

Sprushing Up Style

What began in the kitchen ripened to hair-raising proportions for Subway Salon's Robert Castagno and TempleClean's Bill Coleman.

It all began with a spatula. "We were having dinner, and Bill mentioned that he had seen me earlier, coloring hair with an old-fashioned kitchen spatula," relates Robert Castagno, artistic director of TempleClean and owner of Subway Salon Castagno Color in Millburn, New Jersey, of his business partner Bill Coleman. "He asked me why I was using a spatula, and I explained that with the spatula, I can get closer to the scalp, I can do great highlights and it's easy to clean." Immediately, the two realized that having more than one cook in the kitchen definitely wasn't a bad idea!

The pair initially met at Cosmoprof in Las Vegas in June 2005. Coleman and his wife Lynne, co-founders of TempleClean, LLC, were promoting their brand, and Castagno visited their booth. Not long after, the pair got cookin' and created the Sprush (SPatula bRUSH), a revolutionary haircoloring brush that's designed to give colorists a hand. The Sprush helps to relax and smooth the hair, provides precision highlighting, increases control and restricts the color waste that can occur with a standard bristle brush.

Of course, one taste of Sprush isn't enough—the brushes are available in multiple shapes and sizes for diverse artistry. Currently



Bill Coleman and Robert Castagno

there are eleven Sprush styles and three ready to launch, with the promise of one more being added to this enormous hair menu that, according to Coleman, will "revolutionize the market."

Still, the brains behind the Sprush brand intend to keep their line relatively focused. "We'd rather improve the Sprush products that are currently available than create a bunch of new products," informs Castagno. "We're always looking for ways and techniques to improve services and make stylists' lives easier."

But don't assume that this is an easy process. "Robert is such a perfectionist that, when we design something, we usually go through

multiple iterations to get just the right feel for the product," laughs Coleman. "For example, our latest Sprush went through six prototypes! I know it isn't rocket science, but sometimes it seems like it is!"

A sampling of the delicious Sprush line by TempleClean.

