

GOOD VIBRATIONS



Over the three days of Hair Expo GlamPalm were proud to be associated with 3 major shows and a Look 'n Learn to showcase their tools and officially launch the new GlamPalm Clinic with Nano Vibrational Technology.

The new Clinic iron was welcomed with open arms, so much so that GlamPalm sold out of their stock mid Expo, on Day 2! Hairdressers from all over Australia were curious about the new GlamPalm Clinic styler and had the opportunity to try all the GlamPalm tools at GlamPlam's own Styling Bar, which became a the place to be at Hair Expo.

As soon as visitors picked up the new Clinic styler, they were sold with the fantastic results its Nano-Vibrating Technology gives to the hair! Koen Verelst, Managing Director exclusively told Hair Biz "There is nothing comparable on the market and it's not a gimmick. It is advanced technology that no other company has and it is here to stay!"

"Just as we were the first ones to invent tilting plates, 3d swivel pivot cord and ceramic plates, this is yet another technology that makes the

hair healthier and so much smoother, all made in Korea!" Verelst said.

"It is not "just vibrating", a lot of research has gone into how strong the vibration has to be and how many vibrations per minute are required to create the best results. The results are just out of this world!" He went on to explain that the vibration can actually be compared with a microwave! "As a microwave heats up food from the inside out, the same happens where the cuticle layer of the hair heats up from the inside out instead of applying heat from the outside. This results in better sealing of the cuticle translating to glossier, healthier hair and last but not least more hold. Even with fine hair curls will not drop anymore."

Linda Woodhead, owner/publisher of Hairbiz had the opportunity to try the GlamPalm Clinic and said, "The word Clinic actually means

an establishment where you receive medical treatment or advice, specifically of a specialist nature. Well I can safely say that this tool certainly lives up to its name, being that it is caring for hair and certainly is a specialist in its field. I see this as being a game changer when it comes to straightening irons."

And it doesn't stop with the Nano-Vibration Technology, the GlamPalm Clinic has a 'Clinic' mode as well and this will eliminate your hot roller or hot towel after a hair treatment or leave-in conditioner. Where a hot roller or hot towel cannot get to the ends of the hair the GlamPalm Clinic can, saving you time which means more clients!

During the expo weekend, GlamPalm ambassador Kobi Bokshish had the opportunity to show his creations styled with the GlamPalm Clinic together with Adam Ciaccia and Stevie



"We were delighted to be working with one of Australia's award winning bespoke designers to showcase our creative editorial inspiring edgy designs." Said Geoffrey. "The designer Brad Webb from Darb couture in Brisbane's iconic Brisbane Arcade coordinated over \$50,000 worth of couture." Geoffrey has been fortunate enough to work with Brad on many occasions in editorial shoots and as hair director for many of the fashion festivals that Darb has been showcased.

and designs. Inspired by some of his favourite designers Viktor and Rolf, Alexander McQueen, Karl Lagerfeld the show resonated with the glamour of these high end designers .

The Makeup looks were created by session makeup artist Maria Rivera and her team, with simple yet detailed clever applications of beads sequins and lace.

Urban Tribe Australia provided the styling products used to create the looks.

English. Shortly after Brad Ngata showed us how to integrate and use the GlamPalm Clinic. On Expo Monday, Geoffrey Herberg, Geoffrey Herberg Education presented a Look 'n Learn for GlamPalm featuring his collection FABRIK and The Art of Construction workshop. Hailed as a great success, the team also consisted of some assistants from different salons around the country including Daniel Illorio from Dior 10 Salon, Georgina Smith from La Vita Hairdressing and Jess Milsom from Cranium Hair.

This was the first time that the Geoffrey Herberg Education brand has delivered education at Hair Expo with an overwhelmingly positive thumbs up from all those who attended. This was a definite highlight of the Expo weekend.

In partnership with Glam Palm Australia Geoffrey delivered his philosophy about working with the Fabrik being hair and the endless possibilities of creating shapes textures

For further details or enquiries regarding Geoffrey Herberg education email: admin@geoffreyherbergeducation.com.au or phone: 0405 312 057

GlamPalm has been showing amazing support for both the industry at large and the salon owner and if you are a salon owner and did not try the GlamPalm Clinic yet, call GlamPalm on 1300 652 797 for exclusive Hair Biz industry pricing!