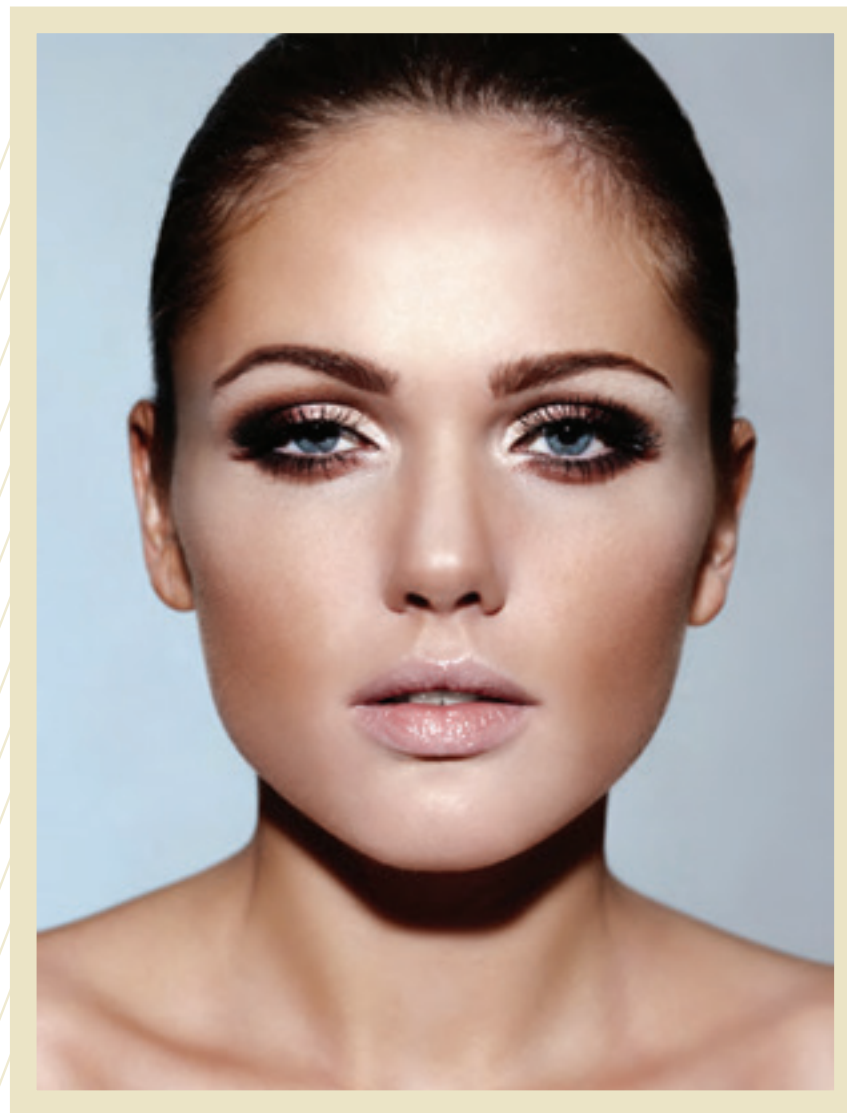




A/W 2014

Beauty Guide



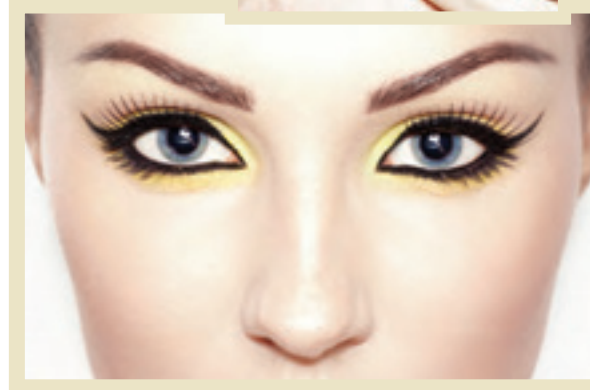
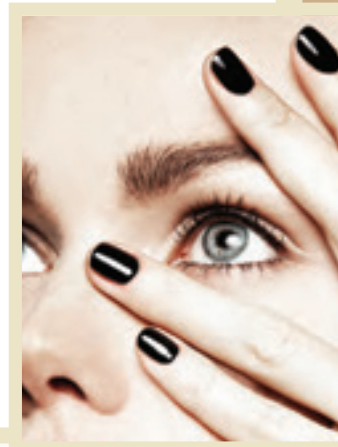
Welcome to *A/W 2014*

The A/W 2014 shows seem like a lifetime ago – and in the beauty world, they may as well have been!

