

PRAVANA™

- IN THE PRESS -



18

➔ **ben barkworth** (scruples) is a Scruples Educator and member of the INDIE Hair Team. Blondes and reds are definitely his thing, and Barkworth is such a perfectionist that he insists on a full consultation before he starts any color service. "You never know when a client could walk in wanting something new," says Barkworth, who believes color is "what defines your masterpiece."

➔ **chardai fisher** (pravana) brings a fresh approach to the Pravana Artistic Council. Her motto? "Education is key, and the more you know, the more you will grow." When she's not teaching at Empire Beauty School, she's seeing clients at Glitter Salon and Spa in Decatur, Georgia. Fisher knew she was destined to be in the beauty industry from a young age. "My mom was a stylist," she says, "and I always knew I wanted to translate hair into art."

20



19

➔ **luis gonzalez** (aveda) owns VIDA Salon in Denver, Colorado, and this fall he was featured as a guest artist at Aveda's Congress in Minneapolis. The gifted colorist finds inspiration in nature, art and his own imagination to create signature hair color for each of his clients. In his long-term plans: to become a member of the Aveda Artistic Team and win a NAAHA award for Colorist of the Year.



21

➔ **j.p. ramirez** (aveda, L'ORÉAL PROFESSIONNEL) is a colorist at Yves Durf Salon at the Cany in Manhattan where he likes to mix different colors to create contrast and dimension. So why is he so passionate about color? "It's the magic of the beauty business," says Ramirez, whose mentors include Kasia Socha, Color Director at Salon Iria, and David Johnson, Color Director at Yves Durf.

➔ **kelli hoff** (matrix) is a colorist at Styxium Salon in Charleston, South Carolina, and an Artistic Educator for Matrix. At 19 she saw Matrix artist Daniel Robbin onstage, and it changed the game for her. In March, after completing three days of grueling color challenges at the Matrix C.R.A.F.T. Mastery Course, Hoff was designated a Matrix C.R.A.F.T. Color Master, leading her to conclude that "hard work really does pay off."



22



Finding and cultivating new talent is essential if our industry is to thrive. That's why we spent the last year asking salon owners and hair color manufacturers to help us find 30 colorists age 30 and under who show great promise. Will one of them be the next Beth Minardi or Jason Backe, the next Sue Pemberton or Kim Vo? Only time will tell, of course, but we expect big things from the young people who made out list this year. You might want to remember their names.

20. CHARDAI FISHER brings a fresh approach to the PRAVANA Artistic Council. Her Motto? "Education is key, and the more you know, the more you will grow." When she's not teaching at Empire Beauty School, she's seeing clients at Glitter Salon and Spa in Decatur, Georgia. Fisher knew she was destined to be in the beauty industry from a young age. "My mom was a stylist," she says, "and I always knew I wanted to translate hair into art."