



Hair Innovation Professionals

MY HIP NEWS

A HIP Salon Newsletter

Winter 2014-15



Nanette Giannola Russell, our oldest and dearest HIP friend, celebrates with the HIP team Sept. 12 during a fund-raiser at the salon. See details on Page 4.

Thankful for our HIP family

As we reflect over the past year, we cannot help but think about all of the wonderful people who have filled our lives with joy, beauty and grace.

You come into our salon, sharing your hopes and dreams, your laughter and worries, and — always — your desire to be the best YOU! You awe and inspire us.

We sincerely hope your holidays are happy and fulfilling, and that the new year renews your spirit and energy.

Have A Happy & HIP Holiday Season,

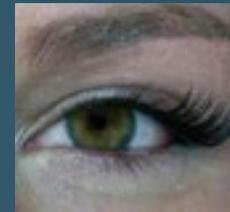
— Debra, Vince & The Entire HIP Team

INSIDE



◇ Color trends with Nikki.

Page 2



◇ Holiday styles with Danielle.

◇ Making the cut with Yuri.

Page 3



◇ Lashes Q&A with Norma.

◇ Winter makeup with Jennifer.

◇ Confessions with Ryan.

Page 5



◇ Restore shine with Julia.

◇ Hair color for men with Nick.

Page 6

◇ Healthy hair with Dayna.

Page 7

Trending: Colors that express YOU!



By NIKKI TORPE
HIP COLOURIST

All around the world, hair color is becoming a work of art. Let your hair be the canvas.

Like a painting, your hair color can showcase your personality, express emotion and enrich your life. But like an artist, you and colorist should thoroughly plan and expertly execute your new color palette.

This season we are seeing splashes of color, the popular trend of ombre, and bold colors like coppers, purples, and rose-golds for hair.

Ombre

The ombre trend is constantly evolving. We are still seeing the traditional dark, new growth that gently fades to a pretty blond tone.

But this season ombre is taking a turn to the wild side, replacing the pretty blond tone with bold, exotic hues such as blue, purple, pink and even yellow. The new ombre brings out your playful, edgy side.

Even celebrities are starting to experiment with these sassy tones like Demi Lovato, Kate Hudson and Katy Perry.

For our guests that love the ombre look but want something a little softer, we suggest the "sombre" look.

Sombre plays with a lot of warm tones like chocolates with slight hues of caramel and beige tones. Sombre gives you a more subtle approach to the ombre trend.

Blondes

For all my blondies out there... This season your options are endless. We are seeing some blondes go a little darker to more of a wheat blond color.

Adding gold tone lowlights or even a warmer all-over color to enhance your highlights softens your blonde look. We also are seeing many blondes using more pastel tones.

Slate grays, strawberry, and even lilac tones in either all-over



colors or just panels allows you to be a little more funky.

Brunettes and Reds

Brunettes and red heads are also super hot this season, and trends are playing on the warmer tones.

Brunettes are starting to go more chocolate with red undertones creating a beautiful yummy brown color. We are seeing celebrities like Kate Beckinsale and Mila Kunis wearing these colors.



And our reds are going more toward the coppers and rose gold tones like Jessica Chastain and Emma Stone. We're creating very soft-looking copper tones that aren't too over the top.

As you can see whether you are a blonde, brunette, or a red head, there is a trend for everyone this fall and winter season. Let your colorist paint your hair and help you create a masterpiece.



Holiday styling

By DANIELLE PATTI
HIP STYLIST

Is your hair holiday ready? If you're looking for a fun change or just freshening up your "do," the holidays are the perfect time to show off a new style.

This season we have many new trends to choose from:

- ◇ **romantically rumped braids**
- ◇ **Popular braids like the 3 Strand, Dutch, French or Waterfall**
- ◇ **delightfully mused chignons**
- ◇ **bouncy blowouts**
- ◇ **grunge – messy, textured "undone bun"**
- ◇ **sleek, slicked back ponytail**
- ◇ **the sock bun**

You can "dress up" your hair by adding accessories such as clips, headbands, and flowers.



Pair your style with right product. Achieve a more textured style by using Bumble and Bumbles Pret-a-Powder and the dry spun volumizing spray. Finish it off with the Bumble and Bumble Spray deMode, which allows great hold with flexible bounce.

