

Shauky Gulamani debuts InGlam products, GEM tools

After a successful career as a senior executive with two major salon hair care marketers, **Shauky Gulamani** recently decided it was time to do his own thing and created a new company, **InGlam** (the name represents innovation and glamour). **Beauty Industry Report (BIR)** recently sat down with Shauky, who said, "It's a company that I started with the goal to support and help the professional salon industry with innovative products to provide their customers with glamour—after all we are in the beauty industry." Read on for more of his thoughts and to learn what to expect from this new company.

BIR: Hi, Shauky. Please tell BIR's readers the philosophy behind your new company.

Shauky Gulamani (SG): In doing research over the last year and a half, I have had many meetings with distributors. I have heard one comment over and over, which is that today, manufacturers that are bringing new brands to the market don't really understand the professional salon market, and they are expecting the distributor to do their job. With my 28 years in the industry, the advantage I have with InGlam is that we know how to support the professional salon products distributors, salons and stylists with truly innovative products, valued education, effective marketing and public relations.

BIR: How will InGlam deliver on its promises of innovation and glamour?

SG: Innovation is going to be a key essential component to our company, so stylists can provide their clients with the newest technical services, best tools and newest products, while always keeping glamour in mind. After all, that is what the clients come to us as stylists for.

BIR: A few months ago, you mentioned your goal was to have full distribution coverage throughout North America by fall. That was an audacious goal. Did you achieve it?

SG: We are very fortunate that we have had a tremendous response from the distributors, but we are taking our time and choosing the right long term business partners. Our mission is to seek out the best independent, entrepreneurial, family-owned distributors that are truly in the business just like us to help

professional stylists and salons be more successful. At this point, I'm proud that we have more than two-thirds of the United States and part of Canada covered, as well as some of the international markets. We are still seeking some distributors that have the same ethics as we do, which is to provide stylists and salons with innovative, diversion-free products.

BIR: You mentioned your company's philosophy is "To be true

and real to salon professionals." Share more about that and what will show up for salon professionals in their world that reflects "true" and "real."

SG: As a salon professional myself, I am tired of companies that lie to the hairdressers as they use them to build their brands. Our company philosophy is to be true and real—to simply provide stylists with products with the truth behind them and always be real.

BIR: GEM (Glamour, Energy, Magic) is the brand for your tool line. Please give our readers a brief overview.

SG: Initially, we have launched the **GEM Ergo Patented Hair Dryer** and four styling irons—the **GEM TECHNO410 Ceramic Science Hair Styling Iron**, **GEM FLASH430 Tourmaline Ionic Science Hair Styling Iron**, **GEM VIGOR450 Titanium Ceramic Hair Styling Iron** and **GEM MEDIA Tourmaline Ionic Science Hair Styling Iron with Built in MP3 Player**. This fall, we'll introduce the **GEM FLASH430 ½-inch Tourmaline Ionic Science Hair Styling Iron**, **GEM VIGOR450 1-inch and 1 ½-inch Titanium Ceramic Curling Iron**, **GEM MOBILE Ceramic Science Hair Dryer** and **Iron** accompanied by a strong salon retailing program to help salons get into the business of retailing tools, which they started, then gave up due to diversion.

Our hair dryer produces the maximum amount of Ions, and our hair styling irons feature temperatures that heat up from 410 to 450 degrees with ceramic, tourmaline and titanium science. We are launching a collection of hair brushes that are based on hair textures

to make it easier for stylists to work smarter and not harder.

In October, we'll add our first service, the **GEM Thermal Eco Complex Keratin-Free Controlling Retexturizer**, a 2-phase, patent-pending botanical system that offers total control of hair without the use of formaldehyde, aldehyde or other harsh

chemicals. The 100% vegan formula with wheat, corn and oat proteins is developed to strongly bond to the hair to provide deep conditioning effects and to retexture the hair. As a result, the stylist can reduce unruly volume while controlling waves, curls and taming frizz to permanently straighten or smooth hair, based on what final results you want to achieve.

Support products will include **GEM Texture Control Shampoo**, **GEM Texture Moisture Masque** and **GEM Blow Out Styler**.

BIR: You said that you are bringing to market the first scalp exfoliator. What's that about?

