

## New Cirrus tool texturizes & volumizes—without heat

Once a driver of major innovation and excitement plus large-ticket retail sales, the professional tool and appliance category has been trending toward me-too features and benefits on one side and commoditization on the other over the past several years. As a result, distributors and salons have lost the profits they once enjoyed from selling professional tools. That's all about to change.

Enter **Simon To**, CEO of Hong Kong-based **World Wide Daily**. This prolific inventor and entrepreneur recently launched his first beauty and grooming product—the **Cirrus Wave Styler**.

This one-of-a-kind patented hair styling tool offers a new take on texturizing hair—no heat required.

For the inside story, **Beauty Industry Report** checked in with **Paul Yu**, who with deep expertise in the tool category has been tapped as



Paul Yu, sales and marketing manager, Cirrus

sales and marketing manager for the brand. Paul was eager to share his excitement about the business potential with **BIR's** readers first.

**BIR: Welcome, Paul. I have never seen anything like Cirrus before, and I'll bet our audience hasn't either. How did this new heat-free styling tool come to be?**

**PY:** Simon To, the CEO and owner of World Wide Daily, the parent company of Cirrus, is a prolific inventor. He creates patented products to simplify and improve the daily lives of people through the products they use. In order for Simon to bring a product to market, it must meet three criteria:

1. It must be so unique that it is patentable.
2. It must be in a growing market sector.
3. It must not be in a technology market in which products have a short life cycle.

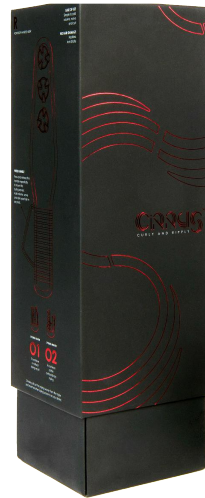
Simon imagined the idea for the Cirrus Wave Styler while he was waiting in a salon to

have his hair cut. He observed a stylist texturizing and creating waves by twisting and manipulating his client's hair section by section, using his fingertips and a blow-dryer. Always the innovator, Simon knew he could create a styling tool that replicated the look—in a fraction of the time. He worked on the concept for several years until he had the most unique styling tool that he could patent globally. The Cirrus Wave Styler was born.

After a star-studded red-carpet launch in Hong Kong in March, Cirrus began rolling out around the world to great success and is already available in the United States, Canada, Mexico, China, Hong Kong, Korea, Taiwan and most of Europe.

**BIR: How does it work?**

**PY:** The Cirrus Wave Styler is so easy to use. Simply select the styling nozzle based on the desired result—use the smaller nozzle for more natural effects or the larger nozzle for a pumped-up finish. Apply your favorite styling product like pomade, gel or mousse to give the hair grit. Then insert the tool into the hair with the nozzles in the roots and start squeezing the handle to add volume, texture or waves without heat. As you move the tool around the head, the nozzles turn 300 degrees in a single direction, which Simon determined to be the best option for styling without tangling the hair. Simply



The Cirrus Wave Styler is packaged in a beautiful box and sits with its nozzles in a display that looks equally smart on a salon styling station or home vanity.



switch out the nozzles to go from mild to wild!

**BIR: Who is the Cirrus customer?**

**PY:** Stylists love the versatility of the looks they can create quickly with this innovative tool, while female consumers love that they can recreate customized texture at home between salon visits. Of course, tool-savvy distributors and retailers love the opportunity to offer a one-of-a-kind styler to their customers.

Cirrus is also perfect for guys, who are just starting to explore styling tools.

We've seen the proliferation of men's hair care brands at every price point and culture over the past five years, but until now, there hasn't been a tool that guys could call their own. Now, they have Cirrus. They love its strong design and bold colors. Plus, all they have to do is apply their styling product of choice, squeeze Cirrus across their hair a few times and they're ready to go in less than five minutes.

**BIR: Your space-age packaging is every bit as stunning as Cirrus itself. Tell me about it.**

**PY:** We are really proud of the impression



The Cirrus Wave Styler comes with two sizes of nozzles that twist in and out easily to create different textures in the hair.

Cirrus makes before the stylist or consumer even opens the box. The packaging is as innovative as the results

produced by the Cirrus Wave

Styler. The packaging mimics fashion with a strong, bold silhouette and eye-grabbing colors of red and black.

