

December 2014 beautylaunchpad.com



A LOOK BACK 7 of your favorite products from 2014

Party Time!

The Doves and Hairdreams' holiday-perfect collection

FUTURE FORECAST We predict 2015's NEXT BIG THINGS AIRCARE • SKINCARE • NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TOOLS • HAIR LS • HAIRCARE • SKINCARE • NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TOOLS CARE • SKINCARE • NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TOOLS • HAIRCAR OLS • HAIRCARE • SKINCARE • NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TOOLS IRCARE • SKINCARE • NAILS • MEN'S • EDUCATION OFTWARE • MAKEUP • STYLING • TOOLS • HAIRC TOOLS • HAIRCARE • SKINCARE $4RE \bullet MAKEUP \bullet$ LS • HAIRCARE • SKINCA ARE • SKINCARE TOOLS • HAIRCAR **TOOLS • HAIRC** RCARE • SKL $LS \bullet HAIRCA$ $ARE \bullet$ READERS Thousands of votes were tabulated, and your top pro-beauty picks were determined (all $OLS \bullet$ 217 of them!) for Launchpad's 11th-annual Readers Choice Awards. Read on to see if your faves made the list! $4RE \bullet SKI$

*Products listed in alphabetical order

TOOLS • HAIRC

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OOLS • HAIRCARE • SKINCARE • NAILS • HEALEN • SOFTWARE • MAKEUP • STYLING • TOO LAIRCARE • SKINCARE • NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TOOLS • HAI TOOLS • HAIRCARE • SKINCARE • NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TO

HA**42** | BEAUTY LAUNCHPAD | DECEMBER 2014 NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TOOLS AIRCARE • SKINCARE • NAILS • MEN'S • EDUCATION • SOFTWARE • MAKEUP • STYLING • TOOLS • HAIR

HAIRCARE



SHAMPOO & CONDITIONER

Aloxxi Hydrating Shampoo and Conditioner (aloxxi.com) Matrix Biolage COLORLAST (mymatrixfamily.com) Paul Mitchell Awapuhi Wild Ginger Moisturizing Lather Shampoo and Keratin Cream Rinse (awapuhi.paulmitchell.com)



DRY SHAMPOO

KMS California HairPlay Makeover Spray (kmscalifornia.com) Oribe Dry Texturizing Spray (oribe.com) TIGI Bed Head Rockaholic Dirty Secret Dry Shampoo (bedhead.com)



MASK

Joico K-PAK Reconstructor (joico.com) Moroccanoil Smoothing Mask (moroccanoil.com) Pravana Nevo :60 Second Deep Treatment (pravana.com)



SMOOTHING TREATMENT GKhair The Best

GKhair Ine Best (gkhair.com) Inoar Professional Brazilian Keratin Straightening Treatment (inoarprofessional.com) Keratin Complex Smoothing Therapy (keratincomplex.com) Überliss Smoothing Treatment (uberliss.com)



WOMEN'S THINNING REGIMEN

Bosley Professional Strength BosRevive (bosleypro.com) Eufora Thickening Collection (eufora.net) RevitaLash Hair Advanced (revitalash.com)



COLOR CARE Aloxxi ColourPrime Pre-Color Treatment (aloxxi.com) ColorProof Evolved Color Care CrazySmooth System (colorproof.com) Malibu C Color Prepare (malibuc.com)



DETANGLER

Crack Leave-In Styling Treatment (prolocksusa.com) Matrix Biolage HYDRASOURCE Detangling Solution (mymatrixfamily.com) Scruples Quickseal (scrupleshaircare.com)



ECO FRIENDLY

All-Nutrient (all-nutrient.com) Keune So Pure (keune.com) Organic Color Systems (organicsalonsystems.com)



HAIR OIL (FINE)

Matrix Biolage ExquisiteOil Strengthening Treatment (mymatrixfamily.com) Paul Mitchell Awapuhi Wild Ginger Styling Treatment Oil (awapuhi.paulmitchell.com) Surface Bassu Hydrating Oil (surfacehair.com)



HAIR OIL (COARSE) Agadir Argan Oil Hair Treatment (agadirint.com) Earthly Body Marrakesh Oil (marrakeshhaircare.com) Wella Professionals Oil Reflections (wellausa.com)

READERS CHOICE AWARDS

STYLING



VOLUMIZER

JKS International Touch Up Colorless Spray Powder (jksusa.com) Matrix Biolage VOLUMEBLOOM Full Lift Volumizer Spray (mymatrixfamily.com) Sexy Hair Big Sexy Hair Root Pump Plus (sexyhair.com)



HAIRSPRAY

Kenra Professional Volume Spray 25 (kenra.com) Sexy Hair Big Sexy Hair Spray & Play (sexyhair.com) TIGI Bed Head Masterpiece (bedhead.com)



CURL ENHANCER Eufora Curl'n Perfect Curl Activator (eufora.net)

Paul Mitchell Curls Full Circle Leave-In Treatment (paulmitchell.com) TIGI Bed Head Foxy Curls Hi-Def Curl Spray (bedhead.com)



MOUSSE

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Aware Personalized Branding Design Dimension Volume Foam (club-aware.com) Enjoy Volumizing Mousse (enjoyhaircare.com) Paul Mitchell Extra-Body Sculpting Foam (paulmitchell.com)



SHINE ENHANCER

CHI Biosilk Silk Therapy (farouk.com) Lakmé k.Style Polish Smooth & Shine (lakmeusa.com) Obliphica Professional Seaberry Shine Mist (obliphicaprofessional.com)



ANTI-FRIZZ

12 Benefits Instant Healthy Hair Treatment (12benefits.com) Earthly Body Marrakesh kaHm (marrakeshhaircare.com) Keratin Complex KeraBalm 3-in-1 Multi-Benefit Hair Balm (keratincomplex.com)



THERMAL PROTECTOR

CHI 44 Iron Guard Thermal Protection Spray (farouk.com) Paul Mitchell Express Style Hot Off The Press (paulmitchell.com) Redken Pillow Proof Blow Dry Express Primer (redken.com)



FINISHING SERUM

ColorProof Evolved Color Care RadicallySmooth Anti-Frizz Serum (colorproof.com) Paul Mitchell Smoothing Super Skinny Serum (paulmitchell.com) Wella Professionals Mirror Polish Shine Serum (wellausa.com)