



Hair Innovation Professionals

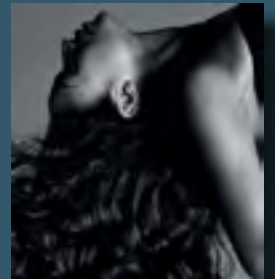
MY HIP NEWS

A HIP Salon Newsletter

Warm Weather Months 2016

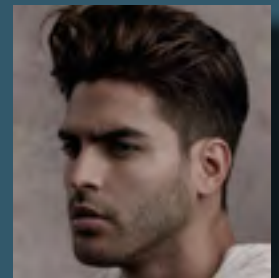


INSIDE



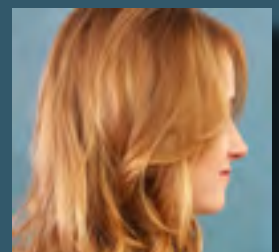
◇ **Curls and waves are back!**

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Head of the class

HIP team studies new techniques to keep on the cutting edge

By DAYNA ALDIS AND YESENIA VELASCO
HIP MANAGER AND HIP COORDINATOR

Our stylists and colourists started 2016 off in class, learning new techniques and trends for style, colour and makeup to ensure we're providing you with the best services while keeping your look fresh and current.

Here's what we've been studying:

- ◇ **A cutting class held at our salon introduced trends for men. A Bb educator discussed short pompadours and long, shaggy looks.**
- ◇ **Colourists took part in a balayage class held at the salon. Our guest artist, Jasen James, showed how to perfect this art of creating sun-kissed, softer hair through a technical colour process.**
- ◇ **Our staff also regularly travels to New York to attend Bumble and Bumble University, where experts teach and challenge us to go beyond the norm. In 2016, we'll be participating in**

cutting and styling programs as well as business operation classes.

- ◇ **Also in 2016, we'll be taking advantage of extensive training from Schwarzkopf, occurring across the country and here at the salon.**

Everything we learn we bring back to the salon to share with the rest of the team and especially you — our valued client.

In fact, education is so important to us that we've become a licensed continuing education provider. Did you know that the state of Illinois requires cosmetologists to complete 14 hours of continuing education every two years? The HIP team continuously exceeds this requirement. As a CE provider, we'll not only help our staff learn more, but we'll help other local cosmetologists keep their education up-to-date.

The HIP team is committed to continuous learning so we can be the best at what we do, resulting in very happy and satisfied clients, like you.

NEWS WITH STYLE

Let your curls be free



*Girls — Throw out your flat irons!
(Or just put them away for now.)
Move over straight hair! Curl is in!
And it's not leaving anytime soon!*

BY BRENDA PACINI
HIP STYLIST

A little over two years ago I was attending a styling trends class, and the instructor told us, "Curls are coming back!"

I remember thinking: "How will our clients react to this trend?" I was in disbelief. Frankly, I didn't believe him.

But look around — it seems like everyone has caught on. If you're afraid to jump on the bandwagon, I want you to take the leap.

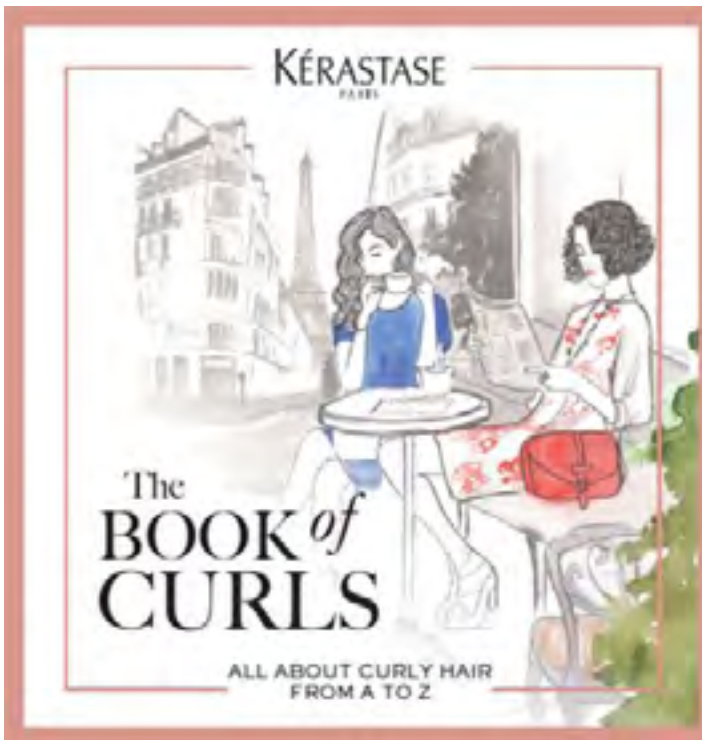
CURL IS WHAT'S HAPPENING!!!

