



*How to choose
the right brush
for you*

Spornette
INTERNATIONAL

SPORNETTE • VECTRA • BATTALIA

ALAN SPORN



A hair brush is an extension of a person's ego. One can create the most attractive coifs in the world by creatively using a professionally designed, top quality styling tool in conjunction with whatever one can envision.

Spornette has been designing and distributing hair brushes for use and retail by professionals for almost 50 years. Walter Sporn, my dad, passed the mantle down to me in the late 60's and now my daughter, Laurie, is carrying the torch into the next generation.

This booklet talks about brush styles, brush uses, bristle types, how to style, and so on. But really, it is part of my heart. I have been fortunate to have traveled to all points of the globe and have made friends in many places because I am interested in people for just being people, not for what they can do for me.

On behalf of my dad and my daughter, I want to thank you for your support and friendship given the Sporn family. Any success we have is due to your putting your trust into a Spornette brush. Remember, Spornette is not a brush company offering service; Spornette is a service company (with your best interests at heart) offering the best brushes in the market place.

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I want to know which type of bristle works best for me.

10 years ago, we spoke about brush styles and the results a particular style was best able to accomplish.

Until recently, the type of brush (rounder, cushion, vent, styling) determined what one could do.

Now, due to multiple combinations of various bristle types with different brush bristle block sections, it is more appropriate to discuss what combination can do what.

I will describe different types of bristles then I will bring different types of brush styles into the picture so you can see the complexity facing you, the Spornette brush user.

Let's cover the bristle basics...

BOAR

As the name implies, boar bristles come from the hair of boars.

These bristles are similar in many ways to human hair in structure.

There are basically 3 variations of boar bristle combinations offered:

- *100% boar.*
- *Reinforced with same length nylon bristles.*
- *Porcupine bristle tufts featuring boar and longer (usually white) nylon bristles.*

Boar bristles are ideal for:

- *Catching and holding hair for styling and setting curls.*
- *Catching and holding hair for straightening strands in conjunction with hair straightening liquids and, many times, with the aid of a hair dryer.*



Boar bristles will:

- **Distribute** natural oils through the hair.
- **Strip** the hair of dead hair strands.
- **Create** a shiny, healthy look by closing the hair strand cuticles so light is reflected.

NYLON

Nylon (or synthetic plastic) bristles have the capability of penetrating into and going through any hair texture.

Most nylon bristles have a degree of flexibility so that if a snarl is present, the bristles will tend to “give” so that snarl will slide over the bristle.



Unless nylon bristles are either very thick or made with certain additives, they tend to get soft and may even melt under too much heat from a hair dryer.

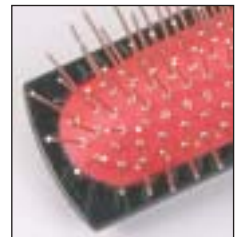
ION

Ion emitting bristles emit minus or (-) negative ions when going through hair. These ions are said to make hair shiny and supple. It is claimed that molecular size clusters of water are broken into even smaller clusters that can more readily enter one’s hair strands. Moisture enriched strands tend to be supple, stronger, healthier, and more controllable.



WIRE PIN

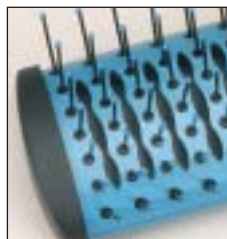
Wire pin bristles are used on hair pieces and occasionally on tangled, snarly hair. Due to the inability of the pins to “give”, they will literally brush through any snarl or tangle.



Which brush type will give me the results I want?

VENT

A vent brush has openings through which air from a hair dryer can flow. The vents prevent air from blowing hair off a solid brush which can happen on non-vented brushes.



ROUNDER

Rounders enable one to literally roll hair over or under the brush.

Rounders are made with nylon bristles, ion emitting nylon bristles, and/or all three variations of boar bristles.



If the brush has boar bristles, one can wrap hair completely around the brush for styling or straightening. The bristles will hold the hair onto the bristle section.

Nylon bristles on rounder brushes permit one to penetrate into most hair textures and go through hair for brushing out sections.

If the bristles are very short, one can, while using a dryer and an aerated brush, rotate the brush through hair very rapidly for setting bangs, flips, and small curls.

Most rounders feature straight bristle rows; all tufts are the same length measured from the brush core which is straight, not concave or convex.

However, Spornette, in the late 80's, offered concave shaped bristle patterns that tend to prevent hair from slipping off the ends of the brush as hair is gathered towards the brush center. This style has recently regained a lot of popularity.

Many rounders feature metal barrels that assist in more rapidly drying hair sections. While some are solid pieces of aluminum or similar heat absorbing metals, the large majority of metal cores are aerated and feature bristles, which are relatively short compared to the barrel's diameters. They are used primarily for setting bangs, flips, and curls.

