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A Note from the Middle East

Dear Readers,

Welcome to the second edition of Estetica Middle East!

If our launch issue was about planting a flag, this one is about throwing the doors wide open to imagination, innovation, and the stories shaping beauty today.

This issue takes you on a journey across the spectrum of our industry. From technology and our cover story AI: The Art of What We Imagine, to legacy, with a tribute to an artist whose light still guides us, to the future of beauty and wellness, where clean beauty and advanced treatments like Toskany redefine what's possible.

We spotlight fresh voices bringing new inspiration to the region. We highlight brands pushing innovation forward. We capture artistry on the runway at Fashion Week. And we celebrate color, the kind that doesn't just change hair, but brings entire communities together.

Because Estetica has always been more than a magazine. It's a movement. A mirror reflecting our creativity. A stage for the talent, passion, and imagination that makes the Middle East's beauty industry so extraordinary.

Here's to vision. Here's to craft. Here's to the future we're creating together.

With gratitude,
The Estetica Middle East Team

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COVER STORY

THE ART OF WHAT WE IMAGINE

I grew up in the salon, watching my father cut and color hair. I was surrounded by the rhythm of his scissors, the scent of dye, and the quiet focus of craft. At the same time, my grandmother's sewing box spilled over with buttons of every shape, size, and color, tiny objects of beauty waiting to be transformed.

I still remember being five years old, sitting in the backseat of the car while my father drove and my mother sat beside him. Out of nowhere, a thought spilled from me as if it had been waiting: imagine a head full of buttons, colorful ones, and instead of thread, let the hair be the thread.

My father turned, astonished. "Where did you get that from?" he asked. That was when I realized something: my imagination was not random. It was vision.

Though I longed to be a hairstylist, my father wanted me to look beyond his footsteps. He knew the craft was an art, but also a discipline of strength and patience, something he didn't think I had at the time.



Hicham Eid

HAIRart



07E



*“My first vision wasn’t scissors
or cameras. It was buttons,
colors, and the idea that hair
could hold them all.”*

The truth is, craft is the thread that holds everything together.

A hairstylist understands how a cut shapes not only hair, but identity. A makeup artist knows how one brushstroke can change an entire mood. A photographer bends light until it becomes emotion. And together, they create more than a look, they create a story.

I've lived each of these roles. The salon taught me patience. Photography gave me vision. Filmmaking showed me narrative. All of it, layered together, became a way of seeing the world, through details, textures, light, and shape.

At the core of it all is the same truth: **the craft is where beauty begins.**

"The magic still comes from the craft, the human craft."

This is why I see AI not as a threat, but as an extension. A mirror.

When I sit to create with AI, I am not typing random words into a machine. I am directing. I am shaping. I am seeing the cut, the silhouette, the shadow before it exists. Every detail, the angle of the light, the texture of the skin, the color woven through the hair, comes from lived experience. AI only reflects what you already bring to it.

To me, that's the beauty. AI doesn't replace the hairstylist, the makeup artist, the photographer. It honors them. It echoes their knowledge. It extends what a single pair of hands can do. It allows a vision to bloom faster, but never without the roots that come from craft.



HAIRart

At the end of the day, AI is simply a tool. And like any tool, it is only as powerful as the hands that hold it, the eye that directs it, and the heart that gives it purpose.

“AI doesn’t replace craft, it reflects it.”

This is why, for me, prompting is not just about technology. It is about memory. It is about craft. It is about imagination that began in a salon, in a sewing box, in the backseat of a car on an ordinary afternoon.

To some, these images may look like nothing more than AI outputs. But to me, they are built from a lifetime of vision, practice, and passion. They are the continuation of a story that began long before I ever touched a computer.

My name is Hicham Eid. I am a hairstylist, a photographer, and a visual creative.

And this is my story.

“The human eye still writes the story.”





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USHERS IN A NEW ERA OF OUD WITH "OUD FOR GREATNESS"

Fragrance has long been a silent yet powerful form of self-expression, transcending time and cultures. From ancient Egypt, where perfumes were treasured by royalty, to modern perfumery, scent has the ability to evoke memories, stir emotions, and transform a moment into something unforgettable. At ESTETICA Middle East, we're thrilled to introduce a new fragrance each month, inviting you to explore the creativity and craftsmanship behind today's most innovative scents. In a world that celebrates beauty, fragrance is an integral part of the overall experience—just as essential as the perfect hairstyle or the finest skincare routine. It's the finishing touch that completes your beauty ritual.

INITIO Parfums Privés is redefining the essence of oud with the release of their Oud for Greatness collection, a tribute to the sacred power of this revered ingredient. Renowned for its mastery in

blending the old and the new, the French fragrance house has crafted a scent that seamlessly marries the rich tradition of oud with modern sophistication.

At its heart, Oud for Greatness unveils the deep, woody complexity of Agarwood, enveloped in the delicate harmony of Lavender, Saffron, Patchouli, Nutmeg, and Musk. The result is a fragrance that speaks with a quiet confidence, perfect for creating a subtle, lasting impression during intimate moments of reflection or celebration.

Part of the label's prestigious Black Gold Project, Oud for Greatness is the flagship fragrance, symbolizing the timeless appeal of oud. But the collection doesn't stop there. It also introduces Oud for Greatness NEO, a fresh, vibrant reinterpretation of the classic, blending Fir Balsam and Bergamot to transition effortlessly from daytime vigor to

evening serenity. Meanwhile, Oud for Happiness offers an uplifting, warm blend of Ginger and Vanilla, capturing the joy and spirit of celebration. Effortlessly from daytime vigor to evening serenity. Meanwhile, Oud for Happiness offers an uplifting, warm blend of Ginger and Vanilla, capturing the joy and spirit of celebration.

Oud for Greatness is available online at ae.initioparfums.com, for AED 1,600 (*Eau de Parfum, 90ml*) and AED 1,600 (*Hair Mist, 50ml*).



AN ODE TO SIMON EL MENDELEK: A LEGACY OF ART AND A LOVE FOR LIFE

Remembered as a visionary hair stylist whose work transcended trends, Simon El Mendelek redefined artistry in hair design. His meticulous attention to detail and his ability to turn hair into canvas earned him admiration everywhere he went. Nearly a year after his passing, Simon's influence continues to resonate—not only among his peers but also in the hearts of the countless stylists he mentored throughout his career. A true innovator, Simon's impact on the industry went far beyond the chair—his unwavering dedication to his craft and his community set him apart as a lasting inspiration for those who follow in his footsteps.

Among those who carry on Simon's legacy are his children, Georges and Mia—both accomplished hairdressers in their own right, who learned the craft from their father. To them, his legacy is more than the artistry he left behind; it's the love, wisdom, and guidance he shared with them every day. They don't simply remember Simon as a legend in the industry; they remember him as their constant source of inspiration and the center of their world. "He was my boss, my idol, my best friend, my mentor, everything... He was life," says Mia. "No one knew how to live and enjoy life like he did," adds Georges.

Simon's story began on the streets of Beirut when he was just 14. A chance encounter, fueled by his bold and

flirtatious nature, would change his life forever. "He followed a girl, trying to speak to her. She was with her mom and wouldn't answer him, but she went into a hairdressing salon," Georges recalls. "He followed her in, and the lady at the reception asked, 'How can I help you?' He panicked, didn't know what to say, and just blurted out, 'I want a job.' The boss, sitting next to the reception, looked up at him and said, 'Come tomorrow at 8 a.m.'"

Coming from a large family of nine siblings, Simon could never have imagined that taking that first job would set him on a path that would not only change his life but the lives of those around him. His work would place the El Mendelek name at the forefront of the hair industry. Over time, siblings, cousins, nephews, and nieces followed in his footsteps, learning the craft from him before opening their own salons. Among them were his brother, Tony El Mendelek, and Tony's son, Joey, as well as Georges and Mia's cousins, Fadia and Carlos El Mendelek. Simon's influence created a legacy that spanned generations, uniting his family through a shared passion.

As for Mia and Georges, it's difficult to pinpoint when exactly they were influenced. "We were four years old when we used to go to the salon." Says Mia. "We were born with it. It's like we woke up there. I don't even remember the first time, I was too young, I guess," answers Georges.

It took some time, but they both naturally found themselves walking in their father's footsteps. "Mia was in love with it from the beginning, as for myself, I didn't really like it," Georges says. "I used to go to the salon more to meet the ladies than actually work. Then I tried styling a girlfriend's hair, while I was studying something else in Canada, and I actually enjoyed it, and came back and told him that I really want to start learning." Mia's experience on the other hand, was different. "It was a feeling. When I was 15, everyone used the summer to travel and go to the beach. I used to travel too, but I fell in love with the craft, and especially with colors. It's a feeling. It's in my blood. I couldn't wait to finish school and go study hair dressing and to begin with my dad. It was something I really, I really loved," she says.

So what was Simon's teaching method? "He was very tough. Very, very tough. He didn't cut you any slack," reflects Georges. "But he had the softest heart at the same time, and he could get pissed off at you, yell at you, swear at you, go mad, and then forget what he said two minutes later."

Perhaps that's what made the dynamic work for all family members. That, and the unwavering support of a loving wife and mother. "Mom played a huge role in my dad's career and our upbringing, and the way we think and the way we were raised," says Georges. "My dad, without my mom, wouldn't have been the Simon El Mendelek he is today. She was the one standing behind the man and helping him take the right decisions at the right time."

Simon's name truly shone in the '80s, a time when the entire hair and beauty landscape was vastly different. His children remember how he was one of the first hairdressers to introduce the concept of appointments. They also recall one of his proudest moments; his collaboration with LBC (Lebanese Broadcasting Corporation) in its early years, where he introduced short hair for news presenters. "He was one of the first ones, if not the first, that went for carré and pixie haircuts. No one used to do that at the time, it was too classic. People were putting their hair up. Short hair was not in, only a few hairdressers knew how to create a proper bob at the time," Georges says.



Yet, despite his successes, Simon never relied on any one specific technique. “His technique was to follow no technique. He did everything wrong and everything came out perfect. It’s very difficult to learn from him, because, I don’t know, it’s in his blood, and he understood it,” says Georges. “He looks at hair, he starts on the left, then he layers the right, then he cuts shorter on the right, and then he goes to the left. You don’t understand how he’s going, but once he finishes, you look at the haircut, and it’s perfect.”

In his father’s artistic ways, Georges learned one of his biggest lessons: the mirror is his weapon. “This is why it’s in front of me at the shop,” he says. “I think my father’s tools were the mirror and his eyes, he always looked at the mirror and adapted. Most of us just put our heads and our eyes into the hair in front of us and concentrate so much that we forget to look at how it’s coming out in the mirror.”

Although Simon blurred the lines of traditional creativity, there was one thing he never did: lie to women. “He was honest. No one was as honest. He’d say to his clients: My job is to make you look better, not to lie to you. He was ruthless sometimes, but they loved him. They loved him for who he was,” says Georges.

The love and appreciation Simon’s clients had for him were only matched by the deep respect his employees had for him. He always believed in their potential.

“The hardest part you learn in the business is that you have got to let the birdies fly at the end. The people you teach and put a lot of effort into, it’s not easy for you to let them go. You feel betrayed at some point, but then you realize that everyone was an employee at some point and has the right to dream, and you must give them everything you’ve got and hope that they’re going to give it back to the guys that are going to work with them as juniors. That’s what my father taught me,” Georges shares.

As for Simon’s philosophy, Georges simply puts it this way: “I think his love for life, his love for clothes, for cars, for fashion, all of it taught him to become more of a futuristic thinking person. He always used to tell us, if you want to grow, you need to get away from what you do every day and do something new that has nothing to do with what you do for a living. That will grow your mindset, and you will look at your job in a different way and start doing it differently.”



Perhaps that’s why Simon loved to spend his time in nature, picking olives in his hometown, hunting, or fishing on the weekends, and enjoying life’s simple pleasures—even when his resources were limited. “He was a poor aristocrat,” jokes Georges.

And so, this is why Georges and his sister Mia both carry their father in their hearts and hope to live life the way he did. “We work very hard. We’re machines, because we love what we do. We live for what we do,” reveals Georges. “His philosophy of life was unreal. You don’t realize it when he’s giving it to you, you don’t realize it until you grow older. I spent almost 20 years with my father on the job, and I was good with numbers, so I was basically his business accountant. Not once did he ask me about how much money he’s made. Not a single time in 19 years. Imagine. The man was dedicated to his craft. He loved what he did, and he loved life. We try to live by his example.”

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Laura Castelli

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HAIR

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MARIAM ABDULRAHIM:

PIONEERING THE BEAUTY LANDSCAPE IN BAHRAIN

Sixteen years ago, Mariam Abdulrahim had just come back to Bahrain from Los Angeles, where she was studying corporate communications and business. Her first thought was the gap she noticed in the beauty and aesthetics industry in her hometown. But given that she was a fresh grad with hardly any experience, she opted to apply for a job at a bank, so she could gain relevant business experience, that she can later use if she were to pursue a more specific business-focused career. “Within the first 30 days of working at the bank, I realized I felt bored with not much to do. While they were giving me very limited amounts of work, because maybe they thought I was very new and didn't have enough experience, I was getting bored day by day.”

