

BEAUTY **LAUNCHPAD**

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THE OFFICIAL PUBLICATION OF INTERCOIFFURE

Celebrate Her
Texture
Green-Minded
Products and
Practices

*THE
NATURAL
ISSUE*

+

HOT SHOT
Master your
photo shoots

TECH SUPPORT

When you use high-quality tools on clients, they will immediately see and feel the difference in their hair. Key technology features like ceramic plates and titanium barrels not only enhance styles and extend the life of a look, but they also play a crucial role in maintaining hair health and integrity—a must when strands are exposed to heat styling on a regular basis. Bring your A game to the salon with these innovative tools that will ensure you get the best results every time.



1 POWER PLAY

The Swiss-made **Valera UnlimitedPro 5.0** features a durable and powerful brushless BLDC motor that ensures hair dries *tout de suite* while Smart Airflow technology optimizes internal airflow performance and keeps noise to a minimum. Bonus: It's about 30 percent lighter than AC motor models. [@valerausa](#)

2 PERFECTLY POLISHED

Designed to smooth, straighten and polish the hair, the **Theorie Saga Thermal Styling Brush** features a titanium core that heats up to 450 degrees and a fine ceramic over-glaze that provides consistent heat. Bonus: The “styling spokes” promote shine, lock in moisture, and reduce static and fuzz. [@yourtheorie](#)

3 COMFORT ZONE

In addition to boasting an ergonomic design that minimizes strain, the **Hot Tools CurlBar** heats up quickly and features a 24-karat gold surface for even heat distribution and a rotating control dial. Bonus: The built-in curl timer features vibrating notification. [@hottoolspro](#)

4 MEANS TO AN END

The **Talavera Split-Ender Pro** utilizes the patented Surgi-Trim System to safely remove split and damaged hair ends from a whopping 150,000 strands in 30 minutes without removing length. Bonus: Stylists can choose to remove either one-eighth or one-fourth inches of hair. [@splitenderpro](#)

5 AUTO PILOT

The **Salon Tech Spinstyle Pro** relies on patented curl dial technology that imitates a stylist's fingers with four stems and a single tab to create tangle-free curls in the blink of an eye. Bonus: The ceramic barrel polishes the cuticles and helps maintain lasting curves. [@salontechstyle](#)

6 STRAIGHT UP

With patented innovations like Tri-Zone technology—six sensors that deliver consistent heat to enable one-stroke styling—and a wishbone hinge that prevents slippage, the **ghd Platinum** styling iron is a go-to for creating high-shine straight and wavy styles. Bonus: The optimal 365-degree temperature gauge minimizes damage. [@ghdhair](#)