

FORMATION

MAY 2016

SALON
TALK:
THE VIXEN
SEW IN

Ultimate Girl Crush
BRITTANY SKY

WHAT HAIR
TYPE ARE
YOU?

3C 4A 4B 4C

MELANIN
POPPIN'

Secrets for that
perfect summer
glow



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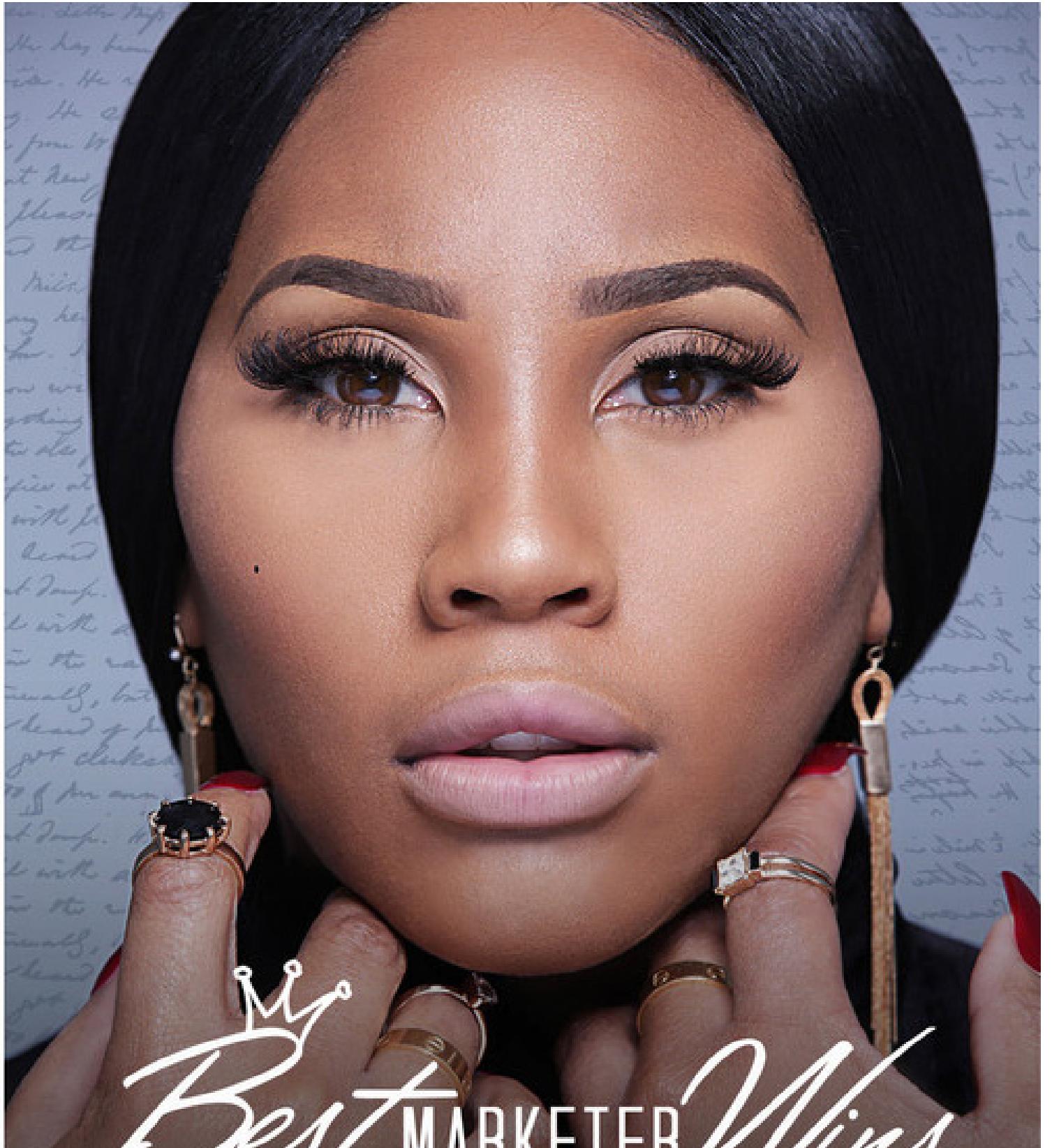
FORMATION

