

# Colomer Multicultural reinvigorates Creme of Nature

Colomer USA markets a number of well-known brands to both the general and multicultural markets in the professional beauty industry. To find out what's new, *Beauty Industry Report (BIR)* recently had the opportunity to interview **Vanessa Solomon**, the president of the **Colomer USA Multicultural Group**.

**BIR: Welcome back, Vanessa. What's new at the Colomer USA Multicultural Group?**

**Vanessa Solomon (VS):** We are creating an explosion of activity around our **Creme of Nature** brand—it is a brand that people have known and loved for a long time—to enhance the brand and create new excitement. We began by restaging the packaging and formula—adding certified organic ingredients. It continued with this year's advertising and social media campaigns, called "I Love Creme of Nature," during which we allowed consumers, bloggers and stylists to express in their own words why they love the brand. Currently, we're adding shine products with argan oil to the line to make Creme of Nature the mega brand it should be. In addition, we are re-energizing the **Lottabody** brand, last year adding olive oil to the formula and adding a foam wrap styling product.

**BIR: Tell me about your background. How did you get to where you are today?**

**VS:** As president of the Colomer Multicultural Division, I am responsible for creating the company's future vision and optimizing business growth and profitability. I have grown and reinvigorated an array of brands, while working for some of the largest beauty companies, including **Estée Lauder**, **L'Oréal South Africa**, **Revlon South Africa** and **New York**, as well as **La Vie Enterprises**, a private label cosmetics and manufacturing company based in South Africa. I graduated from Damelin Management College in Johannesburg, South Africa and have served as cosmetic export advisor to the South African Minister of Trade and Industry, and as chairperson of the then Cosmetic, Toiletries and Fragrance Association of South Africa.

**BIR: Give me an overview of your company.**

**VS:** Colomer Multicultural Group, a division of Colomer USA, is the manufacturer of Creme

of Nature, **Fabulaxer**, **Lottabody**, **Revlon Realistic** and **Ginseng Miracle**. In addition to Colomer's headquarters in Spain, the corporation is represented worldwide. The Colomer USA Multicultural Group is headquartered in Jacksonville, FL.

**BIR: What is your company's vision?**

**VS:** We would like to be the go-to company for ethnic beauty and the beauty authority, as well as the voice of the consumer—giving her everything that she needs. We do not necessarily want to be the biggest player, but

one that best serves the consumer. Our mission is to surpass consumer and stylist expectations with beauty care products to enrich their lives, while delighting and empowering them to create their own beauty masterpieces.

**BIR: In a crowded marketplace, what is your brand's point of difference to consumers?**

**VS:** First are the certified organic ingredients in our Creme of Nature products, our marquis brand. It is a caring brand—caring for the health of the consumer's hair. The technology behind every product and innovation has the consumer's hair health in mind, so we make a difference. We have enormous R&D capabilities internationally. As one of the few retail divisions within the Colomer umbrella of companies, we can explore ideas from the professional side of our business and innovate.

**BIR: What is your company's greatest accomplishment in the past five years?**

**VS:** The restage and reinvigoration of Creme of Nature has to be one of our greatest accomplishments in recent history. The other is the talented pool of people on our team; they are supportive and excellent at what they do, contributing to a wonderful corporate culture.

**BIR: Tell us more about the Creme of Nature products now with argan oil.**

**VS:** Creme of Nature with Argan Oil was

developed to enhance our existing portfolio of hair care and hair color products for professionals and consumers. We are elevating the ethnic hair care industry by bringing argan oil, a high-quality but typically expensive product, to consumers at a price point

comparable to our other products. Argan oil is rich in vitamin E, omega-6 essential fatty acids and antioxidants and has great restorative properties. It is excellent for adding intense shine, hydrating



*Launching on-shelf in July/August, new Creme of Nature with Argan Oil shine products are designed to build the line to mega-brand status.*

and conditioning, making it one of the hottest ingredients in the beauty industry. Argan oil offers radiant shine, instant absorption, rapid nourishment and intense hydration. But, until now, only professional stylists have had access to the shine-enhancing product. Creme of Nature with Argan Oil is a line of five, moisture-enriched shine products infused with certified organic argan oil from Morocco. The new products represent the brand's foray into styling and finishing products. The line will be available at mass retailers and in beauty supply stores nationwide. With an exotic new fragrance and vibrant Moroccan-themed packaging, the five products combine the healing properties of argan oil with advanced formulas that give unparalleled performance. The line consists of the **Creme of Nature Argan Oil Intensive Conditioning Treatment Pack**, which strengthens, deeply infuses moisture and prevents hair breakage; **Creme of Nature Argan Oil Gloss & Shine Polisher** to instantly impart radiant shine, seal in moisture, control frizz and leave hair silky smooth; **Creme of Nature Argan Oil Foaming Wrap**, a unique shine-enhancing foam that nourishes hair and provides long-lasting hold while giving it a soft, silky feel; **Creme of Nature Argan Oil Gloss & Shine Mist**, a weightless mist that instantly shines, conditions and controls frizz

and flyaways; and **Creme of Nature Argan Oil Replenishing Sheen Spray**, a high-gloss sheen with advanced moisturizing properties and a light-weight, soft finish.

