

Joico celebrates hair color, tools and City of Hope

Beauty Industry Report (BIR) recently had the opportunity to talk with **Sara Jones**, the recipient of the **2011 Spirit of Life Award**. She will receive it at the annual Spirit of Life Award Dinner, which will take place in conjunction with the **Professional Beauty Association's Beauty Week 2011** in Las Vegas in July. Sara is being recognized for her outstanding philanthropic and business contribution to the City of Hope. From our conversation, you can easily appreciate her commitment and the actions that back it up.

BIR: As this year's City of Hope Honoree, what would you like to share with the professional salon industry?

Sara Jones (SJ): City of Hope is an amazing facility. For more than 100 years, its team has been pioneers in treating illnesses. What makes City of Hope so special, besides the fact that it is a leading research and treatment hospital, is its philosophy that it's as important to treat the soul and spirit as it is to treat the illness. It's so similar to our industry—we make people feel good by looking their best. City of Hope and the beauty industry share many common philosophies.

BIR: Our industry has been a major supporter of City Of Hope. How can we raise the bar going forward?

SJ: For years, we have relied on the generosity of manufacturers and distributors as the main sources for funding, and although I expect that to continue, I also see tremendous opportunity in getting salons involved. Salons are perfectly positioned to hold local fundraising events, which benefit them in many ways. It's good for business. It's good for team motivation. It's good PR and exposure, but, salons need help in this area...holding cut-a-thons and other fundraisers is not in their comfort zone. This is where manufacturers, distributors and industry associations can provide the tools and assistance for salons.

BIR: How has your company, Joico, been an enthusiastic supporter of City of Hope?

SJ: Together with our parent company, **Zotos**, we hold an annual company-wide fundraising event that includes a cut- and color-a-thon and a huge raffle. We also give an

annual donation to City of Hope that links to our Breast Cancer Awareness cause marketing campaigns. We always support the annual Spirit of Life Award Dinner in Las Vegas. The Joico employees participated as a team in the City of Hope Walk for Hope last November, where we raised more than \$8,000.

We plan to make it an annual event. And something I am truly proud of is the launch of Joico's **"Beauty for a Cure"** website, which provides online tools to help salons develop their own fundraisers. It's easy to use, it's professional and it's free!

BIR: Share your ideas on how other companies can become more involved.

SJ: We just produced a PSA video with some top hairdressers that highlights City of Hope and includes a call to action via a \$10.00 text donation to City of Hope. It can be played at shows, on websites, on Facebook, etc. It's available by contacting me at sjones@joico.com.

BIR: Can you briefly highlight some of City of Hope's major accomplishments?

SJ: City of Hope participates in more than 800 collaborative projects with more than 200 institutions in 46 states and 20 countries. City of Hope scientists collaborate with colleagues throughout the world to develop treatments and continually strive to find solutions in their quest to cure cancer. Their patented research processes have led to the creation of the four top cancer fighting drugs—Herceptin for breast cancer, Rituxan for non-Hodgkin's lymphoma, Avastin for colorectal cancer and Erbitux for colorectal cancer. City of Hope has also performed nearly 10,000 bone marrow and stem cell transplants and is testing a new gene therapy that may halt HIV while it treats cancer.

BIR: What are your plans for this year's gala?

SJ: A major change in 2011 is that the Gala will take place on Saturday night instead of Monday night. We're combining the City of Hope cocktail party with the **Cosmoprof Get-**

Together Party. That will help kick-off Beauty Week with a wonderful event, and it will allow more people who would usually depart on

Monday to attend. That also opens up Monday night for people to schedule other activities. The gala theme is "Celebrate Beauty. Celebrate Life." I want everyone to

have a great time, so we're planning on making the event fun and entertaining. The event will have a party atmosphere with plenty of glitz and glamour.

BIR: How can people and companies get involved?

SJ: There are many levels of commitment, from being a major sponsor to purchasing individual dinner tickets. There are also advertising opportunities in the event journal. For complete information, contact **Csynthia Savage** at 213-241-7721 or csavage@coh.org.

BIR: Is there anything else you would like to add regarding the City of Hope?

SJ: I simply ask everyone to please join us on July 30 in Las Vegas. I promise you will have a wonderful time and, more importantly, you will be playing an important role in helping City of Hope continue its outstanding work.

BIR: 2010 was an outstanding year for Joico. How about a brief review of some of the company's major accomplishments?