To pass the time, Mariam began thinking of ideas for things she wanted to do. Within those 30 days, she came up with ‘Purple Patchouli’, her first beauty salon, which later evolved into a boutique, a spa, a clinic and more. “I was there from nine in the morning till nine at night. I had no idea where to start or what to do, but I knew that everything had to be done at the right standard,” she says.



"I opened it with the intention of working in it. So as a manager, as the business development manager, at that point in time, I didn't have anything other than just that. I had just gotten married, hadn't had kids yet, I didn't have any big obligations. I really put my all into it."

Mariam looks back at the hiring process and the initial suppliers she worked with, describing her business method as 'a bunch of trial and error'. As she learned her way through building her business, the gap she had initially noticed in the market became even more clear before her eyes. "I found very few things that were available locally. In terms of distributors, there were very little options and big monopolies," she recalls. You had big brands, big companies with whatever they selected as options, and I was limited to that. That wasn't working for me, because how could I open something unique with whatever is already there, and whatever was there was dated, compared to where I was in LA."

That's when the salon turned into an even bigger business. Mariam approached several brands in the US, like Epicurean, Aromatherapy Associates, Jane Iredale and Control Corrective - all which weren't available in the Middle East at the time. Their answers were the same: "We need to go through a distribution company, because we can't just send to one place". That's when Mariam's own distribution company, Casa de Morado, was born. "When I opened the distribution company, it was very quickly after I opened the salon. By then, the salon was already a huge hit. It was very different," she says.

Setting herself apart in the market, Mariam decided to bring in experts from all over the world, to be part of her salon. She hired staff from Germany, South Africa and the UK. She also turned her salon into a platform and a showroom to display the products she was bringing through her distribution company. Soon enough, other salons were calling her to get the products that made her salon their number one competitor.

In this interview, Mariam talks about her approach to transform the beauty market in Bahrain in a little over a decade and then taking her chain of salons across the regional market, all by amplifying the aspects an entrepreneur should consider while navigating the industry.



The proverb "Necessity is the mother of invention" seems to have led you to become a products distributor soon after you were a salon owner. Is that how you launched a medispa too?

Between the distribution company and the two salons I had by that time, I kind of wanted to make my space the hub of everything, where beauty meets fashion. You would go to the salon for all your needs, from skin and hair to nails and spa. We then had a boutique attached to it, which would sell lifestyle things - whatever was trending in LA, I was bringing it here.

Soon after, clients would ask me, where would you go in Bahrain for a very good laser? Where would you go for a suntan that's safe? - and we were very honest and health conscious from day one. We never wanted to use very harsh chemicals, and we never wanted to harm the employees in the process. I wanted to be there 24/7. My mom was always there, my sister was there, I had some staff who were comfortable bringing their babies there. So, when somebody wanted to do something, they would ask me, where would you go for this, Mariam? Or what would you do about that?

Really quickly, I realized that in Bahrain, there was no medispa. There was a dermatologist office, there was a plastic surgeon office, both very intimidating. And then there was a salon and there was no cross link. While that's happening, in Los Angeles, there were many medispas already. You would not do cellulite treatment in a dermatologist's office or a plastic surgeon's or at a salon. It was now a medispa. We didn't have that in Bahrain. I suddenly needed to open one, and I did. At that point, Bahrain doesn't know what to regulatorily place it as, but they allowed it without too many questions. And they allowed me to do laser hair removal and hire a nurse.

HAIR focus

So, it was the community you built based on trust with your clients that helped you grow your business. How did that then lead you to open your very own clinic?

I opened the medspa maybe two or three years after opening the distribution company. It had laser machines, cellulite treatments, a tanning bed, oxygen therapy, very cool machinery for that day and age for a medspa. There was no other one like that. That created a lot of attention. But still, while having that, people would ask me, well, okay, fine, we're doing skin tightening with your machines, and your laser, but where can we get good Botox and fillers?

By that time, I had started - I think at age 27, to get injectables. I went to LA and I did my first Botox there. I wanted to try it. The doctor that I was seeing every time I would go to LA, was on "Keeping up with the Kardashians". So, people were asking me about going to him. LA was very far, not many people went there. I decided that just like how I would bring celebrity stylists, makeup artists, hairdressers, tattoo artists and all of the other experts, why don't I just bring this doctor? I wanted to do this the right way, so I linked up with a dermatologist's office and I brought him in - where I positioned myself as the consultant/broker/ coordinator.

Then I brought in these other doctors, because word of mouth spread out in LA, and it started with one doctor, two doctors, the three doctors and more. That lasted for a good 10 years. And then just in 2022, I realized I was doing this, but I was getting a bit lost in the translation. My position was never solid because I could easily be cut out, and I wasn't stable in that business model, but I really enjoyed it. I enjoyed the results, and I enjoyed that aspect of it. So, I thought to myself, how do I take it one notch further? That's how the clinic was born.

The clinic's name, Casa de Med, translates to House of Medicine. How did you manage to make it exactly that?

What's interesting and unique about it is that it's a concept where we partnered with a very well-recognized trichologist in London, who has a clinic there, another in Portugal, and now in Bahrain, as we house him under Casa de Med. international experts from around the world. One day it's an osteopath from London, the next is the most famous cosmetic gynecologist in New York, and then the next is one of the best diamond injectors for Botox and fillers from LA. So, the factor here is in addition to being able to house local, really good experts, we also continuously bring in things to the market here.



HAIR focus

When it comes to the doctors you bring in and the brands that you distribute, there must be shared merits that guide your choices of collaboration. What are your business's core values?

The money was never the driving factor. From day one, the brands and products I took on had to be those I personally liked. If I didn't find it useful, I wouldn't bring it in and offer it to my clients. The doctors I'm bringing are the ones I want. The experts I'm bringing are those I want to work on my hair or my eyebrows or my skin. I would never work with someone whose work didn't stem from passion as well. It's also worth noting that from the very beginning, it was one investment that led to the others. My father had given me some money to start my salon, but then it was the money that came out of the salon that funded the next business, and so on. I was never thinking about the return. It was pure passion driving me to take my business a step further.

My focus was also on the women working with me: How can I do better for them? How do I empower them further? It always felt like I was on a mission. That's why I probably had the opportunity to come across a lot of loyal employees. I have some of the same employees I had in 2009, but they're not in the same position they were in back then. They've had the opportunity to grow, and to go from a cleaner to an operations manager, for example. It was very exciting for me to help them grow and see them advance with the business.



What were the key challenges you faced throughout this journey?

My biggest challenge was navigating the road to unexplored territory in the market. When I first started, it wasn't clear which ministry each business would fall under, or where I should register certain products entering the local market for the very first time. The regulations and the licensing and the certifications were very difficult for me. That was a challenge. Me wanting to bring in certain employees from different countries which did not have local embassies, was another challenge. When I wanted to bring in Vietnamese nails' technicians – because they were the best in the business, Vietnam did not have an embassy in Bahrain, and I had to contact the UAE-based ambassador to facilitate their entry. Those kind of challenges that rose up with starting something that was never done before, were hard to navigate, but I had to do it. Then I had the issue of competitors trying to give better offers to my employees, so they can have them join their businesses. At that time, I didn't know how to deal with it. I didn't know how to work with competition, or how to embrace it. I was fortunate to be able to work through all of that.

How did you expand your business across the GCC?

When we opened the salon, the distribution was only in Bahrain, and it was pretty much our competitors reaching out to us because they wanted the same traction that the salon we opened had had. They didn't know that the distribution company was a sister company. When they reached out, we would very happily welcome them to the salon to come and see how such a product would live in an environment of a salon successfully and show them how it operates and all that. It started there.

When we started to get Saudis and traction from Saudi for the salon, they had never had such exposure to LA and celebrity hairstylists. The experts we were bringing in were unique, and those clients had never had that exposure. The name became really big for Saudis, especially in Khobar and soon and very quickly, in both Jeddah and Riyadh. Basically, when we started to get a lot of traction in Saudi, that gave a lot of, I guess, marketing to Bahrain perpetuity. Then when Saudi salons would see where their Saudi clients were going,

HAIR focus

they would want the same products that we had. That kind of evolved into the distribution company, which then took it more regional, and the same for Qatar and Kuwait and so on.

How is the market different now from what it was back then when you were building a name for yourself in the beauty industry?

I mean, really, for me, up until I would say two years ago, maybe even during COVID, I never really relied on social media and marketing online or marketing in general. Bahrain is very small. I was able to optimize all my social contacts, to market the business through referrals. Now, after being open for so long, I have the core clients, I have the maximum outreach I could, for example, socially connect to, and then they refer others. But then I was lacking a wider range. I wanted to get in touch with the expat markets or more younger crowds, or even older crowds. Diversify a bit more. That's when I turned to social media, you know, with a lot of competition out there, with so many salons, being very similar. Social media now plays a way bigger role than it did then.

What are some of the products that you would never let go of?

Some of the products I personally cannot live without are good haircare products, and Davines for me covers a lot of that.

Another one is Osmosis – because it is a skincare that we carry, but it is a very good mix between spa and medi. I like a clean product, I like to know that it's backed by science, and that it's not toxic, it's not fixing my skin but harming me in other aspects.

What advice would you give someone who's looking to open their first salon?

Your driving factor must be very clear. When choosing your location, when choosing your staff, your products, everything has to be in order. What I mean is, if your business model is about making money, then that driving factor has to dictate how you do everything. You won't choose the best marble for the interior, you won't choose the most expensive or most amazing products, you will choose a product that makes you a good profit, and would secure a return of your investment. I think understanding the driving force is very important, because for me it was passion, and so I was able to play around with profit margins and I was able to play around with the products I wanted to bring in, because I was in it for the long run, I didn't want to make a quick buck then and there. I was willing to not make profit at times, so I can test out things that would make me stand out in the business for ten years to come. I was okay with the idea that this will grow with time, and it did.



HAIR

Hair: Emma Simmons / Photo: Richard Miles / Make-up: Lauren Mathis / Styling: Anna Zilber

TRENDING TEXTURES

A STUNNING INTERNATIONAL TRIBUTE TO THE POWER AND BEAUTY OF BIG, JUICY, VOLUMINOUS AND AUTHENTICALLY TEXTURED HAIR.

Gary Kelly

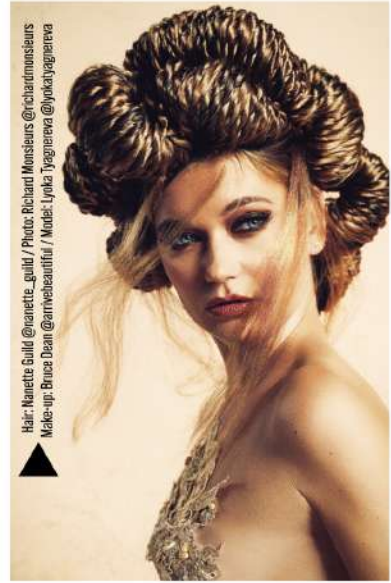
● **ELEGANT, FIERCE, FASHION-FORWARD.**

“I love this look because it’s fearless. I wanted to create something that celebrates natural texture, structured, voluminous but still soft and wearable. Creating a shape that feels both editorial and empowering. The rich, copper tones give warmth and catch the light, framing the face with natural drama. For me, this look is about showing the full spectrum of what textured hair can be: elegant, fierce and fashion-forward.” **Emma Simmons (UK)**

▲ **ART IN MOTION.** “I was drawn to this look for its sculptural quality—how the braids become art in motion, shifting from tradition into something entirely my own. Inspired by the romanticism of historical braided crowns, I wanted to breathe new life into the form with expanded texture, airy deconstruction, and weightless movement. Intricate three strand twist braids are woven seamlessly around the head, with strategic pinning preserving shape without sacrificing softness.” **Nanette Guild (USA)**

◆ **PURE VOLUME, RICH TEXTURE.** “What makes Afro hair so incredibly special is its ability to defy gravity and create architecture. The fullness, the softness, the silhouette, it tells a story even before you add colour or styling. There’s something undeniably beautiful about the voluminous finish that afro hair can achieve. It’s bold, unapologetic, and demands attention, yet it remains soft, elegant, and full of individuality.” **Chris Grimley (UK)**

■ **ANCIENT SYMBOLISM, REIMAGINED.** “The Koroba braids, rooted in Yoruba cultural heritage, inspired me to merge tradition with high fashion in a way that feels both reverent and forward-thinking. This look is a celebration of innovation through storytelling—where texture is the language. By reimagining braided circles that cascade with intention, connecting ancient symbolism to a futuristic editorial vision.” **Jamie Wiley (USA)**



