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EVENT REPORT

Hair Care Party Has Chem-Lab Look

All the beakers and dry ice at Joico's party promoted the message that its products are scientifically advanced.

Hair care brand **Joico's** 30th anniversary party at **26 & Helen Mills Theater** was like *Weird Science*—only with more cocktails and better hairstyling. To promote the products' reformulation and the brand's scientific approach to healthy hair among beauty and lifestyle editors, Joico communications director **Patrick O Keefe** worked with **Pierce Mattie PR** and event producer **LDJ Productions** to give the party a laboratory look, with champagne cocktails served in test tubes, dry ice bubbling from beakers dotting the space—and even an ambient sound track playing kitschy lab sounds like gurgles and equipment humming.

Joico hair care's 30th anniversary party

26 & Helen Mills Theater
Thursday, 11.10.05, 6:30 PM to 8 PM

Catering	Brenton Catering
Decor/Design	LDJ Productions
PR	Pierce Mattie Public Relations
Rentals	Something Different Party Rental
Rentals (Lab Equipment)	Eclectic/Encore Props Inc. ★
Rentals (Light-up Furniture)	Props For Today ★
Venue	26 + Helen Mills Theater ★

Guests took guided tours in small groups around the sleek, clean-looking space, where Joico reps in white lab coats explained the science behind the products—using old-school-style teaching props like overhead transparencies and a chalkboard. For the last stop on the tour, Joico lab techs analyzed guests' hair, writing them prescriptions that they could redeem for specialized gift bags at a station called the "Joico Pharmacy" before leaving for the evening.



Guests of hair care brand Joico's laboratory-theme 30th anniversary party at 26 & Helen Mills Theater drank champagne cocktails from test tubes.



Joico reps in white lab coats explained the science behind its line of products to small groups of guests at a time.