

Global Keratin rebrands as GKhair

The keratin straightening category is growing rapidly, with a number of companies marketing their versions of the new salon



service and support products. One of the category leaders is **Vân Tibolli's GKhair**, which has been known in the marketplace as **Global Keratin**—until now.

BIR: Van, please tell BIR's readers about your company's evolution, which led to its recent rebrand.

Vân Tibolli (VT): Within the past year, the brand has grown to be a dominant player in the keratin category globally. Along with that growth, we have introduced products and services to the point where the name **Global Keratin** no longer represents where the company is today and where it is going. To reflect the new image and product portfolio, we have repositioned the company as a brand under the name of the founder **Vân Tibolli Beauty (VTB)**. **Global Keratin** is rebranding as **GKhair** to reflect the company's new image and superior line of professional hair care products.

BIR: Share with BIR's readers a brief history of your company and how your company has grown so rapidly.

VT: While I was living in the United States, friends and family told me of a keratin-based smoothing formula that was sweeping Brazil. I returned to Brazil to learn firsthand about this amazing new technology. I visited salons and saw clients' hair being transformed from frizzy to fabulous in a couple of hours. I immediately knew that I wanted to be part of this beauty phenomenon.

Early on, my passion for producing the finest products drove me to cease importing keratin-based products and start producing my own. In 2009, my manufacturing and product goals were exceeded beyond expectations when we successfully developed **Juvexin**, a keratin blend

derived from sheep's wool. Today, VTB is a multimillion dollar business with more than 5,000 representatives in 45 countries.

BIR: I understand you are rebranding the company with your signature brand, Global Keratin, being re-named as GKhair. Tell me about the change and why you felt the need to do that after a relatively short period in business?

VT: This change is something we knew would happen because our company wants to expand beyond the keratin category. **VTB** will be the master umbrella company and **GKhair** will serve as the brand that includes our **Hair Taming System with Juvexin**.

BIR: I understand the vision for the company is to be a leading professional beauty company with multi-functional brands. Describe what a multi-functional brand means to you.

VT: Being a multi-functional brand will allow us to have a 360-degree approach to the way we do business. **VTB** will be a one-stop shop for all of a salon's beauty needs. The company will also serve as a partner for salons and distributors looking for high quality education and service.

BIR: I know plans call for the introduction of additional brands. Do you anticipate that happening before the end of the year?

VT: We are constantly in research and development mode in creating new and innovative products. Stay tuned.

BIR: What is your company's mission?

VT: **VTB's** mission is to provide the highest quality products, customer service and education platforms in order to be a partner to our salons and distributors by offering a tailored approach to all of their hair care needs. **VTB** believes that using the best ingredients makes the best products, which in turn, provides the best results.

BIR: In spite of the new players in the hair straightening/smoothing treatment category, GKhair has maintained a leading position. What is your brand's point of difference that has kept GKhair one of the category leaders?

VT: We believe our greatest point of difference is **Juvexin**. **GKhair** created **Juvexin** using the best keratin compound so that stylists would be able to give their clients the best results. When clients are happy, they keep coming back for the **Hair Taming System** and

increase the salon's bottom line. We teach stylists our application process through our education programs. In addition to our commitment to using top quality ingredients in our **Hair Taming System**, we also have maintained a leading position in the

market because of our commitment to customer service. It is also important to note that we don't see our **Hair Taming System** as a straightener or smoother. The **GKhair Hair Taming System with Juvexin** is about improving the texture and overall health of all hair types, creating beautiful hair.

BIR: Up until now, formaldehyde or an aldehyde derivative has been the

"magic bullet" that has enabled keratin hair straightening products to be so effective. As the category has quickly grown to estimated sales greater than \$300 million at the salon level, there has been a great deal of concern about the potential harmful effects for stylists and clients inhaling fumes during the service. Are you worried that the government might take action on the use of aldehyde-based ingredients, as they did in the nail product category a number of years ago?

VT: If you look at other products across the beauty industry, many of them contain chemicals that are harsher than the ingredients in most keratin treatments. The most important



GKhair's Hair Taming System with Juvexin improves the texture and health of any hair type to create beautiful hair.

activity we can do is provide in-depth education to our clients about our system and the overall category, so they understand the role that aldehyde plays in the formula.

