

## New product innovation drives sales at Nutra Luxe MD

**Peter Von Berg**, president of **Nutra Luxe MD**, is an aggressive manufacturer of a line of exquisitely packaged specialty beauty products for the skin, eyes, lips, body and hair. In reporting from salon and spa shows, **Beauty Industry Report (BIR)** has had the opportunity to get to know Peter and learn the keys to his success, which can also benefit many other small- to mid-sized companies. We are pleased to share our conversation with **BIR's** readers.

**BIR: Welcome, Peter. Please share your formula for success with BIR's readers.**

**Peter Von Berg (PVB):** Small- to mid-sized companies succeed primarily as a result of new product innovation. To stay competitive, they constantly explore new systems, ingredients, devices and delivery systems. Because of their lower marketing muscle, they must generate interest from as many resellers/distributors as possible by providing outstanding products. They must offer innovation and "newness!"

We all know that big business is often driven by marketing and not necessarily by product performance. For example, how can you explain that the fastest growing skin care company today is a media company that uses its TV channels to sell skin care? Or do you believe that all those Hollywood stars who appear in the infomercials regularly use the drugstore cosmetics they are hired to promote?

Small- to mid-sized companies must also be agile in order to take advantage of the small window of opportunity that's available to stay ahead of big companies before they introduce similar or identical products into the mass markets, killing the small business markets. Larger companies are constantly looking to see what is new, what's trendy at the moment and what is selling well. They are prepared and able to create knock offs or come out with some similar version, which is often inferior. We see that happening with face brushes right now. Using the same claims and also their marketing power, they are able to convince the consumer that their products perform equally—even though they offer completely different products. The result for the smaller company is that unless it moves quickly to create another new and innovative product or

improve the existing one, its product sales will be eroded as a result of getting out-gunned by the larger company's marketing/advertising firepower.

**BIR: Peter, every time I visit your booth at various shows, I am impressed by the number of cool and beautifully presented products your company markets. Please share your product development process.**

**PVB:** Nutra Luxe MD stays close to the market and to our customers and consumer base by exhibiting our products at more than 10 shows a year. We learn first hand what our customers are looking for. Newness is the driving force in the beauty industry, and our objective always was and will be to stay ahead of the curve.

**BIR: You've stated that your goal is to make available scientifically advanced, clinically proven anti-aging skin therapies. Can you briefly describe the process you go through to make that happen?**

**PVB:** After we hear and learn about new products, we evaluate them to see if they are within our technical expertise and if they fit into our product mix. Then, we research the technology and components. Product development is the next step, followed by safety and efficacy testing. Nutra Luxe MD is lucky to have **A. Hawrych, MD**, a renowned facial plastic surgeon, on its Medical Advisory Board to test new products in vitro in his skin care clinic before they are launched. Finally, we create the appropriate packaging and labeling, then take it to the next show to introduce the product to the market.

**BIR: You feature encapsulated technology in some of your better selling products, including your Intensive Face Lift. What's that all about?**

**PVB:** Nutra Luxe MD is very proud of this proprietary technology, which brings a totally

new dimension to effective skin care. First, you have to understand that almost all creams and lotions are made from up to 70% water and clay, then silicon, preservatives, stabilizers, emulsifiers and some active ingredients.

The encapsulation technology of Nutra Luxe MD eliminates all of those useless byproducts. We take all the ingredients and form them into little capsules, which we suspend into a serum. Absolutely no preservatives or other chemicals are added, which makes this product perfect for allergic or sensitive skins, as well as for use after procedures, like laser treatments.

**BIR: Laser products continue to become more affordable and are being used in a number of collections for skin and hair, such as your Nutra Laser Hair Therapy. Please tell our readers about it.**

**PVB:** Nutra Laser Hair Therapy is a new treatment system that has been proven in numerous hair restoration clinics to be

effective for women and men with hair loss. Thousands of users have experienced the benefits of this non-invasive, pain-free laser treatment. Our treatment system includes a hair brush-like laser comb with 16 low level cold laser diodes, plus a proprietary hair tonic that contains prostaglandin, the same active ingredient found in eyelash/eyebrow enhancers, and is now used successfully for the head hair with excellent clinical results.



