

Cilea grows/strengthens lashes at half the cost of Latisse

The eyelash growth category was started by the introduction of **Latisse**, a product developed by **Allergan**, a pharmaceutical leader with expertise in eye care products. Latisse is the only FDA-approved prescription treatment. However, many cosmetic companies have been marketing non-prescription alternatives with great success. **PureSuasion** recently started marketing **Cilea** eyelash growth stimulator in the professional beauty field. **Beauty Industry Report (BIR)** talked with **Byron Dennis**, who heads the company, to find out more.

BIR: Hi, Byron. Please tell BIR's readers about Cilea, your eyelash growth stimulator.

Byron Dennis (BD): Cilea's breakthrough formula helps grow and strengthen eyelashes at half the cost of **Latisse**. Unlike Latisse, no prescription is required. Also, no side effects have been reported.

BIR: How have you tested Cilea?

BD: We conducted extensive product and ingredient testing. Independent research done by **AMA Laboratories** demonstrates that participants had up to an 82% increase in eyelash fullness and eyelash density in just four weeks. We also utilized outside testing facilities to conduct a number of safety tests to ensure that Cilea produces no harmful side effects. That is the only way we believe we can guarantee that the consumer is getting the very best product available.

BIR: What separates Cilea from other eyelash growth products?

BD: Many companies are marketing eyelash growth products, but only two are scientifically proven to grow and thicken eyelashes. Unlike the other product, Cilea is made with all-natural ingredients, has no reported risk of harmful side effects, works in less time and retails for less than half the price!

BIR: What is Cilea's "magic bullet"?

BD: Cilea's unique blend of natural ingredients—proteins, B vitamins, including biotin, and natural extracts of pumpkin and pomegranate—works to nourish and strength the junction where eyelash growth occurs, providing the nutrition needed for new lash growth and reinforcing the existing lashes.

BIR: I understand that Vicki Gunvalson, star of Bravo TV's "The Real Housewives of Orange County," is your vice president of product development. What is her role?

BD: Vicki is an unbelievable businesswoman and a staunch believer in Cilea. Having used the product and seen amazing results, she is passionate about spreading the word. Through promotional appearances, Vicki raves about Cilea on the Real Housewives of Orange County (Season 6 premieres March 6) and her impressive social media following. Vicki empowers women to feel confident in who they are and lets her fans know that looking glamorous doesn't have to be expensive.

BIR: What would you like to share with both domestic and international distributors to encourage them to do business with your company?

BD: With a passion for developing new products that deliver excellent results in a healthy fashion, we stand out in a hot category.

We operate in-house with an external product innovations team, and we have chosen pricing that is reasonable for all levels of the industry.

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

BD: The three elements that make up a great distributor are a passion for beauty, a significant footprint in its relevant marketplace and a strong education team with marketing savvy. Potential distributors who have tried our product have become as enthused about it as we are. We are entrepreneurs at heart and really enjoy working with organizations that are hungry to grow and succeed.

BIR: Tell me about your organization's online marketing initiatives on your website, as well as social media sites, including Facebook, Twitter and YouTube.

BD: Our website has produced tremendous

results. With so much clutter online, we communicate real value through straightforward information, real testimonials and promotions our customers love. We also love interacting with our fans and customers directly, and social media provides a dynamic, real-time channel through which we can do that. Cilea has a growing following on Twitter and Facebook, and we actively update our blog and YouTube accounts with interesting articles and video we think our audience will enjoy. As



*Vicki Gunvalson
vice president, product development*

a beauty company, we have found that the best feedback we have received is from our loyal customers, and we are proud of the personal relationship we maintain with them.

BIR: What is your target market?

BD: Women ages 25-55, who are intelligent, sophisticated, well-read, ambitious, fashionable, cosmopolitan, indulgent and social.

BIR: What is your approach to participating in trade shows?

BD: We participated in **Premiere Orlando** last year. Shows offer an incredible platform to communicate with a large number of industry professionals on a personal level. We are looking to add **IBS Las Vegas** in June and **Cosmoprof North America** in July to our calendar. Since we are based in the South Florida area, the **Miami Beauty Show** will afford us an occasion where we can take our entire team to interact with customers.

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

BD: Everyone in our organization must test all of our products so that we can share the same experiences as our customers. Yes, I have tried Cilea with outstanding results. In fact, I had to trim my eyelashes as a result of using it.

Reach Byron Dennis at 954-514-7429 or byron@mypuresuasion.com. Visit www.try.cilealash.com.