

Research in Beauty offers a safe keratin treatment

Research in Beauty owners and partners, **Eyal Uzana** and **Massimo Quartararo**, are living the American Dream. Both started as hairdressers after immigrating to the United States 13 years ago—Massimo comes from Italy and Eyal from Israel. They met working as

hairdressers in **David Cohen's David's Beautiful People Salon** in Rockville, MD. After paying their dues, together they opened a salon (**EYMA**) in Bethesda, MD, in 2004. In four years, it was voted one of the Washington DC area's top salons. In 2007, while continuing to operate their salon and work behind the chair, they started **Research in Beauty**, a product marketing company, and have developed a formaldehyde-free hair straightening/smoothing brand (**Nano-Complex Keratin Gold Retexturizing Treatment**), which they are selling in the United States and in

international markets after testing it for many months on clients in their own salon. **Beauty Industry Report (BIR)** had a delightful time interviewing these two entrepreneurs and is pleased to share their story with our readers. **BIR: Give me a brief history of Research in Beauty and how the company has grown to where it is today.**

Eyal Uzana (EU): As business partners, salon owners and hairdressers, our goal was to create products that produce the straightening/smoothing results that clients love from keratin treatments without endangering our colleagues or our clients. Currently, we are servicing nine countries, several chains and hundreds of independent salons. To help us meet the demand for our products, we are seeking U.S. distribution partners.

Massimo Quartararo (MQ): Our company is committed to making safe and non-toxic keratin treatments that improve the quality and texture of the hair. We want professionals to recognize our brand as "the truly safe keratin" without wondering if we are telling the truth.

BIR: Controversy surrounding the keratin straightening and smoothing product category has made news all year. Please share your ingredient story and how your formula provides desirable results without producing formaldehyde.

MQ: It is very simple: We do not use formaldehyde or any toxic aldehydes or preservatives that release formaldehyde, so when heated, there is nothing toxic or dangerous for stylists and clients. What we use is a cross linker combined with 24K

cortex of the hair to repair it from the inside out.

BIR: Tell me about your Nano Complex.

MQ: This blend, which is featured in all of our products, combines amino acids, a patented keratin protein and 24k gold nano molecules.

BIR: Tell me about your Keratin Gold Retexturizing Treatment.

EU: It is a retexturizing product that works based on the cocktail of ingredients, i.e. amino acids, smaller keratin proteins and 24k gold nano molecules. It can be used on any hair type, including any type of chemically altered hair. We believe our product's performance measures up to any keratin treatment on the market.

BIR: Recently, both the Occupational Safety and Health Administration and the Food and Drug Administration (FDA) have become more aggressive in enforcing regulations regarding the production of formaldehyde by beauty treatments. What do you see as the end result of their increased scrutiny?

MQ: We predicted two years ago that formaldehyde-producing keratin-based treatments will not have long life here in the United States. Europe, Canada, Australia and many countries in South America have already banned those products—some did it two years ago. The reason is very simple: Formaldehyde is a known carcinogen. Companies that claim that methylene glycol does not produce formaldehyde are simply lying. Recently, the FDA responded to a U.S. company about this issue, saying that methylene glycol is liquid formaldehyde. My chemist shared the story about ammonia in permanent hair color. Ammonia is also a gaseous solution. A company that sells ammonia to a hair color manufacturer sells it in an aqueous solution (water is being added). However, it is still ammonia in the same way methylene glycol is still formaldehyde.

BIR: Why did you join forces?

MQ: We live in America, the land of opportunities. We love this country, and we love what we do. I have a lot of respect for my business and my colleagues. So we said, "Why not open our own company and do what we



The Nano-Complex Keratin Gold Retexturizing Treatment features 24K gold molecules.

gold molecules. It took many years to perfect the formulas. We constantly test and improve the products in our R&D department.

BIR: How do you incorporate nano technology into your product line?

