

# Viviscal Professional enters pro beauty marketplace

Hair loss affects millions of people across the globe—men and women, young and old. Unfortunately, most people believe that their hair will not grow back. Luckily for them, **Viviscal Professional**, a company that offers products that nourish thinning hair and promote existing hair growth, has entered the salon industry. **Beauty Industry Report (BIR)** recently spoke with CEO **Mark Holland** to get the inside story.

**BIR: Hi, Mark. Please introduce Viviscal Professional to BIR's readers.**

**Mark Holland (MH):**

The thinning hair loss market is huge and many companies are trying to create solutions. Viviscal has been around for 22 years. We are the only hair care supplement on the market with five clinical studies (and a sixth underway). Top hair

stylists have been recommending Viviscal for years because it works. Viviscal Pro doesn't need to replace any service salons currently have or offer, rather it ADDS another service with huge repeat purchase opportunities. By the way, Viviscal is the No. 1 selling hair supplement worldwide. In addition, we offer a shampoo and conditioner.

**BIR: Just how big is the opportunity?**

**MH:** About 40% of women have visible hair loss by the time they are age 40, according to the **American Academy of Dermatology**. Currently, Americans spend more than \$3.5 billion a year to try and combat hair loss. One in two men and one in three women will experience hair loss at some stage in their lives. Viviscal helps those experiencing hair loss due to a host of reasons.

**BIR: You mentioned that Viviscal has been in business for 22 years. Give me a brief overview of the company's history.**

**MH:** Lifes2good, the parent company, was formed in 1997 and is headquartered in Ireland. The company has seven offices around the world and is operating in 33 countries. Lifes2good offers a range of natural, clinically

proven products in niche areas. I joined the company in 2006 and head up the North American operations.

Viviscal Professional is the company's flagship product and is the No. 1 selling hair supplement brand worldwide. The supplements contain the exclusive AminoMar C Marine Complex, which provides essential nutrients to nourish thinning hair and encourage existing hair growth in those suffering from temporary hair loss. Viviscal Professional has 28% more of the active



*Viviscal nourishes thinning hair and promotes existing hair growth.*

ingredient and can only be purchased through dermatologists, salons and spas. Lifes2good purchased the brand approximately five years ago, and it has experienced double digit growth each year since then.

**BIR: Tell me about your background.**

**MH:** I earned an accounting degree and an MBA in global management and have been working in marketing and product development for nutraceutical companies since then. I began my career in Dubai and have worked in Germany, France, the United Kingdom and Ireland in the functional ingredients industry. I returned home to Ireland in 2006 and spotted an opportunity to get involved in a growing company that had a great product offering. Lifes2good acquired the Viviscal brand in 2007, and I have been enjoying life in the United States since then.

**BIR: Please describe Viviscal's natural, drug-free remedy for thinning hair.**

**MH:** This 100% natural food supplement is designed to nourish thinning hair caused by breakage and shedding of the follicles, while simultaneously promoting the growth of existing hair. Viviscal Professional supplements work in four stages over a six-month period. A difference is often noticed in two to four months, in line with each individual client's natural hair cycle. Our results are backed by clinical studies, which differentiates us from many others in this category.

**BIR: What brought Viviscal to the salon market at this stage in its lifecycle?**

**MH:** We decided to enter the market because so many salons and spas were asking to sell it. Also, the word of mouth from top stylists like **Guido Palau, Danilo, Oscar Blandi** and others made us realize how many stylists were recommending the product to their clients. We currently sell directly to salons and spas. We also sell our mass retail line to health stores and the food/drug/mass market. Viviscal Professional, however, has a much higher percentage of AminoMar C Marine Complex along with other key ingredients not found in the mass line.

**BIR: Is the thinning hair problem for women expanding?**

**MH:** More than 50% of men above the age of 50 suffer from hair loss; one in three women will experience hair loss at some point in her life. The most common form of hair loss in women is telogen effluvium (all over thinning of hair). Common reasons for hair loss include postnatal, menopause, hormone replacement therapy, the Pill, stress, diet and trauma.

