

# EDLIS Tri-State Beauty News

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## 1978 styles here Feb. 13

New style trends introduced at the National Beauty Show this month in Las Vegas will be presented for you in Pittsburgh Feb. 13, courtesy of Edlis, Inc.

Dennis Mattos will appear at the Greentree Marriott Inn for Pivot Point International. He will bring to the Greentree stage the styles that drew rave reviews in

Las Vegas when seen for the first time by industry leaders.

Admission will be by ticket only. Tickets are \$10, and can be purchased by sending a check to Pivot Point International, 339 Boulevard of the Allies, Pittsburgh 15222. Or, call 281-2771.

Here is what Pivot Point says about styling artist Dennis Mattos:

"This man allows his work to become an extension of himself, thereby generating a rare kind of excitement and enthusiasm. Raised in California, Dennis trained extensively at Pivot Point and is a member of the California Cosmetology Association. He also has to his credit both California and Illinois Hairdresser's licenses, a California Instructor's License, and he is a first-place competition winner. He studied with some of the finest European Artists and his skills were such that Dennis was asked to assist.

Dennis feels that a haircut is of basic importance to the whole appearance of the client."



Dennis Mattos



Sensor Perm: Available now from Edlis, Inc.

## New perm system is here now

Sensor Perm, a new system of perfect perming achieved by combining the disciplines of electronics, chemistry and computer science in a revolutionary new beauty system, now is being demonstrated by Edlis, Inc.

For information on how you can see this Revlon invention call Edlis or ask your Edlis salesman. In Pittsburgh, call 261-2862. The toll-free WATS number for western Pennsylvania is 800-242-0536.

A fascinating computerized-like machine, Sensor Perm is designed to give precise control over permanent curl. With advanced scientific know-how, the hairdresser programs curl to the individual characteristics of each woman's hair. It eliminates perm droop-out caused by under-processing and frizzy, dry ends caused by over-processing. Perm perfection is assured everytime a perm is given, according to Revlon.

The Sensor Perm System has three key components: The Sensor Perm  
To page 5

## New service for you

You are looking at the newest service for you from your full-service beauty supply house, Edlis, Inc.

The Edlis Tri-State Beauty News is a professionally edited publication designed to bring you local articles and business suggestions written by industry experts. The intent is to help you build a bigger and better salon business.

Copies will be sent free to all Edlis salon customers once every two months. Like this issue, each will be filled with news about the products, equipment, programs and services offered you by Edlis, Inc. There will be stories on business and management techniques, and articles and photographs about you and your friends and fellow salon owners.

You and those who work with you in your salon can be part of this paper—and we sincerely hope you will be—by telling your Edlis salesman what's new in your salon (new baby, new employee, a wedding, a grandchild, a vacation

trip, whatever is happening where you are).

A special two-page deal sheet will be a regular feature of the paper, offering you special prices and opportunities on the fine product lines brought to you by Edlis. You'll want to save these center deal pages (pages 10 and 11) and use them as you order supplies in the weeks to come.

Edlis, now celebrating its 95th year as one of the nation's leading beauty supply wholesalers, hopes that this new communications link will lead to an even better understanding of your needs. Edlis wants to bring you new ideas and methods to improve your business, to bring you more customers, to help you make more money.

This paper is yet another way in which Edlis takes the lead in bringing progress and profit to the beauty industry, based upon education and information.

Any suggestions you have for the paper will be most welcome.

## Edlis in-store clinic series opens Jan. 30

A series of free in-store clinics has been scheduled for you by Edlis, Inc. They will be presented during the next several weeks in the educational center of the Edlis Building at 329 Boulevard of the Allies in Pittsburgh. Time of each is 1 to 4:30 p.m.

Here is the schedule:

**Jan. 30:** Fermodyl, featuring hair analysis and retailing techniques for bigger salon profits.

**Feb. 6:** Roux, featuring the latest in coloring techniques.

**Feb. 13:** Revlon, featuring demonstrations in hair relaxing.

**Feb. 20:** Helene Curtis, featuring demonstrations of Uni-Perm, the new Multi-Curl save, plus latest haircutting techniques.

**March 6:** Clairol, featuring hair-color consultation.

**March 20:** Helene Curtis, featuring the latest permanent waving tips.

Remember, all of the above clinics are free. All are held on Monday, beginning at 1 p.m. and ending at 4:30. Mark your calendar now.

## Miss Gloria in 3 Tresemme shows; dates are Jan. 30, Feb. 6, March 6

Three Tresemme shows featuring Miss Gloria will be presented soon by Edlis, Inc.

The first will be **Jan. 30** at the New Kensington Holiday Inn, time from 1 to 4:30 p.m.

**Feb. 6** is the second date, this show set for the Greentree

Holiday Inn, 1 to 4:30 p.m.

The third will be held **March 6** at the Irwin Holiday Inn, again 1 to 4:30 p.m.

Admission is by ticket only. See your Edlis salesman or call 261-2862.



Two pages  
of special deals,  
great prices.  
See p. 12-13.