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Pat and I hope you have an amazing evening.

ANTHONY MASCOLO
President of Alternative Hair

A message from Tony and Maggie Rizzo
Founders of the Alternative Hair Show.

We are delighted to welcome you back to our Live Alternative Hair Show 2022! This year we will be presenting LEGENDS. We are excited to finally have our lively and loyal audience back who are the hallmark of this unique global hair event.

This Year marks the 40th Anniversary of the first show staged here in London 1983. This is an achievement of which we are enormously proud, a pride we share equally with the teams and with you, the audience, upon whom these shows so much depend.

From the outset the Shows have been dedicated to two things, presenting the very best the world of hairdressing can offer in a creative and entertaining fashion and channelling the proceeds into fighting leukaemia in children. This year also sees the return of the Annual Alternative Hair Children’s outing, which aims to provide fun, relaxation and some comfort to children with leukaemia and their families.

Finally, we extend our heartfelt thanks to our sponsors, Alfaparf Milano, Wella, Linda Hair, Sun Sea Academy, Sebastian Professional, Pafuix and Onaxis and most importantly, all the wonderful teams who have made the shows possible this year and all 39 years previously. It is thanks to their support and generosity and to YOU that we have so far been able to make an enduring and valuable contribution to advancement of the care and treatment of childhood leukaemia.

Very best wishes,

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TONY & MAGGIE RIZZO
Founders of Alternative Hair
DOUGLAS OSBORNE

On behalf of The Alternative Hair Charity Foundation I extend sincere and enduring thanks to you all for making this the 40th Anniversary Alternative Hair Show possible.

When I say “you all”, yes, I mean you the audience, the sponsors and the wonderful teams who show off their amazing talents and artistry before us tonight. You are a great credit to the profession of hairdressing.

This show means so much to the Foundation and to the people who, thanks to your support and generosity, we shall be able to help in the coming year. As our banner states we are here to fight leukaemia, especially leukaemia in children and we aim to do so by supporting vital research that has impact for leukaemia patients across the globe.

I cannot say it too loud or too often - THANK YOU!

Douglas Osborne
Senior Founding Trustee

LINDA EVANS

The return of a Live Alternative Hair Show after two very difficult years comes with a feeling of excitement and relief. It is poignant too, that this year’s Alternative Hair Show marks 40 years since Tony Rizzo organised the very first Show, following the death of his small son, Valentino.

During these 40 years the developments in the care and successful outcomes of treatments has improved dramatically, but sadly there is still much work to be done. Thanks to Tony and Maggie Rizzo’s effort and the support of the participating artistic teams, vital sponsorships, and of course, you, the Alternative Hair Charity, Fighting Leukaemia, continues to fund research, support families and aid training for specialist nurses.

This year, I have helped Tony with the show’s promotion as I have done for many years now, and once again I am honoured to make the charity appeal with the incredible Blue Tobin during the Legends Show. I hope you have a wonderful evening, and don’t forget to make a donation, no matter how small. Thank you.

THE ALTERNATIVE HAIR SHOW & BLOOD CANCER UK

Blood Cancer UK is absolutely thrilled to be partnering with the prestigious Alternative Hair Show again, raising vital funds to help ensure every child and young person with leukaemia survives this horrible disease, and lives a long and healthy life after their treatment.

About childhood leukaemia

Leukaemia, specifically acute lymphoblastic leukaemia (ALL), is a form of blood cancer and is the most common cancer in children and young people.

Whilst the prognosis for children with ALL has improved, some children still relapse. This means the disease returns and can be even harder to treat.

We urgently need to understand why childhood leukaemia sometimes returns after treatment, and to discover kinder, more effective treatments that target cancer cells but avoid healthy ones.

How the Alternative Hair Show is helping to beat childhood leukaemia

Since 2016, the funds raised through the AHS have generously supported the ground-breaking research of Professor Tariq Enver and his colleagues at University College London.