But with the season itself finally rolling around, it's about time we get to grips with the trends. Luckily, we're here to keep you on the cutting edge.

Read on to see our favourite beauty looks – we've chosen the best from lashes, brows, nails and tanning.

Check-in with our industry leading experts, consult our guides and experiment with our recommended tools to recreate the looks.



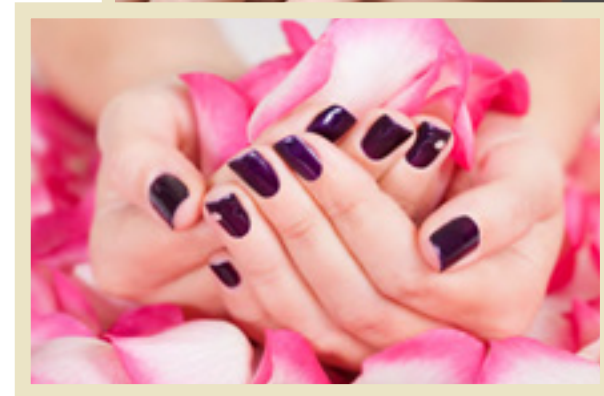
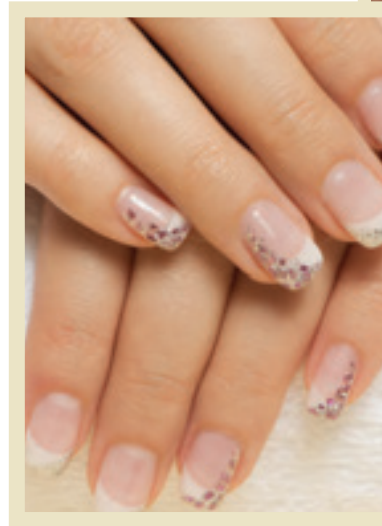
A/W14 TRENDS *nails*

The It Nail has been the biggest beauty draw in the fashion world for almost a decade.

Salon manicures are a regular staple for beauty lovers, and a great statement nail is a secret signal to anyone interested in fashion that you're a part of the pack, too.

This season, the obsession with nail art continues - think simple half moons and geometric lines - with colours kept either natural or vampish. We're saying goodbye to summer bright, and hello to winter subtlety.

Read on for industry insight from our expert, beauty school owner Marie-Louise Coster.



Ask the *expert*

“ This is going to be a season of pared-back extremes. Choose from a range of very nude, barely-there colours or on the other end of the spectrum, darker, vampish colours; wines, purples and dark plums.

Nail art will be simplified for the changing season. Rather than being elaborate, innovative and wacky, we'll be seeing the return of the humble French Manicure – this time, with a bit of a twist. Think contrasting colours and textures, which will be all the rage. From nude bases and dark tips to a contrast of textures of matt nails and shiny ends, an edgy French Manicure will be this season's hottest nail art.

There was a great display of half moon manicures on the catwalks, too – an interesting alternative but one which can still be the epitome of elegance. ”



Marie-Louise Coster

**Owner All About Mi, Industry Expert, Chairperson Habia/
SkillsActive Advisory Committee, Features Writer Guild
News**

All About Mi is a highly acclaimed Beauty Salon & Training School Based in Bristol founded by Marie.

