

HOUSE OF
J.HENRY

The Quarterly

Apr/May/June 2014

Spring Must Haves

Products We Can't Live without

Balayage

The Hottest Trend of 2014

Meet Geno Stampora

A Beauty Industry Icon



L'ORÉAL
PROFESSIONNEL
PARIS

House of J. Henry

The Quarterly: Beautiful Thoughts

Spring has arrived at the House of J. Henry and beauty is truly everywhere. Portland's Government and Old Port Districts have started to sprout luscious greens and fill with visitors and locals exploring the city. With spring comes an endless supply of inspiration, opportunity and growth. The House of J. Henry has been very busy over the past few months, starting with an amazing turn out at our annual Gold Party where friends and family filled our space to help us celebrate our anniversary (3 years!). It was an amazing night and we are humbled by the overwhelming support everyone has given us since our inception. We have attended many education classes with L'Oreal Professionnel, Kerastase and Shu Uemura, both in and out of the Salon, and all over New England. It has been a quarter of amazing education opportunities, keeping J. Henry on the forefront of our industry. Our collection shoot was inspiring and allowed us to push ourselves to a new level. The photographs were stunning, making it difficult to narrow them down to a select few. Several new products full of innovation hit our shelves from L'Oreal Professionnel, Kerastase and Shu Uemura bringing luxury haircare to a new height. It has been a busy but beautiful quarter at the House of J. Henry and we welcome the sight of spring to bring even more beauty to our lives. You are all beautiful, and I thank you for sharing your beauty with us.

-Jaison Henry



- 4 On The Verge
- 6 Meet Geno!
- 8 Spring's Must Haves
- 9 Big Time Balayage
- 10 Blowdry 101
- 12 New Products
- 13 Gold Party
- 14 The Collection
- 20 Promotions

The House of J. Henry's The Quarterly

April/May/June 2014

127 Middle Street

Portland, Maine 04101

207-358-7555

www.JHenrySalon.com

Photos:

Brandon Pullen, Pearl Snowman

Contributing Editors:

Ashley McAndrew &

Jaison Henry

Hair & Make-up:

Team J. Henry

Products:

L'Oreal Professionnel

www.LOrealProfessionnel.com

Kerastase Paris

www.Kerastase-USA.com

Shu Uemura Art of Hair

www.ShuUemuraArtOfHair-USA.com

One Styling

www.OneStyling.com



KÉRASTASE
PARIS

On the Verge

Styling tips for using the industries hottest tools.

CURL STYX EDITION

Step 1:

Prep hair using your favorite Kerastase Thermique. Blow dry hair with your ONE Epic or Legacy blow dryer, making sure you get hair as smooth and dry as possible.

Step 2:

Start by sectioning at the temple. TIP: Keeping sections clean and consistent will help you in the long run.

Step 3:

Take a small 1" x 1" section, wrap hair around the desired size wand attachment.



Step 4:

Let iron sit for 7-10 seconds depending on texture of hair. Then release and let section fall. Leave the section untouched to set the curl.

Step 5:

Work your way around the head in that section. Drop the next section, and work your way around the head again.

Step 6:

When finished curling the entire head, using your fingers brush through the curls. Set with Shu Uemura Sheer Laquer finishing spray.

the power of one



epic™ PRO

HOUSE OF J. HENRY TRAVELS TO BOSTON FOR GENO STAMPORA

Recently the J. Henry team had the opportunity to travel to Boston and meet industry legend Geno Stampora. At the two day workshop (day 1 for salon owners and managers and day 2 for the team as a whole) we learned the importance of having confidence, both in life and behind the chair. Geno beautifully and hilariously spoke about a variety of ways to ensure success through simple things like dedication, happiness and a pure passion for the industry. Jason, Cindy and Adam got the opportunity to talk to him 1 on 1 during the first day of class and we eagerly returned the the salon Tuesday morning with a brand new appreciation for our careers, our art, our guests and each other. It was truly one of the most inspirational experiences we've had as a team that we have easily transferred from classroom to everyday salon life. Thank you, Geno!



KÉRASTASE
PARIS



INITIALISTE turns 1

It's been one year of transformation
with our super serum...
And we're celebrating YOU!