How do you achieve the right curly look for you?

First, look at your hair's natural texture. Is your hair straight, wavy, curly or too curly? Any of these textures can be brought into trend with some change of habit.

From straight to loose waves

Curling straight hair is faster than straightening curly hair. The good news is a loose wave is what will look best for the straight hair trendsetters.





Step 1: Make sure you have a good curling iron. I recommend a 1-inch rod from Hot Tools.

Always take big sections and always curl your hair with the curling iron parallel to your head. The hair in front of your ears should be curled away from your face and the hair behind your ears should be alternating from curling it to the right and curling it to the left. Ask your favorite HIP stylist to show you how to do this.

From unruly to perfect curls

Is your hair naturally wavy? It's time to embrace your curl.

You're probably thinking, "BUT my curl is uneven and frizzy in parts." This is an easy fix. Let your wave come out naturally by defusing it or letting it air dry. Look at your hair and analyze what is frizzy, what needs to be tighter. Grab the hair that needs help and curl it with your curling iron. Fast and awesome!

Born with ringlets

Is your hair tightly curled? Wow, are you lucky! It's your time to get more sleep. Make sure you have great product and simply wear your hair natural. Bumble and Bumble created some great videos with techniques for curly hair on how to apply their products to get the best results.

Too curly

Is your hair too curly? You too need to invest in a curling iron, too. Curl your hair in big sections to loosen your tight curl and calm down your frizz. You can also round brush your hair out while spinning the brush out parallel to achieve loose waves.

I almost forgot the most important step. Make sure to visit your HIP stylist for a great cut and recommendations on which product would help you achieve your new, trendy look.



Waves, spirals, rings — oh my!

How do you tame your curls? Join the HIP team this spring for our class on how to work with your curls. More details to come.

Still need inspiration and your stylist isn't handy? Bumble and Bumble and Kerastase offer new tips, guides and videos for making your curls do all sorts of tricks.

◇ bumbleandbumble.com/bbcurl

◇ kerastase-usa.com/discipline-curl

Au revoir, Vince!



In January, we wished Vince Otero a happy move as he left Illinois for sunny Florida.

Thank you, Vince, for all you've done for HIP Salon.

We hope you always Stay HIP!

Kerastase treats curls and damaged hair

By JULIA WILLIAMS
HIP COLOURIST

Calling all Kerastase junkies! This luxurious haircare line has done it again. Spring/summer 2016 brings us some amazing new products ranging from unruly curly hair to extremely damaged hair.

Disciplind Curl Ideal

Curly hair ladies and gents, Kérastase Discipline Curl Ideal is the first haircare system



dedicated to curly hair clients to perfectly discipline natural curls. For a looser, more glamorous curl you will want to try the cleansing conditioner, the ideal mousse and the oleo curl cream.

If you have more of a "S" pattern curl, try the



cleansing conditioner and the mousse.

Tighter cork screw curl? No problem, you might be interested in the cleansing conditioner with the masque curl ideal. After rinsing and towel drying, follow with the oleo curl cream.

This new discipline regimen will revamp your curls for spring and summer, plus who doesn't love a regimen to keep curls looking natural?

Resistance Thérapiste

Looking for a second chance after damaging it with chemicals and heat? If so, the Resistance Thérapiste repairing regimen is perfect for you.

This new system can give

damaged, over-processed hair a second life. It is a series of a shampoo, conditioner, weekly masque, and leave-in styling treatment.

Depending on how damaged the hair is, the shampoo and conditioner might be perfect for you. For a lot of damage, use the shampoo and masque.

If you are unsure of the proper regimen to use, come in and see one of our Kerastase experts so we can help diagnose your hair trouble.



Men's combo: Bed head and boardroom

BY CARLOS
"CHUCK" MEDINA
 HIP STYLIST-IN-TRAINING

Casual/messy hairstyles for men are definitely versatile because they can be dressed up or down, depending on your clothing. It's right in the middle between bed hair and a polished boardroom look, the best of both worlds. When in doubt, grow it out!