Hair: Nanette Guild @nanette_guild / Photo: Richard Mensieurs @richardmensieurs
Make-up: Bree Dean @breebeautiful / Model: Lyka Tyagenera @lykayagenera



Creative Director: Chris Grimley / Assists: Ruby Watson, Sienna Gibben, Jessica Kelly, Markus Martinez / Photo: Sophie Bolisworthy / Photo Assistant: Josh Goldsworthy
Make-up: Amy O'Driscoll

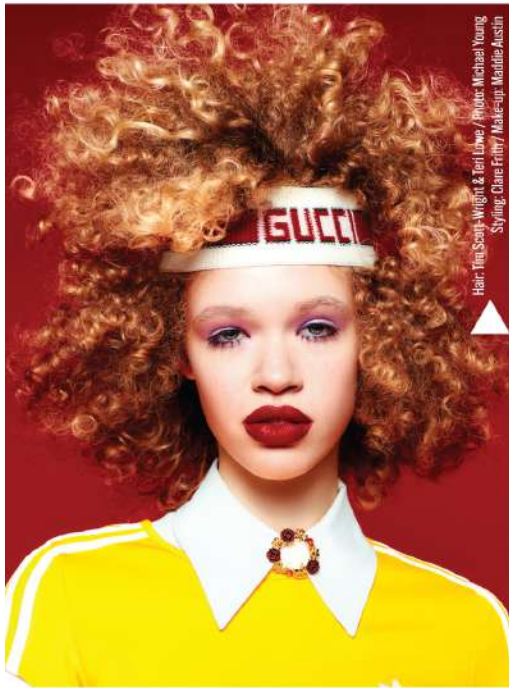


Hair: Jamie Wiley @jamiemileyeditorial / Make-up: Esther Olivares @cutout_esther
Wardrobe: Styling: Anica Bruckson @xx_anika_xx / Designer: MacLuggal @macLuggal
Model: Alaina Renee @alainarenee



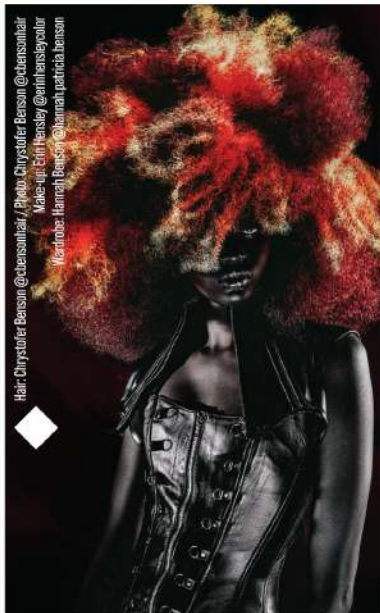
Hair: David Barron / Colour: David Barron / Assistant: Alice Pless / Photo: John Rawson, assisted by Paul Gill / Clothes Styling: Magdalena Janas / Make-up: Marilee Austin

■ **WEARABLE ART.** “I wanted this look to embody self-expression and highlight the power of texture. It’s rebellious yet refined, and rooted in a love for the unusual and unexpected. I wanted to explore something different, even odd, and celebrate that. Texture is often underestimated in its ability to reshape a silhouette, and with this look, I envisioned the hair as a bold statement, like wearable art that pushes boundaries. It’s about embracing odd shapes and turning them into something truly breathtaking and striking.” **David Barron (USA)**



Hair: Tim Scott-Wright & Teri Lowe / Photo: Michael Young / Styling: Diane Filly / Make-up: Marilee Austin

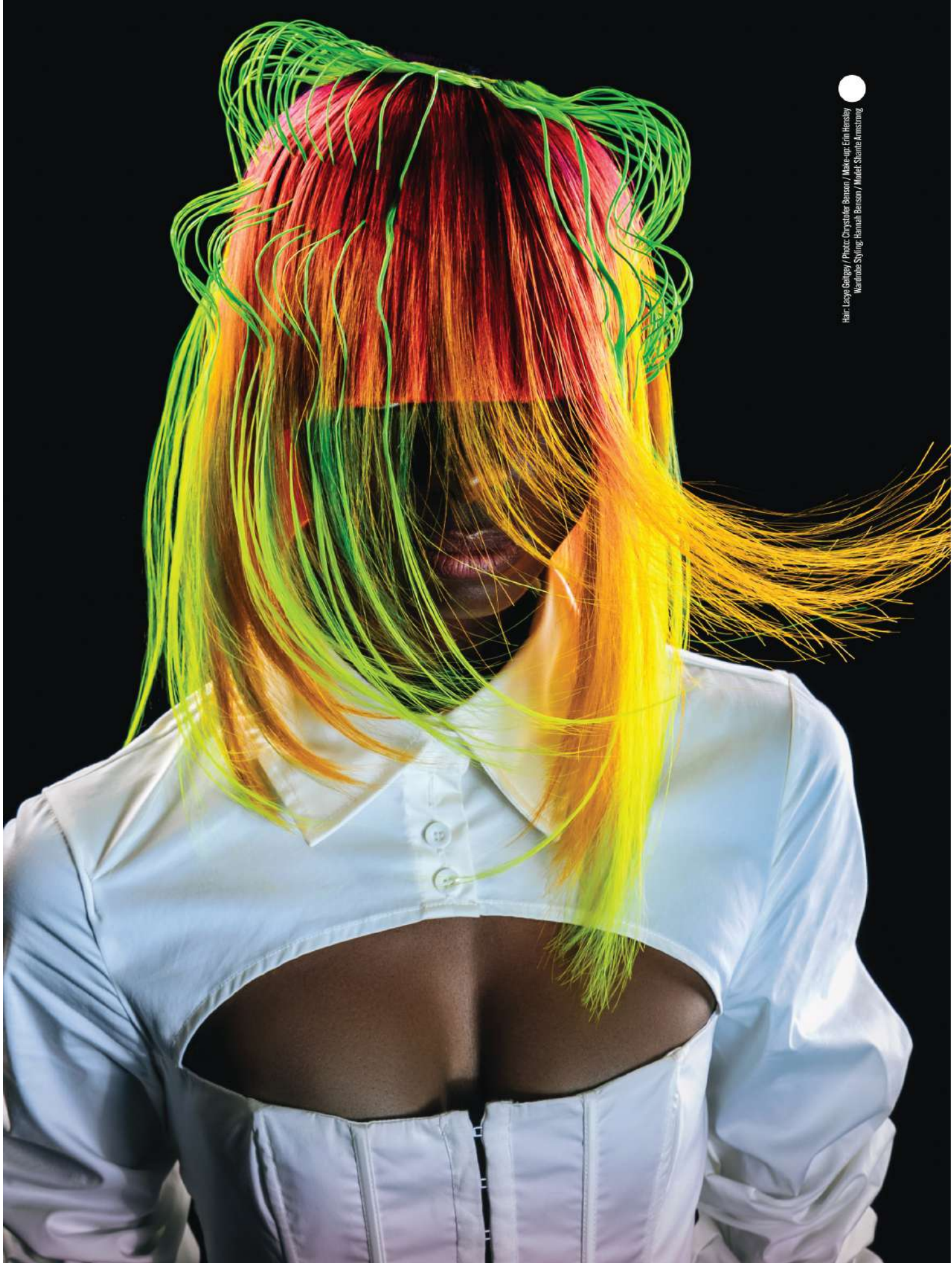
▲ **PERFECT IMPERFECTION.** “This look is all about celebrating the natural texture of the hair, enhancing those beautiful ringlets without losing their effortless feel. The honey blonde tones are layered with highlights and lowlights to bring out depth and movement, really catching the light from every angle. It’s about embracing texture and colour with an effortless, lived-in vibe.” **Tim Scott-Wright (UK)**



Hair: Chrystofer Benson @chensnhair / Photo: Chrystofer Benson @chensnhair / Make-up: Erin Hensley @erinhsncolor / Contour: Hannah Benson @hannahpatricia.benson

◆ **RAW AND REFINED.** “I love this look because it embraces and celebrates the natural texture of the hair, allowing its organic movement and personality to shine through. The inspiration came from wanting to work with, not against, the hair’s natural state, enhancing it through thoughtful colour placement that adds dimension in synergy with the texture.” **Chrystofer Benson (USA)**

● **VISUAL SYMPHONY.** “Inspired by the shifting patterns of a kaleidoscope, this collection explores movement and vibrancy through textured hair design. Using diverse plating and styling techniques, each look reflects the captivating, ever-shifting patterns of a kaleidoscope, where bold hues and intricate details come together. The result is a celebration of individuality and creative expression.” **Lacye Geitgey (USA)**



Hair: Lacey Gentry / Photo: Chrystler Benson / Make-up: Erin Hensley
Wardrobe Styling: Hannah Benson / Model: Stanka Amstang

HAIR TRENDS

The best of international hair looks

Il meglio della modacapelli internazionale

Le meilleur des tendances coiffure internationales

Die Top der internationalen Hair Looks

Lo mejor de la modacabello internacional



HAIR trends



>>> **AUTUMN'S VIBRANT HUES:** Discover looks that truly inspire. We delve into styles showcasing masterful cut, captivating colour, innovative styling, and impeccable finish. These looks redefine seasonal beauty, sparking new creative possibilities for the salon and beyond.

VIBRANTI NUANCE D'AUTUNNO: alla ricerca di look d'ispirazione. Una full immersion in stili dai tagli magistrali, colori accattivanti, styling innovativi e finish impeccabili. Look che ridefiniscono la bellezza di stagione e accendono nuove possibilità creative, non solo per il salone.

LES COULEURS VIBRANTES DE L'AUTOMNE : Nous explorons des styles aux coupes maîtrisées, aux couleurs captivantes, au styling innovant et à la finition parfaite. Ces looks redéfinissent une beauté saisonnière, ouvrant de nouvelles possibilités créatives pour le salon et au-delà.

REATIVE INSPIRATION

LEUCHTENDE HERBSTFARBEN: Entdecken Sie Looks, die inspirieren. Frisuren mit meisterhaftem Schnitt, faszinierenden Farben, innovativem Styling und makellosem Finish. Diese Looks eröffnen kreative Möglichkeiten für den Salon und darüber hinaus.

Descubre looks inspiradores. Exploramos estilos que destacan por sus cortes magistrales, colores cautivadores, peinados innovadores y acabados impecables. Todos redefinen la belleza estacional, despertando nuevas posibilidades creativas para el salón y mucho más.