Long-term, their discoveries might mean toxic treatments like chemotherapy are used less, or even replaced entirely by new, kinder, and more effective treatments. Some of what they discover may also be applicable to other childhood and adult cancers.

Commemorating 40 years of the Alternative Hair Show

In October 1983, the first Alternative Hair Show took place. Around this time, approximately 30% of children diagnosed with ALL in the UK would pass away within just five years of their diagnosis.

Thanks to researchers like Professor Enver, and the unwavering devotion of Tony, Maggie and the team who ensure his vital work can continue, today, in the show’s 40th year, 90% of children diagnosed with ALL now survive.

This success in improving childhood ALL survival is often held up as a beacon of hope for other cancers. But, of course, we must keep working and keep raising funds until every child survives.

We cannot thank Tony and Maggie enough for their incredible support. We are also hugely grateful to the audience, the creative teams, the performers, and the sponsors, each of whom make the Alternative Hair Show such an amazing event. Your support will get us closer to beating childhood leukaemia once and for all.

About us

Blood Cancer UK is a charity dedicated to beating blood cancer.

To find out more about our vital work, please visit https://bloodcancer.org.uk/

At World Child Cancer, we are extremely grateful to the Alternative Hair Charitable Foundation, and to all those who have supported them through the Alternative Hair Shows, for their life-changing support for children with leukaemia in under-resourced countries. The AHCF has been a critical partner of WCC since 2017, and through awarding grants of £105,400 in total, has improved the chances of survival for over 100 children with leukaemia in Ghana, Myanmar, Cameroon and Malawi.

Childhood cancer is highly curable. In high-income countries 84% of children who develop cancer survive, whereas in low-income countries survival rates are often under 20%. WCC Cancer strives to enable children with cancer in under-resourced countries to improve their chances to survive by having equitable access to treatment and care through funding their diagnostic costs, essential drugs, transport to hospital, financial and emotional support and training of healthcare workers.

Our grateful thanks to the Alternative Hair Charitable Foundation for your continued support to enable children with leukaemia to access lifesaving treatment.

Our heartfelt thanks to the supporters of the Alternative Hair Show for making such a difference.
The Alternative Hair Charitable Foundation has worked tirelessly for forty years raising funds, mainly from the generous hair-dressing industry. Every year, donations support invaluable research into curing Leukaemia and also help to support families suffering the effects of dealing with this ruthless illness.

On September 3rd, the Alternative Hair Charitable Foundation - Fighting Leukaemia treated 19 children suffering from Leukaemia and their families, nominated by the Royal Marsden Hospital, to an exciting day at Paradise Wildlife Park in Hertfordshire.

Great memories were created and experiences shared, among families all battling with Leukaemia and the effects of the treatment.

The Alternative Hair Charitable Foundation is very grateful to the sponsors for their generous donations which made this day possible:

SPECIAL THANK YOU TO:
- ALFAPARF
- ANNE VECK
ADIÁN PAOLUCCIO - UK
ALESSANDRO SANTI - ITALY
ALFONSO MARTÍNEZ - SPAIN
ALMUDENA MARTÍN - SPAIN
BELÉN NARANGO - SPAIN
BERNAT SAYOL MOMPARLET - SPAIN
CHRISTIAN RIOS - SPAIN
CIARAN CANNON - IRELAND
CRISTIAN DE VENEZIA - ITALY
DEXTER CHIEW HAN SENG - MALAYSIA
EMMA SIMMONS - UK
ENCARNA MORENO - SPAIN
ENRICO FRANCI - ITALY
ESTHER DE LA FUENTE GARCÍA - SPAIN
FABBRIICIANI MAIILA - ITALY
FANG CHEN CHE - TAIWAN
FRANCO BONO - ITALY
GIANLUCA GRECHI - ITALY
GIANNI RANDO - ITALY
HELEN HEINROOS - ESTONIA
IMANOL OLIVER - SPAIN
JANA CAKSTE - LATVIA
JAVIER GOMAR - SPAIN
JO LOMAX - UK
KARMEN RAMIREZ - SPAIN
KEITA UTSUMI - JAPAN
LAURENTIU BOSTAN - ROMANIA
LEONARDO ROSSI - ITALY
MARÍA GÓMEZ MORENO - SPAIN
MIRKO SCHIOPPA - ITALY
SHOGO IDEGUCHI - JAPAN
SOLVI BJÖRNVEOLL - NORWAY
VÍCTOR ALONSO - SPAIN
AUBERY PETTY - USA
DALLAN FLINT - USA
MICHAEL HANSEN - USA
SAMANTHA LEMON - USA
STEPHANIE BURT - USA