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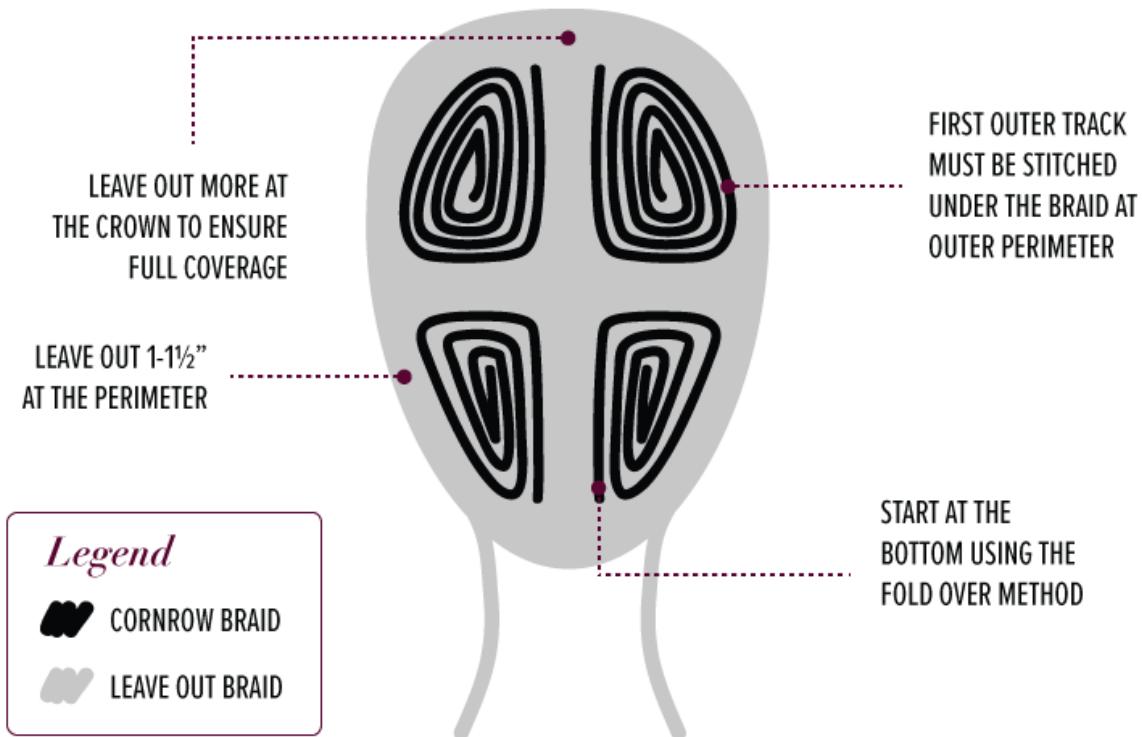
The background of the image features three vertical bundles of dark brown hair extensions. Each bundle is secured at the top with a small, shiny gold-colored metal band. The hair is styled in loose, flowing waves. The central bundle is positioned slightly higher than the two flanking it.

THE VIXEN SEW IN

**Do's and Don'ts to the Most
Natural Weave Techniques**

VIXEN SEW-IN 101

The Vixen Sew-In is an innovative, new hair installation method that allows for greater styling versatility.



The Vixen Sew In method is a weaving installation technique that allows for extra versatility in wearing and styling your hair. What makes this unique is how seamless and undetectable the weave is. With this method, your hair will be separated into 2-4 sections, with hair left out along the perimeter around your head as well as the cross sections of your scalp, and then, the 2-4 sections will be braided into beehive patterns, which will form the base on which the weave is sewn onto. After the hair is fully installed, you will be able to style your hair up in a ponytail or high bun,

half-up half-down, braided down in pigtails, or simply curled and styled. Styling possibilities are endless! The Vixen Sew In is not for everyone. Since this method requires a lot of leave out, the perfect candidate will have hair that is around the same length as the weaving hair, and her hair will be full and healthy. Because the leave out sections will be exposed, it will require extra tender love and care. We highly recommend that you pre-poo and deep condition the leave out, and use a heat protectant before using heat tools.

PROS

Fantastic Styling Versatility

What makes the Vixen Sew-In so popular is that it allows for so much styling versatility. Whether she wants to wear her hair up in a ponytail or bun, down in pigtail braids, or simply all down, she can do it all & so much more.

Totally Seamless Look

Since the Vixen Sew-In technique blends your own natural hair with the weave, the finished look is so seamless that it looks even more realistic than traditional sew-in's.

Easy Breezy Maintenance

Maintaining a weave can be very complicated, but it's a breeze with the Vixen Sew-In. Since the hair is already separated into quadrants, all you have to do is pull the hair into bantu knots, buns, or a neat braid at night. Also, since there is a significant portion of natural hair left out around the perimeter and across the middle section(s) of your scalp, it's easier to wash and moisturize.

