

DAVITATM

THE BUSINESS MAGAZINE FOR THE SALON OF THE FUTURE

Promote
COLOR
Services to
Increase Profits

Adapting
WET
Services to
DRY Rooms



on display

by Kiss Me Cosmetics



Kiss Me Cosmetics brings a new idea to a cosmetic standard with **Kiss Me Mascara**. The water, flake- and smudge-resistant formula forms a tube around each eyelash, adding both volume and length. Removes with water and is gentle enough for sensitive eyes or contact lens wearers.

GRAND SCALE
How Mario Tricoci Built
A Salon/Spa Empire