Pompadour styles are a classic look that isn't going anywhere. It was cool back when Elvis rocked it in the '50s, and there are many different variations. I suggest trying out a hard line, a hard part or, as my buddy Jasper calls it, a "chicharrone," meaning a shaved line in the scalp for an ultra-defined

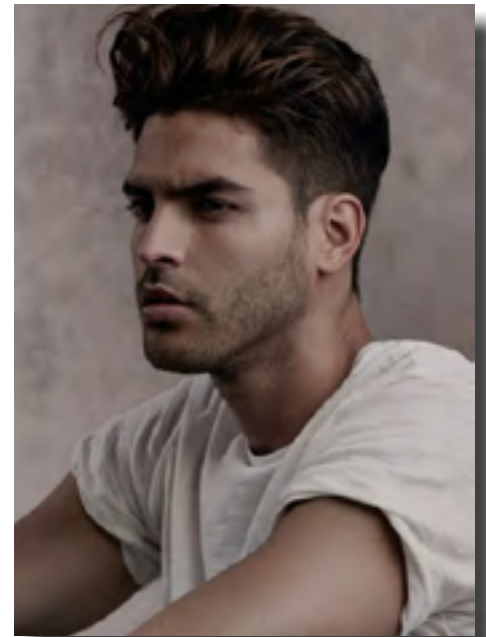


look. The shaved part provides a striking contrast that works well with undercuts, fades, spikes and, of course, the pomp.

Men have a variety of styling products to choose: waxes, pomade, grooming cream, paste, texture enhancers, sprays, mouse and spit (the last one is a joke, although if you do use spit, that's cool.)

Not so perfect, lived-in texture really can come easily with this styling moisturizer, like Bumble and Bumble's Grooming Creme, which gives natural separation, subtle hold, and a soft, smooth low-glow satin finish.

For more control, try Bb's Sumotech. It's not a wax, not a paste and not a creme, but a midweight molding compound that's a combination of all three (and a miracle of modern technology).



Bb Curl brings the moisture

BY DANIELLE PATTI
 HIP STYLIST

With so many different products to choose from to achieve luscious, bouncy and beautiful curls, Bumble and Bumble Curl is the way to go.

From waves to whirls, spirals to ringlets, corkscrew to coils, Bb Curl gives you the right amount of control.

In the winter months, our skin and hair become dry. Clients with curly, textured hair experience this more often. Bb Curl has transformed most of its products, adding more moisture to create gorgeous, hydrated curls.

While using Bb Curl, always start your style using Bb Curl sulfate-free shampoo, which de-frizzes and hydrates thirsty hair. Then continue with the Curl custom conditioner, which is a hydrating a 3 in 1 formula you could leave in, rinse out or

use as a co-wash.

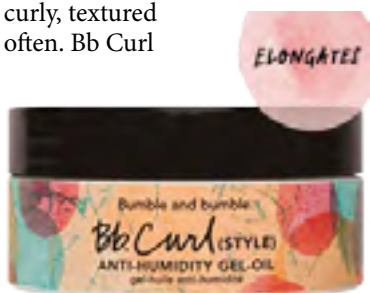
Primers are key to any Bb look. To freshen up your do, using the curl pre-styler re-style with help you do just that.

On day 1, the pre-style/re-style is used to detangle and define curl.

On day 2 the primer helps to bounce back curl and shape. The curl-defining creme will help you achieve flexible curls with separation.

Also, try the curl conditioning mousse for lightweight, frizz-free shape. Lastly, we have our Bb anti-humidity gel-oil. This is my favorite product. The frizz-fighting gelee has the hold of a gel and the hydratooon of an oil. It helps unfurl wound-up curls to create glossy, elongated shapes.

Let your Bb stylist help you decide which styling product is right for you.



Welcome James, our newest HIP team member

We are happy to announce a new addition to our HIP Salon family; our front desk team gained another great member, James Johnson. He came to us with tons of salon experience and a wonderful personality. You will be hearing James on the phone and seeing him around the salon. Please welcome him to our family!



HIP HIGH-FIVES

- ◇ DEBRA HANAWAY and JIMMY SPRATT attended Bb's curl class in March.
- ◇ NORMA RODRIGUEZ and DANIELLE PATTI completed the Bb razor-cutting class in January.

NEWS FROM THE COLOUR BAR

Get sun-kissed with Balayage

This 'painting' process gives your hair dimensions of colour, but it's so natural-looking, no one will be able to tell you visited your colourist.

BY TYLER FRAZIER
HIP COLOURIST

As the snow melts away and that sunshine burns bright, it's time to think about what's next for your hair colour!

That brings me to one of the hottest trends in hair colour right now: Balayage.