CONS

Hot Heat Exposure

There is a lot of natural hair leave-out with the Vixen Sew-In. And if that leave-out needs to be smoothed down with a flat iron, there will be a greater chance of heat damage to the hair, so it must be well protected. Because heat is so damaging to your natural hair, you must apply some sort of protection to the leave-out before styling with heat. Additionally, we highly recommend deep conditioning the leave-out to keep the hair hydrated and moisturized at least once per week.

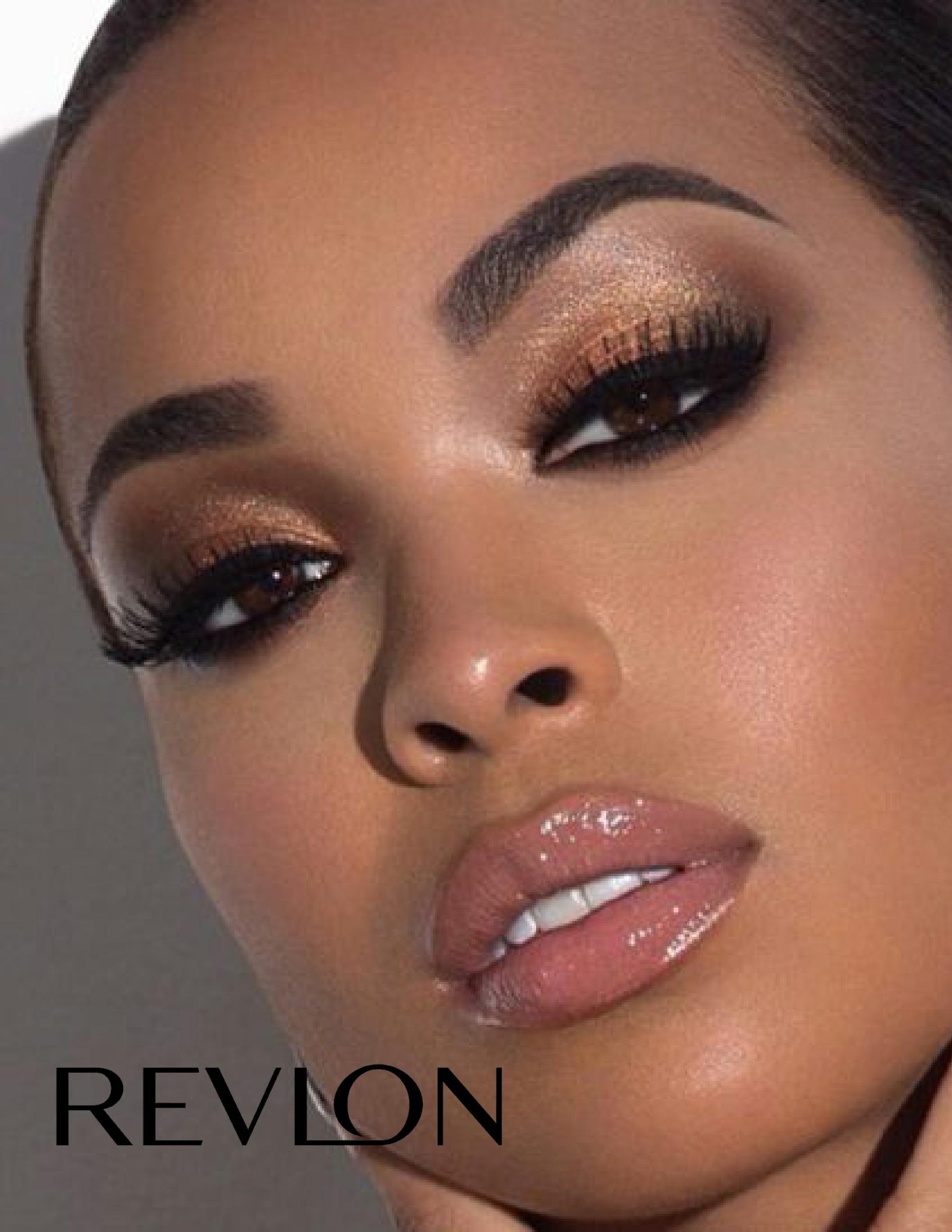
Uneven Hair Health

With most of your natural hair braided down and protected, and some of your hair left out and exposed, the health of your hair may become uneven, depending on how much heat you apply, and how well you care for your hair. On the other hand, if your natural hair matches the texture of the weave seamlessly, you will not have to apply any (or as much) heat to your natural hair, and your hair health can be maintained evenly.