Creme of Nature with Argan Oil joins our family of high-performance products with certified organic ingredients that help multicultural women achieve the healthy looks they desire, complete with moisture and remarkable shine. Each product provides radiant shine and intense hydration to women with all hair types and issues—from damaged to chemically-treated to naturally-curly hair.

**BIR: Who are the key members of your management team?**

**VS:** Our team includes **Shawn Tollerson**, vice president of multicultural marketing; **Ken Ray**, director of sales/chain accounts; **Jeannene Rosser**, national accounts manager/OTC; and I'm happy to announce that **Stuart Straus** joined us last month as vice president of sales.

**BIR: What is your target market?**

**VS:** We look to support the beauty needs of the ethnic consumer, especially those with naturally-curly and textured hair, as our target base is of African descent around the world.

**BIR: What role do salon trade and dealer shows play in your marketing strategy?**

**VS:** Trade shows have become increasingly more important to our brands. For a while, we were absent, but now Creme of Nature and Lottabody both have significant visibility at the **Bronner Brother Shows**; and this year, Creme of Nature was represented at **Cosmoprof North America** in Las Vegas, where we not only showcased our new Creme of Nature with Argan Oil shine products, but also launched a Creme of Nature with Argan Oil relaxer. Those shows offered an excellent opportunity for us to connect with our key stakeholders, including customers, professional stylists, distributors and trade media. Raising awareness with those groups is important to our strategic goals.

**BIR: You mentioned that you're reinventing the Lottabody brand. How are you doing that?**

**VS:** Recently, we announced the launch of Lottabody's improved website with an exciting promotion that gives customers the chance to show off their creativity with the brand's two newest products: **Lottabody Setting Lotion with Extra-Virgin Olive Oil** and **Lottabody Foam Wrap with Extra-Virgin Olive Oil**. The

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winner of the “Lottabody Lottastyle” contest will win \$500 cash, a \$100 Lottabody Beauty Basket, an array of gifts and their winning style showcased on [www.lottabody.com](http://www.lottabody.com). We recognize that some of the best styles begin in the bathroom mirrors and at the vanities of everyday women. Our goal is to arm these women with the best products to help them achieve their dreams right at home, and we want to celebrate that.

Lottabody Olive Oil styling products are fortified with the natural restorative power of extra-virgin olive oil to instantly moisturize and strengthen dry hair, giving styles shine and hold without flaking or stiffness. Extra-virgin olive oil, the highest quality olive oil, is derived from the first pressing of olives and delivers full nutrient content to hair strands. Rich in fatty acids, olive oil seals in moisture, producing long-lasting shine, and it even strengthens the hair. We introduced the Lottabody Extra-Virgin Olive Oil products at the end of 2009.

**BIR: Tell me about your organization's social media marketing initiatives.**

**VS:** Creme of Nature has stepped into the social media arena decisively and to great response. The idea sprung from the new advertising campaign, which has a strong call-to-action to “join the conversation.” Our presence on the Internet is the key to that

interaction with our customers. In support of our website, Creme of Nature has two active communities on Facebook, one for retail customers and a second for professional stylists. Those serve as two primary platforms for our social initiatives, in addition to our The Nature of Beauty blog. Our Twitter presence keeps a steady flow of followers abreast of what's happening on those platforms. We conduct giveaways, give advice, spur discussions on trends and issues, provide behind-the-scenes content from our events and initiatives and provide a platform for our brand's dermatologist to share tips. We launched our campaign with a show of support for the beauty bloggers who review our products—consumers who love our products and the stylists who use our products. They are featured in our advertising campaign.

**BIR: What business trends do you predict?**

**VS:** Consumers are still under tremendous financial pressure, which impacts our industry. They are making their products last longer. Consumers are being frugal about their beauty purchases. We are attempting to address this need with women in the area of gray coverage with **Fanci-full Temporary Rinse**, which allows women to blend away gray right in their own showers, and rinse it out with the next wash. Our Creme of Nature retail products also allow women to extend their time between salon visits, offering them the opportunity to use high-quality hair care products with certified organic ingredients to keep their hair moisturized and healthy.

**BIR: What is the best business advice you ever received?**

**VS:** Business is all about cash-flow. You can have the best people, innovations and ideas, but they mean nothing if your business is not healthy enough to support all of it.

*To learn more about what's new at the Colomer Multicultural Group, reach Vanessa Solomon at 800-944-4247 or [Vanessa.Solomon@us.thecolomergroup.com](mailto:Vanessa.Solomon@us.thecolomergroup.com). Visit [www.us.thecolomergroup.com](http://www.us.thecolomergroup.com). Check out Creme of Nature at [www.cremeofnature.com](http://www.cremeofnature.com), [www.facebook.com/cremeofnature](http://www.facebook.com/cremeofnature) or [www.facebook.com/cremeofnaturepro](http://www.facebook.com/cremeofnaturepro) or [www.twitter.com/cremeofnature](http://www.twitter.com/cremeofnature).*