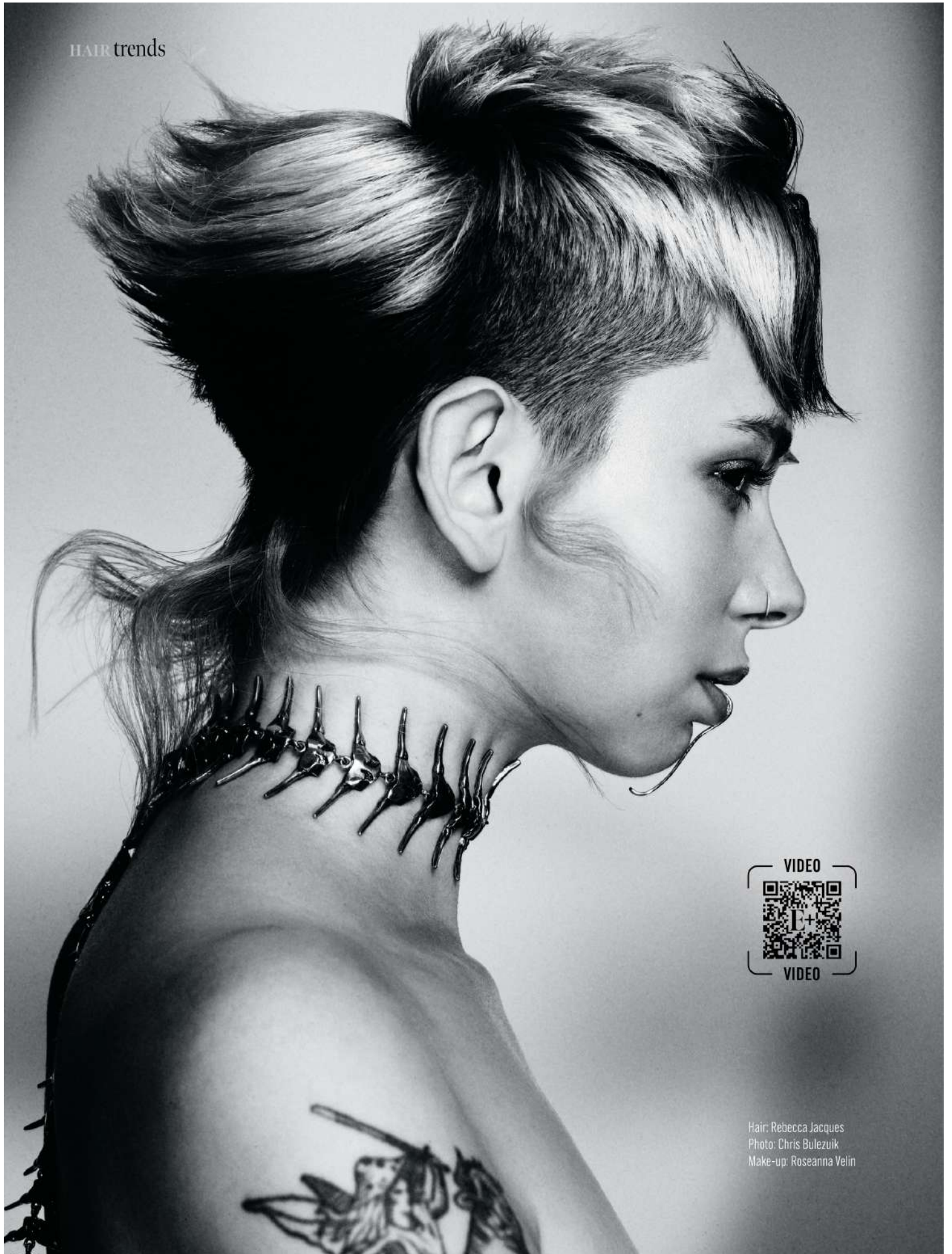
Opening & left page

Art Direction: Bernadette Beswick@Be The Exceptional Hairdresser

Colour: Rachael Vitullo/Photo: Andrew O'Toole

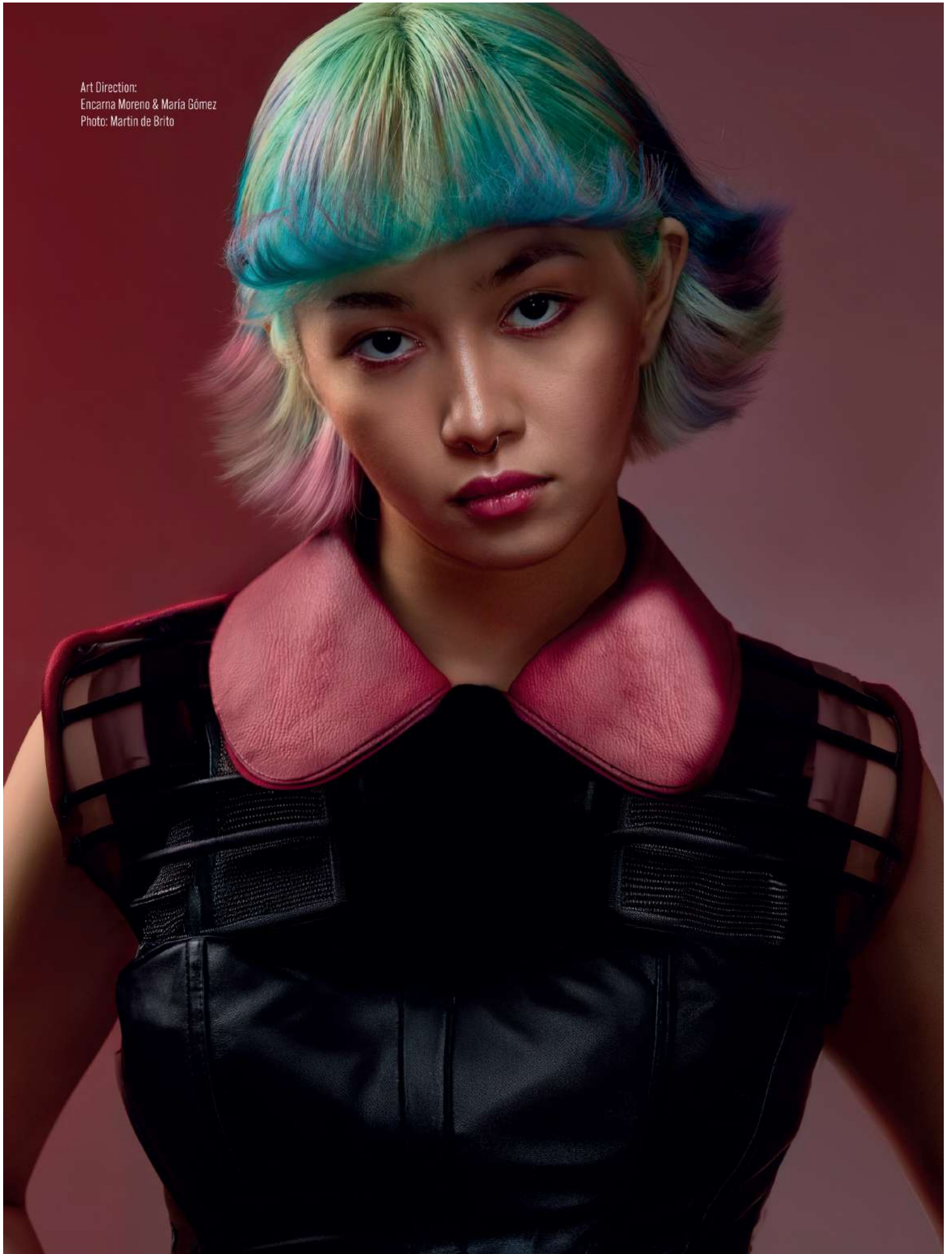
Make-up: Kylie O'Toole/Styling: Catherine V

HAIR trends



Hair: Rebecca Jacques
Photo: Chris Bulezuik
Make-up: Roseanna Velin

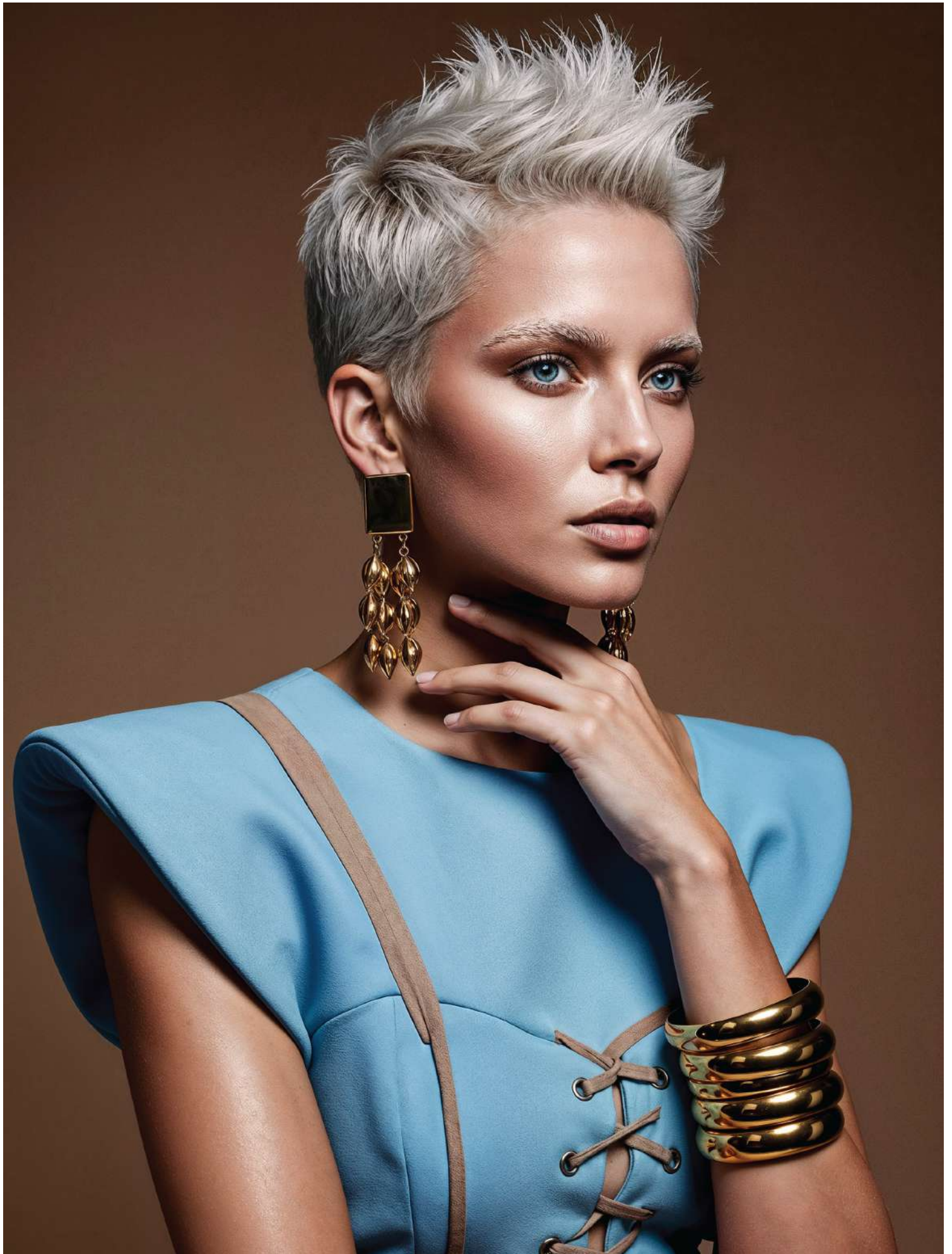
Art Direction:
Encarna Moreno & María Gómez
Photo: Martín de Brito



HAIR trends



<>
Art Direction: Amparo Fernández
AI Generative Photo: Rebeca Saray



HAIR trends



Hair: Fran Aranda
@Vibras Club by Brain On
Photo: Esteban Roca

Hair: Mark Leeson
Photo: Richard Miles
Make-up: Lauren Mathis
Styling: R&M



HAIRtrends



Hair: Sam Elliot@Toni&Guy
Photo: David Mannah
Make-up: Kelly Mendiola
Styling: Borna Prikaski

Hair: Marlon Hawkins
@Brooks & Brooks
Photo: Jack Eames
Make-up: Jo Sugar
Styling: Holly Bartley



HAIR trends

Hair: Javier Ventoso
Photo: Esteban Roca
Make-up: Bea Torres
Styling: Ella Murphy





Hair: Rush Artistic Team
Photo: Jack Eames
Make-up: K. Mendiola
& E. Whelan
Styling: Robert Morrison

Plaited gold turns into classic chic!

Oro intrecciato per un'eleganza classica!

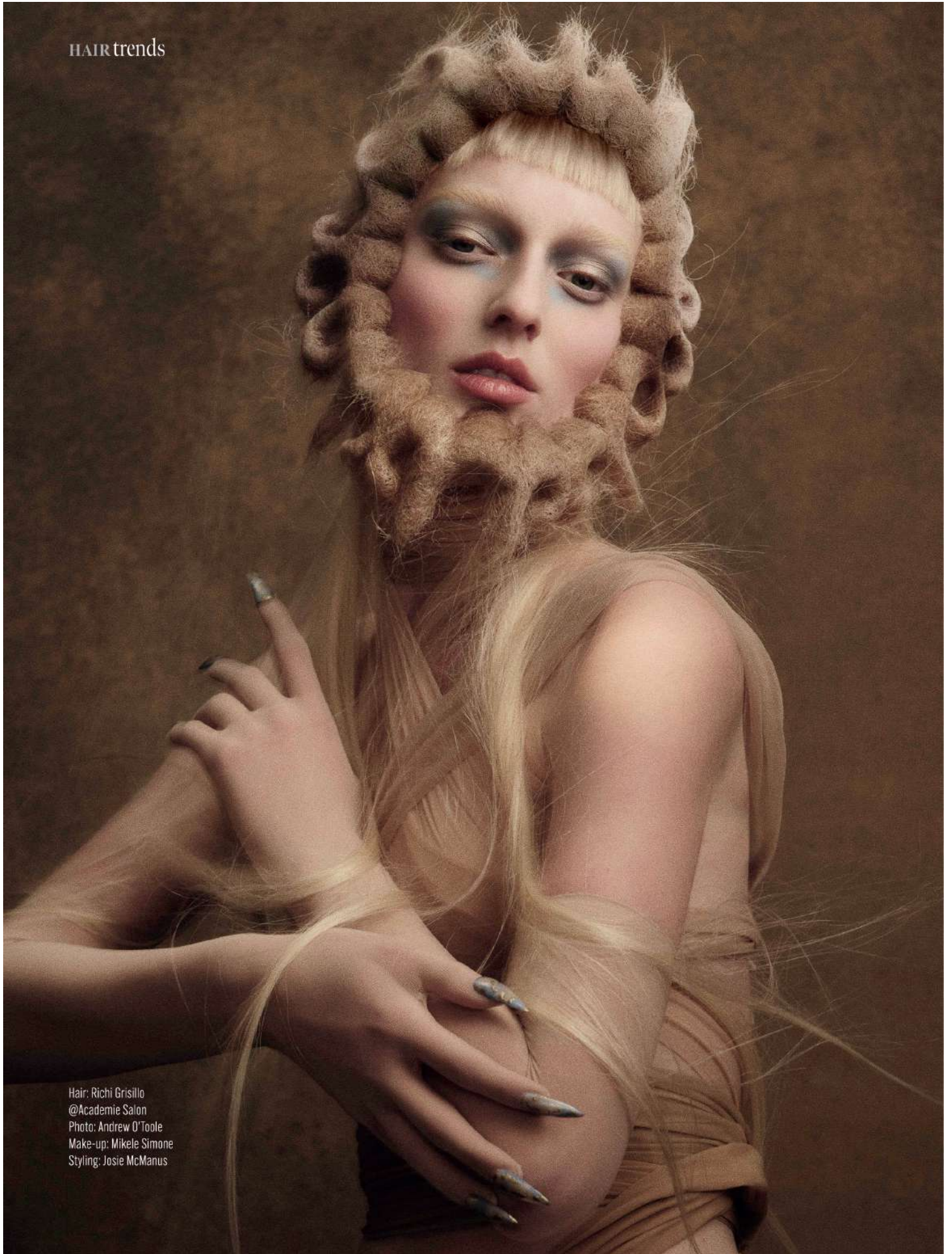
L'or tressé devient le chic classique !

