

Back to nature



David Babai

Putting the care back into hair-care

Lauren Esplin

Celebrity hairdresser, David Babai, has teamed up with the beautiful Kate Hudson to launch a new hair-care range, WildAid. Babai tells *thisishair* why he is passionate about natural hair products, the mega-celebrities that have inspired and joined him and offers insight into his success...

Q Why did you launch David Babai for WildAid?

A My mother always surrounded my sister and me with animals. As babies, she would often place our pets in our cribs. She stressed the importance of respecting their lives and providing great care and love for animals. This family passion soon transformed into my cause. Through research and my friendships with Angelina Jolie and Eric Steinhauser, I learned about WildAid and their devotion to preserving wildlife and stopping

their illegal trade. Eric is one of our original partners who introduced us to WildAid while Angelina was a vital force in the line's concept.

Q Do you notice a difference when using natural products compared to traditional products? What is it?

A There is a definite difference in the feel, texture and condition of the hair. I am proud to say that Kate Hudson and I worked almost four years developing the line so it could be free of sulphates, parabens and dangerous petrochemicals. We proved that it is possible to achieve great hair days without using any animal products or testing it on one single animal. The earth has an abundance of natural and replenishable resources that have many beauty benefits.

Q In the last decade or so, there has been a major shift towards green living, why do you think this is?

A I feel that we are finally paying attention to what the earth and nature is telling us. We need to stop

the illegal poaching and killing of animals. The natural cycle of life is in danger and we must act now to save it.

Q In your opinion, what does a celebrity endorsement do for a product like this?

A I feel that it is very important because we are a celebrity-driven society. We pay attention to what they wear and how they live their lives. If we can take this fascination and use it to better the world then we can accomplish great things. I am very grateful to Kate Hudson for having the same passion and joining me on this journey.

Q Why did Kate Hudson get involved?

A During the past seven years of my friendship with Kate, we often spoke about doing something for animals and creating products free of the beauty industry's standard "dirty dozen".

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Little Black Hair Care Book

Editor's un-biased favourites

'MAID' FOR ME

Handbag Butler is a great idea for salon owners! The chic, foldable hanger can be attached to salon benches to keep clients' handbags out of harm's way. It's a cute and stylish way to keep cut hair out of handbags, but still close by for that emergency mobile call or make-up re-touch post shampoo! The range features 25 unique product styles, from leopard skin to floral to bejeweled – but my favourite is the cute *lovebirds* design! To find out more about Handbag Butler or to purchase online, visit www.handbagbutler.com.au.



FROM
RRP \$29.95

Product showcase }

CLEAN-CUT COLOURING SOLUTION

Australian-owned Original & Mineral (O&M) has pioneered Clean Colour Technology (CCT).

The technology features in its range of salon professional colours, shampoos, conditioners, treatments and styling products.

CCT is a unique system, which utilises the world's smallest ammonia free colour molecule, delivering longer lasting results without the chemical overload. Pictured here is the *Atonic Thickening Spritz*.



250ml RRP \$27.95

GO NATURAL

Missessence co-founder Narelle Chenery says people should detox their hair this summer by using natural products.

Chenery claims most commercial shampoos and styling products contain silicone derivatives.

Switching to a *natural shampoo and conditioner* will help de-stress your tresses and restore a healthy balance to the scalp.



50ml from \$5.95
250ml from \$18.95

I'M TOO SEXY FOR MY MOUSSE

Sexy Hair's *Volumising Mousse* is manufactured for distribution within the professional hair industry.

It is a light styling formula that nourishes hair while providing volume and control.



150ml RRP \$32.38

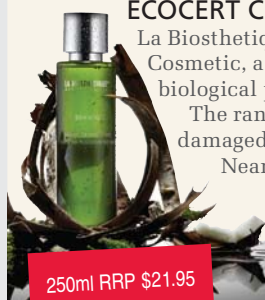
ECOCERT CERTIFIED HAIR CARE

La Biosthetique scientists have developed Natural Cosmetic, a unique hair-care concept that combines biological purity with luxurious pampering.

The range includes two shampoos, one for damaged hair and another for fine hair.