www.allaboutMi.net

A/W14 TRENDS *lashes and brows*

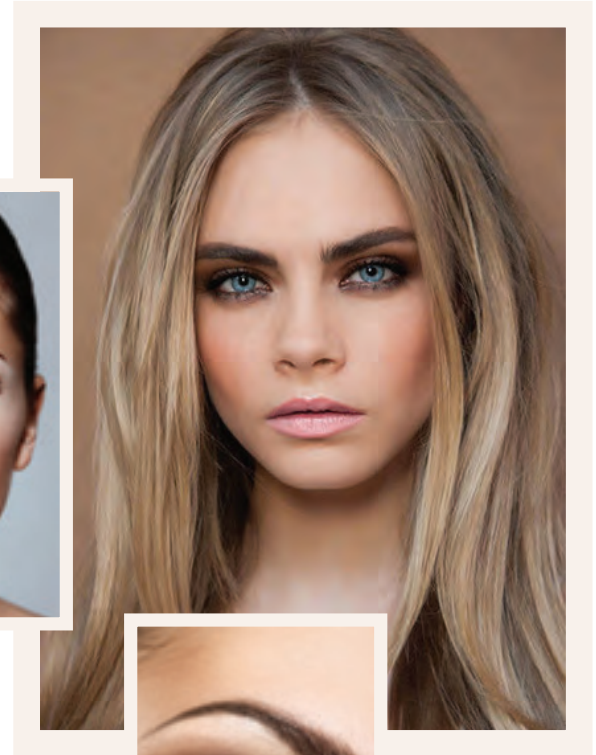
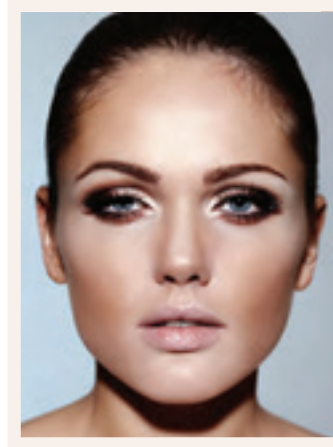
Cara Delevingne began a revolution when she burst onto the scene back in 2010; big brows were finally back! She brought the focus back towards a more natural face, and everyone rejoiced.

This seasons, say hello to the softer, fuller brow. On the catwalks, we've been seeing thick bleached brows everywhere. In the real world, the on-trend look is a soft, pencilled brow that should be all the rage this season.

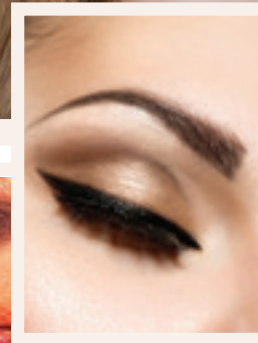
Lashes are important as ever, too. On the runway, facial focus moved from the lip to the eye, with the rest of the face kept light, natural and airy.

Lisa Stone gives her advice below.

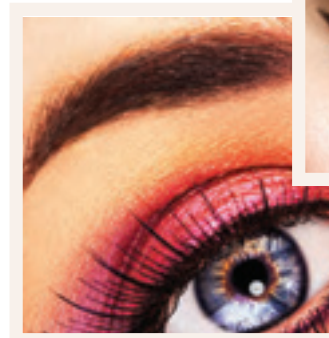
softer



fuller brow



cara delevingne



soft pencil

Ask the *expert*

“ This year we’ll see the return of much bolder, heavier brows dominating the face; leave those tweezers alone and let our brows grow! I’m not talking messy or unruly – rather, more maintained fullness that compliments the bare makeup look.

For some, the up-and-coming trend will prove challenging because of years of over plucking, so its great to know the beauty industry is on hand with treatments such as tinting, semi permanent brow extensions to reconstruct or fill in sparse brows. Makeup and brushing techniques will also help to create this naturally thicker brow.

With lashes just as popular as ever, this season we will be seeing yet more volume - and lots of it! With volumising lash techniques such as 2D, 3D, and 4D, depth and volume will be given to double, triple, and quadruple the look of lashes, giving a beautiful, voluptuous effect to the eyes. ”