Ceramic powders are often added onto a metal barrel and rapidly heat up to dry hair quickly when used with a hair dryer. The ceramic additives radiate heat which is why the barrel can help in drying hair rapidly.

As a general rule, the smaller the diameter of a rounder, the smaller the hair section length to be brushed or styled. Conversely, the longer the section to be worked on, the larger the brush diameter.

CUSHION

All cushion brushes feature a rubber or synthetic pad into which bristles are secured. The size, shape, and the thickness of the cushion helps determine, along with the texture of the brush bristles, the amount of "give" the bristles have.



The basic oval shaped cushion brush is what people have used for generations to brush out hair while, when used with nylon bristles, stimulates the scalp.

Paddle brushes (usually rectangular) are popular for mousse and gel distribution. The bristle patterns on paddles are usually randomly set so all hair strands are 'brushed' and mousses and gels are more thoroughly distributed.

STYLING AND FINISHING

There is a family of brushes called styling and finishing brushes which is basically a "catch-all" category. Many styling brushes are the basic 5 and 7 row brushes used to brush one's hair. Rubber based relatively stiff nylon bristle hot air styling brushes are also in this category. Wooden boar bristle finishing brushes complete this category. These finishing brushes usually give a final touch to the hair style.



A stylist knows what works and since Spornette offers 150 + different brush styles in varying sizes, the stylist (and you) can readily find a brush style that works for you.

I want to know how to style, set a curl, create a 'flip' look, and/or create a lot of lift to my straight hair.

Two things first...

1. Determine the length of the hair section to be styled.

The basic rule of thumb is that the shorter the hair section, the smaller the overall diameter of the round brush. The longer the hair section, the larger the brush diameter.

The reason is that if you style long hair on a small diameter rounder, you will be 'rolling' hair on top of hair already gathered on the brush, therefore not getting the 'holding' power needed to effectively style hair.

2. Choose the proper Spornette round brush...

Fine hair

Staggered bristle length pure boar bristles (often reinforced with equal length nylon bristles to give necessary bristle tuft stiffness to penetrate and brush easily).

Medium to thick hair *Boar and longer (usually white) nylon bristle tufts.*

Thicker hair

Nylon bristles... usually ball tipped for gentleness.

HOW TO SET A CURL

Start at the nape (the hair closest to your scalp) and rotate your brush upwards as you work the brush towards the end of the hair section. Use a dryer, positioned underneath the rounder and use quick hot air 'shots' at the root area till dry. This gives the hair a lot of lift. Then, direct the hair as you revolve the brush from the ends rolling down towards the root area until completely dry.

Before taking the brush out, apply cold air from your dryer. This will, as professionals say, "set the curl".

HOW TO CREATE A "FLIP" EFFECT

Brush through the hair from the scalp area (crown) as you dry it, towards the hair section end. When you get to the end, revolve the brush upward and apply heat underneath the brush till each section is dry. Apply cold air shots to set the flip in place.

HOW TO SET TENDRILS, BANGS, SHORT CURLS

Use a short nylon bristled metal barreled aerated rounder as you apply hot air over the hair as it lies on the metal brush barrel. For longer hair sections, use a larger diameter aerated rounder featuring short nylon bristles.

HOW TO CREATE "LIFT"

Place brush on top of the scalp and brush downward 2 inches and then slide the brush back 1 inch to grip the hair. Give the brush 1/2 turn and lift it up and out of the hair; apply heat towards the same direction as you lift the hair for a lasting lift.

I want to know how to straighten my curly hair.

You can use either Spornette cushion brushes or round brushes (rounders).

CUSHION

1. Choose the proper Spornette cushion brush based upon hair texture.

Fine hair

Pure boar bristles

Medium to thick hair

Tufts with boar and longer nylon (usually white) bristles

Thickest hair

Nylon bristles

2. Adjust the heat on your hair dryer to medium.
3. Start brushing from the scalp (crown) toward the end of the hair section and apply heat from as directly above the brush section as possible onto the brush. Repeat brushing throughout the hair from crown to section end till the combination of the brushing and the gentle, warm air straightens your hair.



ROUND

1. Choose the proper Spornette round brush based upon hair texture.

Fine hair *Staggered length pure boar bristles (usually reinforced with equal length nylon bristles).*

Medium to thick hair *Boar and longer nylon (usually white) bristles.*

Thickest hair *Nylon bristles... usually ball tipped for gentleness.*

2. Start underneath a hair section, closest to the scalp, and rotate your rounder in a straight direction towards the end of a hair section, wrapping the hair relatively tightly onto the brush.

Apply gentle warm air directly onto the hair section closest to the dryer so the full affect of the heat will assist in hair straightening.



I want to create a lot of volume while drying and styling my hair.