Not for Everyone

The length and health of your natural hair will determine if you are a candidate for the Vixen Sew-In. If the natural hair along the perimeter of your head + middle sections of your scalp are not as long as the hair you are installing, or if it is too damaged or weak, we highly recommend not using this installation method.



A close-up, high-contrast photograph of a woman's face. She has dark, wavy hair pulled back. Her eyes are heavily made up with dark, smoky eyeshadow and long, dark eyelashes. Her lips are painted with a shiny, glossy pink lipstick. The lighting is soft, highlighting her skin tone and the texture of her makeup.

REVON

What's my hair type?

Curly Kink 101



TYPE 3: CURLY



Curly 3A



Curly 3B



Curly 3C

Type 3 hair is curly hair. If you pull a strand of a type 3 curly, you will notice it has a definite S shape. Granted, the S may be a lower case s or upper case S, or it may even resemble a Z on some occasions...however, there is a definite curl pattern in place, with or without products. This hair type is full bodied, climate dependent (humidity = frizz), and damage prone. Lack of proper care renders dull curls. Type 3 hair is curly hair. If you pull a strand of a type 3 curly, you will notice it has a definite S shape. Granted, the S may be a lower case s or upper case S, or it may even resemble a Z on some occasions...however, there is a definite curl pattern in place, with or without products. This hair type is full bodied, climate dependent (humidity = frizz), and damage prone. Lack of proper care renders dull curls. Type 3 hair is curly hair. If you pull a strand of a type 3 curly, you will notice it has a definite S shape. case s or upper case S. may



CURLY HAIR STYLING TIP: Curly hair is the most temperamental hair type. If you apply too much styling product = weighed down/greasy looking curls, apply too little styling product = Diana Ross's 80's afro! The key to guaranteeing effortless, frizz free curls is proper styling product application. Always start with a fresh, clean palette on day #1. Cleanse, Condition, Moisturize, then apply your styling product of choice. We recommend

Carol's Daughter Hair Milk Co-Wash Cleansing Conditioner (\$18)
Cantu Coconut Curling Cream (\$6)

TYPE 4: KINKY



Kinky 4A



Kinky 4B



Kinky 4C

Type 4 is Kinky hair. Despite many misconceptions, this tightly coiled hair is quite fine and fragile. It is wiry, and delicate by nature. Each strand usually has a zig zag pattern. Kinky hair is the driest hair type, thus it is more prone to breakage and requires a gentle touch. A misconception exists that this hair type does not grow. Kinky hair grows at the same rate as other texture, however, if not treated properly it breaks more than other textures. Treat this hair type like a fine silk blouse – cleanse gently, detangle softly, and avoid harsh chemicals.

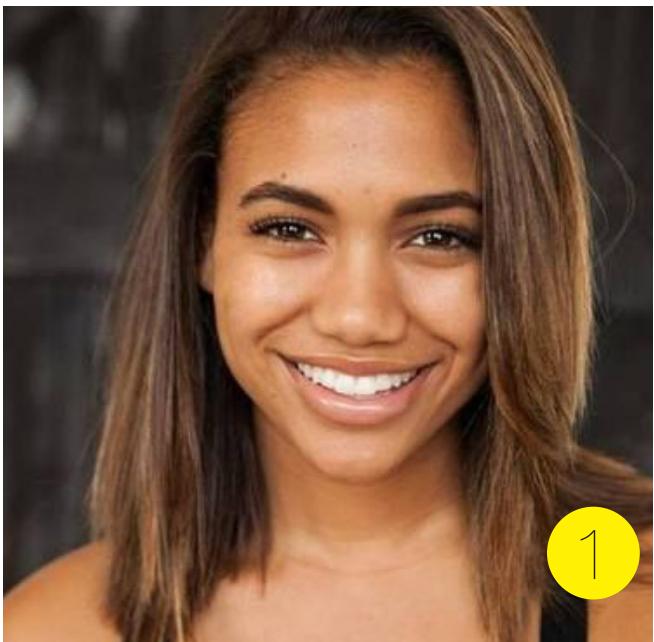


Shea Moisture Raw Shea Butter Extra-Moisture Detangler (\$12)
Kinky-Curly Curling Custard (\$15)

KINKY HAIR CARE TIP: Because kinky hair is dry by nature, and therefore breaks easily, it needs added moisture, daily. Dry hair breaks...well moisturized hair is supple and has elasticity. The key to keeping these natural locks healthy, shiny, and beautiful is to moisturize every step of the way. Start with a creamy, sulfate free, moisturizing cleanser, follow suit with a super hydrating conditioner, prep with a rich moisturizer and style with a rich cream, full of natural oils and rich butters. Look for moisturizing humectants, natural conditioning agents, and exotic extracts to add moisture to these locks. Avoid mineral, and petrolatum oil and heavy waxes.