MQ: Nano-technology is becoming more present in our everyday lives. I was intrigued reading an article from the University of Toronto about the nano 24K gold. The story was about treating cancer cells using those nano molecules, because they can reach the cancer cells inside the organs and kill them without using the harsher and more toxic chemotherapy. I also read about applications of this technology in cosmetics, especially in skin care. For us, it made perfect sense, because with the nano technology, our ingredients can penetrate deeper into the

like the most?" After all, that is how many of the leading salon companies were originally founded—it's what the **Mascolo** family did in creating **TIGI** and how **John Paul DeJoria** and **Paul Mitchell** created **John Paul Mitchell Systems**, as just two examples.

BIR: Does Research in Beauty do business internationally?

MO: We sell to Italy, Switzerland, Germany, Australia, New Zealand, Turkey, Dubai, Egypt and the Emirates. We took advantage of having a formaldehyde-free product line. Unlike many companies' products, our formulas were not banned from countries that have anti-formaldehyde laws. Our products passed all country testing with flying colors.

BIR: Tell me about your management team.

EU: We employ approximately 20 team members. I am president; Massimo is vice president; **Brenda Caraveo** handles operations; **Jessica Ayala** manages customer relations, and **Olivia Lanzoni** and **Mor Saphir** oversee international customer relations.

BIR: What is your operating philosophy and how do you approach each day?

EU: We want to educate hairdressers about how to avoid dangerous and toxic ingredients. It is the reason why we have worked very hard to create a non-toxic straightener that delivers great results, without putting the stylist or client in any danger. The overall goal for our company is to provide safe products that will improve the quality of the hair.

MO: I want our brand to be recognized as "The truly safe hair fixer and reconstructor." When people read or hear about Research in Beauty, I want them to be confident that our products are truly healthy for their hair.

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

MO: The main point of difference is that we use pure 24K gold nano molecules. So far, no other hair care company has used that ingredient in its products.

EU: We can deliver products that perform without toxic effects to stylists and consumers.

BIR: What is your flagship product?

MO: It's the **Rejuvenating**

“As business partners, salon owners and hairdressers, our goal was to create products that produce results without endangering our colleagues or our clients.”



Rejuvenating Hair Treatment features a syringe delivery system.

Hair Treatment, our first product. It features a reinstructor in a syringe delivery system. It repairs the hair by penetrating each hair shaft individually to heal it from the inside out. It provides instant gratification for clients and hairdressers alike. We've discovered that 99% of the time when a client tries it, she will ask for more. Five syringes are packed in a metal tin that gives the stylists up to 10 treatments for their clients (list \$45.00).

BIR: What is your target market?

MQ: We sell direct to legitimate salons. To give more salons the opportunity to learn about and experience our products, we are seeking distributors that will express genuine enthusiasm for our philosophy of providing safe straightening and smoothing services to give salons an option to toxic treatments.

BIR: Tell me about some of your marketing initiatives.

MQ: We are using social media to share new products and techniques with salons. In addition, we are distributing much of our education via Skype.

BIR: How is your sales organization structured?

MQ: Eyal is in charge of the sales. I lead our education initiatives. We have several sales representatives, mostly located in the Mid-Atlantic region and one in the Houston area. They are all independent reps.

BIR: Do you have any new products in the pipeline?

MQ: We are introducing a new keratin retexturizer for excessively curly or virgin hair in January. It produces results comparable to those produced by the most popular keratin straightening and smoothing products.

BIR: Where can distributors and stylists see you in 2012?

EU: We are planning to exhibit at **Cosmoprof Bologna, Premiere Orlando** and **Cosmoprof North America**.

BIR: Tell me about your education program.

EU: Massimo is in charge of the training. We provide both in-salon education for our salon customers, as well as education at our salon, which also serves as our training facility. We offer a train-the-trainer program for chain salons. We are in the process of creating an online education system.

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

MQ: To bring our company to market, we have invested more than \$2 million to date.

BIR: Anything you would like to add?

EU: We invite all distributors who are entrepreneurial spirits to schedule a presentation to learn more about joining our Research In Beauty family.

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