

Jason Backe Named L'Oréal Professionnel Celebrity Colorist

L'Oréal Professionnel has named Jason Backe, co-owner of Ted Gibson Salon, its celebrity colorist. Backe is known for creating chic and wearable color, in addition to his A-list clientele including Anne Hathaway and Renée Zellweger. "We admire his work as a colorist and take pride in the passion and energy he has for the brand, and more specifically for INOA," said Vice President and General Manager of L'Oréal Professionnel Alejandro Lopez. "I am always inspired by new technologies, and INOA has become the ultimate inspiration for me," Backe said.



Models flank L'Oréal Professionnel's Alejandro Lopez, Jason Backe, L'Oréal Professionnel's Paul Schiraldi and Ted Gibson.

Paul Mitchell Schools Aid Gulf Oil Spill Relief

Paul Mitchell Schools and Paul Mitchell Future Professionals recently took action to help Gulf oil spill relief efforts by holding numerous cut-a-thons and donating all hair clippings to Matter of Trust to be made into hair mats and booms to absorb oil. The Vanguard Academy, a partner school in Louisiana, became a distribution and drop-off point for donations. John Paul Mitchell Systems, which manufactures the John Paul Pet line of animal-specific grooming products, also encouraged all pet groomers to get involved by contributing fur clippings to the cause.



Paul Mitchell Future Professionals joined together to aid Gulf oil spill relief.

Sedu Announces Banish Boring Hair Contest

Professional styling tool brand **Sedu** has just announced its Banish Boring Hair Contest, which launches this month. The contest encourages stylists to be creative and daring with their entries—a photo of an innovative look created with a flat iron, along with simple instructions. Sedu will accept entries by standard mail or submitted through the website from September 1 through October 15, and Sedu experts will choose three finalists based on originality, use of flat iron and educational value of instructions. One winner, announced October 29, will receive the grand prize: \$1,000, a Sedu styling tool kit valued at \$450 and their winning look featured in a major trade magazine. Visit sedubeauty.com for complete contest rules.

Matrix Announces Mannequin Mania June Semi-Finalists

In the third month of the **Matrix** Mannequin Mania competition, the company chose 12 semifinalists for the month of June from a pool of 5,506 entries. Semifinalists will receive \$1,000 and proceed to compete in the finals. Stylist semifinalists are Ron Soto (CA), Rachel Peterman (MI) and Timothy Findon (PA); Salon Team semifinalists are Hair and Beyond (NY), Suite One Salon (NV) and Cre8 Salon & Spa (FL); Student semifinalists are Joshua Claussen (KS), Adriana Saquimax (IL) and Abby Bagby (OK); and Matrix Friends & Family semifinalists are Sarah James (MI), Angie Bouwkamp (MN) and Amanda Marie Cory (IA). One additional group of semifinalists will be chosen before the contest ends on July 31. A panel of industry leaders including *American Salon's* Lotus Abrams will then select finalists and America will vote for the Matrix Mannequin Master, who will win the grand prize of \$25,000 and a day with celebrity judge Tabatha Coffey. Visit mannequinmania.com to see the semifinalists' entries.



One of the Matrix Mannequin Mania June semifinalists

Beauty Companies Support Breast Cancer Awareness

In the 25 years National Breast Cancer Awareness month has been educating women about the importance of early detection, mammography use has doubled. Still, a woman dies of breast cancer in the United States every 13 minutes. The professional beauty industry is once again showing its support to raise awareness this year and spur progress in research and treatment. Manufacturers such as **TIGI**, **Aveda** and **OPI** are offering special products with limited-edition pink packaging for Breast Cancer Awareness month in October, with proceeds going to a number of breast cancer facilities and research organizations. Get involved! Visit americansalonmag.com for complete list of participating companies.



Aveda Stylists Celebrate Sky High Hair Day

To mark the launch of Control Force Firm Hold Hair Spray, **Aveda** invited stylists from across the country to celebrate Sky High Hair Day on June 22 by creating dramatic updos using the new styling product. Hairdressers drew inspiration from Aveda's Control Force campaign poster featuring a statuesque coif, and many participants shared photos of their towering toppers on the company's Facebook page. The spray provides flake-free firm hold with a full day of humidity resistance, UV filters and antioxidants



The staff from On the Green Salon & Day Spa in Saint Marys, GA

to protect style and hair health. Aveda counteracts any environmental damage caused by production and the aerosol with renewable energy funding.

Solano Sponsors PBA Beauty Week Events at Cosmoprof

Professional styling tools company **Solano** debuted the newest in its line of handcrafted premium dryers and irons at Cosmoprof North America in Las Vegas in July, and honored top styling students in the Professional Beauty Association (PBA) Beacon program. The 100 honorees selected for the PBA Beauty Week event received gifts from Solano and the opportunity to attend the North American Hairstyling Awards (NAHA) ceremony. Solano was also the exclusive host of the NAHA Red Carpet Reception held at Mandalay Bay Resort on July 18. More than 2,800 guests attended the event, which featured live entertainment from DJ Roonie G and Las Vegas-based Culture Shock Dance Crew and special artistic presentations from former NAHA winners Vivienne Mackinder and Faatemah Ampey.