

OLAPLEX®

OLAPLEX @ SALON INTERNATIONAL

Olaplex® took Salon International 2015 by storm with a packed-out stand, and claimed the unofficial title of the most searched hashtag on social media in the lead-up to the event.



West Hollywood "Hair Activist" and 'International Top Colourist **Guy Tang**' presented his latest colourations and techniques with Olaplex in nine sessions over three days. His latest colour creations included unique Metallic shades from his new colour range and, of course, his signature Balayage looks. Each session saw a full crowd, with hundreds of people queuing up to have a "selfie" with the 'hair-king of social media'. Guy Tang drew in a crowd of loyal followers and supporters, otherwise known as his #HairBesties, of which he has half a million on his YouTube Channel and almost one million on Instagram.

Vice President of Education for Olaplex, Jordan Alexander, shared his wealth of knowledge with visitors, explaining the science and technology behind the revolutionary Olaplex®. Additional speakers included Sharon Dale, Artistic Director, Rebecca Taylor, Brand Ambassador & Educator for Olaplex, Sam Cusick from Taylor Taylor London, Nathan Walker from Trevor Sorbie, Julie Church from Gatsby & Miller and Tom Smith from Billi Currie.

Olaplex founder Dean Christal attended the event alongside Leslie Spears, Chairman of Olaplex UK. When asked about the success of Olaplex at Salon International 2015, Dean said: ***"Show success like this, is at the very heart of Olaplex. Talented and enthusiastic stylists, ambitious salon owners and a truly breakthrough product"***



Photography by Gary Summers and Kellianne Newiss

**Watch the Olaplex @ Salon International Video on YouTube here:
<https://youtu.be/uVh3OANvKBY>**

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