**BIR: What are the five clinical studies that you mentioned?**

**MH:** The product was developed in the late '80s by scientists in Finland. The five current clinical trials were developed throughout the '90s in Finland, Sweden, Brazil and Germany. We are currently conducting two clinical trials in the United States on more than 100 women and expect to have results soon. The most significant results from our trials so far include:

- An average increase in hair growth of 32.4% after 6 months and 63.9% after 12 months as published in **The Journal of International Medical Research** in 2001;
- 100% of treated subjects reported that hair loss had stopped after two months of treatment in a study published in **The Journal of International Medical Research** in 1992. The mean increase in non-vellus hair of 38% was recorded in patients after six months treatment. 95% of subjects showed both clinical and histological cure.
- A recent pilot study was conducted in Dallas on 20 women. At the end of the 10-

week period, an analysis of hair counts showed a mean reduction of hair loss of 46%. Plus, 81% found less hair shedding on an average day; 75% saw an increase in overall hair volume and 75% saw an increase in thickness of hair.

**BIR: How is Viviscal marketing to the professional beauty market?**

**MH:** We are supporting the launch of our brand with a full marketing, advertising, public relations and education program. We want to focus on educating salons, stylists and their clients about the benefits of Viviscal Professional and the proven results. We hope to become a recognized name in the industry within the next year.

Stylists know the art of the consultation. We know that clients trust and confide in their stylists—especially about issues regarding their hair. Viviscal Professional is a simple, easy retailing option, and clients appreciate the fact there is a safe, natural option to help combat thinning hair. Obviously, good point-of-sale materials and merchandising the products prominently in the salon always help!

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

**MH:** When people start losing their hair, the first person they talk to about it is their stylist. Besides minoxidill, there aren't any all-natural, clinically proven options. Viviscal Professional doesn't replace any existing service in the salon; it creates a new opportunity with tremendous repeat purchase opportunities.

**BIR: What is your point-of-difference?**

**MH:** Viviscal Professional is easy-to-use, 100% natural and has proven results.

**BIR: How do you measure if the products are actually working?**

**MH:** Nearly 100% of our accounts re-order, plus we have un-retouched "before" and "after" shots available that speak for themselves.

**BIR: What is your company's mission?**

**MH:** Our mission is to provide a 100% natural, safe, proven, professional solution to those experiencing thinning hair and hair loss. In addition to helping clients, we feel this is a wonderful retailing opportunity for salons and spas, as they truly know what is happening with their clients' hair.

**BIR: Tell me about your team.**

**MH:** In the United States, we have seven

full-time employees. **Lindsay Kenoe** is our marketing director, and she helps run the professional division. We also utilize several noted industry consultants in various areas. We have eight offices across the globe with more than 70 employees.

**BIR: Tell me about Viviscal's online marketing, sales and education initiatives and your social media outreach.**

**MH:** Viviscal Professional is supported by a full marketing, public relations, advertising, education and social media plan. We launched **viviscalpro.com** this year, and we have partnered with **behindthechair.com** to help educate salons via webinars. Our first webinar drew more than 1,300 professionals.

**BIR: Describe your education program.**

**MH:** We pack our training guide in the box with every order, and we filmed an in-salon training video with **Martino Cartier**. The video guides salon professionals through 1. What is Viviscal Professional? 2. Women and hair loss and 3. How to sell Viviscal Professional.

Throughout the year, we continue to offer retailing tips and programs, client information brochures, product information and education on the types of hair loss. Our new clinical trial will be available shortly. Our second webinar next month will include a live audience at the Samsung Center in New York. We have also signed industry personality **Tabatha Coffey** and New Jersey salon owner Martino Cartier to help spread the word and educate salons about the benefits of Viviscal Professional.

**BIR: Will you be exhibiting at major shows?**

**MH:** Shows are very important to us. We find that once people see what we have and the caliber of stylists who recommend our products, they better understand the program and get excited. We plan on participating in all major shows in 2012.

**BIR: How do you partner with salons?**

**MH:** Since we sell directly to salons, the flow of communication and information we provide is constant. We provide 360-degree service and marketing for salons—not only for products.

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

**MH:** As we are new to the U.S. professional beauty market, our biggest challenge is to build our name and showcase our heritage, expertise and results in this category. We approach the

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hair loss market from an education point-of-view. Given our position globally, this is a good challenge to have.

**BIR: What inspires you?**

**MH:** I am inspired by the emails and letters we get every day from thousands of happy Viviscal customers who want to share their inspiring stories. Thinning hair and hair loss is a



*Mark Holland, CEO*

bigger and more traumatic issue than people perceive, so it is a privilege to be able to help people suffering from those conditions.

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