If you're leaning toward a bouncy, "old Hollywood glamour" set, let the Bumble and Bumble new blow dry creams and hairsprays help you achieve this look – without the 80's "helmet head."

We've seen a lot of styles coming out of Fashion Week that feature sexy, sleek styles in ponytails or sock buns. Use Bumble and Bumble's new Invisible Oil line to give your hair weightless shine without feeling oily.

Remember, while you're preparing the big turkey dinner or dealing with the crazy scene of Christmas shopping, you also need to make time to look and feel beautiful.

Making the cut: short & edgy



By YURI GONZALEZ
HIP STYLIST

As the warm temperature slips away and we watch the colors of summer fade, we can also say goodbye to our long beachy locks. Shorter, edgier styles are making the cut this fall and winter. The changing season means changing hairstyles, making it the perfect

time to start fresh.

The even longer "lob," a long bob with its length just below the shoulders, is the go-to length this season. Layers are tailored adding movement where it is desired, amplifying this classic and feminine look.

Raise the bar by showing off the versatile looks of the longer bob by using a ½-inch to 1-inch curling iron to enhance the texture of the layers. If you have yet to try Bumble and Bumble City Swept finish, this is the perfect opportunity to do so.

If you are feeling edgier look no further, the pixie has proven it can evolve. A side-swept fringe accentuates cheekbones and preserves a soft feminine look. This short style can be dressed depending on your mood. For a more sleek and flawless look, blow dry with Bumble and Bumble Hairdresser's

Invisible Oil Primer and use a flat iron to achieve a sleek look while protecting your hair from styling heat.

An alternative to sleek and straight is a causal, worn-in look. To attain more texture Bumble and Bumble's All-Style Blow Dry is the go-to product. In conjunction with its heat protecting properties, All-Style Blow Dry has oil absorbing powders to aid in extending the life of your blow dry. The pixie can also be showcased with Crème Contour by Bumble and Bumble. This light weight paste will bring definition and versatility to this cut.

When deciding on a new cut, you'll want to keep one key factor in mind: How much time do you have to keep it styled and cared for? This is essential so that you can better enjoy your new style.



HIP NEWS



Cristiano inspires HIP

Cristiano, an internationally renowned hair designer and educator, visited HIP Salon in October, providing a demonstration and sharing tips with HIP team members.

His Cristiano Cora Studio in New York City is a realization of a dream that began 30 years ago in Venice, Italy. As a child, he learned from his mother, who also is a hairstylist. Moving to London during the 1980s, Cristiano trained and worked with Vidal Sassoon. He eventually became Creative Director of the company. For many years, Cristiano has been known equally as an educator and designer.

Cristiano's visit was sponsored by Schwarzkopf as part of its program to celebrate creativity. HIP Salon was named a Diamond Award winner — our sixth year in a row.

HIP HIGH-FIVES

CONGRATULATIONS TO ...

- ◇ DAYNA SCHULTZ has been promoted to Salon Manager. She will be responsible for the operations on the floor.
- ◇ NICK MATTHEWS has been named Kerastase Ambassador by our Kerastase representatives for his "love and knowledge of our products." He will get the first look at new lines and all Kerastase breaking news.
- ◇ NORMA RODRIGUEZ scored 100 percent on her Xtreme Lashes® test, part of the certification program to become an Xtreme Lashes Extension Stylist.
- ◇ YESENIA VELASCO has been promoted to Front Desk Coordinator.
- ◇ ESTEBAN DE LATORRE, a new Bumble and Bumble Network Educator, will be leading staff training classes in new products.

New HIPsters join team

Welcome new HIP staffers: **Danielle Patti** and **Elizabeth Adamowski**.

Danielle is a stylist and hair extension technician. She works Tuesdays through Saturdays.

Elizabeth is a colourist and hair extension technician. She works Wednesdays through Sundays.



Danielle



Elizabeth

We're now open Sundays!

HIP is now open on Sundays from 11 a.m. to 5 p.m. Come for a blowout that will last you into the new week. And don't forget to make your holiday hair appointments.

