

WHAT'S MY LINE?

Celebrating the entrepreneurial spirit



JUAN JUAN

always dreamt of coming to Hollywood. As a young man growing up in Switzerland, he knew that becoming a hairdresser was his ticket to Los Angeles. And sure enough, after undergoing his training in France, he came to California hoping to recreate the high-fashion, avant-garde environment that surrounded him in Paris. It was 20 years ago that Juan Juan first assisted and then partnered with the famous José Eber. In 1984 he opened an eponymous salon in Beverly Hills, which eventually grew into four locations and The Juan Juan Academy. Yet it wasn't until 1999 that he launched his own line of 60 hair care products. Recently he pared the line down to 25 products—"Less is better," he says—and is relaunching it under the name J Beverly Hills. Juan Juan even owns the factory that produces his products and works with three chemists to create the formulas.

The entire J Beverly Hills line contains botanical extracts and essential oils. Besides a commitment to all-natural ingredients and creating

relatively inexpensive products, Juan Juan wanted to make his line easy to use. For example, Lift Up volumizing spray foam is a mousse that comes out of the canister "like snowflakes" as opposed to a big ball of foam. Juan Juan finds it easier to comb through the hair. Hair Shine Mist lightweight gloss mist is unlike other silicone products. Because it's a mist instead of drops, it's very light and won't weigh down the hair. Even his styling gels are lightweight.

And yet with all his success, Juan Juan's mission remains the same: to provide quality products that will empower the stylist with tools to enhance creativity. As for his clients, his attitude hasn't changed a bit. "Everyone is beautiful," he says. "I only make it obvious."—Meredith Towbin

"I want to provide quality products whose performance will empower the stylist with tools to enhance creativity."

What's Taking Off in the World of Beauty
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Clockwise from top: Souvage texture paste defines, separates, shapes and spikes; Gel Me maximum hold gel is formulated with aloe vera, chamomile, rosemary, sage and nettle botanical extracts; Lift Up volumizing spray foam utilizes state-of-the-art resins; Masque-Intensive hair and scalp treatment adds moisture balance to the scalp.