SJ: We focused on two major priorities in 2010. Those were our hair color business and our first entry into the appliance business. Our color business has been growing steadily for the past five years. Last year was a particularly strong year, driven by many factors but certainly influenced by the brand awareness we are getting with having **Beth Minardi** as the spokesperson for **VeroKPAK** color. Beth has a huge following of top colorists who follow her advice religiously, and now many of those salons are using Joico for the first time. In appliances, we launched the **KPAK Reconstruct VaporIron**. It was a huge success, far beyond



our expectations. We are expanding the sales of the VaporIron internationally this year and launching our **K-PAK Quadraion Pro Dryer**.

BIR: Joico's K-Pak has been a top selling item in the line from the day it was introduced 34 years ago. What keeps this product current and continuing to be a winner?

SJ: K-PAK Reconstructor was the first product to be formulated using human hair keratin protein as its protein source, which at the time was a scientific breakthrough. Over the years, as advancements in science were discovered, K-PAK was reformulated in order to continually deliver excellent performance. To this day, it is still the best performing hair reconstructor on the market.

We make sure all of our products don't become outdated. Our R&D department is always researching new technologies, and we incorporate them on a regular basis. We also are very conscious of keeping Joico products affordable to salons and their clients, so as we incorporate new ingredients, we also do it with accessibility in mind.

BIR: The K-Pak ReconstRx VaporIron provides an innovative delivery system. Please share with BIR readers how it works.

SJ: Our research showed that the biggest concern of hairdressers and consumers with flat irons was they were damaging the hair. High heat and frequent use were the obvious contributors. The ReconstRx VaporIron combats that problem by depositing protein and moisture into the hair while you use it. We developed a liquid treatment that is put into a chamber on the top of the VaporIron. When the iron is used, the liquid, which we call **Vapor Fuel**, is transformed into a very fine vapor that is deposited through holes in the iron's plates onto the hair. Now for the first time, you can get the style you want by using a flat iron without sacrificing the hair's condition.

BIR: What else is new or hot in your line?

SJ: We're proud that several of our products have been hot for years! Industry staples, such as **K-PAK Deep Penetrating Reconstructor** and **ISO Option Perms**, continue to grow. They both have been **Stylist Choice Award** winners for each of the last 10 years. In terms of new product introductions, the K-PAK ReconstRx VaporIron is not only very successful, it was also named "Best New Launch" in **Beauty**

Launchpad's recent Reader's Choice Awards. Our Vero K-PAK Color shade line, "Xtra Reds," introduced last fall, is flying off the shelf!

BIR: What is new in Joico's education?

Join Spirit of Life honoree Sara Jones at The City of Hope Gala Celebration on Saturday, July 30, to kick off Beauty Week 2011.

SJ: We are introducing a full schedule of advanced training courses at the **Artistic Institute** in Darien, CT. These courses are taught by our International Artistic Directors, **Damien Carney** and **Sue Pemberton**. Seminars range from mastering perfect color placement to couture hairstyling. In addition, we have **Beth Minardi** conducting her very popular class, "Conversations in Color." Complete information on these seminars and schedules can be found on www.artisticinstitute.com

BIR: What gives your brand a sustainable competitive edge?

SJ: We are very excited about Zotos' initiatives related to Healthy Hair on a Healthy Planet. Thanks to advances in recycling

technology, Zotos is launching new packaging to bottle its products in eco-friendlier packaging created from a hybrid bioplastic resin during the first quarter of 2011. The new material will be a composite of post-consumer recycled polyethylene and thermoplastic starch derived from plants. As a result, the company will reduce its packaging-related greenhouse gas emissions by more than 76%. The first brand to incorporate the new packaging will be the Joico line. Joico also prints only on 100% recycled paperboard. In 2011, Joico will be the only professional hair care company generating its own wind power on site with the construction of wind turbines at the manufacturing plant in Geneva, NY. That eco-upgrade will allow us to take our manufacturing process completely off the grid and generate enough clean, efficient energy to share with local residents and businesses. In 2010 we donated a portion of our Joico Earth Day Care Duos to "Keep America Beautiful," the nation's largest volunteer-based community action and education organization.

BIR: What is Joico's business culture and how does that enhance your business?

SJ: Joico is a smaller company, but we have a very strong sense of who we are, how we work together and how we should best serve the global salon community. A couple of years ago, we brought everyone in the company together to record the principles we all felt and believed in. We were amazed to see the alignment and commonality of belief, from office to field staff and across all functions, in what we now call our "Core Values." We defined our standards across identified values, such as partnership, purpose, respect, determination, integrity, quality and responsibility, spelling out what they mean to us in everyday language and action. Those values really are deeply held and



Sara Jones

actively lived by the Joico team—they stand written and described on a large mural in our office lobby as a daily reminder to us, our customers and our vendors—"All for the Love of Beauty!"

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