COLOR

COOL BROWN



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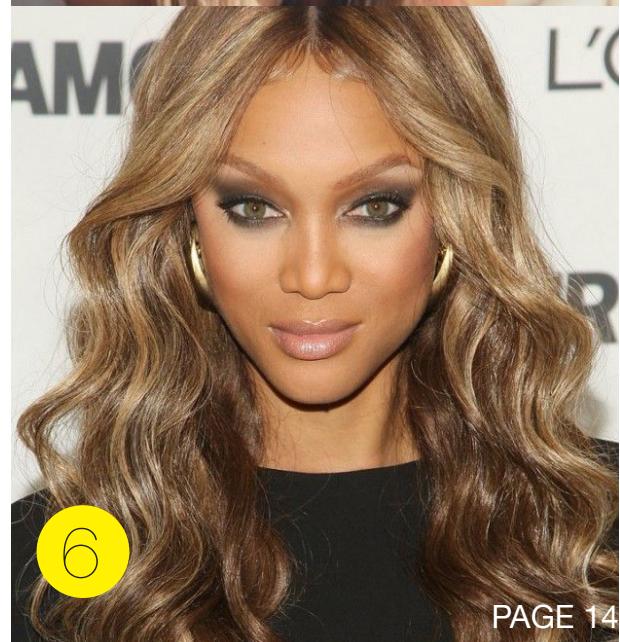
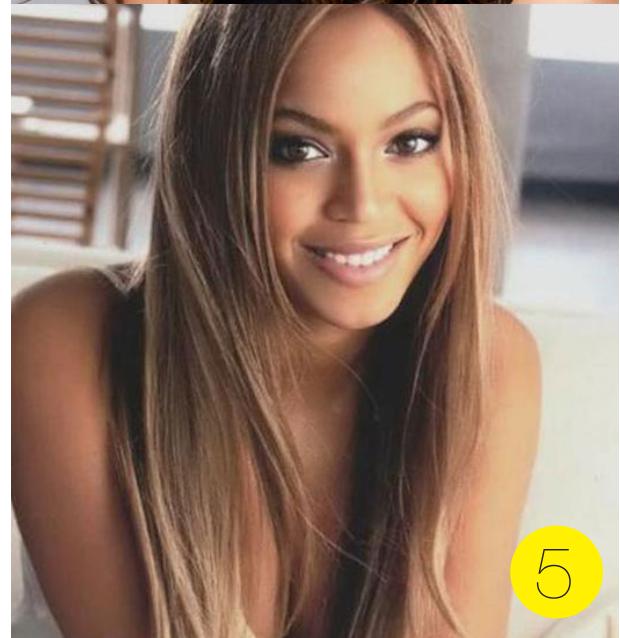
CRUSH

ASH BLONDE

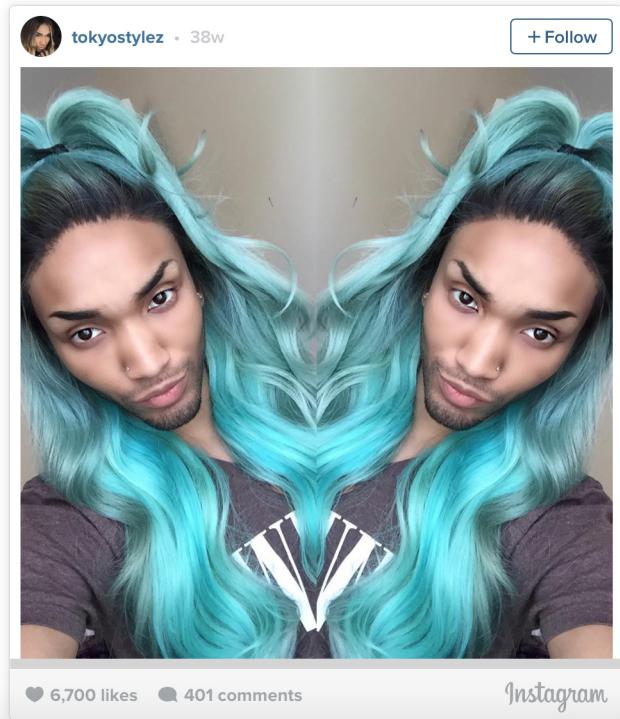
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TOKYO STYLEZ



If wig guru Tokyo Stylez had a theme song it would most definitely be Willow Smith's debut hit "I Whip My Hair." Don't believe me? Just watch – his Instagram page that is.