SG: Modern Textures by Shauky is launching six products, including one called **HairScrub**. HairScrub is a product a salon can retail to clients as a once-a-week treatment that exfoliates the scalp while simultaneously clarifying and detoxifying the hair and scalp, to help products perform even better. This is great because the stylist is not replacing current retail dollars but expanding them.

BIR: Tell me about the rest of the line.

SG: Modern Textures also includes **FashionElixir**, a leave-in styling conditioner; **FreeForm**, a creative modulating cream; **FlexiGlass**, a gel concentrate pomade; **TextureThreads**, an extreme fiber glue and **PowderStyle**, an instant volumizer and texturizer. This fall, we'll be adding



InGlam's new GEM tools promise "Glamour, Energy and Magic" to the user.

ShineXpress, a weightless shine spray; **ShapeStyle**, a fast drying working volume spray and **BoldHold**, a fast drying firm finishing spray.

BIR: You have had an amazing career. Please bring us up-to-date on your journey.

SG: I have been blessed in that I have had the opportunity to be in many roles in this business, including stylist, salon owner, educator, platform artist, distributor sales consultant, distributor and many roles with major manufacturers in sales, education and marketing. Having the opportunity to be in so many roles, I am blessed to truly understand the business and offer stylists and salons with what they need to develop their craft and grow their business.

BIR: Tell me about your team.

SG: We are growing on a daily basis. We are a family-owned company dedicated to helping the salon professional. Currently, we have 30 people employed in our company. I am very lucky that I am surrounded by the best people. I have two partners who allow me to run the company the way I want and are there to support me. I don't believe in a big management team; rather, I believe in people who work with me as team members to do whatever it takes to get the job done.

BIR: In a crowded marketplace, what do you see as your brand's point of difference to both beauty professionals and consumers?

SG: Innovation, education and public relations are the key differences to our company. Our goal is to be the best company dedicated ONLY to professional stylists and salons.

BIR: Tell me about your online marketing, sales and education initiatives, including but not limited to your social media outreach.

SG: We are very aggressive with our online marketing to get our message out to the consumer. In addition to our website, we are active on our Facebook, Twitter and YouTube

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venues. One thing I will say is that as a company, we will never sell online directly to consumers, as we are not in the business to compete with salons.

BIR: How is your sales team structured?

SG: Currently, we have two vice presidents of sales—one focusing on domestic distribution and the other on new business development and international. Also, we have six business development specialists, who support our distributors on a daily basis. Our company sales leaders are experienced industry professionals and hairdressers, so they understand our company's goal and vision.

BIR: Tell me about your distribution network.

SG: We have 16 distributors in the United States with more coming on board. Our ideal distributor is an independent distributor who is truly in the business to

support professional stylists and salons on a daily basis, a distributor that believes in education to help stylists always do the best and a distributor with a team of sales consultants who want to help stylists and salons grow on a daily basis. We do not want order takers.

BIR: Tell me about your education program.

SG: Education is a key part of our company. Currently, we have 25 educators nationwide and are continuously adding new team members. We offer various educational programs from in-salon events to major trade shows. **Chris Campbell** is currently in charge of our marketing, shows and education.

BIR: What is your long-term vision for education?

SG: To constantly provide the best education to the industry via everything from in-salon personal events to DVD and online education.

BIR: What role do salon and dealer shows play in your marketing and sales program?

SG: Salon trade shows and distributor shows are very important to us because they provide the opportunity to touch the stylists and share with them our education, product knowledge and the newest trends and techniques. As a company, we will not do any shows without partnering with our distributors.

BIR: Product diversion continues to plague the professional beauty industry. How do you plan to protect your exclusive brand?

SG: It's simple—We have contracts with our distributor partners, and if they are caught diverting, then they are terminated. As a stylist myself, it is very important to protect my fellow stylists from diversion.

BIR: What inspires you?

SG: When I hear from stylists who thank me for making a difference in their lives, that keeps me going and inspires me to serve them more.

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

SG: That we are a full-service company that will offer salons everything from professional technical products to hair care and appliances both for professional use and salon retail that will always keep innovation in mind.

To learn more, reach Shauky Gulamani at 760-775-9630 or sgulamani@inglam.com. Visit www.inglam.com.



The Modern Textures collection by Shauky features the first hair scrub, which helps salons expand—not replace—their current retail sales.