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

VT: I am the CEO/founder, and I spearhead product development. **Martin Mosley**, COO, is responsible for operations and infrastructure.

Dave Mulhollen, director of sales, manages current distributors and opens new markets.

Sasha Polit is our marketing manager and oversees global marketing, branding and public relations. Finally, **John Benedetto**, director of education, develops and drives growth within education.

BIR: How do you distribute your line?

VT: We mainly work with our distribution partners. We service a few key markets directly.

BIR: Describe your ideal distributor, what are the key success factors you look for in selecting a distributor partner?

VT: An ideal distribution partner for VTB understands and promotes the importance of education. We also see a lot of success with boutique distributors that carry fewer lines but have an emphasis on quality.

BIR: Does GKhair export? If so, how many countries are you in and how do you market internationally?

VT: Our products are found in 45 countries. Our international marketing efforts are a combination of our distributor partners, in-country public relations efforts and advertising. VTB is committed to helping our distributors grow through trade show support, media outreach and personalized education platforms.

BIR: Can you give BIR readers a brief preview of what you have planned for 2011?

VT: We expect to unveil revolutionary products and will also continue to enhance our education and customer service platforms. For example, we will offer an in-salon coach who will serve as a stylist concierge to ensure that salons will have up-to-date knowledge on education, application techniques and product innovation.

BIR: Tell me about your education program.

VT: We believe education is the key to success. We design our educational programs with the ultimate end user—the salon guest—

“VTB will be a one-stop shop for all of a salon’s beauty needs.”

in mind. In our Train the Trainer programs, the trainers explain why they do what they do. That gives participants the education they need and sets up the salon guest with all the information needed to best maintain the Hair Taming System at home with our after-care products.

Training starts at the corporate level with three regional education managers. Since we believe in learner-centered education, our trainers—whether they are on stage at a show or at an in-salon training session with just 10 people—learn how to identify with each type of learning style to keep the attention of all. John Benedetto, GKhair director of education, constantly researches trends in both color and design, planning a year ahead, so we are ready to create curriculum to launch new products.

Long term, we will continue to add outstanding staff to our team. As the corporate umbrella branches into several distinct companies with each developing its own style, products and image, each brand will evolve its core education plan. Included will be signature classes designed to educate the participants on the product offerings, as well as brand mission.

BIR: What role do shows play for you?

VT: Salon and distributor shows play a major role in our success. Those events allow us to gain visibility and show off our revolutionary product lines. We also use trade shows as an opportunity to showcase our education platforms by holding certification for stylists.

BIR: Tell me how your company partners with salons.

VT: Our goal is to give salons the tools to help their bottom line. We have created a

salon tool kit that includes everything from marketing materials to ideas for salon events and social media tips. We work directly with salons through our education platforms to make sure they know how to educate their clients about VTB products and how to get the most out of every Hair Taming System treatment. We have customer service representatives available around the clock.

BIR: What is the salon industry’s biggest challenge in 2011?

VT: The challenge to keep up with the number of new products on the market is consistent year after year. Consumers pick up the trends even before their stylists and tell them what products are hot in stores. The way VTB is solving that challenge is by providing salons with a robust education platform that keeps them ahead of the curve when it comes to our product innovation.

BIR: What is the best business advice you ever received, and who was it from?

VT: The best business advice I ever received that has helped me drive VTB’s success was from **Floyd Wickman**: “Time management is a key ingredient to the success of any business,” and “Most businesses don’t plan to fail; they fail to plan.”

BIR: What inspires you?

VT: My inspiration comes from wanting to help women feel beautiful everyday. When you wake up and get ready for your day with a great looking hair style, it sets the tone for a positive overall feeling. I want women of the world to feel beautiful, and I love that VTB can provide that for them.

BIR: What would BIR’s readers be surprised to learn about your company?

VT: I think people would be surprised by the international culture of VTB. At any given time, you can hear people speaking in 11 different languages in the office, which gives us many points of view.

BIR: Anything you would like to address that I have not asked?

VT: We are always looking for new distribution and salon partners.

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