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**INSPIRED FOR YOU BY YOU  
KMS California 2011 Campaign: Gallery 360°**

[Santa Monica, CA] – KMS California is excited to announce the launch of the annual 2011 Campaign – Gallery 360°.

This year's Campaign offering is presented in two books The 2011 Campaign Look Book and the companion 2011 Campaign Tech Guide.

- **2011 Campaign Look Book** is designed as a coffee table book for the reception area and as a vehicle to showcase a variety of inspirational, wearable looks to inspire clients to explore their personal style and creativity.
- **2011 Campaign Tech Guide** provides hairdressers with detailed step-by-steps of the haircuts and styles showcased in the Look Book.

At KMS California, self-expression in any medium is worth celebrating, this year more than ever. At KMS California, we love art and believe that your hair is like a blank canvas or an empty roll of film – waiting to be shaped and fashioned to show off who you really are. Gallery 360° follows 4 artists as they work and showcase their art in a hip downtown gallery. Created with both the individualistic client and stylist in mind, this year's campaign offers 3 women's haircuts and 1 man's haircut. The 2011 Campaign Tech Guide encourages the stylist to not just learn a haircut; but also to master techniques that will help them give their clients the looks they seek. Since the finish of the haircut is just as important as the cut itself, they will also learn how to take one versatile cut and transform it into a variety of styles.

The talents of KMS California International Artistic Directors Edwin Johnston and Clive Allwright along with Artistic Team Member Michael Crispel created the looks for this year's campaign. These looks are not just a collection of haircuts, but are a spark to ignite and unleash your own creativity to create styles that fit your clients' unique needs.

For stylists who want an in-depth look, attend **The Cutting Edge – Inside the KMS California Campaign** at one of our local seminars or Academy programs to learn the looks in an artistic hands-on workshop. Please contact your local KMS California representative to learn more.

The KMS California 2011 Campaign Look Book and Technical Guide will be available in January 2011 to professional stylists worldwide.

**KMS California ([www.kmscalifornia.com](http://www.kmscalifornia.com)):**

KMS California is a recognized leader in the professional salon industry for its selection of shampoos, conditioners, treatments, styling and finishing products. KMS California Global Headquarters are in Santa Monica, California. KMS California is distributed in [INSERT LOCAL DISTRIBUTOR