

# “SEE YOUR ARTISTRY IN A BRILLIANT NEW LIGHT.”

Beth and Carmine Minardi • Minardi Salon NYC

Introducing the Minardi Color Perfect Lighting System™.  
Designed by Beth and Carmine Minardi – the salon professionals you trust.

**MINARDI**  
color perfect lighting system

From Eco-Lite Products



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# ILLUMINATE BEAUTIFUL HAIR LIKE NEVER BEFORE.

Beth and Carmine Minardi

Spending money on the best products and education is some of the smartest investing you do to make your salon the best it can be. Maximize your investment's potential by assuring that you and your staff can correctly assess and evaluate your hard work and artistry. Turn your special space into "spectacular" with the Minardi Color Perfect Lighting System – the newest addition to your professional salon toolbox.

### **As Close to Daylight as Possible**

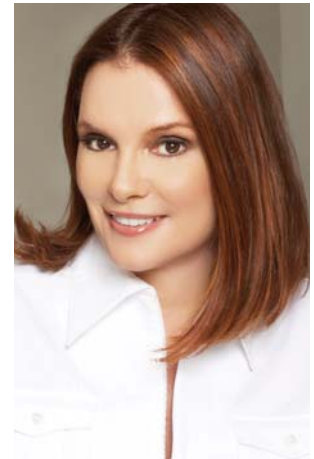
We know what you need: a lighting system that delivers perfect light for applying and evaluating haircolor. After years of research, testing and refining, we devised the perfect combination of three lights that creates the most perfect lighting scenario for a salon environment. Our experience and ideas, combined with the technology of Eco-Lite Products – one of America's most innovative and highly respected lighting companies – allows us to bring you a unique system that creates full spectrum lighting and harmoniously blends the warm and cool tones of natural daylight to create and assess gorgeous salon haircolor.

### **Our Planet Needs Eco-Friendly Lighting**

Using the Minardi Color Perfect Lighting System makes perfect sense. It is the finest salon lighting system available and it is totally eco-friendly. Set the standard by using the system that reduces energy usage by producing far less heat than typical lighting. And enjoy lower electric bills and fewer bulb purchases.

### **Haircolor Adjustments Are a Thing of the Past**

The level of sophistication in hair coloring and styling has surged in recent years. Say goodbye to haircolor "re-dos," fluorescent, incandescent and halogen bulbs. Say hello to the first ever color specific lighting system for salons. The true beauty created by your talent and skill will be accurately illuminated.



Celebrity hair colorist, Beth Minardi, has dedicated her career to elevating salon coloring to an art form. As an internationally acclaimed salon colorist, educator and product consultant, Beth is recognized as one of the world's leading experts in all phases of hair coloring.

*"Illuminate your beautiful salon-created hair color like never before."*

**Beth Minardi**

## The Minardi Color Perfect Lighting System from Eco-Lite Products

Accurately illuminates the brilliance and clarity of your salon-created haircolor.

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Makes most haircolor "re-dos" a thing of the past.

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Uses considerably less energy than other lighting.

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Lets you change bulbs every few years instead of months.

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Produces less heat for a more comfortable environment.

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Demonstrates your eco-friendly commitment to our planet.

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Is a cost effective "instant makeover" for your salon.

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Creates a perfectly lit environment for you, your staff and clients.

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See your salon listed as an eco-friendly business on both the Minardi and Eco-Lite websites.

*"Our reputation has been built on our passion for perfection."*

Beth and Carmine Minardi

## The System.



### Task Lighting

These fixtures focus light directly to the top of a client's head. You can now correctly evaluate, color and bathe the immediate work area with the perfect balance of intensity and brilliance of light. This fixture will allow you to see all the details of your haircuts

and haircoloring while preventing eyestrain as you work. As a surgeon needs to see the area being worked on, so does the hair colorist or hair stylist. Our task light, available in track, recessed or pendant style, uses only 22 watts of power and the bulb is rated to last 12,000 hours.

*“Everyone knows that we’re fanatic about our work and the lighting that shows it off. Now you can have the same lighting as we have in our Madison Avenue salon.”*

**Beth and Carmine Minardi**



## Ambient Lighting

This is the most noticeable lighting in your salon. You see it as soon as you arrive. It is the “workhorse” of your lighting. A room should have approximately 75-80% of its entire light given off by this fixture. It directs light up to the ceiling spreading an even canopy of bright light while simultaneously showering the salon with a soothing downlight. Correct use of ambient fixtures will enable you to use other fixtures for lighting your client with milder lights, preventing shadows or washed out skin tones. Our fixture uses 70 watts of power and the bulb is rated to last 15,000 hours, as compared to fixtures that use between 150 and 300 watts of power and are rated to last significantly fewer hours.



## Mirror Light

This fixture, made with a state-of-the-art dimmable LED, sits alongside the station mirror. It is essential because it eliminates circles under the eyes while adding warmth to the skin. This is the light the client sees as they are sitting in the chair. It adds a warm glow to the skin and an overall healthy look to the complexion. The ambient and task lights are bright and cast plenty of brilliance. The mirror light will balance out the room adding a much needed warmth. In the past, this was achieved through inefficient light bulbs. This fixture uses less than 10 watts of power and is rated to last more than 25,000 hours.

# FREE SALON ANALYSIS

Call us at  
800-345-9652  
and we will gladly  
provide a free analysis  
of your salon's  
specific lighting needs  
or answer any questions  
you may have.

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800-345-9652 [eco-lite.com](http://eco-lite.com)