The success story of this humble 25-year-old hair stylist lies in his 6,000 plus posts and whopping 493,000 (and growing) followers. He has posted thousands of 15-second Instagram videos of him serving a fierce resting b*tch face accompanied by a hair tease, complete with hair flips that only Beyonce's magic fan could produce.

But it's his flawless technique that has made Tokyo a hot commodity in the hair world in what seems like the blink of an eye.

And the 15 seconds of slayage on the 'gram is but a mere glimpse into the full serving of beat he puts on a mannequin's mane. From Teyana Taylor to K. Michelle, Tokyo is now known as the man primping the mane's of many leading ladies.



Formation Mag: Tokyo, tell us about yourself and how the Touched by Tokyo movement began.

Toyko Stylez: I'm a hairstylist specializing in wigs. The Touched by Tokyo brand began nearly 3 years. I started off making wigs for cancer patients, and other clients that were suffering from hair loss. I took my talents to social media and right before my eyes, I had become this well-known hairstylist. It's crazy now of how fast it all happened.

FM: Where does your passion and love for hair stem from?

TS: My love for hair started very young, 11-years-old to be exact. I didn't really start doing hair on a consistent basis until my mother was incarcerated and I had to take care of my younger sister. I started doing her hair, and that's how I really found my passion for hair and I stuck with it ever since.

HH: What were some of the first styles you tried out on your sister?

TS: I remember telling my sister, "Girl, your hair looks crazy," and I made her sit down and I French braided her hair. That was actually the first hairstyle I learned, too. I continued to do hair and learn different techniques, and by the time I was 16, I did my first weave.

HH: Did you have any formal training from a school or were you self-taught?

TS: It was all self-taught. I'd pick up things here and there from my grandmother when I was younger. She used to do my relatives' hair and I would watch, but

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A close-up photograph of a woman's face, focusing on her eyes, nose, and lips. Her skin is a rich, warm tone. She has dark brown eyes with long, dark eyelashes. Her nose is straight and well-defined. Her lips are slightly parted, showing a natural pink shade. The lighting is soft, highlighting the contours of her face.

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(Tucker location Opening March 15th, 2013)

A close-up photograph of a woman with dark skin and curly hair. She is wearing a black top and has her eyes closed. A hand with white-painted fingernails is applying a dollop of yellowish-orange foundation to her cheek. The background is a soft, out-of-focus grey.

FOUNDATION TIPS FOR DARK SKIN

STICK WITH MATTE FORMULAS TO KEEP YOUR SKIN FROM LOOKING LIKE AN OIL SLICK.

While oily skin is a pretty universal skin type among all women, dark-skinned girls who have it tend to also have enlarged pores, which can lead to extra oil production. Look for foundations that help soak up your skin's natural oils, like L'Oréal Paris Infallible Pro-Matte Finish Foundation, which releases blotting spheres that sop up excess oil and sweat. Use a pore-reducing product nightly to minimize pores' appearance, like Beauty Rx by Dr. Schultz Dermstick for Pores.



DON'T APPLY YOUR FOUNDATION WITH YOUR FINGERS, SINCE IT CAN TRANSFER BACTERIA ONTO YOUR FACE.

"Women like to touch their faces a lot and if you have oily skin, this is a no-no," L'Oréal makeup artist Sir John says. Instead, apply foundation with a synthetic brush, like BareMinerals Perfecting Face Brush. Pour a few drops of foundation in the center and buff it onto your face for a flawless finish. For extra oil-zapping coverage, first layer on a primer, like the Make Up For Ever Step 1 Skin Equalizer Mattifying Poreless Primer.



USE BLOTTING PAPERS FOR TOUCH-UPS.

"You don't want to keep putting pressed powder onto your skin during the day, since that kind of product buildup can lead to breakouts," Sir John says. "[Blotting papers] are the best way to lift oils off without putting any product back onto the skin." Try Boscia Black Charcoal Blotting Linens — the charcoal in them not only soaks up excess oil, but helps keep your pores bacteria-free.



USE SETTING POWDERS, WHICH CAN LEAVE LAYERS OF WHITE ON TOP OF YOUR SKIN.



When it comes to locking in your makeup, it's best to stick with setting powders that match your skin tone. Try CoverFX Matte Setting Powder in "Medium" or Deep or Black Opal Deluxe Finishing Powder in "Dark" or "Deep." The best way to see if your setting powder has left an invisible layer of white on your skin? Sir John suggests taking a selfie using the flash.