CUT & COLOUR
SHOW STARTS
INTERNATIONAL VISIONARY AWARD
COMPETITION
1. CUT & COLOUR FINALISTS
2. MENS FINALISTS
3. AVANT-GARDE FINALISTS
FIGHTING LEUKAEMIA APPEAL
NEW VISIONARIES SHOW
SHOW 1
1. AYOZE MEDINA - SPAIN
2. CHRYSTOFER BENSON - USA
3. EXPERIMENTO NO NAME - SPAIN
4. F. EVÉGUOZ & J. DELEZÉ - SWITZERLAND
5. AHKIM ANTHONY TAN - AUSTRALIA
6. DE MARIA & BOTTONE - ITALY

SHOW 2
7. EVA STROMBLAD - SWEDEN
8. LUCIAN BUSUIOC - ROMANIA
9. NURU MARCUS PERKINS - UK
10. RYUTA TOMONO - JAPAN
11. VALERIA BARBA - ITALY
12. VIKTORIIA VRADII - UKRAINE

SHOW 3
13. HC SALON - ITALY
14. ALLA TCACIUC - MOLDOVA
15. LINDA SCHUSTER - SWEDEN
16. MIRKO SCHIOPPA - ITALY
17. SHOGO IDEGUCHI - JAPAN
18. PINO TRONCONE - ITALY

FINALE DAY ONE

SATURDAY
8TH OCTOBER 2022

INTERNATIONAL VISIONARY AWARD
2022 FINALISTS
The Luxury of being who you want to be

KERATIN THERAPY LISSE DESIGN
THE LUXURY HAIR TRANSFORMATION SYSTEM

The Alfaparf Milano Professional smoothing system with keratin that offers services for flawless smoothness, frizz control on any shape, fiber protection and radiance for up to 4 months*.

Patent pending smoothing technology, Bond System and Kera-protection complex for protected hair at every stage of the service and during the maintenance at home.

*Instrumental test conducted on the new Lisse Design Precision Method treatment, which was followed by the regular use of line maintenance products; comparison made with the use of base products for maintaining the smooth effect.
Chrestofer Benson is a GLOBAL AWARD-WINNING Colorist and Stylist who is highly respected in the industry for his creative visions, communication skills and technical talents. He thrives from his unparalleled energy to break down barriers leaving his mark on this world.

After a few years of developing the idea, two of the most important brands in Spanish hairdressing have developed a new creative platform called EXPERIMENTO NO NAME.

This project is based on the fundamental idea of creating a new space in which everyone involved has the ability to influence creative decisions and to share their particular way of seeing creative hairdressing.

Shogo is the director of Fabric salon in Japan. He has won numerous international awards and competitions and his collections constantly appear in worldwide hairdressing media.

He aims to bring Japanese hairdressing to the world stage by introducing his nation’s colleagues.

Andrea Bazzano created HC Salon in 2016. A few years later he opened other salons in Turin, Florence and affiliates in Monza.

His loyal collaborators, who met during their careers in the academy and at work, share with him the passion for hair and the desire to continuously grow and improve.

Viktoriya has been in the hairdressing profession for 19 years and is constantly developing new skills.

‘I am incredibly happy to be part of the AHS this year. For 40 years the show has united outstanding hairdressers from all over the world and at the same time helping children with leukaemia. I want to thank the creators and organisers for the opportunity to participate and being on stage with such amazing artists’.

