



guest columnist

CEOs must react to customer complaints

By John R. DiJulius

Dealing with customer complaints that make it to senior executives is a critically important strategy, one that most companies fail miserably at in three ways:

1. Not creating a CEO communication strategy nor giving it the attention it deserves.
2. Making it impossible for customers to get in touch with the CEO/president.
3. Too often, when someone does get in touch with the CEO, the CEO makes it worse; see **PWC**, **Lululemon** and **United Airlines**.

How Accessible Are You? It is incomprehensible to me how many corporate offices and senior management teams do not handle it well when dealing with the customer. **Service Management Group** did a study and found that only 35% of customers were highly satisfied with the service recovery of senior leadership, due to them making excuses, spinning it and insulting customers by not validating their challenges.

However, there are exceptions. **Umpqua Bank** is aggressive at inviting customer feedback. Every location has a phone in the lobby with a sign that reads, "Let's talk." Pick it up and you get **CEO Ray Davis'** office. You can tell him what you think the bank is doing right and what you think it can do better, or you can ask him anything.

Mark Cuban, the billionaire owner of the NBA's Dallas Mavericks, shares one of his favorite quotes in his blog *Connecting to Your Customers*: "Treat your Customers as if they own you . . . because they do. You have to re-earn their business every day."

It's interesting to watch how CEOs deal with making customers happy. You can tell the ones who don't trust their products or services. They protect themselves from any possible interactions and they respond with form letters or assistants, if at all.

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A NEWSLETTER FOR BEAUTY BUSINESS EXECUTIVES

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Jayne Morehouse, CEO Jayne@BIRonline.com
Liz Messaro, Executive Editor Liz@BIRonline.com
Mike Nave, Founding Editor, mikenaveconsulting@gmail.com

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Mane St.

by Jayne Morehouse
CEO, Beauty Industry Report



Welcome to **Beauty Industry Report's 2017 Cosmoprof North America Preview**. We understand that you're busy. That's why **BIR** has done the legwork,

uncovering **500 new products** to help you experience a successful show and drive your business well into 2018.

With so many interesting products, how do you choose?

1. First, look at the trends. See what's hot in your market. Then, look at your portfolio. What's missing?

2. Next, consider your brand. What categories or products are consistent with your story and image? Which are a good fit and will add value to your brand?

3. Study logistics. How much inventory are you willing to carry?

4. Finally, add something fun that will delight your team, and your customers—and also sell.

See you on the show floor!

Jayne

guest columnist

Guest column cont. from page 1

I make my email available to everyone and anyone. I make sure that all the customer service emails get forwarded to me. If someone is complaining, I want to know what about, and I want to get it fixed quickly. The best focus groups are your customers.

Give your customers permission to communicate with you and make it easy for them to share. Ask for their advice and feedback. Market to your customers on invoices, orders, emails, at checkout, on the website and in restrooms. Here are examples:

"Please tell us about your experience. It is important for us to know how we are doing."

"We want your advice. How can we be better?"

"Did we hit the mark today? Tell us. Did we miss? Tell us, please!"

"Was someone a hero for you today? We want to recognize them."

"Were we the best part of your day? If you can't answer yes, we need to know why."

Start a customer service revolution today!

John R. Dijulius III is the author of The Customer Service Revolution (Greenleaf Books). He is the



president of The Dijulius Group—a customer service consulting firm that works with leading companies like Starbucks, Chick-fil-A, The Ritz-Carlton, Nestle, PwC and Lexus, and owns John Roberts Salons & Spas. Register today for his Secret Service

Summit, America's No. 1 Customer Service Conference, October 26-27, in Cleveland, at secretsservicesummit.com. BIR will be there! Reach him at john@thedijuliugroup.com.

BIR invites you to become a Guest Columnist and give us your take on a relevant topic. For consideration, send your thoughts in 475 words, plus a one-paragraph bio and your headshot no smaller than 300 dpi at 5 x 7 inches to liz@bironline.com. We will edit your column for style and space.

watch list

Regis Corporation (NYSE: RGS) recently announced that it is considering strategic alternatives for its mall-based salons.

