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SUMMER 2004

AMERICA'S FAVORITE BEAUTYMAKERS

PRO  
MAKEUP TIPS

# FREEDOM & GIRL POWER

## In Style



Summer Looks  
Salon Tips  
SunFun Vegas  
Beauty Politics

## Hollywood's Power Duo - Julia and Halle - Are The New Sisterhood

By Janis Hashe  
Salon City Star

### Beautymakers Find the Feminine Voice

Real joy. That's what you read in the expressions of Halle Berry and Julia Roberts as they embrace following Halle's win at this year's Oscars.

From our standpoint, their happiness includes more than a gold statue. It expresses the solidarity and growing empowerment among all women, globally, and within our own salon and spa industry in particular.

For some people, this is known as "Girl Power." Young women have reclaimed the word "girl." No longer does it conjure images of weak, needing to be protected, or less-than. Now this word implies a fresh approach, a youthful, free spirit and fearlessness.

In our industry, women professionals are advancing rapidly into leadership positions. The beauty salon has long been a source of female economic power, but now our ranks also include executive managers of large, worldwide companies, as well as founders and CEOs. How are these exponents of Girl Power changing our industry-and the world along with it? We decided to ask them. Here's what they said:

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Julia Roberts Passes 'The Baton' to Halle Berry



Marylle Koken - Sebastian Art Director, Xtah.

## Girls Are Hot Beauty Entertainers

**WEST HOLLYWOOD** - To truly define creativity in hair art, one need only look to veteran Sebastian Artistic Team member Marylle Koken, who is currently traveling with Robert Lobeta's "Escape from Mediocrity" Tour.

Koken, Sebastian's Artistic Director, Xtah, is one of the nation's top performing media artists in beautymaking today. Pictured here on stage at a recent

Xtah show at The Kodak Theater in Hollywood, she believes women have a bright future as beauty entertainers. Koken ought to know - she has Girl Power! written all over her own powerful persona. Born in the Netherlands and schooled in Belgium, Marylle (pronounced Mar-ell) now calls the cultural mecca of West Hollywood, California home.

"An individual look isn't something that sits still," she explains. "It's really about progression and evolution - change and never getting stuck."

Her favorite product? Xtah Crude Clay is her expression of choice because it's liberating.

Perhaps that's the truest definition of creativity. See Girl Power! jobs on Page 34 inside Star.



Salon City Star



SALON CITY

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BEAUTY ENTERTAINMENT NEWS

COMING TO LONG BEACH JUNE 29-JULY 1

International Congress of Esthetics, West

Int. Congress of Esthetics, West, receives California Board Recognition - a First Among Trade Shows



Dr. Jean Jacques Legrand  
Rodolphe Legrand (r)

featured, we have added 16 continuing education classes. "This high standard of education promises to attract thousands of estheticians and spa professionals with one purpose: Preparing for the future," says Rodolphe Legrand, CEO of *Les Nouvelles Esthetiques* magazine.

'LNE' sponsors Int. Congress of Esthetics, which are held worldwide. The American edition of *Les Nouvelles Esthetiques* co-sponsors the Long Beach, Miami, Philadelphia, and Dallas shows with *Dermoscope* magazine. 'LNE' has been published for over 40 years worldwide. For info call Monica Schuloff Smith, Editor-in-Chief for *Les Nouvelles Esthetiques*, American Edition, at 800-471-0229 ★

LONG BEACH, CA - The International Congress of Esthetics, West, Continuing Education Program has been recognized by the California Board of Cosmetology as a continuing education provider, Provider number 02-002, to give 16.75 credit hours at the Int. Congress of Esthetics, West.

Laura Bazo, Conference Coordinator says, "This continuing education esthetics program has the prestigious recognition of being the first of its kind at a trade show in California. In addition to the conference program usually



William Strunk - Publisher  
Dermoscope magazine



Joel Gerson  
Master Artist, Show Host



David S. Friedman  
Director of Shows



Martin Persons stopped in  
ISSE Show aisle for Star



Joe Mastalia & friend  
toast at Sebastian's party.

Alterna  
"The Hot Line"



"Two Mikes Meet in Vegas"

Alterna's Mike Brady and Mike Perrelli of Beauty Systems Group stopped long enough to take a quick Salon City Star photo op. Alterna is one of the hottest lines to emerge in the salon industry and BSG salons and clients want to see more powerhouse marketing that Alterna is so well known for.



ErGo's Robert Reed and Annie Casciola at Farmer's Market in L.A. reading the Star on ErGo and artists at Sebastian and ISSE show.



Woody and Carrie at his  
super-cool ISSE booth.

ISSE L.A.

L.A.'S COOL SHOW FOR PROS



Schwarzkopf's Shows at ISSE were non-stop standing-room-only performances of art. Everyone wanted to see.

AFTER ISSE, SEBASTIAN INVITED THE BEST IN THE BIZ TO THE KODAK THEATER TO WITNESS THEIR BIG SHOW



Star Spotlight  
Media Artist  
Marylle  
Koken

Annie, Joan Harrison,  
and Sally's Judy Cole

SEBASTIAN