Choose a Spornette vented air styler you feel comfortable using.

Vent brushes are vented to permit heated air to circulate through the brush. This enables hair to dry evenly and quickly with maximum control.

There are 2 styles of vents...

- *One style is open* *this is the skeleton style at the sides*
- *One style is closed* *this is the styling vent style at the sides*

Most bristles are heat resistant which means you can apply heat directly onto the hair and bristle sections. However, you must use common sense and not overheat the hair! Vents should be tipped for gentleness.

To maximize volume

For medium to longer hair sections...

Towel dry your hair.

Apply mousse or gel by the roots of your hair.

Tilt your head downward and brush hair from the roots outward in an upward direction while applying heat from a dryer.

Brush hair towards the front so it goes against the root's growth pattern. When completely dry, use the dryers' cold button for maximum support.

On the very top of the hair...

Brush from the front to the back against the direction of the roots' growth pattern as hair on the top or front of your scalp tends to grow forward.

Apply heat as this creates a lot of lift on the crown. When dry, flip the hair back for a full volume look.

To get a slight flip or to frame your face...

Use the outer rows of your brush to gather and hold the end of a hair section.

Bend the hair over the outer rows in the direction you like and use hot air to direct the flip.





In Loving Memory of
Walter Sporn
1914 - 2004

*M*y Father, Walter Sporn, came to the U.S. as a German refugee in 1936. His first job was

working in New York in a Macy department store's sub basement hauling merchandise around to the various departments. In 1942, after moving to Chicago, Walter started calling on beauty salons in the greater Chicagoland area selling such exotic things as beer shampoo, egg shampoo, human hair nets, glitter, ear warmers for under the dryer and wooden handled brushes.

My Father and Mother, Fern, went to New York City in 1944 to go on their honeymoon. Ever the work-a-holic, Walter incorporated the International Beauty Show into his honeymoon and my Mother worked by his side.

Spornette International was founded by Walter Sporn as **The Walter Sporn Company** in the very early 1950's. One of Walter's first ideas came after meeting an engineer who was making eye liner and lip brushes for a major cosmetic conglomerate. My Father convinced the engineer that if he could implant plastic handles with nylon bristles, then making professional hair brushes should be a snap. The engineer took my Father's suggestion and several months later, The Walter Sporn Company introduced 2 items; the no name 5 row and 7 row nylon bristle, plastic handled brushes to the professional beauty supply/distributor industry which was still in its infancy. "The Little Wonder", "The Petite", "The Continental", "The Duette", and many other original brushes followed and made Spornette brushes the industry's standard.

My Father visited Europe several times in the late 50's and came back with items he developed into very popular hair brushes for stylists nationwide. Cushion brushes, round boar and round nylon brushes that had

been sold by the piece were now sold in attractive point-of-purchase displays designed by Walter. This helped sales spike from individual pieces to thousands of dozens—literally overnight.

I remember working the Midwest Show on weekends at the age of seven. I remember meeting the then “giants” of the industry. However, I was too young to appreciate the significance of some of these people regarding the beauty supply industry. I also worked summer jobs at the Walter Sporn Company. As you can see, brushes have always been a part of my life.

I graduated Bradley University in 1967. After completing my Air Force and National Guard responsibilities, I went to work full-time for my Father while going for my Master’s Degree from DePaul University at the same time. In 1969, I married Barbara, completed my Master’s and started traveling to accounts around the country. Some of these accounts were those that my Father set me up with so I would not get disappointed or discouraged on those early calls. The first call I made on my own was a three store chain owned by Ray Farber and named after his daughter, Sally, in New Orleans, Louisiana.

In the early 1970’s, the name of the company officially became Spornette International, Inc. and I began to take over more and more of the day-to-day operations. In 1985, I purchased the company from my parents.

Our oldest daughter, Laurie, joined Spornette in 1994 upon graduation from college. Laurie has taken over the brunt of running the day-to-day business of Spornette. We work very closely together. Our other children, Bonnie, Gary, and Jeffrey have decided to pursue other goals but are still familiar with some merchandise and with our long time customers who have become friends.

My sister, Rebecca joined Spornette soon after Laurie. Besides working with several key accounts, “Rebbie” participates at various beauty industry shows promoting Spornette. Her expertise from working with salons gives Spornette the knowledge to give our customers just what they need.

So... we are a well established, third generation company entering the future with anticipation of keeping the Spornette tradition alive. Laurie and everyone at Spornette knows that we can only survive to ensure another generation by keeping the users of our hair brushes happy and well groomed.

*Spornette has been the
professionals' choice for close to
50 years. We are a family company
well into the 3rd generation. We
can only exist by working on your
behalf in doing what you want the
way you want it.*

*We welcome your comments and
suggestions and critiques.*

www.spornette.com



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