Those salons constitute one of the largest shopping mall-based personal services retailers in North America, with more than 900 retail locations employing over 7,500 stylists across the United States, Canada and Puerto Rico. They provide services in a mall retail environment via two principal brands: one addressing a premium, upscale experience and the other addressing a value-based experience. The premium concept, operating under the **Regis Salons** brand, is targeted primarily to young, suburban female guests and the value concept, operating under the **MasterCuts** brand, is targeted primarily to price- and time-conscious male, female and family guests. Regis has retained **Huron Transaction Advisory** for financial advisory and investment banking services to assist in its review. Visit regiscorp.com.

In the June 22, 2017 Women's Wear Daily, JCPenney CEO Marvin Ellison discussed his roadmap. In addition to bringing in appliances and toys, expanding women's sizes and reviving the window covering business, he places a strong focus on beauty.

- Because the **Sephora** store-within-a-store concept helps drive incremental traffic, in some cases, he is reducing apparel space to add or expand a Sephora. Sephora shops average 1,600 square feet, with some as large as 2,600 square feet. In addition to 70 new Sephoras opening over the next few months, they will expand 32 existing Sephoras by nearly 50% for new products and services, such as **Benefit Brow Bars**, which will be added to 25 Sephora shops.

- A former Home Depot executive vice president, Marvin says that salons and Sephora help "weatherproof" JCPenney's business.

- When Marvin joined JCPenney, some salons were being closed, but data show that salon customers shop JCPenney twice as often and are twice as profitable. Of the department store's 750 salons, 123 have been re-branded as **The Salon By InStyle**, with 50 more rebranding this year. Changes include updated graphics, photography, accent lighting, new fixtures and furnishings, elevated service areas and a revitalized space for prestige salon products, tools and accessories from **Matrix**, **Paul Mitchell**, **Redken** and other brands. Marvin said that last year, the salon business recorded its first positive comp in over 10 years.

Marvin and his team have a big challenge ahead of them, but his leadership style—focused on getting management into the stores weekly and listening to everyone—might just turn this legacy company around. The full article is worth a read. Find it here: <http://bit.ly/2rGJNCo>

The Independent Cosmetic Manufacturers and Distributors is teaming up with Bologna Fiere Cosmoprof Worldwide and Corferias, the International Business and Exhibition Center of Bogotá, to power a new international hall during **Feria Belleza y Salud**, a beauty show in Bogota, Columbia, on September 27-29, 2017. With an exhibition area that hosts 279 exhibitors and 55,000 visitors, Belleza y Salud is for companies that are looking for business opportunities in South America, and for distributors, suppliers, import/export companies and beauty managers interested in trends in the cosmetic industry.

The International Hall 7, powered by Cosmoprof, will host international companies that want to take advantage of specific initiatives and an international communication plan to help them attract South-American distributors and retailers and make networking and business relationships easier.

For more information, contact **Pam Busiek**, CEO/president of ICMAD, at pbusiek@icmad.org and visit icmad.org. Visit <https://feriabellezaysalud.com/> and click the prompt to view the site in English.



Ulta Beauty's 999th store recently opened at 430 North Michigan Ave. on Chicago's Magnificent Mile.

More than 25 years after opening its first doors in Chicagoland, Ulta Beauty recently opened its 999th store on Chicago's famed Magnificent Mile at 430 North Michigan Avenue. The bright, open store design boasts two digital walls, features well-established and emerging beauty brands and a full-service salon.

The downtown location, which is one of 11 locations in Chicago and one of 100 to be opened this year, will be one of the first Ulta Beauty stores to offer **M.A.C.** products and makeup services and the only Ulta Beauty location to offer **Skin Laundry** products and the **Skin Laundry 15-minute Laser & Light Facial**.

The downtown Chicago location, while slightly larger, is similar to Ulta's traditional 10,000- square-foot store format. The store reflects the products and services that beauty enthusiasts love, with product displays and testers so guests can sample, touch and explore.

The new location's offerings include:

- ▀ **An expanded Salon at Ulta Beauty**, offering haircuts and styles, hair color and blowouts.
- ▀ **Professional hair care**, including

Redken, Matrix, Paul Mitchell, Kenra, Living Proof, Sexy Hair, Flawless by Gabrielle Union and more.