Flechtgold wird zu klassischem Chic!

¡Oro trenzado, el nuevo clásico chic!



HAIRtrends



Hair: Richi Grisillo
@Academie Salon
Photo: Andrew O'Toole
Make-up: Mikele Simone
Styling: Josie McManus



Hair: Brodie Lee Tsiknaris
@Rokstar Salon
Photo: Bill Tsiknaris
Make-up: Brooke Clarke

PROVOST TURNS 50!

A celebration of 5 decades of hair excellence with the brilliance of luminous, seamless shades.

La celebrazione di cinque decenni di eccellenza nell'hairstyling, attraverso l'eleganza di nuance luminose e brillanti.

Cinq décennies d'excellence capillaire célébrées par l'éclat de nuances lumineuses et harmonieuses.

5 Jahrzehnte Haar-Exzellenz mit der Brillanz leuchtender, natürlicher Farbverläufe.

Una celebración de cinco décadas de excelencia en peluquería con el brillo de tonos luminosos y uniformes.

Art Direction: Fabien Provost
Photo: Clément Barzucchetti
Make-up: Odile Jimenez
Styling: Thomas Turian



FRANCK PROVOST



HAIRtrends

Art Direction: Charles Harding
Hair: Marney Lian@Critt London
Photo: Richard Miles
Make-up: Maddie Austin
Styling: Anna Latham

Art Direction: Jérôme Fendt
Photo: Gael Lesure
Make-up: Cyrielle Riggi
Products: La Biothétique Paris



HAIR trends

Hair: Kasper Thomas
Photo: Niklas Hoeglund
Make-up: Ulla Jacobsen
Styling: Sofia Hjalmarsson



Hair: Kim van Mil
@Bon Ton Kappers
Photo: Sanne Grasdijk
Make-up: E. Langenhuisen
Styling: A. Veerbeek







<>
Hair: Sara Allsop
@Dharma Hair
Photo: Jock Robson
Make-up: Richard Symons
Styling: Lenard Johnston

HAIRtrends



Art Direction: Federico Patelli
@Philip Martin's
Hair: A. Pedron, S. Minella
Photo & Styling: Ina Cerusa



Art Direction: Zsolt Nagy
for Sassoon Academy
Photo: Chris Bulezuik
Make-up: Shelley Blaze
Tools: Diva Pro Styling

HAIR trends





HAIRVENTURE FRAMESI COLOR COLLECTION

Experiment, blend, innovate. A journey of pure creativity continues in this collection, where art and vision inspire.

Sperimentare, mescolare, innovare. Questa collezione è un viaggio nella creatività più pura e totalizzante, dove arte e visione ispirano.

Expérimentez et innovez. Un voyage de pure créativité se poursuit dans cette collection, où l'art et la vision inspirent.

Experimentieren, kombinieren, innovativ sein.
Pure Kreativität, inspiriert von Kunst und Vision.

Experimenta, mezcla, innova. En esta colección continúa un viaje de pura creatividad, donde el arte y la visión inspiran.

Hair: Italian Style Framesi/Italian Style Energy/Italian Style International

Photo: Karel Losenicky

Make-up: Giuseppe Giarratana



FRAMESI



HAIRtrends

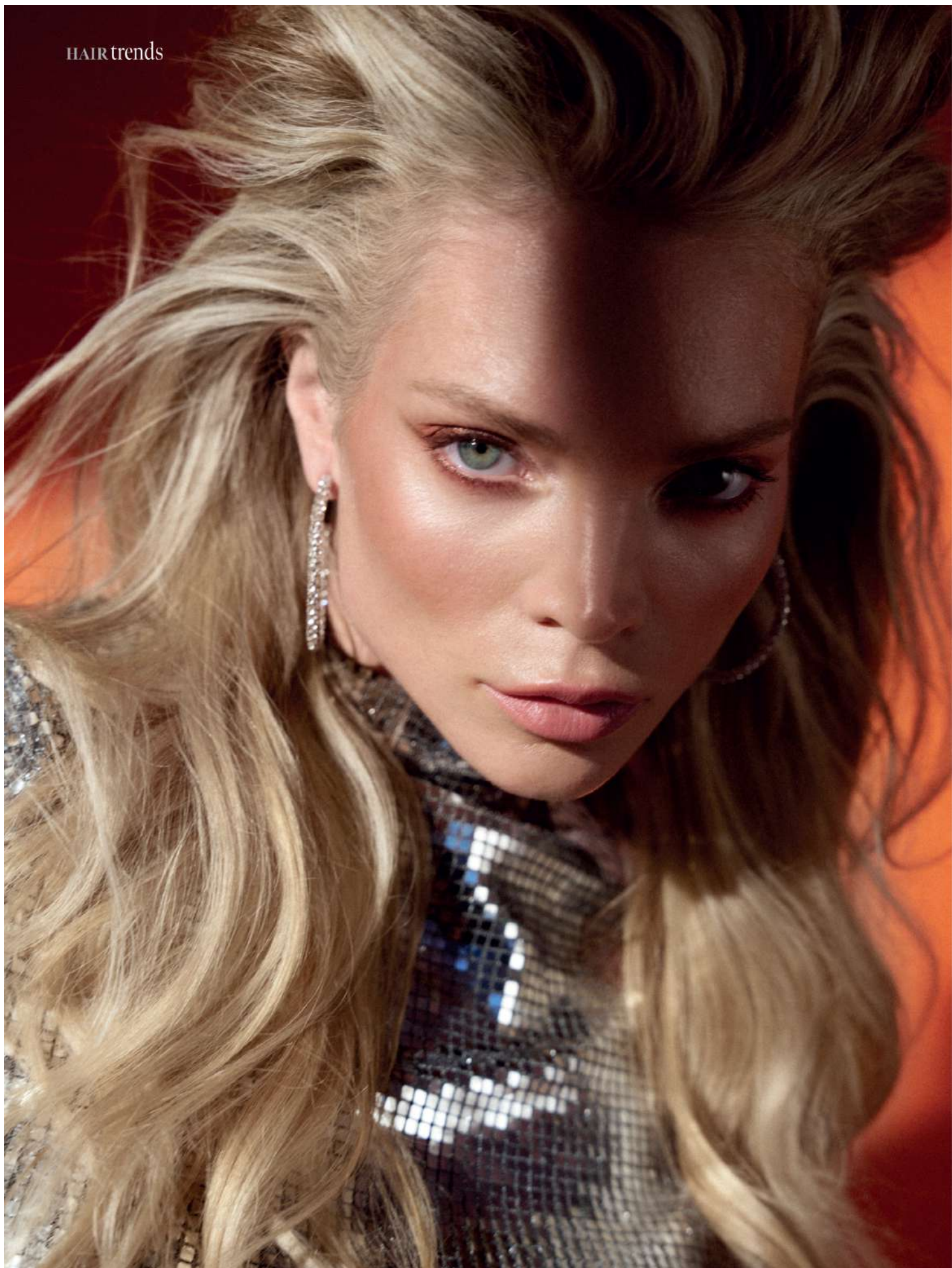


Hair: Anne Veck
Photo: Kristina Borodkina
Make-up: Shivika Tiwari
Styling: Tia Oguri

Hair: Anthony Negron
@Ulta Beauty
Winner 2025 ABS Global Image Awards
Full Concept



HAIR trends

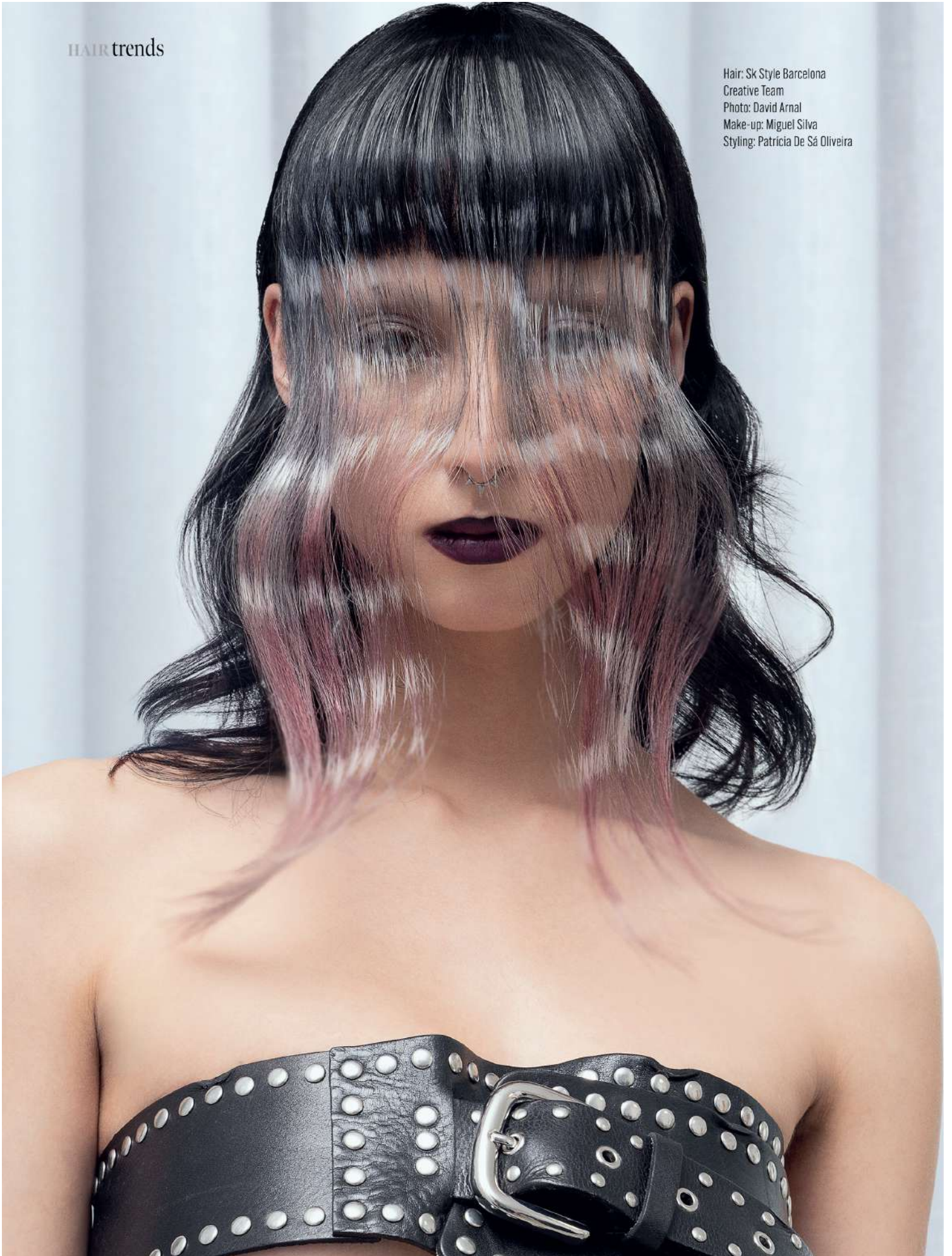




<>
Hair & Styling: Martin Dürrenmatt
Photo: Robert Larsen
Make-up: Julia Bachmayer

HAIRtrends

Hair: Sk Style Barcelona
Creative Team
Photo: David Arnal
Make-up: Miguel Silva
Styling: Patrícia De Sá Oliveira





Hair & Photo: Bill Tsiknaris
@Tsiknaris Hair
Colour: Chris Tsiknaris
Make-up: Brooke Clarke

Go big, go bold, go utterly beautiful!

Pensa in grande, osa, risplendi!