EXFOLIATE YOUR FACE WEEKLY IN ORDER TO KEEP ANY DEAD SKIN CELLS FROM SITTING ON YOUR FACE.



Having a buildup of dead skin cells can leave dark skin looking dull and ashy even after you apply foundation. "You have to take care of your skin first if you want your foundation to look good," says makeup artist Sam Fine, who tends to celebs like Queen Latifah. "This includes washing, exfoliating, and moisturizing on a regular basis." For a deep clean, use the Clarisonic Mia Skin Cleansing System three times a week, or an exfoliating cleanser, like Neutrogena Deep Clean Gentle Scrub, every other day.



FIND A FORMULA THAT GIVES YOU YOUR DESIRED FINISH.

"I always tell black women to think about the formula first and the color second," Fine says. "Whether it's a stick, cream, or a powder, find one that suits your needs, since you might need a dewier or more matte finish based on how oily or dry your combination skin is." Try Bobbi Brown Skin Foundation Stick — the line contains a variety of dark skin-friendly shades and is easy to swipe exactly where you need it.

Who is Brittany Sky?

Native New Yorker, DJ Brittany Sky has influenced thousands of people across different audiences and her reputation continues to rise exponentially across corporate and sub-cultural platforms. As the leading lady in Kendrick Lamar's Poetic Justice ft. Drake music video to breaking new music with HOT97 former Programming Director, Ebro Darden, Brittany Sky has leveraged her mass appeal for cutting edge companies such as Nike, Gillette, Smirnoff Ice, Budlight, Incase, Puma and Hot 97. While proving herself a reliable asset to the artists and brands she partners with, Brittany Sky has provided noteworthy sets and mixes for brands such as Beats By Dre, Jordan Brand, Adidas, Oakley, Budlight, Mass Appeal, and the Game 7 Marketing Group private events. Brittany has opened up for Top 40 artists like Future, spun at some of New York's most prominent nightclubs, and deejayed alongside Hot 97's personalities such as Peter Rosenberg and the roster of the Soulection label. Multi-talented Brittany Sky is a star on the rise, with the momentum to reach incredible heights. The young, sexy Queens, New York native grew up with a slew of DJ friends, but when her colleagues began asking her for music suggestions, she knew she had what it takes to turn up. Having recently worked the decks at Madison Square Garden, All-Star Weekend, and events for both Jordan Brand and Top Shop, Brittany's Gwen Stefani/Pharrell/Michael Jackson-inspired taste of music has helped her rise to the top of the list of esteemed DJs. Be sure to check up with what Brittany's up to on Twitter and Instagram by following @BrittanySky.





A close-up photograph of Janelle Monáe. She has short, dark hair styled in a flat-top. Her gaze is directed towards the camera with a slight smile. She is wearing a white, fuzzy-texture garment. Her left hand is resting against her neck, with her fingers partially hidden.

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EVERYONE WANTED
TO BE A BLACK GIRL
UNTIL BEYONCE
DROPPED
FORMATION

For the first time, in a long time, one of the biggest stars in the world released a record that America could not relate to, understand, but most importantly, couldn't steal.

Now if you're here to talk about "we are the world", racism, lyrical content, natural hair vs lace wigs, illuminati, publicity, the KKK, Obama, or anything of that matter, you can exit stage left, right, center, and through the floor.

Not only is this not for you, (just like "Formation") but you literally may not be able to comprehend where I'm about to unapologetically take this, so I'm just going to go on right ahead and give you a pass, now.

BYE FELICIA



As an African American Woman- first generation Nigerian, to be exact- I have been explaining my identity, culture, name, shape, hair texture, hips, lips, thoughts, personality, feelings, and DNA to people who don't look like me, my entire life.