- ▀ **Professional hair tools**, such as **CHI** and **Hot Tools**. In addition, Ulta recently added **Paul Mitchell's Neuro Tools** collection at all stores and **Dyson** tools in select doors, including this one.
- ▀ **Benefit Brow Bar** Brow Services.
- ▀ **M.A.C.** Makeup Applications/Lessons.
- ▀ **Skin by Dermalogica Skin Bar**: Facials, Skin Treatments and Peels.
- ▀ **Skin Laundry**: 15-minute Laser & Light Facial.
- ▀ **Makeup**: **Urban Decay, IT Cosmetics, bareMinerals, M.A.C., Estee Lauder, bareMinerals, Tarte, Becca, Clinique, Lancôme, NYX, Maybelline, Makeup Revolution** and **L'Oréal**.
- ▀ **Skincare**: **Dermalogica, Mario Badescu, Philosophy, Skinfood, Olay** and **Neutrogena**.
- ▀ **Fragrances**: **Marc Jacobs, Calvin Klein, Estee Lauder, Gucci, Vera Wang** and **Dolce & Gabbana**.
- ▀ **Nails**: **OPI, Essie** and **Sally Hansen**.



M.A.C. offers makeup application and lessons at the new Ulta store.

products, hair services, brow and makeup services and at ulta.com. Ultimate Rewards members can redeem points on any of Ulta Beauty's more than 20,000 products with no restrictions. Members also receive access to the newest trends, tips and top-secret offers through Ulta Beauty's magazine, a free birthday gift and special invites to Ulta Beauty events. For more information, visit ulta.com.

- ▀ **Ulta Beauty Collection**, including makeup, skin care, bath/body, suncare and haircare. Guests will also be able to take advantage of the popular loyalty program that, free of charge, lets shoppers earn one point for every dollar spent on

The third Amazon Prime Day will take place on Tuesday, July 11, (while most of us are at Cosmoprof North America) and run for 30 hours. This "epic day of deals" will feature more than 100,000 new deals posted as frequently as every five minutes throughout the event, according to Amazon, and sales will take place in 13 countries. It is open to Amazon Prime members only. Voice shoppers—those shopping via one of Amazon's devices like Echo—will be able to access select Prime Deals two hours before the general public, beginning July 10 from 4 p.m. to 6 p.m. PDT.

Not only did Amazon break its single-day sales record during Prime Day last year—bigger than Black Friday and Cyber Monday—but the FREE buzz created around Prime Day is huge. Media coverage started a week ago in outlets ranging from bargain-hunter blogs to all of the major national media across print, broadcast and digital.

In the past, retailers like Walmart, Sears, and Best Buy piggybacked onto Prime Day by launching their own special deals in store and online. Have you created any special deals to coincide with Amazon Prime day? If so, email us at liz@bironline and let us know.

A public opinion poll conceived and commissioned by **LAVIDGE and Mosaic Multicultural** found revealing consumer sentiments about advertising from personal care businesses, such as fitness clubs, salons, massage clinics, spas and beauty products. Among the key findings of the **"2017 Southwest Personal Care Marketing Report"** are that consumers prefer television and direct mail over other media, and are influenced to make decisions when they see and hear the words "trustworthy," "safe" and "honest" in advertising and marketing.

In addition, the statement, "Our staff is well-trained and knowledgeable" strongly resonated with consumers. The survey surprisingly revealed that consumers don't prefer advertising messages that say, "You will feel younger." The report is free and available at lavidge.com/industries/personal-care/2017-report Check it out and let us know what you think.

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News cont. from page 3

trends

Manufacturer sales for the professional salon industry's appliances category grew 4.5% in 2016, according to the new 2016 Professional Salon & Pro Beauty Industry Appliances & Shears Study from Professional Consultants & Resources,

the U.S. salon and professional beauty industry's leading strategic consulting, market intelligence and data research company. That rate is 32% greater than the overall salon industry's growth rate of 3.4% in 2016. Sales to the open-line/pro beauty and gray market posted lower growth at 1.8%. This comprehensive, 93-plus page study reports on sales of professional hair dryers, curling/flat/styling irons, trimmers, clippers and shavers to professional salons and stylists, **Sally Beauty** and gray market outlets. It also includes a complete section on shears, covering major trends and influences on the market, categories and segments. A 5-year historical and 5-year growth projection are included, along with market needs of both stylists and consumers. The study audits leading salon industry beauty store stocking by brand and by manufacturer, while tapping the expert resources of veteran executives in the professional salon industry and salon appliances marketplace.

