

New Year New You

The new year doesn't have to just be about what you are giving up, it can also be about what you are giving in to. Whether or not it's finding a new eyeshadow look, a new hairstyle, or having an all over glow-up, these are the things that are going to make 2024 your year!



Hair we go



Changing your hair is always a risk that is put off until you are 'sure.' This is the sign you have been looking for. We provide your hairdressers with the best of the best to achieve this change for you, from Affinage Infiniti, to Osmo Ikon, we provide for them, so they provide for you!



2024 is going to be a year of warm tones and highlights. Cowgirl copper, sandy blonde, cherry red and caramel brunette are some of the colours you can expect to see all over your social media pages, so get ahead of the curve and change your hair now!

If you are ahead and already have the colour, why not pair it with a new chop to match?

Frame layers, Italian bobs, pixie cuts and the return of fringes are what you should be seeing on the runways and front covers in the next few months!



2☆24 Makeup your mind 2☆24

The temperature is also warm in the makeup industry heading into the new year. Brown and gold tones are coming back into season, celebrities like Kylie Jenner and Issa Rae setting it off at the 2024 Golden Globes.

However if you like a pop of colour, blue accents on the eyes seems to be on the rise. Our BPerfect range has ever color under the sun for you to start your own trends!



You are pore-fect

If makeup isn't your thing, don't worry, the 2023 'clean-girl aesthetic' is being carried over, meaning all things skincare!



If you are looking for products that won't cost you a weeks wages, the Kaeso beauty range is perfect for you. With so many different options, the range is for everyone and every skin type.

The nail in the coffin

Almond shaped acrylic and gel nails is what all of your nail techs should expect to be asked for over the next few months, particularly in our Halo and Gelluv beige, pink and "chocolate milk" brown, sticking with the earthy tones at the minute.

BIAB nails are also on the rise, so keep your eyes peeled!

