

# CROP

WILLIS B MAGAZINE

ISSUE 1



# Welcome to our first issue...

Welcome to our first issue of Crop, the magazine for Willis B Salons. Crop is just another way for us to let you know what is inspiring your cuts, colours and styles in the salon, as well as being a new way for us to share our expertise on the issues of hair health and product choice. Each issue of Crop will also bring you some great deals and offers, as well as other fun little bits and pieces like our latest Facebook promotion 'tag your Willis B hair' for which we are giving away a free haircut at the end of the month. To participate, just go to [willisb.com](http://willisb.com), click on the **Facebook** link, add us as a friend and then you can start tagging your Willis B hair in your photo galleries.

For all our other offers just go to [willisb.com](http://willisb.com) and click on **Rewards!** At Willis B, our clients are the most important part of our business and we would love you to be involved in future issues of Crop. If there is something you would like us to know about or a story you want us to write please drop us an email, we would like to hear from you. Snip snip!!

Shaun McGrath  
Editor/Creative Director

“ Tag your Willis B hair on our Facebook page

A few of our favourites this season, and it's all about making it easier for you!



## PHYTO PLAGÉ

Most of the year Phyto Plage is very much a product to pack in the suitcase for escaping the London cold. There are two products in this range, a spray sun protectant which protects your hair when you're out and about and a sun repair mask to keep the locks healthy post sun. At this time of year, both are a must to keep you hair in top condition whilst enjoying the great outdoors.



## PHYTO 9

This is a year round salon favourite but we are much more likely to pick it up on those warmer days. Phyto 9 is for those get up and go kind of people - just scrunch or twist into towel dried hair and your ready to go.



## TECNIART CONSTRUCTOR

Tecniart constructor is essentially two products in one. Creating a textured, carefree look, this spray also acts as a heat protectant against damage from blow-drying or hot irons. Spray on before your daily blow-drying routine.

# a WORLD OF COLOUR

London is an international hot-spot for hair trends, with many diverse influences bringing us a wealth of difference in food, art and fashion. Willis B's colour team have been looking to Europe recently to put together our latest colour palate.

## NORTHERN EUROPE

To say that ash has been a strong influence on many things in recent times would be some sort of understatement. It caused chaos across Europe, and now it is our hope that it will effect the misconception that full head bleach is the way to give you a wonderful clean blonde.

A much gentler and healthier way is to create a spectrum of ash and natural tones using highlights. This will give you much more depth to your blonde, without ruining your hair in the process.

## EASTERN EUROPE

Be bold. For me the east represents something young, fresh and cheeky. The colouring of eastern Europe is all about what isn't visible. Bold bursts of colour underneath your natural tone will give you a hit of something nontraditional and different. Ask your colourist about some flying colours.

## CENTRAL EUROPE

The influence of central Europe on our colour palette sits right in the middle, with a range

from strawberry blonde, to chocolates, and is a very natural and minimalist approach to colouring hair. Why not ask you colourist how to soften and enhance your old block colour into something with more movement. This will give your colour much more life and sparkle. Tonally, Central Europe also sports a pastel undercurrent with lavender for brunettes, and apricot for blondes.

## SOUTHERN EUROPE

The region of southern Europe has naturally brought us a range of colours from dark brunette to black and unfortunately also brought us hair bleached within an inch of it's life. But those natural darks are beautiful. A common thing I hear from my colour clients is "I love my hair but it just feels flat to me". Now the answer to this can be as simple as putting a semi permanent over the hair to inject more of those warm chocolatey tones. Or one of our favourite solutions is baliaage. A technique of softly lifting the ends to give that coastal, sunkissed flavour.



# THE NUTRITION OF GREAT HAIR

Like the rest of our body, our skin is a reflection of how healthy we are, and the same goes for your hair.

**H**air is made from a protein called keratin, this protein is also key in making skin and nails so a lot of the things we do to achieve great skin and nail condition will also help you achieve strong, shiny, healthy hair.

A diet rich in Vitamin B, C, A, E, as well as Vitamin K is going to give you stronger, healthier hair.

## Vitamin B

Having a deficiency in your Vitamin B intake can really play havoc on the health of your hair. The main sources of B vitamins are from meat, fish, green vegetables, beans & nuts.

## Vitamin C

Vitamin C is very important when it comes to hair and in the hairdressing world, we know it is great for avoiding skin disorders. A flaking itching scalp will contribute to other hair issues, such as breakages and hair loss. There are many ways to get your dose of Vitamin C. Fruit has always been an easy way, or if you can find yourself a Kakadu plum, you'll be getting 122 times more Vitamin C than in a common orange.

## Vitamin A

Vitamin A is another vitamin which promotes good skin health and what's good for the skin is good for hair vitamin A will give you primarily shine and is easily found in carrot.

## Vitamin E

Vitamin E is usually attributed to your heart health but will also contribute to the vibrancy of your hair. Found in your dark green veges, rice bran and other whole grains.

## Vitamin K

Vitamin K isn't something I knew a lot about before researching this story. In saying that, I've found it in so many of our foods so you probably are already consuming plenty of Vitamin K. It contributes to sustaining healthy hair and also bones, teeth and muscle. You can also find Vitamin K in seafood, green leafy vegetables, dairy, oatmeal, eggs and wheat, just to name a few.

But to simplify this all a little more, a healthy balanced diet is going to help you achieve great hair health. The rest of your body will benefit too.

