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October 5, 2014 – This evening, television personality, platform artist, salon owner and salon professional Martino Cartier announced that he will be joining the International Designs Corporation Family, home of Hotheads & Hairtalk Hair Extensions.

This evening at A Night of Wigs & Wishes, surrounded by friends, family, wish recipients and industry leaders, Martino Cartier announced that he has chosen to pursue an opportunity as the Global Artistic Director for International Designs Corp. IDC is recognized globally for the innovative designs of Hotheads & Hairtalk Hair Extensions.

“While it was an extremely difficult decision for me to leave my last position, it was even more difficult to decide what my next step was going to be. I am blessed to have been presented with so many amazing opportunities during this transition and appreciate the kindness, support and outreach our industry has displayed. As Friends Are By Your Side became a much larger part of my every day, I knew I had to find myself at a company where charitable efforts are a priority. When Hairtalk made it’s debut into the North American marketplace, the goal was that there was a charitable contribution connected to every pack sold. When they presented to me that FABYS was the charity they had selected I was blown away. With tonight being the largest event annually for the charity, I felt it was the perfect opportunity to announce that my new endeavors will have a direct benefit to the organization”

Along with Martino Cartier announcing his new position, he also released that stylists will be seeing so much more from his brand. At the beginning of 2015, Martino will launch the Martino Cartier Professional line, which will include styling products and professional tools. A percentage of every item sold will go directly to Friends Are By Your Side. Martino will also be launching the Wigs & Wishes Wig Line, which will be offered to participating FABYS salons at a discounted price, again with a percentage of proceeds going back to FABYS. It is safe to say that Martino Cartier is a force to be reckoned with and this is just the beginning of great things to come.



For more information regarding Martino Cartier or Friends Are By Your Side please visit www.fabys.org
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