

MAGAZINE
salon

THE BUSINESS OF BEAUTY AND STYLE

fall's best
trends

new collections *plus* the latest from the runway!

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Eco Extension

Pure Extensions partners with Vivienne Mackinder to develop an online education system

Known as the eco-chic hair extensions system, Pure Extensions has broken the mould once again with its web-based online education system. Partnering with the first lady of hair Vivienne Mackinder, founder and host of hairdesignertv.com, Pure Extensions shot its webinar style program in tandem with a high fashion photo shoot featuring voluminous manes and tons of touchable texture.

Filming a breakdown of the techniques used for each look during model prep time, the photo shoot not only served as the basis for Pure's educational webinar, it also produced some spectacular imagery, including the photo shown here and on our cover page.

For more info visit pureextensions.com or head to hairdesignertv.com for the complete online lesson.

Collection: Pure Mackinder
Hair: Vivienne Mackinder for Pure Extensions
Hair extension application: Josif Wittnik
Assistant: Rebecca D'Este
Makeup: David Maderich
Wardrobe: David Widjaja
Photo: Babak

WWW

• To view the full range of photos go to salon52.ca.