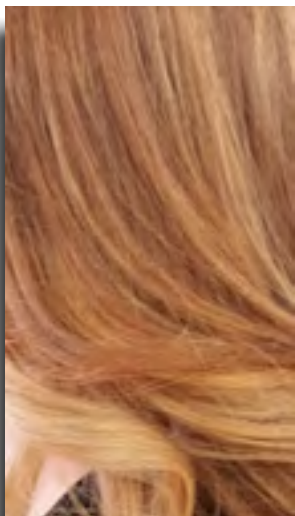
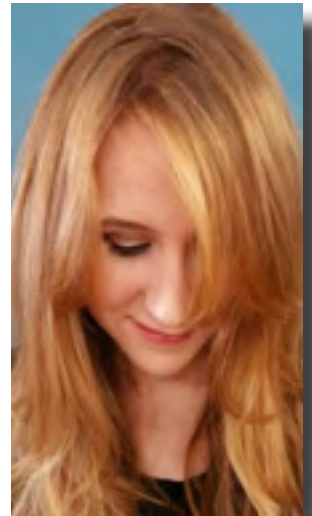
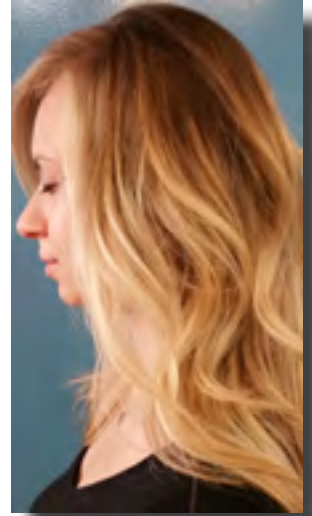
Balayage is a French word meaning "to sweep or paint." Balayage is applied on the surface of the hair and isn't fully saturated until the end of the section. This technique will sass up any hair colour by adding a sun-kissed highlighted look. The result is a beautiful,



soft color with a lot of dimension.

There are a few perks to balayage. First, it doesn't require a lot of maintenance. The whole point of this service is to make the highlights added look as natural as possible (sun-kissed), making it grow out beautifully without obvious re-growth. It also works on a majority of hair types. Whether your hair is blonde, brown, red, short (chin to shoulder length), long, curly or straight.

Now that you're caught up on some facts about balayage, come try a new approach with a natural look!



Treat yourself to a Keratin Treatment

Dream of the glossy locks made famous by Brazilian models? Consider investing in a Keratin Treatment.

By YURI GONZALEZ

HIP STYLIST &
KERATIN TREATMENT
SPECIALIST

Here are answers to commonly asked questions about Keratin Treatments.



Q. What product line do you use?

4Hair — the original Brazilian Keratin Straightening Treatment, made in Brazil.

Q. What is a Keratin Treatment?

The Keratin Treatment is used to smooth, tame and eliminate frizz and to nourish and strengthen the hair.

Q. How does it work?

The Keratin Treatment creates a barrier on the hair, trapping moisture, which results in that smooth, silky shine.

Q. How long is the process?

The process can take anywhere from 3 to 4 hours from start to finish.

Q. Who is a good candidate for a Keratin Treatment?

Anyone battling frizz, dry hair or simply looking to manage their natural curl texture.

Q. Will a Keratin Treatment eliminate my curls?

The treatment can be tailored to every client's needs and desired outcome.

Q. How long will the treatment last?

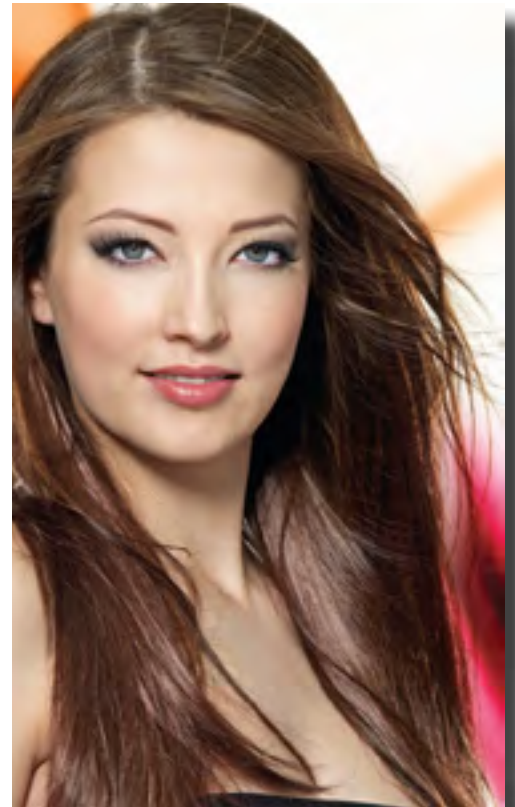
The treatment should last 3 months; however, the longevity of the treatment is dependent on the individual care that each client does. Using the proper shampoo is the key component to ensure a longer lasting treatment.