Our HIP family gives back

The HIP Salon family came out in force this year to help a few HIP friends in need.

In September, we held a fund-raiser for Nanette Giannola Russell, our oldest and dearest HIP friend, who has been battling breast cancer. Together with the staff, clients, friends and family, we raised more than \$6,000 for Nanette.

Then in October, during Breast Cancer Awareness month, we sold pink extensions and raised nearly \$600 for Michelle Vartanian, another HIP client. She also is struggling to make ends meet through her cancer treatments.

We're so proud of our brave clients who continue to find beauty while facing this ugly disease. As Nanette says: F*** Cancer!

Confessions of a male makeup artist

By RYAN BROWN
HIP STYLIST

24-year-old, blue-eyed, pudgy, straight male wearing a Batman T-shirt and a blue suit jacket (damn, I look good). Ladies, meet your new makeup-artist-in-training at HIP Salon.



Six months ago I developed a new passion for makeup. After learning the fundamentals — especially all the different shades (light medium, natural medium, medium, dark medium) — I started taking a different approach to hair styling. As a hair dresser, we are trained to look at face shapes, but now I go beyond that. I look at how women are wearing their makeup. I ask what their daily routine is. I take all of this into consideration when cutting their hair.

Makeup styling also has affected my personal life (Did you know I sketch?) and even dating (but I won't go into that). I noticed my artwork was slowly steering away from a cartoony style and transitioning into more realism.

It's all about the eyes. When cutting bangs, we pay attention to the eyes. As a makeup stylist, I focus on eyeliner (probably the most difficult of the applications). In my art, I'm using bolder lines with winged ends.

Finding my passion for makeup is allowing me to develop into the artist I wish to become and with amazing teachers like Esteban and Norma, it's only a matter of time before I'm teaching others how to style makeup.

Before



After



Xtreme® Lashes Q&A

By NORMA RODRIGUEZ
HIP STYLIST AND LASH TECHNICIAN

How long do Xtreme® Lashes Eyelash Extensions last?

Through proper maintenance, typically they will last 2 to 3 weeks after your initial application before you need a touch-up.

What do they feel like?

They look and feel weightless. Each application is customized to suit the individual.

Does the application process hurt?

No. During your Xtreme Lashes application, you will comfortably recline with your eyes closed. The application is painless and wonderfully relaxing and rejuvenating. Clients typically fall asleep then awaken to longer, thicker, darker and more voluminous lashes.

How long does the process take?

Depending on the expertise and experience of the lash stylist and the number of lashes being applied, it generally takes between 120 to 150 minutes to

Continued on Page 7



Winter makeup musts

By JENNIFER CONROY
HIP SENIOR STYLIST

Don't ditch glow-infusing summer makeup colors just when you need them most!

During winter, luminous or dewy finishes look best. They help to hide imperfections such as dry or flaky skin. Make sure to use a foundation primer, such as MEI's

Satin Slip. The soft to the touch mineral primer is clear and fills in any nooks and crannies before your foundation does.

A light tan bronzer with a touch of shimmer won't look fake or dirty. Check out our MEI bronzers which should be used all year-round. Fair skin needs a subtle illuminating shade in winter. Top it off with one of our new blushes for your cheeks.

Lighten up and wear pale shadow

or light lips. Or go bold with a deep rich lip with a creamy or satin finish.

Wintry winds, sleet, and snow can cause makeup meltdowns. Fight off sooty smudges and smears by applying water resistant mascara and gel eyeliners. Xtreme has a beautiful selection of colors and lasts all day.

Also try using eyeliner and shadow on the upper lid only — to reduce the risk of makeup migration!



Restore shine to weather-beaten locks

By JULIA WILLIAMS
HIP COLOURIST

Since the end of summer, we've been longing for a hair makeover. Let's face it, the sun, water, sand, chlorine, ponytails, and high-lights have left our hair feeling a bit dry and bleached out. A healthy hair makeover not only helps heal some of the damage from the summer sun, but also keep your hair in prime condition to face the dry, brittle months of winter.