"Salon appliances continued their 'hot' streak as a leading growth category in the professional beauty industry for the eighth straight year," says **Cyrus Bulsara**, president of Professional Consultants & Resources. "As a result, major professional softgoods salon companies have entered the hardgoods

category, now identified as a high-margin, high-profit market segment. A major struggle for industry domination and leadership at the top continued during 2016, with **Conair** leading pro market sales by dollar volume for the fourth straight year. Significant erosion occurred with some major brands, as new entries increased their market shares and captive store brands gained importance."

Top Brand by brand analysis is reported.

The Top 10 professional salon appliance

influencing appliance sales during 2016:

- Professional channel curling and flat iron sales grew at 4.1%; blow dryers grew 2.8% and clippers/trimmers at 5.3%.
- Important style trends and growth factors driving appliances included the continued demand for curling and specialty irons, along with sustained strength of flat irons, plus newer heat-control technologies introduced into the market.

- Growth in chair and suite rental salons

contributed to sales at **Beauty Systems Group/CosmoProf**, **SalonCentric** and other full-service distributor stores. Rentals are the fastest-growing industry segment and use the newest hardgoods.

• Continuing gray market diversion accounted for nearly 25% of all appliance sales, with "exclusive" salon lines now available at **QVC**, **HSN**, **Sephora**, **Target**, **Bloomingdales**, **Nordstrom** and other mass and department store retailers.

• Helen of Troy reported decreased overall personal care sales, with only modest strength in its professional brands.

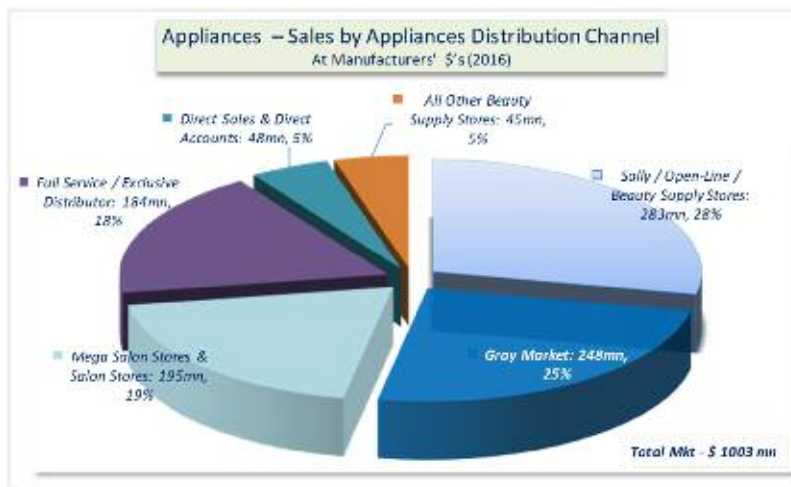
• New premium and deluxe product features resulted in higher prices and offset sales of lower-priced base models.

• Farouk (CHI Brand), which ranked fourth in overall pro distribution and third in styling appliances, gained share.

• The study reviews clipper/trimmer market leaders **Andis**, **Wahl**, **Oster** and **BaByliss/Conair/Forflex** and features an in-depth category report on pro shears.

Trade advertising data for appliances and shears are reported in depth, along with an analysis of 2016 promotions. A special section reveals market shares and significant changes at top companies and lists more than 130 North American brands.

For purchasing information and additional question, reach Cyrus at cyrus.bulsara@proconsultants.us. Visit proconsultants.us.



Source: Professional Consultants & Resources—Mega Salon Stores include Ulta, Beauty Brands and other professional beauty supply stores.

companies by dollar volume are:

1. **Conair (BaByliss, Forflex, Italia Brava, BeLissPro, Jilbere, Rusk, One n' Only/ Argan, Mira Curl, Volare)**
2. **Helen of Troy (Belson, NextGen, Gold N' Hot, Hot Tools, Revlon, Sassoon, Brazilian Heat, Laila Ali, TIGI)**
3. **Andis**
4. **Farouk Systems (CHI)**
5. **Wahl (Sterling)**
6. **John Paul Mitchell Systems**
7. **Oster (a division of Newell-Rubbermaid/Jarden)**
8. **Sally Beauty Brands**
9. **ghd**
10. **Remington**

Note: Based only on styling appliances (excluding clippers/trimmers), **Bio Ionic**, **Turbo Power** and **Cricket** made the Top 10 List.

