

Goldwell Adds Regulate to Inner Effect

Goldwell has expanded its InnerEffect line of salon treatment and retail products with Regulate, a collection of products formulated especially for salon clients with sensitive scalps. Regulate products offer increased volume, improved condition and color protection with a range of products that includes Anti-Dandruff Shampoo, Anti-Dandruff Lotion, Calming Lotion and Active Spray. All products feature Goldwell's Regenerative Technology, and retail items are available only to salons that perform InnerEffect professional treatments.

For further information, visit www.goldwellusa.com



Regulate is a new sensitive scalp system from Goldwell's InnerEffect collection of in-salon treatments and retail products.



Cricket's new E-Series features a cutting and thinning shears.

Cricket Launches E-Series Shears

The newly launched E-Series Shears from Cricket are affordably priced and offer cutting ease and ergonomic comfort. The E-Series is manufactured with Swedish steel and has Cricket's signature convex edge for slide cutting and other techniques and a recessed tension knob that easily adjusts for various hair textures. The shears are available in a duo-pack that contains a five or five-and-one-half-inch cutting shears and a 30-tooth thinning shears.

FAROUK REPRISES PAGEANT ROLE

Farouk Systems Group has announced that for the fifth consecutive year the company is the official hair care sponsor of the Miss Universe Organization, which stages the Miss Universe, Miss USA and Miss Teen USA pageants.

Farouk Shami, founder of Farouk Systems Group, supports the Miss Universe organization for the humanitarian goals it shares with his company. Shami says he continues the support of these events to help young women from around the world expand their education and leadership skills.

Zotos Donates to City of Hope

Zotos International recently sponsored its 5th Annual Cut & Color-a-thon to support breast cancer research and treatment at the City of Hope hospital and research institute. The three-day event, held at the company's Artistic Institute, featured the

talents of many of the area's top salons along with leading Joico and ISO stylists. The team of volunteers provided hair cuts and color services at discounted prices, bringing in more than \$3,200. An accompanying bake sale added \$300 to the total, and donated raffle prizes brought the total to a record-breaking \$13,000 for the City of Hope. Earlier this year, Zotos donated \$25,000 to the institution.



Joico educator Lisa Pickersgill was among the Zotos artists who provided cut and color services at the company's 5th Annual Cut and Color-a-thon to support breast cancer research and treatment at City of Hope.

SPORT CLIPS PUTS GUESTS IN DRIVER'S SEAT

Sport Clips, the men's and boy's hair cutters with sports memorabilia and televisions tuned to sporting events in each salon, recently brought the NASCAR experience to stylists, clients and franchisees.

One recent MVP 500 Richard Petty Driving Experience took place at Chicagoland Speedway in Joliet, Illinois, when founder and CEO Gordon Logan arranged for Sport Clips stylists, clients, guests and managers to get behind the wheel of a race car and round the track in a once-in-a-lifetime authentic NASCAR experience.

"I'm thrilled to give the people who make Sport Clips the successful business it is the chance to get off the sidelines and into the game," said Logan.



Sport Clips stylist Tamica Campbell and salon manager Lakeisha Williams joined company President Clete Brewer and Founder and CEO Gordon Logan for a turn behind the wheel at the MVP 500 Richard Petty Driving Experience at Chicagoland Speedway.