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Host John Moroney, model Kerrick Sarbacker, winner Adam Livermore and Alexander Herzberg

Go for the Gold!

May the best stylist win! Eleven teams of finalists from across the nation competed in the U.S. Trend Vision Award '07 competition at The Studio in L.A. recently. But it was Adam Livermore of Edina, Minnesota's Spalon Montage whose interpretation of the Pop Couture trend best showcased excellence in artistry and creativity. "I'm absolutely stunned and amazed at the energy and incredible talent of everyone in the competition!" exclaimed Livermore. "This experience has been like a dream."

Runners-up included silver medalist Nicole Obert of Arrojo Studio in New York and model Katelin Mueller for Pop Couture, as well as bronze medalist Millie Baggett of Bella Capelli Salon in Roswell, Georgia, and model Irina Palas for Sensual Intrigue.

As the gold medalist, Livermore also won the opportunity to travel to Barcelona and compete against 53 other teams from around the globe at the International Trend Vision Award Competition. Congratulations!



Soon you won't find Joico on the shelves of your local drugstore.

Joico Fights for Your Rights

Tired of seeing your favorite professional-only beauty brands on the shelves of warehouse retailers? Well, Joico is too, and is combating diversion by engaging in a nationwide campaign to gather label-tampering evidence. The blitz focuses on the two retailers where the highest levels of diverted products have been identified: CVS and Rite Aid. Similar actions will be taken against other retailers selling diverted products.

The objective? To gather comprehensive evidence to build a case that insists such retailers cease and desist in selling defaced Joico products. This may not be an easy process, but for the integrity of the brand and its continued professional commitment, Joico is ready to take on the challenge.



Bryan Durocher, President of Durocher Enterprises

Go Team!

According to Durocher Enterprises' president Bryan Durocher, building a powerful brand through every aspect of the client experience is a necessity. And Dermalogica couldn't agree more! That's why the brand has secured Durocher as a speaker throughout the upcoming year. Annet King, director of training and development for Dermalogica, comments, "Bryan's expertise in the business of marketing, retailing and public relations makes him an invaluable resource for professionals in every phase of our industry. And, his combination of insight and charisma as a speaker always packs the house—skincare therapists and business owners are filled with questions, and Bryan has answers that work."

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