

# chromastics®

Proudly  
Featured In:

## hair biz

**Tom Dispenza**, president, and **Peter Ciotti**, CEO, recently hosted **Chromastics Hair Color's Shades Of Excellence!** event in Orlando. Tom, also a master hair colorist, along with master hair designers **Chase Wakeling, Caitlin Maddan, Stephen Adams, Franco Marino** and a team of Rising Stars, celebrated two days of interactive education to bring everyone's creative and business skills to a higher level.

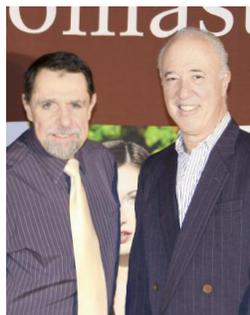
Tom shared dynamic stage presentations devoted to blondes, redheads, brunettes and

highlights. He also presented new hair color trends with special techniques for customized color formulations.

The company also launched **Chromastics Shades**, its new no-lift, no-ammonia, no-MEA liquid hair color.

Other presentations included **Mike Karg** on DryHairCut 2014; **Marianne Dougherty**, editor-in-chief of **The Colorist**, on public relations and photography; and **Larry Oskin** of **Marketing Solutions** on marketing, promotions and public relations.

Tom shared, "Chromastics puts complete artistic control back into the hands of the creative hair colorist. We believe that hair colorists should completely control the deposit, the lightening and the tone of every hair color formula for each of their clients." Call 877-716-2889 or visit chromastics.com.



Tom Dispenza (left) and Peter Ciotti (right) lead Chromastics.

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THE BEAUTY INDUSTRY REPORT

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY Biz

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### Mane St.

by Mike Nave

What value do you receive from exhibiting at or attending shows? **Beauty Industry Report** invests many hours per month at shows, and many people ask me, "Why spend the time and money?" It's simple—shows are where you can see many products and business building opportunities within a few days and even be one of the first to place an order!

This month, we report from **Cosmoprof Bologna**. More than 250,000 new products were featured at this mega beauty show. Each represents a new business opportunity—and a competitive advantage when you offer one or more of them first. We're approaching two important U.S. shows—**Premiere Orlando** and **Cosmoprof North America**. Plan to attend now and benefit from the new business and networking opportunities.

See you on the show floor!

This is your industry's newsletter, and **BIR** welcomes your feedback!

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Natural products...cont. on p. 2

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