Nearly 100% of the product's ingredients have been sourced from natural origins.

The professional hair-care range has been certified in accordance with the exacting criteria of ECOCERT.



250ml RRP \$21.95

PURE GENIUS

This year Pureology professional colour care was introduced to the Australian market.

The product guarantees colour, radiance and longevity with its unique *Antifade Complex and ZeroSulfate shampoos*.

Created exclusively for colourists and their clients, the product is naturally derived from organic botanicals and 100% vegan formulas – a salon industry first.



300ml RRP \$40.00



12ml RRP \$14.95

THERE'S SOMETHING FISHY GOING ON...

Fish is a range of quality styling products straight out of the infamous Fish Hairshop, born and bred in Soho, London.

Fish now offers a wide range of hair styling products for men.

The *Stone Fish Styling Clay* is non-greasy with excellent hold, perfect for men with thick hair.

How do you feel about green hair?

We all know that using natural products is good for the environment, but so is swapping the car for a bicycle. One of Sydney's leading hairdressers, Alan Coban, tells thisishair what he really thinks about the products, naturally...



Alan Coban



A gorgeous hair creation from leading stylist, Alan Coban.

The essential difference between natural or organic products, and traditional products, is that the traditional variety can contain synthetic detergents.

These detergents, while effective in cleansing, colouring or styling, also remove all the natural oils from the scalp and hair follicles.

When people have sensitive skin, these products can be quite harmful and can result in skin conditions such as psoriasis – a chronic, non-contagious autoimmune disease that affects the skin.

Natural products, meanwhile, are sulfate-free and manufactured without using artificial fragrances or cleansing agents that are chemically based.

These products can eliminate the amount of harmful toxins that our bodies absorb through the scalp and

hair. Using natural flower essences and herbal extraction as well as fruit and nut oils, they are far gentler.

Having said this, many clients still prefer the traditional chemically based option, as they feel the effectiveness and finish is superior.

From a professional viewpoint, hair-care for my clients is

prescriptive, as each person has individual issues that need to be addressed differently.

If a client has an allergy, but still wants to use salon-grade traditional products, we may provide counsel, discussing the side effects and why using natural products may be in their best interests.

However, if the client does not have these sensitivities, I would take another approach. Clients with robust hair are perfect candidates for the more intense, traditional suite of products that do produce a slick look.

Traditional products certainly have market-share as they offer extensive ranges in colour and treatments. I believe natural products need to catch up with their depth of range.

The traditional range also makes brand offerings at varying price points – often a major consideration for clients. The more limited organic ranges, however, do tend to be more expensive.

This could change as big companies respond to consumer demand for more natural options. Industry will recognise the economic viability of providing alternate ranges, as we have seen in the food industry.

This is good news for both professionals and clients, because it means more choice. And choice allows us to tailor hair-care options for clients.

Email us with your comments

Putting the care back into hair-care



Kate Hudson on set at the David Babaii for Wildaid photo shoot



“Kate and I were determined to make a line free of sulfates, parabens, petrochemicals, animal products and, most importantly, free from all animal testing”

Interview continued from page 1...

Several big companies approached us to work on the project, but we decided that we wanted to create change on our own. Kate and I were determined to make a line free of sulfates, parabens, petrochemicals, animal products and, most importantly, free from all animal testing.

Kate is the perfect face for the product and this is the perfect time.

Q *With a client list that includes Angelina Jolie, Uma Thurman, Nicole Kidman, Scarlett Johansson, Sarah Jessica Parker, and Gwyneth Paltrow...What is the secret to your success?*

A I love what I do and try so hard to be the best hairdresser that I can be. They are all such beautiful,

kind and wonderful women whom I adore and respect.

Q *Which celebrity's hair have you most enjoyed working on?*

A They are all amazing. Each one has a special place in my heart and I love them all.

Q *We are coming into summer in Australia, what do you think the season's top style will be?*

A Natural, natural is my big

statement for the trend. Let your hair show off its best assets.

Q *What is your best tip for beautiful hair?*

A Beautiful hair is not just external but internal as well. Eating right, exercise and plenty of water is also essential. But of course, my products will also help ☺

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