# *the world* **ORGANIC**

Organic hair products appear to be flooding the market right now, here's our take on what to look out for and also a bit about what we choose at Willis B.

**T**he world organic is very much an ever growing part of East Dulwich. Our village demands quality, and as a result we have had plenty of little organic stores popping up along the Lane over the years from butchers to fish mongers, bakeries and cafes, giving us a wealth of organic options.

But the world of organic doesn't end with food. It extends into so many other things from the fuel for our vehicles to garden fertilizers and most importantly for most of us, products for our body.

Hair and beauty products usually fall into two categories, cosmetic and pharmaceutical, but over the last ten years organic products and crossover products are joining them as a real force.

So why is there not a clearly a leader in the field? The reason is that there is a great argument for all of them. We want you to

make up your own mind but here's a little of what we know to help you out.

We have always considered cosmetics as instant 'fix me now' products, and as stylists, we love that. I know that we can make a head of hair look beautiful whatever the condition by using a cosmetic product, but on the other side of this coin we want to use products which will benefit the hair as a whole.

Will cosmetic products make your hair feel great? Probably. But will the benefits be long lasting?

Our conclusion, we love cosmetic because it can give you what you want now but if its a long term hair health program you are after then maybe a pharmaceutical approach is for you.

Pharmaceutical products are directed towards consumers that want to improve their skin and hair and are willing to put the time into achieving it. These products aren't an

instant fix and they won't make you feel ten years younger with in the next hour, but over time pharmaceutical products will improve texture, strength and appearance if you put the time into it. Pharmaceutical products are also the first port of call for scalp problems. This type of solution is not for everyone and we recommend seeing you hair and/or medical professional to help you decide the best cause of action for any scalp issues.

Now everyone loves organic, but in 2010 it's beauty at its purest. It's toxin free, and you can find most of it's ingredients nature. Organic smells great, feels good and doesn't put the strain on your hair and skin that cosmetic or pharmaceutical can with overuse. So in conclusion organic products are the most logical choice of the bunch. They're gentle and full of caring, ingredients, that will enhance anyone's hair, whilst giving you a warm, fuzzy feeling.

Cosmetic, organic and pharmaceutical products all have their place in any salon, but we are happy that organic ranges continue to grow, and will certainly be keeping our eye at for any new innovations. Cosmetic and pharmaceutical will always be in use, but it will be interesting to see where this organic direction goes.

**Organic brands used at WillisB**  
Phyto, Organic Pharmacy

The big day

# Bridal trends

A bride's 'big day' can be filled with stressful situations, here's our list of how to manage your bridal hair, from your engagement, to you trip down the aisle.

2010 sees bridal hair styles, sexy, confident and full of energy, but at the same time they are maintaining softness and sophistication. Hair styles of 2010 also include the constant love of classic styles by brides.

The main two themes for this years weddings are 1950s Vintage and The Modern Classic. Both can offer a simple or complex result depending on what you think you want, that picture in your head. But don't be afraid to put a foot out of your comfort zone. After all this is one of the most important days of you life, where you will be the centre of attention.

## The 1950s vintage

By far the easiest and possibly the most era accurate is a nice clean high set pony tail. This super simple look involves blow drying your hair with a big paddle brush until smooth and whilst hanging your head backwards use gravity to tie a very neat high pony tail approximately two inches below the crown (Take an aspirin) so you can keep it tight finish it off with a matching nice piece of fabric tied around the pony base and a small scarf around the neck

## The modern classic

This look is all about taking those classic bridal shapes and giving them a modern type de-construction. Modern classic means taking a classic element like a chignon or a french pleat and adding loose folds and curls into the structure to add softness. This updated look will make your hair timeless.

### Top five tips for your big day hair

1. Start looking at magazines to get an idea of what styles you like
2. Book in for a chat with your stylist as early as possible
3. Make sure your bridal style represents who you are, not someone else
4. The perfect bride is a blend of the contemporary and classic. Getting this blend right will make the hair timeless
5. Have as many trial appointments as you need to make sure it's what you always dreamed. Book in for that final cut and colour a week before.



# From the directors chair



**B**y definition the modern hairdresser must be a multi-faceted character. Good cutting, styling and colouring skills are obviously paramount and simply not enough without a distinct talent for offering a client an exciting yet unthreatening idea of change.

A client is by and large wary of change, principally because of stepping into the unknown aspect. A photograph in a magazine may set the juices flowing, but I don't know of many people who come in brandishing an image of a spotty Katie Holmes putting out the trash in her pyjamas. No its always the red carpet Katie made up to the nines, then airbrushed.

To stay at the forefront of hairstyling a hairstylist needs to offer their clientele the very best in modern hair design delivered with the enthusiasm that says I know exactly what's going to suit you. A plethora of style variations in their head with which to offer the client, and a desire to inform and educate must be second nature.

A stylists survival should undoubtedly tie in with their ability to interpret their clients hidden desires and to stimulate their interest with a photographic memory of how to wear a fringe or whether round graduation or concave layering would better offset the feature line of an 'A' line bob.

The need to be challenged by different cultural experiences, to inspire to go one step further with colour, texture and innovation defines a stylists authority.

Adding a preposterous moniker like 'style director' as well as an over-inflated price just doesn't cut it without these important tools

So the next time you say to your stylist "I'd love to change but I don't know what would suit me".....listen very carefully to their answer and demand to be inspired .

See you next issue.... *Michael Lawless*