

You can't have had 'professional hairdressing' too high on your radar not to have noticed the success of Adelaide's Hair Machine empire. Having picked up more awards in the L'Oréal Professionnel Colour Trophy than any other hairdressing group for several consecutive years, there is no doubt Hair Machine has always been a mecca for passion, talent and creativity. However, four Hair Machine Salons have been re-branded, at the time when successful staff from Hair Machine group saw it was time for a new opportunity where they could maximise their own opportunities and so, ZINK the element of hair was born.

Headed by a stellar creative force with a passion for the industry, Joe and Suzi Cotroneo, Angela DeChellis, Antonette and Tony Scarfo and Anna Esposito Walsh have reinvigorated the Adelaide hairdressing scene by providing service that is all about the client experience. The group officially launched in August with a glamorous cocktail party at the Adelaide Beachhouse, focusing on their commitment to Adelaide's clients and building sustainable relationships.

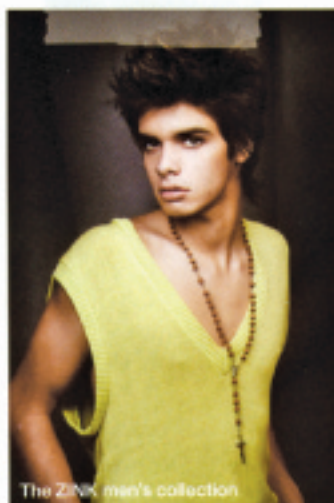
This network of six started with the Hair Machine group 20 years ago by motivating and educating staff and incessantly entering competitions to continue to drive the Hair Machine name that Vince Rinaldo had well developed through his years of hairdressing. Reaffirming that for Hair Machine, a strong and loyal team was the winning formula.

"It was the team environment and passion within all the Hair Machine staff that built the brand into the success that it is today, but to provide the team with the further opportunities it deserved many of us realised it was time for a new challenge," said Antonette.

"Hair Machine was our dedication for so many years and rather than becoming franchisees in someone else's business, we needed to embark on a new self-rewarding adventure. We realised our hard work had to be acknowledged in more ways than by just adding another award to the Hair Machine shelf," she said.

This dramatic shift saw four salons from the Hair Machine group break away, with Joe Cotroneo - artistic director of Hair Machine since 1987, ready to propel a new generation of his own staff. For this their team at ZINK's first national break came in 1996 at the IHS championships in Adelaide when they won Australian Salon of the year.

"After more than 20 years in the business, we realised Vince felt the need to change the dynamics of the growing businesses as more of his family entered the group. After so many years we felt it was inappropriate to change our partnership agreement to a franchise. We initially were lead to believe that a franchise was going to include all the existing partners, who had a majority share holding of 51 per cent in their own salons, however,



the proposition put to us in 2006 saw us lose control of our salons, with a minimal holding in the new company. We were not comfortable with this decision and knew from this that we had no choice but to break away," Antonette said.

Obviously this turmoil caused a shake up in what the public perceived as one of the closest networks of salons in country, luckily for everyone one common goal was shared - a passion for hairdressing.

"Our salons already represented a significant turnover for the Hair Machine brand and we expect to continue our success under our new brand," Antonette said.

As of May 1 2007, ZINK launched a new campaign which included television advertising, magazine and local papers which also coincided with the release of the ZINK Spring/Summer 2007 collection, The Carousel.

"The carousel collection is all about soft waves, cascading curls, radiant blondes, coppers and fiery reds."

Antonette and the team were also very excited to have taken out two of the three national finalist awards at the 2007 L'Oréal Professionnel Colour Trophy although the icing on the cake was winning the Trevor Sorbie UK Award at the National Finals in Melbourne in July.

"The future aim of ZINK is to have the largest up-market group of hairdressing salons in South Australia and we believe that through unity, strength, honesty and dedication that we will succeed in our future plans," Antonette said.

With a 2007 Colour Trophy Award under their belts, a successful launch and growing salons, it's no doubt Adelaide is going to be getting a little more ZINK in their diet, in an atmosphere of like-minded and passionate individuals. IN



"ZINK is an element that both hair and skin needs to be healthy, it's simply a powerful strong brand that we fell in love with straight away."