Lisa Stone

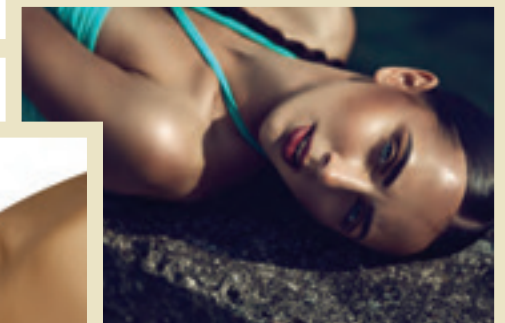
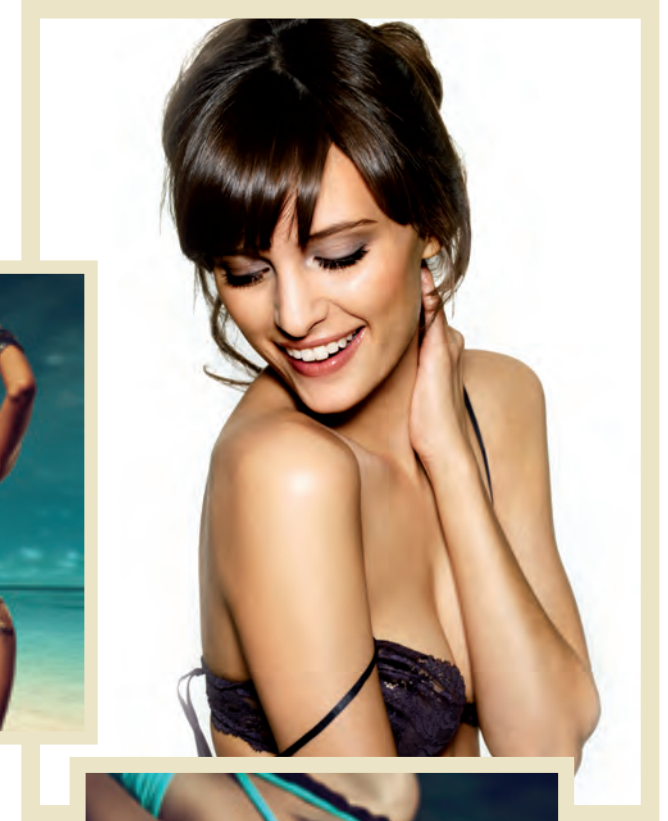
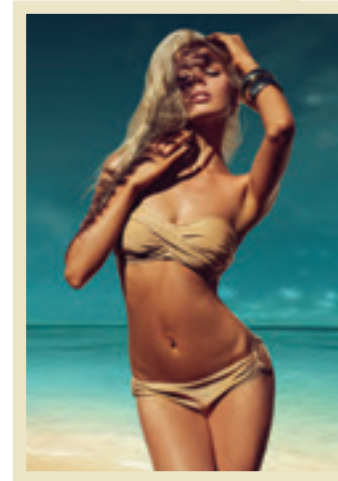
Salon System educator.

A/W14 TRENDS *tanning*

A sunny glow is lovely to have: looking at your skin and being reminded of a holiday is the best feeling. But fake tan is difficult to get right – especially in winter, where tan applied to paler skin can look tacky.

That's exactly why the fashion tans this season are all about a more natural glow. Deep, intense bronze should be shelved, staying more subtle...

We speak to Natalie Roche on the success of their best selling brand XEN-TAN and what customers can expect from their tans.



Ask the *expert*

What sets Xen-Tan apart from other brands on the market?

The colour – nothing beats the gorgeous olive hue that Xen-Tan delivers, you'll never look orange and no-one will ever know your wearing fake tan, it's the most natural looking sunless tan customers will find in the market.

What are the biggest watchwords in tanning right now?

"Natural Beauty". At Xen-Tan it's about wearing fake tan with sophistication. Customers want to look and feel great by emphasising their natural beauty and finding a colour that complements their colouring yet gives a healthy and dewy finish.

What do customers expect from their tans now?

With beauty standards higher than ever, women are demanding products that are multi-purpose. They are looking for a tan that not only transforms the colour of their skin but actually provides short and long-term benefits from anti-ageing to sun factor protection. All Xen-Tan products are jam-packed with skin nourishing ingredients and most contain antioxidants to help protect skin from free radicals.



XEN-TAN
FEEL GOOD ALL OVER

Natalie
ROCHE
FOR THE LOVE OF BEAUTY

Natalie Roche

Founder and Managing Director of Natalie Roche.com

Natalie Roche Ltd is a successful UK based company. As the exclusive distributor for cult beauty brands, Xen-Tan, GLAMGLOW and Novexpert.

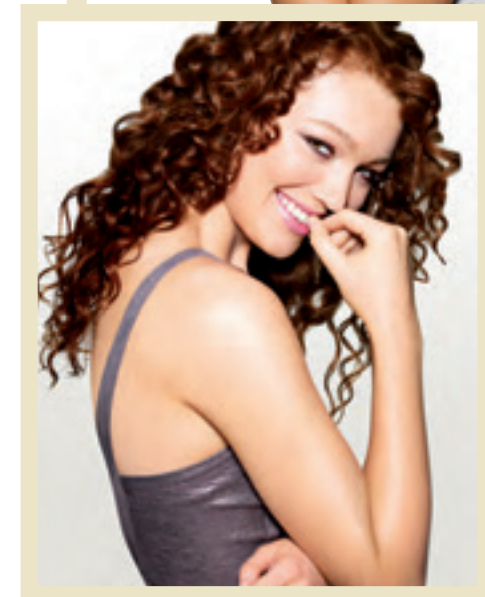
www.natalieroche.com

XEN-TAN[®]