Clean It Up

A good clarifying treatment can be a brilliant start to getting your hair in beautiful shape. Clarifying shampoos, help remove product build-up, chlorine deposits, and other gunk that may just be weighing your hair down. By clarifying your hair, you're giving yourself a clean canvas to start fresh with. The Sunday Shampoo from Bumble and Bumble is a perfect shampoo for a weekly detox of product residue, hard-water minerals and pollutants. Great for product junkies and infrequent washers.

Moisture is KEY

Keeping a healthy level of moisture is key to maintaining the healthiest hair color for winter and for keeping your hair and scalp from becoming dry as we enter the winter months. This is the perfect time to switch to a more moisturizing shampoo and conditioner. My new "go to" moisturizing line

is Bumble and Bumble's Invisible Oil. This luxurious line includes a sulfate free shampoo (amazing for color), a nourishing conditioner and a leave-in hair primer and oil. These products contain 6 feather-light oils to help soften, silken, tame, de-frizz, detangle and protect.

Keep It Up

The greatest thing you can do for your hair overhaul is invest in a color-saving shampoo and conditioner. Bumble and Bumble's Color-Minded Shampoo is just what you need to protect your shiny new color. This sulfate-free, ultra-mild cleanser protects color's integrity and prolongs vibrancy and brilliance. It is designed to prevent fading and eliminate color washout. Now pair that shampoo with its matching Color-Minded Conditioner and you are good to go! This conditioner with Bumble and Bumble's color-preserving complex is a moisture whip so rich that it doubles as a masque while preventing color fading. This gem provides lightweight, yet deep conditioning.

Use the Force

If your hair is not only lacking moisture but is over processed from highlighting, Schwarzkopf professional has just the thing for you! The BC FIBRE FORCE is definitely a game changer when it comes to repairing brittle, damaged hair. This new generation of hair replenishment consists of a shampoo, a leave-in detangling spray, a restorative conditioner and a nourishing mask. These amazing products were



designed with new dimension of hair repair returning even the most eroded hair to its optimal level of force and resilience.

Go Pink

Attention Kerastase lovers! Have you tried the "hot pink line" Chroma Captive? It is by far my favorite line from Kerastase. This shampoo and conditioner is amazing for color-treated hair. Not only is the shampoo sulfate-free but by using this system, it can offer 40 days of color preservation and amazing shine. You will not be disappointed in Chroma Captive, especially right after a color change.

Investing in quality products is probably the best thing you can do to maintain your color – it's like insurance for your hair. Come see me or any of the product specialists at HIP!

Age-defying color for men



By NICK MATTHEWS
HIP SENIOR COLOURIST

A man's hair color can take years off his age. And it adds confidence.

When it's good, it's really good. (Think George Clooney or Mark Wahlberg.)

With the right consultation, formulation and mindful application, the result should be a refreshed,

younger looking man, not a dude that got his hair "died."

"Shadowing" is a great technique when adding depth to light or silver men's hair or brightening with woven white blonde for the few that can pull it off.

Men's hair color can enhance incredibly a man's appearance as long as it's undetectable. Or...unless you're a rock star.



Healthy scalp starts with shampooing

By DAYNA SCHULTZ
HIP MANAGER

Healthy hair stems from a healthy scalp, and a healthy scalp is maintained by the proper shampoo and conditioning techniques.



To get the full benefits of your hair care products you need to use them in the right way. Professional hair care products are by no means cheap, but if you are not practicing the techniques required by the high-end ingredients in these products, you might as well be pouring them — and your money — right down the drain.

Follow these tips the next time you wash your hair, and you will notice a healthier scalp and more luxurious locks.

The Right Way to Shampoo

When it comes to shampoo, more does not necessarily equal better. It is best to avoid using too much shampoo since it strips away the natural oils that help in protecting against dust, pollution and damage.

Shampoo should be targeted at your roots and scalp. Since most shampoos contain alcohol to help cleanse and absorb the oils in your dirty hair, you do not want to drench your ends in the cleansing agent. Stimulate your scalp with the shampoo to remove the over abundance of oils being produced from your scalp.

You only need about a quarter-size amount of shampoo, squeeze the shampoo toward your fingertips, not in the palm of your hand, as it is easier to overuse by doing that. The shampoo needs to be



an aggressive scrub with your fingertips. Having the shampoo at your tips and not wasted in your palm will allow for a more targeted cleanse and less wasted product.

