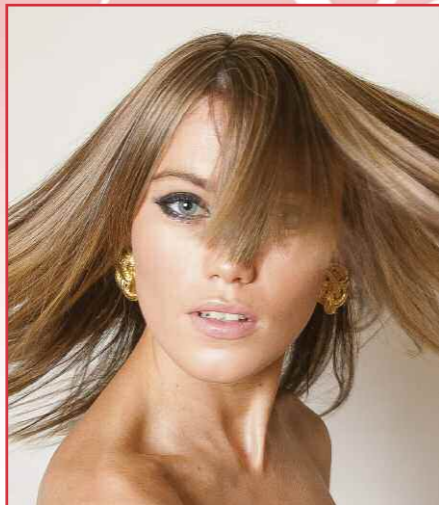


/ Colour

/ Cocoa Cool

An intriguing combination of cocoa, walnut brown and crushed apricot to accentuate the movement & shape of the cut



/ How to achieve this look

A row of weaved colour slices on the centre of parting with triangular block colour on each side. Darker or lighter shades can be used to achieve your skin tone

/ Act 1 / Prep it

S Factor Colour Savvy Shampoo
S Factor Colour Savvy Conditioner

/ Act 2 / Work it

S Factor Smoothing Lusterizer

/ Act 3 / Perfect it

S Factor Shiny Happy People



/ About A Boy

/ Cropped, Sporty & Quiffed

The influence of masculine style codes emerge from this seasons tailoring. Bold eyebrows, boyish hair, from severe partings and slicked down hair to quiffs. Short looks and sportier styles, hair really is manning up for the Winter, without losing its feminine sex appeal. Think that much loved haircut of Frankie from The Saturdays.

/ Seen at

Calvin Klein, Stella McCartney & Christopher Kane



/ How to achieve this look

/ Act 1 / Prep it

Catwalk Sleek Mystique Glossing Shampoo
Catwalk Sleek Mystique Glossing Conditioner

/ Act 2 / Work it

Catwalk Sleek Mystique
Blow-out Balm

/ Act 3 / Perfect it

Catwalk Sleek Mystique Haute Iron Spray



/ B4 Men

/ Minimal fuss with on trend texture

For men that are willing to invest time & money in looking good. Created for the contemporary guy who cares about himself & dresses sharply!



/ Seen at

Calvin Klein, Stella McCartney & Christopher Kane

/ How to achieve this look

/ Act 1 / Prep it

B4 Men Clean Up Shampoo
B4 Men Clean Up Conditioner

/ Act 2 / Work it

B4 Men Matte Separation Workable Wax

/ Act 3 / Perfect it

B4 Men Power Surge Strong Hold Hairspray



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/ Preppy

/ cute, young & fresh

Designers have tapped into sorority style for a modern take on the classic All-American preppy look. Think styles from early 80s P.Y.T (Pretty Young Thing). Think Cheryl Cole, where hair is key to the look - healthy, shiny hair rules with natural key styling.

/ Seen at

Lacoste, Tommy Hilfiger, DKNY & Cacharel



/ How to achieve this look

/ Act 1 / Prep it

Catwalk Curlesque Shampoo
Catwalk Curlesque Conditioner

/ Act 2 / Work it

Catwalk Curlesque Strong Mousse

/ Act 3 / Perfect it

Catwalk Curlesque Defining Serum



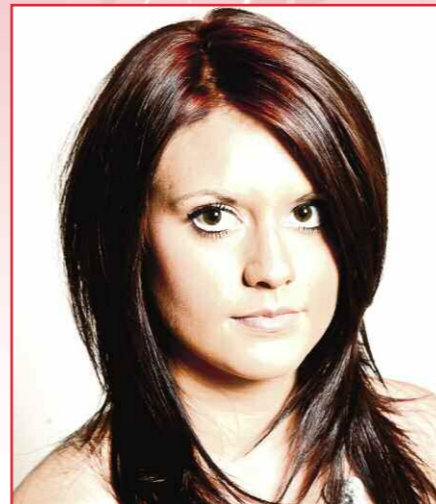
/ Rock 'n' Roll Glamour

/ sexy dishevelled & textured

From quiffs to hippy hair, rock chick styles rule this season. What makes the hair look modern is the dual texture nature of the hair matt vs shine, wet vs dry, rough vs smooth - think casual cool than try hard glamour to really rock this look! Does Katy Perry come to mind?

/ Seen at

Fendi, Pucci, Just Cavalli & Missoni



/ How to achieve this look

/ Act 1 / Prep it

Catwalk Your Highness Elevating Shampoo
Catwalk Your Highness Nourishing Conditioner

/ Act 2 / Work it

Catwalk Your Highness Thickening Gel

/ Act 3 / Perfect it

Catwalk Your Highness Firm Hold Hairspray



/ Grunge

/ Long, Dishevelled & Texturised

Think early 90s hair, where texture is key, this is morning after hair, not night before. This season a more glamorous version of grunge rules! - It's grunge, post blowdry, achieved by working the hair using products to add texture & attitude.

/ Seen at

Pringle, Louise Goldin, Diesel & Alexander Wang



/ How to achieve this look

/ Act 1 / Prep it

Rockaholic Livin The Dream Daily Shampoo
Rockaholic Livin The Dream Daily Conditioner

/ Act 2 / Work it

Born To Rock Destress & Detangler

/ Act 3 / Perfect it

Rockaholic Groupie Texturizing Pomade