Real Women. Real Results.

Experience the magic.
Share your transformation! #InitialisteBDay



FULL SHIMMER
SHU UEMURA
ART OF HAIR.



SPRING Must Haves



Kerastase Paris Initialiste Serum

This innovative Initialiste Advanced Scalp and Hair Concentrate from Kerastase is a specialized leave-in treatment that will have your hair looking and feeling thicker and shinier. Nourishing and conditioning, this Scalp and Hair Concentrate strengthens and thickens hair fibers to leave your locks more resistant to breakage.

1.

Shu Uemura Art of Hair Color Lustre

Enhance your golden locks with this unique balm is a post-shampoo treatment. Enriched with linseed oil, which provides a harmonious veil of color whilst the nourishing balm texture adds moisture. Lavish touch, true shades and an overall

3.



2.

L'oreal Professionnel Fresh Dust

L'Oreal Professionals runway hero, Fresh Dust, adds texture and shine to both freshly washed and day old hair - boosting volume without leaving residue.

4.

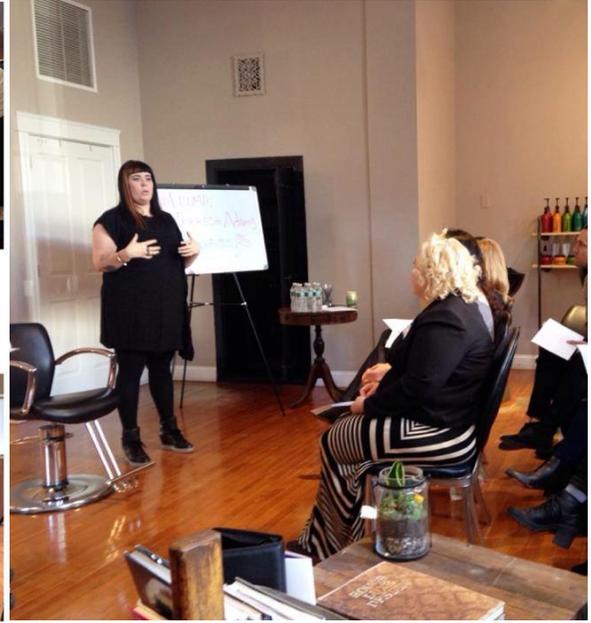
One Styling Verge Curl Styx

Verge Curl Styx is like having three tools in one. The interchangeable barrels allow you to create endless styles from small spirally curls, to large sexy waves.





BALAYAGE



L'Oréal PROFESSIONNEL'S THERESA ADAMS VISITS J. HENRY

Balayage is hot in the hair industry this season and the House of J Henry is at the forefront of the trend. Through endless hours of education with the nation's top teachers and his personal mentor and inspiration, Nancy Braun, Adam has worked hard to become the first, and currently only, certified balayage artist in Maine. In April the team welcomed Theresa Adams, one of L'Oréal Professionnel's national artists, into our salon for a day of balayage 101. She taught us about specific techniques to achieve our desired results and we learned how to "read the hair" in order to understand how to customize each look. We watched her closely as she effortlessly painted balayage onto a model's hair and totally transform her look from flat to flirty and dimensional with just a few strategically placed, low maintenance highlights. After the morning's look and learn, we were cut lose to try the techniques on our mannequins under Theresa's guidance and good faith. Even our Cutting Specialists jumped on board and had fun with the naturally sun-kissed look, and as we practice more and more every day, we can't wait to brighten your summer 'do with a little bit of your own "beach couture" color!



Beautiful Blowdry Class Teaches Guests Tricks of the Trade

Our first of many blow-dry classes was successfully held in early April by Travis and the rest of the team at J Henry to teach our guests how to create the same looks that they leave the salon with at home! Each was given a complimentary Shu Uemura styling product for attending to help them with their at home . Ask us about how to sign up for the upcoming May class at your next visit!



L'ORÉAL
PROFESSIONNEL
PARIS



HAIR chalk





VOLUME MAKER
PRECISION HAIR POWDER BRUSH

SHU UEMURA
ART OF HAIR.