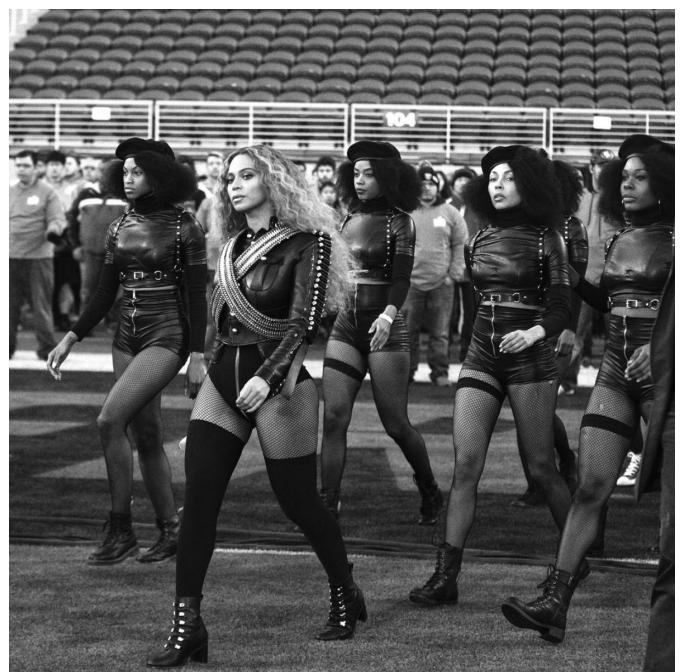
I've been teased, taunted, objectified, but most recently, appropriated by a world that loves everything about me, my music, my culture, and body shape, as long as it can be replicated and reproduced into a form that doesn't require any accountability, apologies, or acknowledgement- as long as it can be reproduced into something that makes the "average American" feel comfortable.

Currently, I live in Los Angeles, California, where women alter their bodies so their behinds are larger, their lips are fuller, and their man of choice is an actor, athlete, rapper, or in aspiration of all three, while they, themselves, hope to score big and become the next Kardashian, who in real life just wants to look like... nevermind.

Everyday, I read beauty blogs and fashion magazines, confused when I see designers debuting "new" hair styles, fabrics, textiles, and "trends" that are near and dear to African, Caribbean, or Black Culture, with no acknowledgement of it's origin or existence.

Same sex couples and citizens of America can finally have parades and are supported by heterosexuals and politicians with hidden agendas.

Bruce Jenner is now Caitlyn Jenner, and has won more awards as such than the former while gaining the support of feminist and trans people alike.



Beyonce is called a racist because she reminds the world that she is still very much proud of her heritage and will not allow people to kill our offspring unjustly, or dub our bootylicious features as a Hollywood must-have.

Why?

Meanwhile, a confederate flag that was waving at the South Carolina Capitol was just removed yesterday, oops I mean in 2015, and yet, pro-blackness, which has never meant anti-whiteness, is “the” problem.

To be completely honest, Antone Dodson could have been on that Super Bowl stage, and my feelings would have been the same.

What happened up there and in that video was bigger than one person.

It literally united every Black Girl who has been taught to hate herself, her looks, her origin, her roots, if nothing else, for one day. For every girl who thought their negro nostrils were too big, their hair texture was unmanageable, or not presentable. For the girl who dreams of looking “exotic” because that is what many of our men are finding desirable. For the girl who’s told her name, accent, or taste is too ghetto.

Who is told her personality is way too serious because she is concerned and speaks out towards social injustice.

Baby, you can’t steal that.

Aint enough Instagram filters with rap lyrics as a caption in the world where you can steal that type of authenticity.

And I know you don’t want to.

It’s an upbeat song, but there is pain behind that video and those lyrics-a pain that no one wants to inherit, but we, in this community, have carried since the beginning of time.

Upbeat negro spirituals were sung while slaves were moving their way out of the underground rail road and slave ships, but this isn’t about freedom.

For once, you can’t remix, replicate it, or swipe it with a fleek, slay, or yaaaaas.

The message is clear as day:

**Black People are not
erasable..**

Black Culture moves mountains.

**Black Women are
beautiful, as is.**

It is what it is.

And as selfish as it may sound, I feel so proud that for once I can wake up in the morning and look at this video, knowing that this belongs to me.

This pain belongs to me.

And for once, no one can steal it.



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Olive Oil

Ideal for All Hair Types

Hold: 10/10

Scent: Sweet Olive Oil

Formula: High in Vitamin E
and 100% Olive Oil

Benefits: Aids in circulation to
the scalp, stimulates hair growth
and provides a healthy shine and
superior hold



Krystal

Ideal for All Hair Types and Colors

Hold: 10/10

Scent: Clean, Fresh

Formula: Contains UV protection, high
levels of PVP and Wheat Protein

Benefits: Reduces porosity, improves
shine, builds body and maintains hold



Moroccan Argan Oil

Ideal for All Hair Types

Hold: 10/10

Scent: Crisp, Green Apple

Formula: Contains UV protection,
100% Argan Oil, Vitamin E and rich
in organic nutrients

Benefits: Maximum softness, brilliant
shine and manageability for even the
most resistant hair types



Super Protein

Ideal for Naturally Dry Hair

Hold: 10/10

Scent: Menthol

Formula: Contains maximum levels
of Wheat Protein and PVP

Benefits: Removes static charges,
reduces frizz, minimizes breakage
from chemical and heat abuse