Voyez grand, osez, vivez la beauté totale !

Big hair, gewagt und rundum schön!

¡Grande, audaz y absolutamente bello!



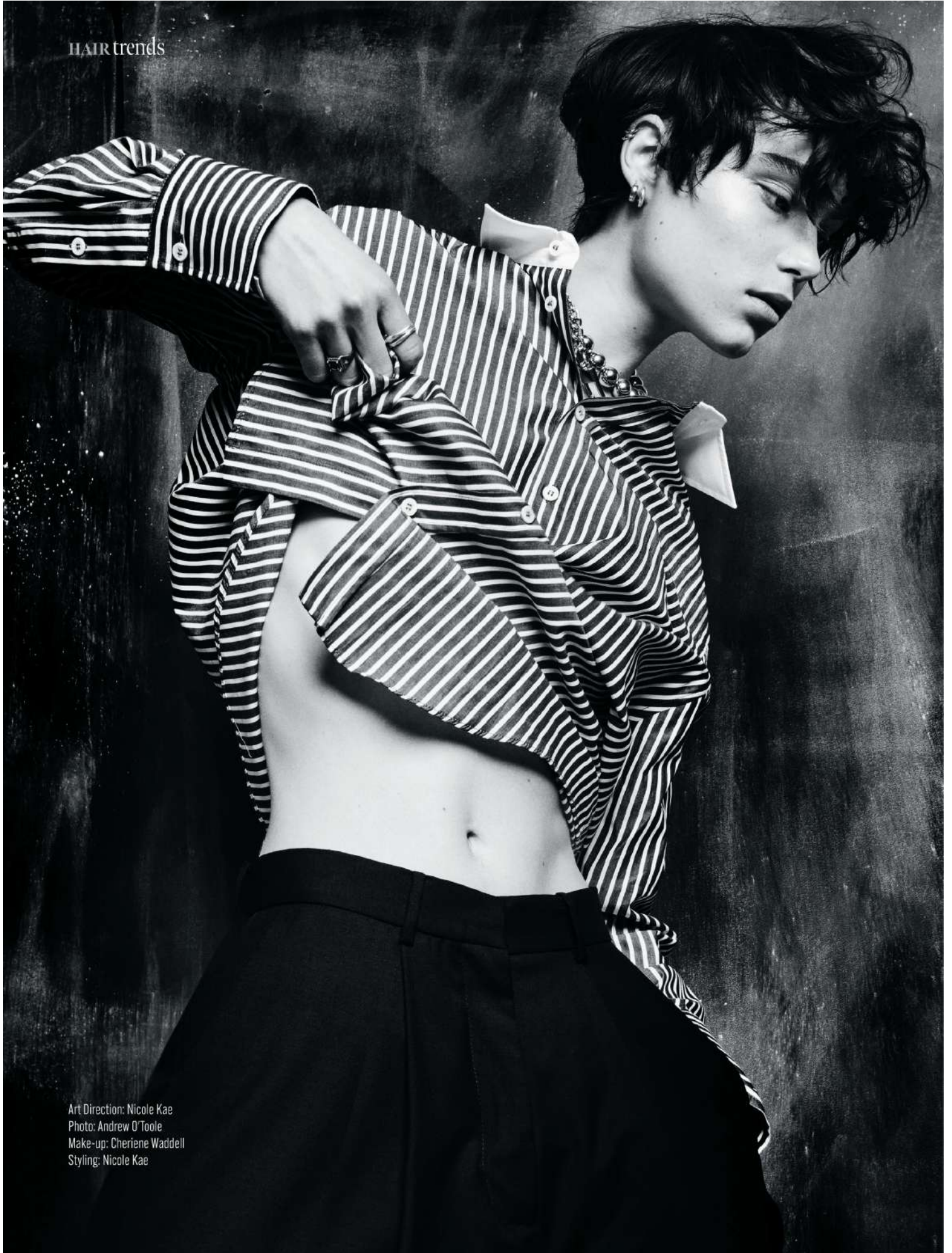


Hair: Amparo Carratalá
Photo: Esteban Roca
Make-up: Mónica Gouda
Styling: Juana Cáceres



Art Direction: Eric Zemmour
Photo: Stéphane Gagnard
Make-up: Laurie
Styling: Your's Monaco
Products: L'Oréal Professionnel,
Mizutani

HAIR trends



Art Direction: Nicole Kae
Photo: Andrew O'Toole
Make-up: Cheriene Waddell
Styling: Nicole Kae

Hair: Lucia Siero@Toni&Guy
Photo: Kevin Luchmun
Make-up: Monnie K
Styling: Borna Prikaski



HAIRtrends





PERFECT SYNCHRONY

Celebrating authentic connections, this collection charts an intimate journey of self-discovery and shared bonds.

Questa collezione traccia un viaggio intimo di scoperta di sé e legami condivisi, celebrando connessioni autentiche.

Célébrant les connexions authentiques, cette collection explore la découverte de soi et les liens partagés.

Diese Kollektion feiert Authentizität und zeichnet eine intime Reise der Selbstfindung und persönlichen Bindungen nach.

Celebrando las conexiones auténticas, esta colección traza un recorrido íntimo de autodescubrimiento y lazos compartidos.

Art Direction: Giorgio Parrivecchio
Hair: James Hair Fashion Club Team
Photo: Letizia Toscano
Make-up: Marta Basiglio
Products: Wella



JAMES HAIR FASHION CLUB



HAIRtrends

Hair: Jon Wilsdon@Toni&Guy
Colour: Francesco Fontana
Photo: David Mannah
Make-up: Kelly Mendiola
Styling: Borna Prikaski

A black and white close-up portrait of a woman with a short, spiky hairstyle. Her hair is dark and styled upwards, with bangs that are slightly uneven and layered. She has heavy, dark eye makeup, including thick eyeliner and dark eyeshadow. Her lips are painted with a dark, matte lipstick. She is wearing a dark, high-necked garment. The background is a plain, light-colored wall. The lighting is dramatic, highlighting the texture of her hair and the contours of her face.

Hair: Gary Hooker
& Michael Young
Photo: Michael Young
Make-up: Maddie Austin
Styling: Clare Frith
Images: FPA

HAIR trends



Art Direction: Carolyn Gahan
Hair: 2024/25 Hot Shots Team
Photo: Andrew O'Toole
Make-up: Kylie O'Toole

Hair: Kerry Mather
@KJM Salons
Photo: Richard Miles
Make-up: Lauren Mathias
Styling: Clare Frith





HAIR trends



**DISCOVER MORE...
IN OUR HAIR GALLERY**

**ESTETICA CONTINUA!
GUARDA L'HAIRGALLERY**

**ESTETICA HAIR, ENCORE PLUS
AVEC SA GALERIE D'IMAGES**

**ENTDECKEN SIE MEHR
IN UNSERER HAARGALERIE**

**DESCUBRE MÁS...
EN NUESTRA HAIR GALLERY**



INSIGHT

BEYOND THE MATTER

*Crafted in Italy, Powered by plants.
Loved by professionals.*



**COMING
SOON!**

EIDEAL
OFFICIAL
DISTRIBUTOR

HAIR REVIVAL

MADE POSSIBLE WITH TOSKANI HAIR TREATMENT

Hair loss is a common concern, but the Toskani Hair Treatment is redefining solutions with a cutting-edge mesotherapy that strengthens follicles and stimulates growth. In this interview, aesthetic and beauty therapist Hala Banbouk breaks down the science behind the latest needle-free technology.

What is the Toskani hair loss treatment?

Toskani Hair Cocktail is a mesotherapy solution designed to strengthen hair follicles, stimulate growth, and reduce hair loss. It contains a blend of vitamins, peptides, and essential nutrients that nourish the scalp and improve hair density.

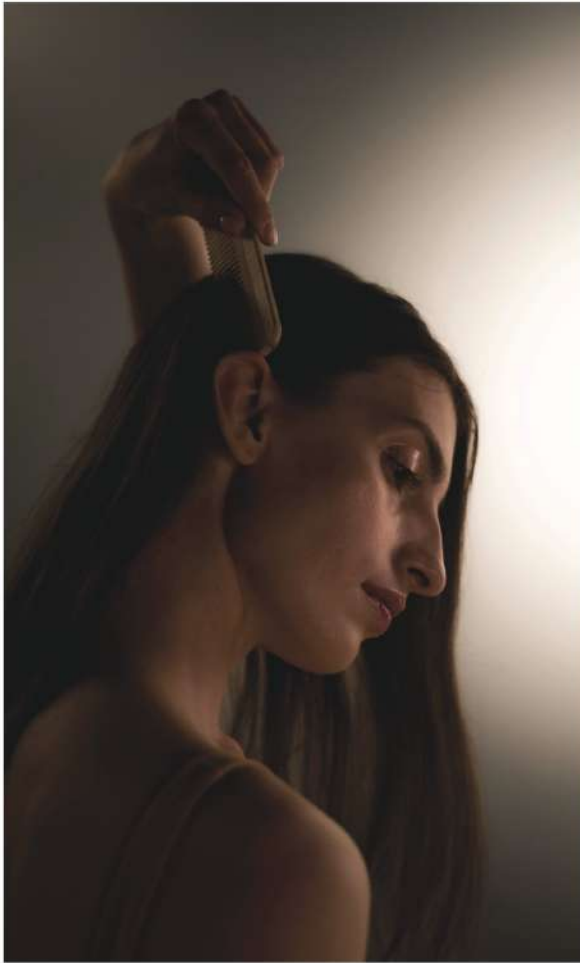
How does the treatment work, what's the science behind it?

There are several approaches to treating hair loss, two of them are quite simple; PRP and mesotherapy. PRP depends on the patient's own blood plasma, so results vary from one person to another. Mesotherapy however, is a mix of vitamin supplements that we provide for the patient, and this is what this treatment relies on.

What are the supplements that go into this process?

Key ingredients are biotin (vitamin B7), which strengthens hair follicles, prevents breakage, and improves keratin production. Other ingredients include anthenol (provitamin B5), pyridoxine (vitamin B6), thiamine (vitamin B1), cysteine, zinc, arginine, peptides and growth factors, and hyaluronic acid.





What's the technology used?

The Toskani Mesoject Gun is a needle-free mesotherapy device designed for hair loss treatments. It works by delivering active ingredients directly into the scalp without needles, making the procedure painless and non-invasive.

What's your own approach?

I always try to merge different technologies to guarantee a good result for my patients. So for me, I start with step 1, a scalp scaling water that I massage into the scalp to open up the pores and help with the blood circulation. Step two, is the hair cocktail. Step three is what I call high frequency. Combined, these steps guarantee an effective result for the patient.

Is the treatment more effective for certain types of hair loss -hormonal, genetic, stress related?

I always focus on getting the right bloodwork done, to explore if the reason is hormonal or based on a vitamin deficiency. A person's diet plays a key role as well. If it's stress-related, I believe in a holistic approach to change the patient's lifestyle, sleep pattern and diet. Because if you don't, whatever treatment you do, you'll be treating the symptoms, not the cause.

How many sessions is the course of treatment?

6 to 10 sessions, starting with one session per week for the first few sessions, then moving to by-weekly sessions. The reasoning behind this is that the hair cycle is 28 days, and we have to move around it.

How long does it take to see results?

You can start to see results after the first couple of sessions. You'll notice a reduction in hair loss initially, then at a later stage, you'll notice the baby hair growing.

Are the results permanent or does it require maintenance?

Maintenance is absolutely necessary, because no results are permanent no matter the treatment. It could be a session every four or six weeks.

Are there any factors that affect the success of the treatment - age, lifestyle, genetics?

Lifestyle is essential. The right diet and exercise absolutely can affect the treatment. Periodical haircuts play a positive role too, and so does washing the hair two to three times a week.

Are there any side effects to this treatment?

None.

Is it suitable for all scalp types?

Yes, absolutely.





Vitality's, the renowned Italian professional haircare brand, recently presented its spectacular international event Synaegenesis in Bergamo, Italy. This emotional and narrative journey unfolds across seven frames, combining imagery, music, and movement to explore the major transformations of our time. Eighteen nations came together in a shared experience symbolizing a new beginning and collective beauty. The opening frame, Chroma, celebrates color as the origin of everything — a tool of technique and creativity for hairstylists, and a language of identity and possibility for wearers. Following themes include sustainability (Greenverse), balance of contrasts (Duality), creativity as transformation (Re-Image), collaboration between human intuition and artificial intelligence (Human AI), inclusivity and diversity (All In), and fashion as a universal language driving evolution (Evolution Among the nations present at the event were also countries from the Gulf region, with a notable presence of influencers and salons who had the opportunity to experience this unique journey. This was made possible thanks to the new exclusive distribution agreement between Vitality's and Beauty Velvet in Saudi Arabia, the UAE, and Lebanon—a partnership that marks a new era for the brand. This collaboration is a clear symbol of the Italian company's intentions to strengthen and expand its presence in the Middle East market.