The box does double-duty as a buzz-building display unit in the salon and at retail. It opens like the petals of a flower, unveiling the tool inside. The packaging's rectangular design complements the shape of the tool. At home, it makes storage simple.

The package also works as an educational piece, providing product details and how-tos imprinted on the inside panels.

**BIR: You're known as the go-to guy for tools in pro beauty. Tell me about your career.**

**PY:** After earning my MBA from Case Western Reserve University in Cleveland, I joined JM Smuckers as a product manager. After learning the ropes in their marketing department, I joined a new company called **FHI Heat** and immediately became fascinated by the then-fledgling professional tool category. There, we were known for many industry firsts. For example, not only did we offer the newest technology in our tools, but we were the first to tie styling tools to fashion. We also assembled a team of session and celebrity stylists, beauty editors and savvy consumers to promote the brand long before influencer marketing was en vogue. FHI Heat quickly became the leader in the prestige segment of the professional tool category. After that, I became one of the founders of **ONE Styling**, another company that brought innovation to the professional tool category.

During that time, I became immersed in the tool business from A to Z, forming strong relationships with the factory personnel in Asia. Since then, I've represented top tool factories in Korea and China, helping U.S. companies find the perfect fit to build their own brands. When World Wide Daily decided to launch in North America, they sought me out through mutual colleagues. I am so excited to work with a genius like Simon, who inspires me every day, and **Mo-Man**, chief operating officer, who gives the brand its style, to bring this new level of innovation to stylists and consumers in North America! Simon and Mo-Man accept only the highest level of excellence, so when you partner with World Wide, you know that every detail will be first class.



*Beautiful Cirrus-styled models with World Wide CEO Simon To (third from left) and COO Mo-Man (fourth from left) at the gala launch in Hong Kong.*

**BIR: With your deep expertise in the tool category, what changes do you see ahead?**

**PY:** While many technologies like FAR Infrared, ceramic and tourmaline have made styling less damaging, there are many consumers who won't or can't style their hair with heat—for example, those with chemically processed and bleached hair, fine and thinning hair and damaged hair. So tools must continue



*The space-age Cirrus box opens to reveal product details and styling how-tos.*

to evolve with their primary focus on keeping the hair healthy. Cirrus not only does just that, the stylist and consumer are no longer tied to an electrical cord. They can use Cirrus anywhere they need to style or refresh a look from backstage at Fashion Week to the beach.

Another challenge is that tools have become a commodity. Stylists can purchase a \$15.00 flat iron at a trade show or a local discount store. Price wars are driving the category and brands are suffering as margins shrink.

Finally, factories now own brands due to shrinking margins, eliminating a tier and creating a category based on price rather than value.

Innovations like Cirrus will stop that slide and return the category to profitability.

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

**PY:** Our U.S., Canadian and Korean team is led by General Manager **Mark Dawkins**. Mark is a West Point graduate who worked at Procter and Gamble in both the United States and Europe. After leaving P&G, he was the vice

president of a division of Avery Dennison before joining World Wide.

**BIR: With this level of excitement, you must have plans for what's next.**

**PY:** You bet we do. For the holidays, we will offer a mini pocket- or purse-sized Cirrus Styler. And we have plans for additional nozzles to create a variety of styles.

**BIR: What is your distribution channel?**

**PY:** We want to reach stylists and consumers wherever they like to purchase styling tools in an environment that complements the price point. That includes professional full-service distribution and upscale beauty retailers.

**BIR: How do you support your partners?**

**PY:** We provide customized marketing, public relations, social media, influencer outreach and educational support. We recently shot a hot sizzle reel and a series of educational videos showing how Cirrus works on various hair types for stylists and consumers. Check out the videos on our social media! We will continue to grow our video library.

**BIR: Where can distributors and beauty store buyers see Cirrus?**

**PY:** We are exhibiting at **Cosmoprof North America in Booth 44308** and would love to meet distributors, beauty store executives and other leading retailers in the tool category. We will have play stations so you can try Cirrus for yourself and see how easy it is to use. Please contact me to set up an appointment.

*To schedule a meeting during Cosmoprof North America or for more information on distribution opportunities, contact Paul Yu at [paulyu@worldwide-daily.com](mailto:paulyu@worldwide-daily.com) or 216-506-6088. Visit [cirrusstyler.com](http://cirrusstyler.com).*