

Changes in P&G management

The news spread like wildfire through social networks: as of 1st January 2015, Adil Mehboob-Khan will be the new CEO of the Italian brand Luxottica. Adil Mehboob-Khan leaves the presidency of Wella after three years, and the P&G group where he began his career twenty-seven years ago. Over these three years he has undeniably boosted business and Wella's market share worldwide, as one of the protagonists of a significant period of brand transformation. He played an important part not only at an organisational and business level, but above all in the important innovations introduced to salons (from colour to haircare), inspiration, education and support for hairdressers to whom he dedicated passion, vision and expertise. He will be succeeded by Patrice Louvet, Global Group President. A French native who has been with P&G since 1989, Louvet has played leadership roles in Europe, Asia and North America. He has been involved in nearly every beauty category in P&G: from hair and skincare to prestige cosmetics and fragrances.



Handing over the reins - Adil Mehboob-Khan (R) bows out from P&G, leaving his place to Patrice Louvet (L).

PROVENSIA COSMETIQUE: nourishing honey combo

PROVENSIA, the French company set up in Provence half a century ago, have launched two new products packed with nourishing honey for super-soft results and ultra-hydrated hair. In line with the brand's focus on beauty care products created with natural botanic extracts, the shampoo and conditioner combo also contain Bulgarian rose essential oil, Shea butter oil, grape seed oil and hydrolyzed wheat protein for deep hydration of hair which has been left dry and weak as a result of climatic factors or chemical treatments. And the final shiny results are also accompanied by a pleasant sweet fragrance. Both the shampoo and conditioner come in two practical salon sizes - 400ml or 800ml.



Ultra-hydration in the new Nourishing Honey shampoo and conditioner combo from PROVENSIA COSMETIQUE

Parlux hairdryers in Tokyo, Japan

Stylists in Tokyo have recently been testing samples of the hairdryer model Parlux 385 PowerLight® Light Blue Emerald, with extremely positive feedback. This dryer immediately caught the hairstylists' attention due to its special technical features, such as power and lightness, ideal size and minimum noise levels. Another attraction is its Ceramic & Ionic system, which allows for very quick drying, a real point of interest for Asian customers who have strong thick hair which can otherwise take a long time to dry. In fact, before discovering the Parlux 385 PowerLight® hairdryer, some hairdressers were often using two different dryers simultaneously in order to shorten drying time. In Tokyo, stylists often recreate Western hair styles - now they will be able to use these new professional hairdryers enabling them to achieve a perfect finish in record time.



Much-needed help for busy Tokyo stylists in the form of the Parlux 385 Powerlight dryer.