ABOUT VITALITY'S

Vitality's is a professional Italian haircare brand known worldwide for its commitment to quality and sustainability. The brand offers advanced, high-performance products, with a particular focus on innovative and reliable color solutions that respect hair health. Built on decades of expertise, Vitality's combines cutting-edge technology with Italian creativity to deliver salon solutions that meet the evolving needs of hair professionals globally. Renowned for its excellence, Vitality's is present in over 60 countries, supporting stylists with education and products designed to enhance hair beauty and integrity.



ABOUT BEAUTY VELVET

Beauty Velvet is the exclusive professional distributor of Vitality's in key Middle Eastern markets, including Saudi Arabia, the United Arab Emirates, and Lebanon. With a solid presence in these countries, Beauty Velvet plays a crucial role in developing the brand through dedicated education, technical support, and strong salon partnerships.



For more information:
info@beautyvlvt.com
Instagram: @vitalitys_middleeast2
[beautyvlvt.ksa](https://www.beautyvlvt.ksa)
[beautyvlvt.lb](https://www.beautyvlvt.lb)
[beautyvlvt.uae](https://www.beautyvlvt.uae)



twss unveils HOT MESS & ON AIR...

Dubai-born brand **twss**, known for blending high-tech innovation with bold personality, has just dropped two new must-haves for hair enthusiasts: Hot Mess and On Air. From precision styling to portable glam, these tools are designed to give **pro-level** results with a rebellious edge—and zero fuss.



A New Era in Hair Tools

Launched in October 2024, twss is already making waves across the beauty world. With a mission to inspire everyday artists to express themselves unapologetically, the brand continues its streak of innovation with these two latest launches. Both tools are aimed directly at consumers and are perfect for home styling or on-the-go glam.



twss



Hot Mess: The Multi-Styler with Attitude

If your styling tools could talk, Hot Mess would be the one dropping hair-flip emojis all over your feed. This all-in-one multi-styler dries, curls, straightens and volumizes—no extra tools needed. Whether it's soft waves or va-va-voom volume, this tool does it all, effortlessly. With adjustable heat settings, an easy switch for curl direction, and smart tech that protects against overheating, Hot Mess is perfect for beauty lovers who want versatility without compromising hair health.

Why We Love It:

- Total Control: Custom heat settings to suit every strand
- Fast Styling: High-speed BLDC motor for long-lasting looks
- Curl on Command: One-click direction change for perfect styling
- Safety First: Built-in tech keeps hair protected from damage

Style, Performance and a Whole Lot of Personality

From its sleek flat iron (Silk) to its cult-favorite blow dryer (Flow), twss has already proven it's not just about good looks—it's about performance that delivers. With the addition of Hot Mess and On Air, the brand continues to lead a new wave of beauty innovation that's playful, powerful and made for self-expression.

On Air: Light As a Feather, Loud in Results

Sleek, futuristic and shockingly quiet, the On Air hair dryer packs serious punch in a feather-light frame. We're talking a 110,000 RPM motor—that's jet-engine fast—yet designed to be whisper-quiet and comfortable enough for all-day use. But this isn't just about speed. With billion-level ion technology, On Air banishes frizz and amps up shine, leaving hair smooth, silky and red carpet-ready.

Key Features:

- Power Up: 110,000 RPM motor dries hair at lightning speed
- Frizz-Free Finish: Ion tech delivers a glossy, static-free finish
- Weightless Wonder: Ultra-light and ergonomically designed

Whether you're a stylist, a creator or just love a great hair day, twss makes pro-level styling accessible, fast and fun. The twss collection, including Hot Mess and On Air, is available at www.eideal.com



[comfort zone]
conscious skin science

NEW
HYDRAMEMORY
LIP CARE ROUTINE

SKIN-ADAPTIVE
HYDRATION



NEW HYDRAMEMORY LIP CARE ROUTINE

"With our new lip care routine, we tried to blend innovation with efficacy, crafting products that meet the evolving needs of today's conscious consumers." Eve Merinville – R&D and Innovation Director at Comfort Zone

[comfort zone] launches the new Hydramemory lip care kit, where science, sensoriality, and clean beauty come together in a complete routine designed by our specialists, that meets the daily needs of hydration, nourishment, and radiance—leaving lips naturally plumped, soft, and beautifully healthy.

At the heart of the new routine is the Hydramemory Plumping Lip Balm, the hero product of the launch: an innovative formula that combines the glossy shine of a cosmetic lip gloss with the nourishing power of an oil-based balm. Its juicy texture, comfortable and non-sticky, perfectly adheres to the lips and delivers long-lasting gloss and hydration.

NATURALLY PLUMPED, CLINICALLY TESTED APPEARANCE* 8 HOURS OF LONG-LASTING GUARANTEED HYDRATION**.

To complete the at-home lip care regimen, the **Hydramemory Exfoliating Lip Scrub** prepares lips by gently removing dead skin cells, while the **Hydramemory Hydra-Boost Lip Mask** provides intensive care to keep lips nourished and plumped over time.

Clean formulas, free from silicones, with key ingredients such as **Betaine** (hydrating), **Macro Hyaluronic Acid** (plumping), and **Shea Butter** (nourishing), provide an effective, gentle, and truly revitalizing treatment for the lips across all three products.

[comfort zone] is an Italian Certified B Corporation, leading the way in delivering premium clean, results-driven, vegan formulations and spa treatments. Combining 25 years of professional expertise, and constant innovation, it is committed to skin and planet regeneration.

[comfort zone]
conscious skin science

*Independent laboratory, clinical and instrumental evaluation, 20 people, 1 application of Hydramemory Plumping Lip Balm.
**Independent laboratory, instrumental evaluation, 20 people, 1 application of Hydramemory Plumping Lip Balm.

DFW 2025 Six Days, Six Styles

The Standout Hair
Moments from
**Dubai Fashion
Week 2025**



Dubai Fashion Week delivered a runway spectacle not just in couture but in hair artistry, showcasing a diverse range of styles—from sculpted updos to sleek, understated elegance. Over six days, designers paired their creations with statement-making hair, proving that the right style can elevate an entire look.

“accessories that added a special kind of **flair** to the **dreamy** collection.”

Zeena Zaki

The models' hair appeared in sleek updos with dramatic front detailing, including sculpted tendrils and baby hair accents that softened each look. This modern evolution of a classic chignon seems to blend high fashion with individual expression, to give the overall look a playful twist.

This distinct high-chignon made a previous appearance on Fendi's Spring-Summer 2019 catwalk, with lesser structural baby hair - which was left visible, rather than styled into swirling patterns.

Antoine Kareh

Subtle accessories were dominant on the runway, as models wore thin metallic headpieces shaped almost like half auras. The hair was styled into sleek low chignons, creating a clean and smooth base that allowed the headpieces to give structure to the looks.

Although quite a different concept, but when mentioning metallic headpieces, one cannot but think of Alexander McQueen's iconic sculptural metallic helmets from his Fall 2008 runway show.

Paolo Sebastian

While delicate metallic headpieces turned heads at one show, thoroughly crafted jewel-encrusted head covers were the star of the show in another.

Covering the models' neat and carefully tucked-in hair buns, the glitzy pieces included star-shaped accessories that added a special kind of flair to the dreamy collection.



BLSSD

Models walked the runway with sleek yet effortless hairstyles, ranging from loosely textured braids to deep side-parted ponytails and ultra-straight locks. Natural curls added volume and individuality, while glossy finishes complemented the structured silhouettes, creating a balance between polish and modern ease, and achieving an undone yet refined aesthetic.

Michael Cinco

Models walked the runway with sculpted updos, some featuring intricate braiding, while others had sleek, gravity-defying structures that echoed the grandeur of the gowns. Soft, brushed-out waves also made an appearance, balancing the dramatic silhouettes with a hint of romance. The overall hair direction was polished, theatrical, and perfectly aligned with Cinco's signature opulence.

Manel

Models wore their hair down, straight, and sleek. Some had precise middle or side parts, keeping the look clean and polished, while others kept their locks effortlessly flowing. The minimalism of the styling let the designs stand out without distraction, it emphasized a polished yet natural aesthetic. This approach echoed the timeless appeal of classic runway hair—clean, sophisticated, and perfectly aligned with the brand's modern feminine vision.



“echoed the timeless appeal of classic runway hair”



CLEAN BEAUTY:

WHAT IT REALLY MEANS AND WHY IT'S GAINING GROUND

Over the past decade, the beauty industry witnessed a surge in demand for "clean beauty," a movement that emphasizes products free from harmful ingredients and focused on sustainability, transparency, and ethical sourcing. But what exactly is clean beauty, and why has it gained such momentum? As consumers become more conscious of the products they use on their skin and the environmental impact of their choices, clean beauty has evolved from a niche trend to a mainstream movement. This interview with Dr. Asma Al Khatib - a specialist dermatologist with more than 11 years of experience in cosmetology and dermatology, delves into the core principles of clean beauty, and explores its rapid rise in popularity.

What is Clean Beauty? How is it different from Natural or Organic Beauty?

Clean beauty focuses on safe, non-toxic ingredients that prioritize human health and environmental responsibility. It's less about being 100% natural and more about avoiding harmful or questionable chemicals. Natural, by definition, is derived from plant, mineral, or animal sources but not always safer or sustainably sourced.

How do you define Clean Beauty standards for hair, scalp, and skincare?

While there is no universal regulatory definition, clean beauty typically avoids:

- Sulfates (SLS/SLES): Harsh surfactants that can strip hair and scalp of natural oils.
- Parabens: Preservatives linked to hormonal disruption.
- Phthalates: Commonly found in fragrances and associated with health risks.
- Silicones (in excess): Can build up on the scalp, affecting hair health over time.
- Synthetic Fragrances: Potential allergens with undisclosed ingredients.

For scalp health, clean beauty often prioritizes gentle, microbiome-friendly ingredients.

Is Clean Beauty necessarily chemicals-free?

No. Everything is made of chemicals — water is a chemical (H₂O). Clean beauty allows safe, non-toxic synthetics (like hyaluronic acid) while avoiding harmful or irritating substances.

How does sustainability factor into Clean Beauty? Are all “Clean” brands sustainable?

Sustainability is often part of clean beauty’s mission, but not always guaranteed. Look for:

- Eco-Friendly Packaging: Recyclable, biodegradable, or refillable materials.
- Sustainable Sourcing: Ethically harvested ingredients without deforestation or exploitation.
- Carbon-Neutral Practices: Brands measuring and minimizing their environmental impact.

Not all clean brands prioritize sustainability equally, so transparency matters.

Are Clean products always safer or better for hair, scalp, and skin health?

Not necessarily. While clean products avoid controversial ingredients, effectiveness depends on formulation. For instance, natural oils can clog pores if misused, while certain synthetic ingredients, like peptides, are safe and effective. Always patch-test new products.

What is the most common misconception about Clean Beauty?

That natural equals better. Poison ivy is natural but not safe. Clean beauty prioritizes safe, well-researched ingredients - natural or synthetic, over marketing buzzwords.

How can consumers navigate ingredient lists for informed choices?

First, look beyond marketing: “clean,” “natural,” or “green” are often unregulated terms. Research ingredients and use resources like the Environmental Working Group (EWG) Skin Deep Cosmetics Database. Also, prioritize transparency. Brands that disclose full ingredient lists -including fragrance components, are more trustworthy.



How does Clean Beauty impact hair health? What should consumers look for in shampoos, conditioners, and treatments?

Clean hair care supports the scalp’s microbiome and minimizes damage. Look for:

- Shampoos: Sulfate-free, with gentle cleansers like coco-glucoside.
- Conditioners: Nourishing oils (argan, jojoba) and plant-based proteins.
- Treatments: Scalp serums with tea tree oil, prebiotics, or niacinamide for balance.

What are the common scalp concerns Clean Beauty can address effectively?

- Dryness & Flaking: Tea tree oil, aloe vera, and probiotics help balance scalp health.
- Oiliness: Clay-based or apple cider vinegar treatments regulate sebum.
- Sensitivity: Fragrance-free formulas with oat extract or chamomile.

Are there ingredients considered “Clean” that still deliver salon-quality performance?

Yes. Clean beauty has evolved significantly. Key performers include amino acids, which strengthen and repair hair. Plant-based silicones, like hemisqualane, can smooth and protect hair without buildup. There are natural oils like argan and marula also, which provide shine and hydration without synthetic silicones. Peptides & niacinamide are also on the list, as they support scalp health and hair growth.

What emerging trends in Clean Beauty do you forecast for 2025?

- Scalp Health as Skincare: Products targeting scalp microbiome health.
- Waterless Formulations: Solid shampoos and conditioners to reduce water waste.
- Biotech Beauty: Lab-grown ingredients (like plant stem cells) for more sustainable production.
- Minimalist, Skinimalism-Inspired Routines: Multi-use products with simple, transparent ingredient lists.