If the shampoo is not getting soapy, do not reach for the bottle to add more product. Instead, simply dip your head back into the water, just for a second. This helps emulsify the product allowing it to get more sudsy.

Scrub for 2-3 minutes or until you feel a tingling sensation on your scalp, and then simply rinse completely.

The Right Way to Condition

Conditioner helps to hydrate the dry ends of your hair and makes your hair easier to manage.

Before applying the conditioner, be sure to ring out as much of the moisture in your hair as possible.

Try to keep the conditioner away from your scalp. Make it a rule of not going beyond the mid-length of your hair.

It is also good to avoid putting conditioner on your scalp since it weakens the roots of hair and can cause a loss of volume and create a greasy appearance even when rinsed.

Rinse your conditioner with cool water, which seals the cuticle of the hair strand and locks in the moisture into your hair.

Think of the cuticle of your hair as shingles on a roof. When you shampoo and stimulate the hair strand, it presses the cuticle upward, causing a rough feeling to the hair. Once the conditioner is applied, it smooths the shingles (cuticle) downward, creating a nice smooth feeling to the hair, when you rinse the conditioner off with cool water it completely closes the cuticle and locks all the moisturizing ingredients into your hair strands.

By simply following these tips and techniques you will notice a major difference in the look and feel of your hair and scalp. And you will be able to go longer between shampooing.

Lashes Q&A

Continued from Page 5

apply a full set of Xtreme Lashes extensions. Touch-ups can be done in as little as 45 to 60 minutes.

I have allergies. Can I wear them?

Yes you can, but if your

allergies cause itchy watery eyes, I would stay away from eyelash extensions. Due to the swelling of the eyes from the allergies it could cause the lashes to poke and become uncomfortable to wear.

Can I exercise while wearing the extensions? Swim?

Yes. The specially formulated

adhesive allows you to shower, swim, exercise, sleep and spa worry-free. However, please do not swim or spa or exercise for 48 hours after the procedure to allow the bonding agent to fully cure.

How much do they cost?

The major investment in Xtreme Lashes® Eyelash

Extensions consists of the initial full set, typically between 70 and 120 lashes per eye. At HIP Salon, a full set lashes cost from \$250 to \$350 depending on how many lashes are applied.

With your first lash application, your first touch-up is complimentary within the first two weeks.



Hair Innovation Professionals

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HIP SALON HOURS

Open Tuesdays-Sundays
Tuesdays 9-9
Wednesdays 9-9
Thursdays 9-9
Fridays 9-7
Saturdays 9-4
Sundays 11-5
Mondays - only for making
appointments and product sales - 11-7

HOLIDAY HOURS

Special Schedule:

Thursday, Nov. 27	CLOSED
Friday, Nov. 28	11 a.m.-5 p.m.
Saturday, Dec. 13	9 a.m.-6 p.m.
Sunday, Dec. 14	11 a.m.-6 p.m.
Saturday, Dec. 20	9 a.m.-6 p.m.
Sunday, Dec. 21	11 a.m.-6 p.m.
Wednesday, Dec. 24	9 a.m.-2 p.m.
Thursday, Dec. 25	CLOSED
Friday, Dec. 26	11 a.m.-5 p.m.
Wednesday, Dec. 31	10 a.m.-4 p.m.
Thursday, Jan. 1	CLOSED
Friday, Jan. 2	11 a.m.-7 p.m.

Top 6 HIP Holiday Gifts

1 Schwarzkopf's holiday gift set includes OSIS+ Style Weapons such as Glamour Queen, Mess Up, Freeze, G.Force, Aqua Slide, blow dryer and more in a special case.



2 Kerastase gift sets offer three of Kerastase's best lines with shampoo, masque and Laque Noire hairspray.

3 Bumble and Bumble Hairdresser's Invisible Oil gift set combines shampoo, conditioner and huile oil.



4 Jo Mosselli Xtreme Lashes® gift set offers everything you need for beautiful eyes: mascara, eye liner, concealer, lash-styling wand and makeup remover.



5 Valera personal groomer.

6 Grande Heat heated eyelash curler.