Q. What does my hair look and feel like when the treatment fades?

The most noticeable change when the Keratin Treatment is fading or growing out will be the blow-drying time, which will gradually increase. Your hair also will begin to frizz.

Q. What shampoo do I need to use?

The proper shampoo to use is professional sulfate-free, and sodium chloride shampoo. At the time of the first Keratin service at HIP Salon, the shampoo and



conditioner is included in the price.

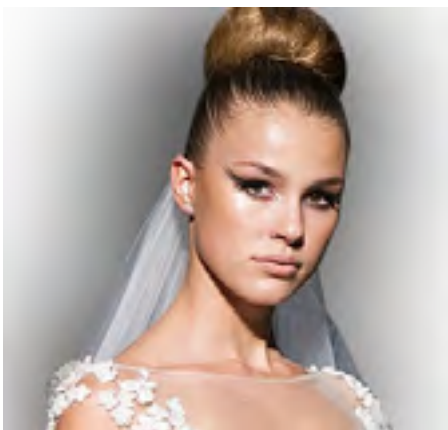
Q. When can I color my hair?

It is best to color hair 2 weeks before or after a Keratin Treatment.

Q. Is there formaldehyde in the treatment?

There is a small percent of formaldehyde in the product that is diluted with water.

The treatment is not for anyone who is pregnant, could be pregnant or trying to get pregnant.



Brides take center stage at HIP

Getting married? Bring your whole bridal party to HIP. Or, better yet, on your special day, we'll come to you.

Our special events team will travel within a 30-mile radius of the salon to ensure you shine on your wedding day.

Our individualized bridal package begins with a consultation. We'll discuss all of your beauty needs: cut, colour and style for your hair, adornments for your hair, body and face, and eyelash extensions and

makeup preferences for your perfect look.

Next, we'll do a test run. We'll share feedback and the schedule so you'll know exactly what to expect on that day.

And don't forget about the groom, your parents and the rest of the bridal party. We'll provide services to the whole group through our pre-arrangement booking.

Schedule your consultation today to get on our 2016 special events calendar.

HIP

Warm Weather 2016



It's time to get beautiful eyelashes that never run

BY JEANINE VENA
 HIP SENIOR
 COLOURIST &
 EYELASH EXTENSION
 SPECIALIST



When it comes to your summer make-up, you don't want raccoon eyes.

Is there a better way to escape the mascara drama? Xtreme Lashes® Eyelash Extensions is the answer. And you can get these thick, long, dark lashes at HIP Salon.

Eyelash extensions create the appearance of a brighter, more open and rested eye, thereby creating a more youthful and rejuvenated look.

Xtreme Eyelash Extensions will give you the appearance of having put significant effort into your eye makeup so you can say goodbye to the application of mascara.

Without having to use mascara your summer will be a breeze. You will look and feel gorgeous from the moment you wake up until the moment you fall asleep. Plus, you'll makeup application time will

be dramatically cut — meaning more time to enjoy the warm sun as well as outside activities.

Most women choose Xtreme Lashes Eyelash Extensions to lengthen their natural lashes while others want their lashes to look fuller. A number of women with naturally light-colored lashes choose to have eyelash extensions to darken their existing lashes.

Eyelash extensions look and feel completely real. The overall effect is added curl, thickness and length, opening up the eye for added definition. They are flexible and move with your natural lashes. With routine touch-ups every two to four weeks, it is almost impossible to tell that you are wearing the extensions.

You will not feel the addition of the extensions to your lashes, and they will not cause your natural lashes to fall out ahead of their natural cycle as other enhancement methods can.

Meet with one of our eyelash extension technicians to learn more about Xtreme Lashes® Eyelash Extensions and make the move to creating longer, thicker, more beautiful-looking eyelashes.



HIP SALON HOURS

Tuesdays 9-9
 Wednesdays 9-9
 Thursdays 9-9
 Fridays 9-7
 Saturdays 9-4

Mondays - only for making appointments and buying products -10-6

HOLIDAY HOURS

Monday, May 30 - CLOSED
 Monday, July 4 - CLOSED
 Monday, Sept. 5 - CLOSED

**Make appointments
 by phone or online**

847.882.4474

**174 E. Golf Road,
 Schaumburg, IL 60173**

hipsalon.biz

HIP proudly offers these specialty lines of products:

- ◇ Bumble and bumble
- ◇ Hairdreams
- ◇ Kerastase
- ◇ LeMetric
- ◇ MEI
- ◇ PerfecTress
- ◇ Pink Pewter
- ◇ Schwarzkopf
- ◇ Tony Odisho
- ◇ Xtreme Lash