

Q: Are there vitamins that women can take to help their hair get healthy?

A: There are many vitamins out there for hair and they all have similar ingredients. If you have a healthy diet rich of proteins you don't need supplements.

Q: List ways to manage curly hair.

A: Most curly hair does look better the day after is washed and should only be combed when wet. Never brush or comb (not even with hands) when dry. Use spray gloss to enhance and separate the curls when dry.

Q: How can I manage my long hair?

A: Don't wash it every day, and if you have oily hair use dry shampoo. If you color it keep highlights to a minimum and don't overlap the color or the end might look darker than the roots.

Q: How do I age gracefully? What do I do when the grey hairs come in? When should I take the leap and go all grey?

A. Usually if there is just a chunk of gray here or there, it might look interesting to leave it be or just use a toner in the area to make it look like chunky highlights.

If the gray hair is mixed it looks better if the amount of gray is over 75 %, otherwise color it.

Q: How can I extend time between highlights if you're on a budget?

A: Don't get a color that is more than three shades lighter than your natural base color. Highlights that leave more of your natural color in between also help minimize the look of regrowth.

10 THINGS A BRIDE SHOULD DO TO ENSURE GREAT WEDDING DAY HAIR!

1. Get a trim every 6 weeks in order to help your hair grow long, so you have options.
 2. Hire someone to do “your hair only” on the wedding day.
 3. Have dimensional coloring done—it looks great in pictures!
 4. Make sure to eat protein, or take multi-vitamin to keep you hair healthy.
 5. Try different styles way in advance (curls, waves, straight, volume, up, down ...).
5. The dress comes before everything else! Make sure you know what you will wear before you decide on hair.
 7. Keep in mind the weather and location of the event. Hair is very sensitive to humidity and wind!
 8. Don't be afraid of trying different accessories like circlets, clips ...
9. The veil must be very lightweight, or you will need you stylist on standby to fix your hair when you remove it.
10. Color your hair to match your gown, champagne colored fabrics look great with reddish hair and off white colors work really well on brunette , if you have very blonde hair and your dress is pure white get some soft golden gloss put in your hair, it will enhance your over all complexion.

CONCEPT SALON

FEATURED TREATMENTS

THE NEW BRAZILIAN: FRIZZ FRIGHTENING & FORMALDEHYDE-FREE

The **New Brazilian** is a new hair treatment that is both formaldehyde-free and non-carcinogenic.

This treatment removes frizz from all hair types and relaxes the hair without making it completely straight. Improving the quality and texture of hair in just 90 minutes, Concept Salon's **New Brazilian** makes hair shiny and manageable, so your blowout will take a fraction of the time it used to!

THE INPHENOM: REPAIRING TREATMENT SYSTEM

The **Inohenom** is a 5 step CMC repairing treatment designed to condition and rejuvenate color-treated hair. This treatment needs to be done to everyone who has color-treated hair. It only takes 10-15 minutes at the sink and will bring brittle colored hair back to life. The longevity of the treatment depends on the damage level of hair. The **Inohenom** will leave your hair soft, smooth and vibrant.

FOR MORE INFORMATION, PRODUCT PHOTOS, TRIALS AND SAMPLES PLEASE CONTACT:
CONCEPT@UPSPRINGPR.COM