*Nutra Luxe MD offers a variety of innovative beauty products.*

**BIR: Clarisonic is the market leader in skin care cleansing and skin stimulation units featuring a rotating brush. How does your Nutra Sonic Professional Facial Cleansing System compare?**

**PVB:** The oscillating **Nutra Sonic Face Brush** from Nutra Luxe MD is an advanced German engineered device, with final assembly in the United States. The rechargeable, battery-powered Nutra Sonic is water-resistant and can be used in the shower, bath tub or at the sink. The oscillating brush provides a more than 50% larger cleansing surface compared with

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Clarisonic. The brush also comes with four distinctive oscillation modes for sensitive skin, normal skin, for the body and a unique so called “Jitter” mode—an oscillation speed you can also use with a crystal cream for microdermabrasion. The newest product is a proprietary pumice stone attachment, which can be used to clean the heels and elbows, as well as a sponge attachment for microdermabrasion. Those two attachments are only available with the Nutra Sonic Face Brush. Nutra Sonic also comes in two different sizes. The standard home unit and the **Travel Companion**, which is a small, 2-speed travel version that fits into every toiletry bag. The chargers on both units are universal and the brushes have a one-year full warranty. The Nutra Sonic Face Brushes are also significantly less expensive than the other brand, so they are affordable for almost everybody who wants to experience clean and healthy skin.

**BIR: Tell me about your background. How did you get to where you are today?**

**PVB:** I started my first business in 1978 and

have owned companies developing and manufacturing medical devices ever since. My background and the opportunity to work in the field of open heart surgery in several hospitals and also my involvement in the early stages of the next generation of dialyses treatment and the development of new procedures and equipment resulted in me developing new products and systems and filing more than 200 patents worldwide. In 1989, I sold all my companies in Europe. After moving to the United States in 1991 and starting another medical device company, which I sold four years later, I decided to do something in the skin care area. I have very sensitive skin and every cream I bought and used caused me to break out. My plan was to develop a product that people like me are able to use without having to live with this unpleasant side effect. The Nutra Luxe MD encapsulation products are the result of years of research and development and solved my problems. I recommend that people which have the same problems to try these products and also experience the amazing results.

**BIR: What in the professional beauty marketplace indicated there was an opportunity for your product line?**

**PVB:** I wanted to stay within my experience working with doctors, but at the same time stay away from medical device regulations. I saw the need for affordable products that were free of chemical byproducts and could be safely used by all skin types and ages.

**BIR: What is your hero product?**

**PVB:** We have three. Number one is our **Nutra Luxe Lash** eyelash enhancing product. We are one of the few companies that have performed several outside lab studies on safety and on effectiveness. Number two is our Nutra Sonic Oscillation Face Brush, which was introduced in 2009 and today rated by the consumers as a serious option to the other heavily advertised brand. Number three is our Laser Comb for customers with thinning hair.

**BIR: How do you distribute your line?**

**PVB:** We acquired our customer base, which is primarily spas, salons and doctor offices, through our presence at specific trade shows, through mailings, magazine ads, temperament

and word of mouth. We also sell through distributors and have a presence on TV shopping channels.

**BIR: What recommendations do you make to your resellers maximizing your line’s sales?**

**PVB:** Product knowledge is the key to a successful sale, as a manufacturer as well as a reseller. The potential buyer has to be convinced that the person selling the product is professional and gives the client the comfort that what she hears is true.

**BIR: What is your company’s greatest accomplishment in the five years?**

**PVB:** Growing to the size where we are today with endurance, commitment, perseverance and without any outside financing while offering a product line and program we are proud of.

**BIR: Tell me about your online sales and marketing initiatives.**

**PVB:** Nutra Luxe MD formed relationships with two e-commerce companies that specialize in promoting products directly to consumers. We have begun to expand our social networking via Twitter, Facebook and YouTube. On YouTube, we feature instructional, testimonial and commercial videos. On Twitter and Facebook, we offer updates on the company and events, promote our products, answer questions in real time and offer giveaways. We market our brand to the consumers who use social networking on a daily basis. We use it also as a direct way for consumers to reach us. We constantly reach out to potential customers by giving them information on our products and the benefits of use.

**BIR: What’s your biggest challenge?**

**PVB:** Staying ahead of the competition by continuing to develop new, innovative, safe and effective products and systems is a constant challenge. We also must work hard to keep up

the Nutra Luxe MD brand’s reputation as that of one with highly performing products and excellent customer service.

Reach Peter Von Berg at 239-561-9699 or [info@nutraluxemd.com](mailto:info@nutraluxemd.com). Visit [www.nutraluxemd.com](http://www.nutraluxemd.com).



Peter Von Berg, president