Italian born Pino always had a passion for art and creativity. He trained in Rome with Tony & Guy and went on to work in London with Sanrizz.

In 2016, he was the proud winner of the AHS International Visionary Critics Award at the Italian Hair and Beauty Show in Turin.

Pino is currently Creative Art Director of Sun Sea Academy.
Vinokurov and Friends is a creative laboratory that brings together friends, like-minded people, the best specialists in various creative professions. Here brands are friends, competitors cooperate, and they create and create! Vinokurov and Friends, together with the best talented and creative colleagues, are working for you to create beauty.

Gogen was born 29 years ago from an innovative idea by Alessandro Abei dictated by the passion for the world of fashion and hairdressing. Gogen decides to OBSERVE BEYOND, with its eclectic colours and sharp cuts ready to amaze with the Gogen team.
**Sebastian was born from a vision of beauty without boundaries.**
Sebastian inspires outside the lines of craft, and follows artistic ambition to the edge, creating new possibilities for self-expression. The Sebastian mission is to simplify and solve the challenges hairdressers face every day. Education inspires the artist in every stylist, enabling them with new techniques for new-to-the-eye looks. Sebastian provokes and pushes imagination further, encouraging you to break the rules.

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**Stevo Pavlovič opened his first salon in 1996 followed by the Stevo Hair Academy. Stevo Hair Team have taken part in prestigious international shows, seminars and presentations and their collections have been featured in some of the profession's leading magazines. Stevo's motto is 'Passion, Ambition, Hard Work and Love'. Stevo is a member of the Alternative Hair Club and supporter of the charity and 2022 will be his 7th appearance at the AHS.**

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**Rudy Mostarda, Global Creative Director Alfaparf Milano**
Rudy Mostarda, Global Creative Director Alfaparf Milano Professional and Global Creative Director and Founder Extrema Hair. International, eclectic, innovative and avant-garde stylist, recognized worldwide. Tailoring is Rudy's key word to create a unique image and identity 'I am honoured to participate in the 40th Anniversary of AHS for the first time with my partner Alfaparf Milano. An honour to be part of this talented family all together to support the charity Fighting Leukaemia.'
Saco Haircare and Saco Academy are once again honoured to present at the 40th Alternative Hair Show. Saco is a Global group of Salons & Academies first established in 2006. The International Creative Team led by Richard Ashforth remain committed to the pursuit of innovation, education and beauty. Richard says, “We continue to embrace the opportunity to be a part of this wonderful event and the great work the charity does”.

Parlux DIGITALYON® with the new professional digital motor is more powerful, hotter and even more light-weight.

Sanrizz have been taking part in the Alternative Hair Show since the first show in the iconic Camden Palace in 1983. This year marks their 40th appearance. Sanrizz is proud to be part of unifying creative teams around the world to share their passion for hair and fashion. As the world changes rapidly around us and trends evolve at the speed of light, the power of the AHS proves one thing year after year, that inspiration and creativity breaks divisions and unites legends.

The Sassoon creative team maintain their position at the vanguard of hair fashion by continuing to redefine the boundaries of hair creativity as well as constantly searching for new ways to express the Sassoon methodology. “We are always extremely honoured to be taking part in the AHS for such a worthy cause, leukaemia research. At this 40th anniversary event all at Sassoon congratulate Tony for such a magnificent achievement and wish all the participants a fabulous evening”. Mark Hayes, Sassoon International Creative Director.

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Alternative Hair Show proudly recognises the inimitable creativity of Wiel and Ell Essers who have participated in several shows and have designed and produced the Alternative Hair Awards since 2007. Thank you for your dedication and contribution over so many years.

Thank you,

Wiel & Ell Essers
Honorary Patrons

Wiel Essers in action.
Start your creativity …
with the best MODELS

INSPIRATION
MOTIVATION
ARTISTRY
EDUCATION
INNOVATION
DEMONSTRATION