THE LATEST INNOVATIONS IN LUXURY HAIRCARE HITS THE SHELVES AT J. HENRY

SHU UEMURA COLOR LUSTRE BALM

Shu Uemura Art of Hair Color Lustre balm has been created to help prolong the intensity of your color. Color Lustre can accentuate warmth or neutralize golden tones, leaving natural, colored and highlighted hair feeling nourished and looking vibrant. The rich balm intensely infuses the hair with deep nutrition. Available in Cool Blonde and Golden Blonde, Shu Uemura Art of Hair Color Lustre Balm is a precious blend of oils that revives the lust of colored hair. Colors are revived, brilliant and pure.



KERASTASE ELIXIR ULTIME OIL CREAM

Kérastase Elixir Ultime Beautifying Oil Cream beautifully nourishes and softens hair without weighing it down. Enriched with the Oleo-Complexe and infused with the delicate floral scent of Millennium Rose, Kérastase Elixir Ultime Beautifying Oil Cream is a versatile beautifying oil which protects hair against external aggressors. Infused with 24k Gold, Kerastase Elixir Ultime Beautifying Oil Cream is the perfect product to add shimmer and radiance to all hair types.



L'OREAL PROFESSIONNEL HAIR CHALK

A Break-Through New Formula For Temporary Hair Color. Colorful, wash-out formulas in 8 vibrant shades for a temporary splash of color and style. Revolutionary water based ink + micro-fiber polymers create an ultra thin film that adheres to the hair fiber. It's not a traditional hair colorant, it's not a direct dye: It's a new form of makeup for hair. Brilliant color intensity, zero hair color transfer no chalky texture and washes out with shampoo in 2-10 washes. Share your Hair Chalk look or search for inspiration using the L'Oreal Professionnel Hashtag #BeUnexpected



L'OREAL PROFESSIONNEL PERFECT TEXTURE

The Spring/Summer 2014 fashion season brought together lush, feminine florals, pastels and ladylike silhouettes with bold, edgy, multi-dimensional hairstyles, all with one thing in common: Texture.

Inspired by the trends on the catwalk to the styles backstage at New York Fashion week, three runway trends are translated into the season's hottest hairstyles by L'Oréal Professionnel artists using NEW L'Oréal Professionnel Texture Expert Perfect Texture Texturizing Spray. Use Perfect Texture to Create a range of looks for curly / wavy hair, natural or heat styled.



THE HOUSE OF J. HENRY CELEBRATES 3 YEARS!

The House of J. Henry was dripping in gold this January as friends and family poured in from the chill of the Old Port to help us celebrate our 3 year anniversary. With the salon dressed head to toe in balloons, cupcakes and party masks, guests revolved through the stations set up by our stylists to get their hair done with some of our One Styling wands and their pictures taken in front of the customized J. Henry step and repeat. It was a night to let loose and kick up our heels to the team's prodigious accomplishments in the last three years and we were honored by the amount of unprecedented support we received. Thank you for your continuous encouragement; we're looking forward to celebrating again with you next year!



Model: Dani
Photography: Brandon Pullen

The Collection

This past quarter the House of J. Henry embarked on a whole new challenge as editorial stylists. Inspired by quirky high fashion, we put together our very own collection to represent the culture and creativity that is J. Henry. We put our souls into designing the hair, makeup and wardrobe and with the help of Brandon Pullen Photography we are proud to introduce to you The Collections: Spring 2014 by The House of J. Henry. You can follow Brandon on Instagram @bpullenphoto to see even more of his amazing work!

Model: Gabby
Photography: Brandon Pullen



Model: Lila
Photography: Brandon Pullen



Model: Bridgette
Photography: Brandon Pullen



Model: Samantha
Photography: Brandon Pullen





CLEANSING OIL SHAMPOO

SHU UEMURA

ART OF HAIR.

Promotions

We are proud to announce the Promotion of *Meghan* to Level 4 Cutter!



Congratulations Meghan on becoming an Artist with

L'ORÉAL
PROFESSIONNEL

Meet our newest *Associate* Crystal! Welcome to the team!



"TRUE CERAMIC"
ROUND BRUSHES


one
STYLING



KÉRASTASE
PARIS