



The latest in what's 'Fresh and New' from:

# RPR

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## Introducing RPR mycolour!

For over 25 years, RPR has provided Australia with a high quality, inexpensive option for professional hair care. Now considered one of the leading brands in the industry and one of only a few that are still Australian made and owned, we continue to expand our range to meet industry expectations. Our team at RPR are excited to announce the launch of our professional colour range. **"RPR mycolour!"**. We have developed a colour system suited to Australian conditions using a world-class colour palette. Maiden Hair marine extracts have been blended with advanced micro pigment and low ammonia technology for moisture, shine and long lasting colour. Our unique system has been extensively tested by hairdressers and has consistently outperformed other top selling brands. In keeping with our current philosophy, we will offer great service, extensive training and advice. Our representatives look forward over the next few

## New Business Tip

Is your main salon supplier giving you as much support as you deserve? The "main supplier" is your colour and major retail account. This is the supplier that you spend the most money with - they are partners in your business, offering you more than just a product, but also business support, education for you and your staff, marketing support, staff motivation, discount structures, quality product for retail and colour. Talk to your RPR sales representative today on ways they can help you and your business grow more profitable.

product of the season



**My Hydrating Shampoo and Conditioner**  
Excellent for soothing chemically treated, coloured or snap prone hair, My Hydrating shampoo and conditioner is a feather light formulation designed to restore strength, body and shine to tired tresses. Enriched with nourishing almond milk and added UV protection to help reduce colour fading, My Hydrating is the recommended shampoo and conditioner to ensure colour stays locked in and looking fresh.

## Inside Hair Care

this season : Maiden Hair (Biostructurer)

Maiden Hair, an active ingredient in RPR's mycolour range, is a red seaweed found in the shoals of tropical waters and contains an extract called Biostructurer - an active substance used to help restructure hair. It smoothes and protects the cuticle, restoring flexibility and shine to dry, damaged hair. Biostructurer forms a soluble film on the hair, which provides protection during and after colouring, ensuring stronger, healthier and shinier hair with long lasting colour results.



Kirsten Dunst



## Celebrity 'Get The Look' with RPR

Get the look of Spiderman starlet Kirsten Dunst with these easy steps to colour brilliance! Kirsten has had the front perimeter hairline coloured in a contrasting copper red to accentuate the shape of her haircut and bring out her eyes. This is an easy technique for all levels of colourist.

Contrast Colour: Mycolour 10g 7.44 + 10g 6.6 + 30g 10 volume Crème Peroxide

Base colour: Mycolour 20g 8.32 + 10g 8.03 + 45g 20 volume Crème Peroxide

Step 1: Visualise where you would like to see the colour and section out area. Make sure that the hair falls over the partings so that the line is not visible at natural fall.

Step 2: Apply contrasting colour to pre-sectioned area from base to ends. Cover with foil to hairline.

Step 3: Apply base colour to the new growth area on the rest of the head. Process for 25 minutes. Lightly mist hair with Untangle Me and apply base colour to mid lengths and ends.

\*IMPORTANT: The celebrity images used here is for instructional reference only and is not for reproduction. RPR do not own the rights to the image used.

## Look Who's Loving RPR...

Think RPR is an amazing product? You're not alone! See which beauty experts are recommending our products this season!

- City Weekly
- New Woman
- M Magazine (The Sunday Age)
- Famous Magazine
- Girlfriend



### We like your style!

As RPR prepare to launch our world class new colour range, we've sourced top technicians to ensure our training and support is the best on the market! RPR is now home to Donata Robinson – find out here why she's so hot...

Name: Donata Robinson, Colour technician and hairdresser.

Job Description: Colour technician for RPR. I provide in-salon and studio training on retail, colour, business building and staff development.

Past positions: In the 20 years I have been in the industry I taught at Pivot Point Hair Design College in Melbourne, then as a Colour Technician in Queensland. I moved back to Melbourne to accept this position with RPR Hair Care.

Passions: Hairdressing and education – it's fun, exciting and always changing!

What does being the 'colour tech' for RPR require of you? I get to play with lots of colours to ensure I understand the range inside and out. I will offer support and advice to salons and am contactable on the RPR Technical Advice hotline 6 days a week. I am also planning and developing the training studio at the RPR Head Office.

Your favourite colour care tips: Always use the lowest developer strength possible to maintain the health and integrity of the hair. After pre-lightening use RPR's Repair My Hair before toning to strengthen hair.

Your Favourite RPR product and why: Protect My Hair. It doesn't give the feeling of having a product in the hair, and it also gives amazing protection and shine when using straightening irons.

You colour trends for great winter hair: Strong hair cuts with soft muted colours with strong flashes of warm reds/violets in dark hair and pastels in light hair.

rejuvenate protect revitalise



### RPR at the races!

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