

LISAP launch Splasher during the Colour& Creativity Experience

The Corinthia San GORG resort hotel was the venue for the Colour and Creativity experience for hair dressers held on the 23 rd of MARCH

Beautimport Ltd. hosted more 230 hairdressers at the annual LISAP event **colour and creativity experience**. Most were professional and there were also 5 teachers and a number of students from hair dressing schools.

Antonietta Miglietta international trainer was in MALTA to present the **SPLASHER by LISAP**

In Malta she is a house hold name in Malta not just with the hair dressing community but also with the local public due to her appearance on popular programs on the subject of hair and beauty.

Antonietta showed several ways of using Splasher since it is a totally new product in concept, formulation and use.

It is a multi-function ammonia-free hair dye.

1. It can be used in 5 different ways. Splasher comes in 6 colours: the primary colours and the secondary colours. A technical person can thus create any colour he or she fancies. Besides due to new generation pigments in very high concentration all technical colour problems can be solved by means of SPLASHER.
2. It can be added to any existing dye to reinforce the colour . It can be used to tone down unwanted red, orange or yellow tones. It can be used to eliminate red. In the hands of the right technical person Splasher allows the creative hairdresser to invent colours “a PIACERE” at will. IT is not the usual crazy colour since it is mixed with its own developer.

Lisap also launched **Linfa Schiarente**; a product that can only lift natural hair and by up to 4 tones. It is so incredible that the audience had to see the fantastic results before believing.

The attendants also watched Antonietta Miglietta and Charles Falzon local trainer perform **cuts and colour techniques** on stage on a number of models who had splasher in their hair.

Elegance by BALMAIN.

Another important launch at the **Creativity** event was ELEGANCE collection by BALMAIN. With elegance collection Joseph Briffa demonstrated that-any hair dresser can create an elegant hair do (up style) in 5 minutes even on short hair! Balmain hair extensions now also propose **hair make up** (artificial human hair) that can be applied by the customer herself to lengthen and fill up or colour her hair quickly and affordably.

This new hair now comes in extra long .It is called **memory hair** or hair make-up because it never loses its shape .Once you have had it curled or straightened it will not frizz up with humidity.

Of course BALMAIN is world renowned for their professionally applied hair extensions. People who use BALMAIN on their clients have to undergo training and update of training. Regularly courses are held to train new and existing clients on the new trends and developments.

Creativity “talks by Joe Woods”

- During the whole day event a section was dedicated to Creative thinking.
- This being the year and the week Europe decided to dedicate to “creativity and innovation” Corinne Farrugia of Beautimport invited Joe woods from the WORLD CENTRE FOR new THINKING, to address the hair dressers.
- The world centre for new thinking based in KALKARA Malta is world famous for its founder, who is none other than Professor Dr. Edward de bono.
- He is famous for lateral thinking and the 6 hats method used the most important multi national companies like shell and IBM.
- It was very entertaining to the majority of those present to be challenged in this way. Hair dressers are very creative in all they work on. The new angle with Joe wood’s presentation was to be provoked into thinking up new ways of doing business and coming up with ideas.

Beautimport ltd is the Malta representatives for estetica magazine UK version.

Mrs. Corinne Farrugia presented the event. Beautimport staff Romina, Hilda Noel Litziana and Sandro as well as family Patrick and Joe Farrugia all helped in making this event a success. The models were beautifully made up using Elle cosmetics .

Agostina Tonna, Angele Bugeja and Hilda Farrugia as well as Clayton provided the touch of creativity in the looks. Special thanks to Ingrid, Diane Roseanne as well as Lucienne and Charles who helped Antonietta with the backstage preparations .The students of Beauty Tech also helped.

All present attended a lavish three course meals prepared by the excellent staff of the Corinthia san Gorg hotel.