FEEL GOOD ALL OVER

KEY INGREDIENTS AND THEIR BENEFITS

- Green Tea-helps to fight free radicals that cause damage to the skin. It helps to neutralize UV light and is an antioxidant. It's also very soothing.
- Vitamin A-is an antioxidant and is vital for growth, maintenance and health of the skin.
- Vitamin E-helps to balance the skin and works as an antioxidant and helps to prevent cellular damage.
- Shea Butter-is an excellent moisturizer extracted from a nut from the Karite tree. It helps with cellular restoration and is healing and provides elasticity to the skin.
- Ginkgo Biloba-helps to strengthen fragile skin. It helps increase collagen and balances skin texture.
- Moroccan Oil-is an exceptional moisturizer with skin protecting properties.
- Peptides-stimulate the skin to build collagen for firmness and prevention of wrinkles.



XEN-TAN

FEEL GOOD ALL OVER

Celebrity fans of Xen-Tan include Holly Willoughby, Mollie King, Una Foden, Gabby Logan, Kimberley Walsh, Anna Kournikova, Kara Tointon, Karen Brady, Lady Gaga and Lisa Snowdon.

It has also been reported that both Catherine and Pippa Middleton use Xen-Tan.

Here are just some of the awards they have won...



Kara Tointon



Holly Willoughby



Mollie King



Una Foden



products to help create these trends



ORLY.

**Orly Naked Canvas 18ml
Nail Polish Blush Collection**

91104

<http://www.salonsdirect.com/product/beauty/nail-polish/all-nail-polish/orly-naked-canvas-18ml-nail-polish-blush-collection>



**IBD Just Gel Polish
Cashmere Blush 14ml**

90123

<http://www.salonsdirect.com/product/beauty/gel-polish-and-soak-off-gels/all-gel-polish-and-soak-off-gels/ibd-just-gel-polish-cashmere-blush-14ml>



ORLY.

**Orly Naughty 18ml
Nail Polish**

69102

<http://www.salonsdirect.com/product/beauty/nail-polish/all-nail-polish/orly-naughty-18ml-nail-polish>

products to help create these trends



GELLUX
PROFILE

Profile Gellux Vampire Blood 15ml Gel Polish

91104

<http://www.salonsdirect.com/product/beauty/gel-polish-and-soak-off-gels/all-gel-polish-and-soak-off-gels/profile-gellux-vampire-blood-15ml-gel-polish>



ibd.
Just
GEL
POLISH

IBD Just Gel Polish Plum Raven 14ml

86613

<http://www.salonsdirect.com/product/beauty/gel-polish-and-soak-off-gels/all-gel-polish-and-soak-off-gels/ibd-just-gel-polish-plum-raven14ml>

products to help create these trends



XEN-TAN
FEEL GOOD ALL OVER

XEN-TAN Luxury Tanning Mitt

86645

<http://www.salonsdirect.com/product/beauty/tanning/xen-tan-tanning/xen-tan-luxury-tanning-mitt>



XEN-TAN
FEEL GOOD ALL OVER

XEN-TAN Mist Intense Spray Dark 148ml

87121

<http://www.salonsdirect.com/product/beauty/tanning/xen-tan-tanning/xen-tan-mist-intense-spray-dark-148ml>



XEN-TAN
FEEL GOOD ALL OVER

XEN-TAN Dark Lotion 236ml

86644

<http://www.salonsdirect.com/product/beauty/tanning/xen-tan-tanning/xen-tan-dark-lotion-236ml>

products to help create these trends



XEN-TAN
FEEL GOOD ALL OVER

XEN-TAN Spray Tan Equipment Starter Kit

86651

<http://www.salonsdirect.com/product/hair/bridal-section/tanning/xen-tan-spray-tan-equipment-starter-kit>



XEN-TAN
FEEL GOOD ALL OVER

XEN-TAN Body Scrub 236ml

86648

<http://www.salonsdirect.com/product/beauty/tanning/xen-tan-tanning/xen-tan-body-scrub-236ml>