What are your go-to Clean Beauty products and ingredients for hair, skin, and scalp?

While product availability varies, ingredients to trust include:

- Hair: Hemisqualane, baobab oil, hydrolyzed quinoa.
- Scalp: Aloe vera, prebiotics, rosemary oil.
- Skin: Squalane, bakuchiol, niacinamide.

Brand Examples (subject to availability & formulation updates):

- Hair: Briogeo, Innersense, Rahua.
- Scalp: Act + Acre, Vegamour.
- Skin: Biossance, Youth to the People.

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- DATA YOU CAN DEPEND ON** – A clinical commitment supported by independent, unbiased testing on every final formula

WRINKLE + TEXTURE CONCENTRATE

| | |
|---------|--------|
| before. | after. |
| | |

97% OF USERS AGREED* skin tone looked more even & wrinkles were visibly softened

*In an independent, third party, 10-week clinical study with 29 subjects, aged between 35 and 65 with wrinkles. Skin type, age, skin type, Fitzpatrick Skin Type I-IV

BRIGHTENING + FIRMING SERUM

| | |
|---------|--------|
| before. | after. |
| | |

96% OF USERS SAW* fine lines & wrinkles were less visible. skin elasticity was improved.

*In an independent, third party of 20 female subjects between 45 and 59 years old, representing Fitzpatrick Skin Types I-IV

MAXIMALIST AGE-DEFYING MOISTURIZER

| | |
|---------|--------|
| before. | after. |
| | |

94% OF PARTICIPANTS SHOWED IMPROVEMENT IN* skin radiance, texture, firmness & tone

In a study of 36 subjects, aged between 35 and 65 with self-reported dry skin, representing Fitzpatrick Skin Types I-IV

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Wella Makes Waves at Beautyworld Middle East 2025

Wella Professionals is preparing a unique immersive and creative experience at Beautyworld Middle East, from October 27 to 29 in Dubai.

The countdown has begun! From 27 to 29 October 2025, Wella Professionals will be at the very heart of Beautyworld Middle East in Dubai. Far more than a classic participation, the brand is planning a unique, immersive presentation designed to captivate and push the boundaries of professional hair creation.

Following a highly successful debut in 2024, Beauty LIVE returns with a stage dedicated to the industry's most inspiring demonstrations. Wella will open this stage from day one, confirming its leadership status. On site, visitors will be able to attend continuous demonstrations, highlighting creativity and a sense of innovation for a captivated audience.



Wella has chosen Beautyworld to innovate, exchange ideas and shape the future of professional hairdressing.



You can look forward to style, rhythm and boundless energy!



With over 140 years of expertise in colouring, care, and craftsmanship, Wella doesn't just follow the movement: it initiates it. Renowned for transforming performance into power and creativity into commercial value, the brand will make its space a living stage where technique meets transformation in real time.

Wella has chosen Beautyworld Middle East as its platform for expression, not only because it is a leading international exhibition in the world of beauty, but primarily because it is a global platform where innovations, trends, and high-impact connections for the industry converge.

For decision-makers in our sector, the Hair, Nail & Salon hub is where the next chapter of the story is written – and where Wella will present the best of hair artistry.

From 27 to 29 October, at the Dubai World Trade Centre is where it'll all be happening, with all roads leading to Wella. Follow the excitement; be at the heart of the future!

Beauty LIVE returns for its second edition with a dedicated stage and an outstanding showcase of the most innovative hair and beauty demonstrations.





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THE MANTA[®] DIFFERENCE

LOVED BY WOMEN WHO KNOW THEIR HAIR

MANTA[®] PULSE HEALTHY HAIR & SCALP BRUSH

Built-in sonic pulsations provide a relaxing head massage, increasing blood flow & enhancing scalp stimulation - unlike static brushes that don't vibrate

Soft-touch material glides through hair without breakage

Moulds to the shape of the palm & scalp to gently stimulate & exfoliate for a healthy scalp

Ultra-gentle bristles that won't scratch or irritate even the most sensitive scalps



VS

TYPICAL DETANGLING BRUSH

No vibration or massage effect - limited to passive brushing only

VS

Bristles made from rigid parts which can catch & tear delicate hair

VS

Only a small section of the brush touches the scalp, meaning less stimulation & exfoliation

VS

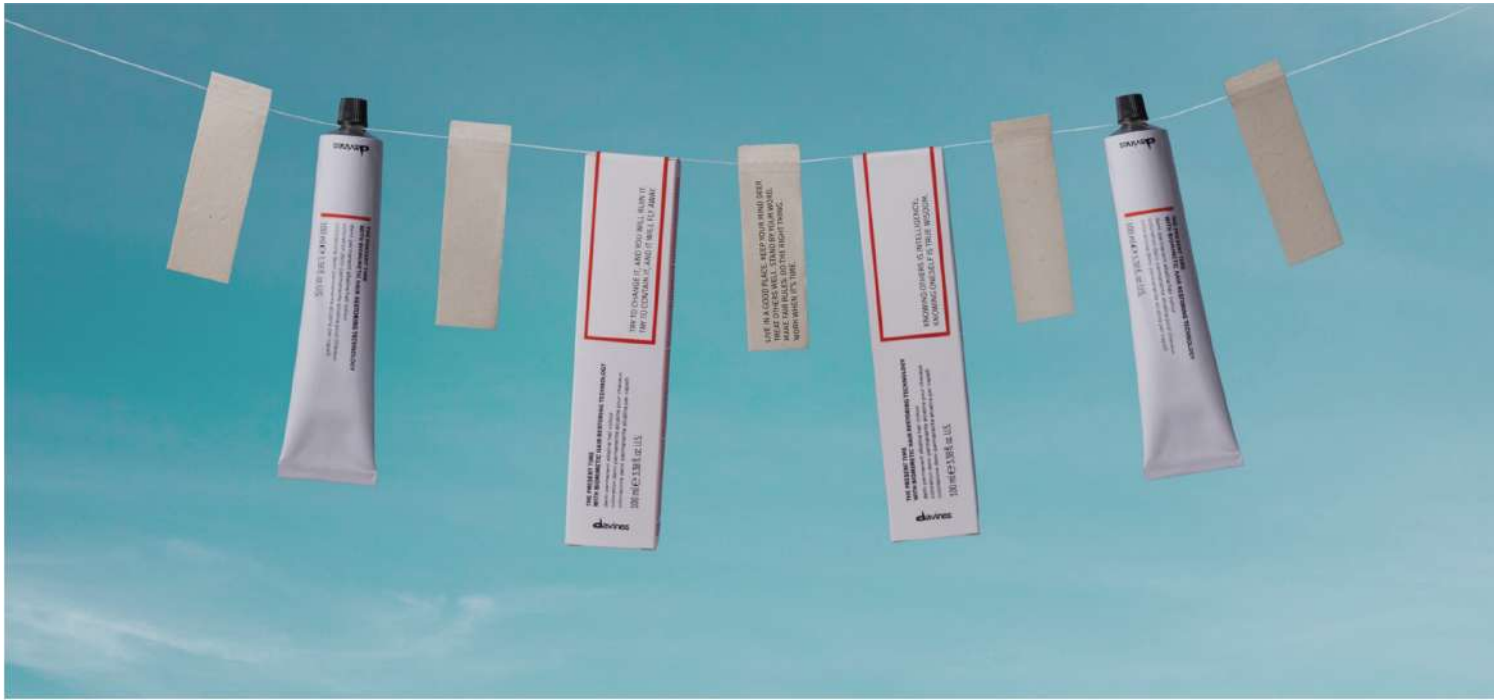
Hard bristle tips can scratch & irritate the scalp



MULTI-AWARD WINNING

46 INTERNATIONAL BEAUTY & TRAVEL AWARDS
& COUNTING...





The Present Time is the new demi-permanent alkaline colour, conceived with a sustainable approach and enriched with innovative Biomimetic Hair Restoring Technology to care for hair while minimizing the environmental impact. The Present Time is an ammonia-free demi-permanent alkaline colour line designed to deliver low committing, evolving colour and fast services. The range offers delicate lightening, gentle yet comprehensive coverage with more longevity, extra vibrancy, reflective shine and dimensional results.

A chance to be in the moment

The Present Time was named for our wish to honour the moment we are living in. In our chaotic daily lives, through the gift of ancient words of wisdom, our wish is for each of our colourists to feel seen as a person, and to take the time to reflect upon something that is meaningful to them.

High performance colour and protection

Ideal for any hair type, The Present Time offers outstanding colour results, with extra vibrancy, delicate lightening and gentle coverage, including up to 70% white coverage on naturals and 50% on fashion reflects. Colour evolves, lasting up to 24 shampoos and fading true to tone. What's more, our Biomimetic Hair Restoring Technology helps to restore, reinforce and protect the hair. It restores hair lipids by up to 76% after just one colour service, it increases resistance to breakage by 34%, improves combability and detangling by 43% and protects colour from UV exposure for up to 4 weeks. Hair is also 10x shinier on fashion reflects and 6x shinier on naturals.

Advanced hair-restoring technology

The Present Time uses Biomimetic Hair Restoring Technology, created using responsibly sourced coconut oil and Omega 9, which mirror the natural composition of hair in its optimal state, to improve the hair structure and restore the hair lipids usually lost during colouring. These ingredients are manufactured using processes that respect local communities and the environment. We've also swapped traditional synthetic gelling agents for our patented plant-derived cellulose, which offers important structural support to the formula. It also has a specific affinity to the hair, helping the biomimetic ingredients and dyes penetrate into the hair fibre.





Our formula is also powered by our patented hero ingredient, Biacidic bond complex, created in the Davines laboratories using a blend of two molecules, to improve hair integrity by repairing damaged bonds and protecting hair from oxidative stress. This ingredient works in synergy with the biomimetic ingredients and the cellulose to protect the final colour of the hair from UV exposures and shampooing overtime.

Our commitment to sustainability

The Present Time colour cream is formulated with 88-93% natural-origin ingredients and 89-99% biodegradable ingredients. Activators are formulated with 93-95% natural-origin ingredients. It is also the first Davines colour line to use a Regenerative Organic Certified (ROC) ingredient - coconut oil. Regenerative Organic Agriculture goes beyond protecting the environment and instead seeks to rehabilitate and enhance it. With the potential to sequester carbon and mitigate climate change, promote biodiversity, and protect our soil, air, and water, using an ROC ingredient symbolises Davines' commitment to addressing the issues that threaten our planet. As well as this, the innovative product is designed for easy rinsing, which reduces water usage by up to 40% compared to most alkaline dyes.

The Present Time's packaging has numerous sustainability features. The packaging is composed from recycled and lightweight aluminium and FSC-certified paper. All plastic components are made of bio-circular mass-balance plastic, a material derived from renewable biomass, which does not require additional land consumption for its production. All packaging components are fully recyclable..

Something for everyone

The Present Time can be used in a wide range of colour services, from reflect changes on natural hair to giving lengths and ends a vibrant colour refresh and base breaking to soften regrowth. It is also ideal for delicate lightening and gentle coverage with more longevity, achieving creative results on natural and pre-lightened hair, or for sun-kissed effect. Colour services using The Present Time are on offer at all Davines salons.



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Introducing BIOPROTECTION™ — the future of hair maintenance. Powered by our proprietary molecule, a dual-action blend of Micropeptides and Macropeptides, BioTech Blowout™ goes beyond the surface level of hair to protect, hydrate, and strengthen hair from the inside out.

See stronger, shinier, healthier hair with every blowout.
Heat defense, volume-boosting, frizz control, and long-lasting style.
All in one lightweight formula.



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

Why Stylists Love It



- ✓ **Simple to use. Powerful to experience.**
BioTech Blowout™ fits seamlessly into your service routine, providing both treatment and styling benefits, and replacing the need for multiple products.
- ✓ **No mixing. No wait time. No extra steps.**
Simply apply to damp hair before styling. BioTech Blowout™ gets to work instantly, whether you're blow-drying or air-drying.
- ✓ **One product. Every client. Every appointment.**
From natural to color-treated to textured hair, this treatment mask strengthens and shields every strand, no matter the type.
- ✓ **Protection your clients will feel - and see.**
BioTech Blowout™ defends against heat, pollution, and frizz while enhancing style memory and curl retention. Hair stays smoother, longer.
- ✓ **High-Impact, low-effort add-on.**
Use as an add-on service to boost shine, strength, and your bottom line. Bundle it with retail for at-home maintenance and an easy upsell.

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LIVE**

**Where beauty
takes centre stage**

Returning for its second edition at Beautyworld Middle East 2025, BeautyLIVE brings together top hair professionals for a high-energy series of live showcases. From bold cuts and striking colour transformations to trend-driven styling and advanced techniques, experience the artistry of professional hairdressing unfold live on the show floor.

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