Bond-ing With L'anza on Broadway

New York, **L'anza** president **David Bonghi** recently hosted Blue Ivy Co. and two dozen top cutting and coloring stylists for a luncheon to bring the company's creative director **Bruce** and **Wendy Bond** and mascot artist **Matt Sweeney**. The Bond artists philosophies and client practices are not necessarily unique to L'anza, stemming yet straddled Pacific. The combination of personal cutting rituals and inspiring color placements and both ways make the Bonds' work with a courageous individualism was grounded in the science of shape and shade, cutting and color texture. "I use the analogy to hair, conditioning and hydrating I get with Oasis [L'anza Hydrasoon]," said Wendy Bond. "They are organically shaped and I find the last molecule to get the amazing effortlessness."

Mountain, L'anza's vice president of marketing, **Bill Sypolinski**, outline presented the company's comprehensive line of healthy-based haircare products. He was **Rusty Chamberlin** (the manager Schwarzkopf Professional) with expanded the audience, repeated more unique and it takes care aging.