Some key findings and growth drivers

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FIT discovers how brands can survive in the future

A revolution is occurring: Brand loyalty is a thing of the past, retail doors are closing at an alarming rate, and power and influence have shifted into the hands of consumers, who now have the ability to take down a brand or a retailer in 140 characters or less.

"We are experiencing a renaissance in which the consumer is transitioning from relying on brands for information to actually telling brands what they expect and need, ultimately providing brand direction," stated the beauty industry professionals in the **Fashion Institute of Technology's Master of Professional Studies program in Cosmetics and Fragrance Marketing and Management** at the program's annual **Capstone Research Presentation**, sponsored by **Shiseido Americas**, in New York City.

Consumer Research Survey and Key Findings: The FIT 2017 Millennial Consumer Expectation and Brand Perception Survey discovered that an emotional connection is what really motivates millennials to purchase a branded product. According to the survey:

- 48% are more likely to buy from a brand if they know the people behind it.
- 47% want a brand to take ownership for its mistakes.
- 47% want a brand to take their feedback into account.

In other words, millennials seek a bond of trust between the brand and themselves—a combination of transparency, experience and community—defined as **The Trust Loop**.

The graduate students further examined the data, conducted extensive global research, and interviewed industry executives, focusing on two thesis areas: **1. Brand Expression**—the DNA of brand; and **2. Brand Experience**—how brands are presented at retail. The following are highlights of their findings.

Brand Expression: Brands used to be a mark of quality, but in today's volatile world, **trust, purpose, connection and community have become the key brand attributes valued by millennial consumers.** According



Nicolas Vissat, marketing director, Haircolor, Matrix—L'Oréal USA, presents findings at the 2017 FIT Capstone research event on the Future of Brands, presented by the graduating class of FIT's Cosmetics and Fragrance Marketing and Management Master's Degree program.

to the research, **"Brands in the future must win the hearts, minds and now most importantly, the trust of their consumers."**

The question is how? The students' answer is the **Brand Humanization Theory**. It is composed of the following three elements.

• **Brand Actualization:** 1. Develop an identifiable purpose that goes beyond a mission statement. It's why you do what you do. 2. Think small, act big; small is the new big. 3. Foster a strong brand community.

• **Personalization of Scale:** 1. Treat each customer as a market of one. Great examples are Netflix and Spotify. 2. Engage rather than target customers. 3. Use consumer data to improve their lives and offer convenience.

• **Inside Out Organization:** 1. Emphasize employee relationship management. 2. Cultivate a work environment in which ideas freely flow between employees at all levels. 3. Empower employees to be internal influencers, rather than hiring external influencers, to reach consumers in a more authentic way.

When adopted, the Brand Humanization Theory will create what the researchers describe as **Community Fluidity—a symbiotic relationship between the brand and its community that allows the brand to be agile and responsive while remaining true to its core DNA.**

Brand Experience: Retail is at a tipping point. The rise of e-commerce has fundamentally changed how consumers choose to interact with and experience brands. In addition, mall traffic is down 13%, and year-to-date, 3,000 retail doors have closed and nine retailers have declared bankruptcy; yet the U.S. is still over-stored compared to other major global markets.

The research further revealed that consumers are evolving faster than retailers, resulting in the **Consumer Experience Gap**. As only the most adaptable retailers will survive, the students developed five retail imperatives:

1. Variation: Demonstrate greater flexibility with store locations and formats. Variation provides more relevant, unique and localized shopping experiences. All stores do not, and should not, have to look alike.

2. Inheritance: Liberate the role of retail associates via training and empowerment so they can transmit the brand's DNA to better connect and serve customers.

3. Selection: Prioritize the consumer over consumption with experiences that transcend transaction via immersive brand experiences, social spaces and holistic lifestyle hubs.

4. Time: Recognize that time will soon be the No. 1 currency for future shoppers.

5. Adaption: Consumers will evolve into seekers, pursuing discovery of new experiences that lead to a sense of fulfillment. Anticipating consumer expectations will be the ultimate marker of success and survival.

This study challenges retailers to select consumer experience over consumption: **57% of U.S. consumers say they want stores to serve a higher function than simply selling product.** Because tomorrow's brands will be much more than product, retailers/brands must think beyond the shelves.

The CFMM program has become the beauty industry's think tank, producing high-level research presented to industry executives and organizations in both academia and industry. Visit fitnyc.edu/cfmm for more info.

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J. White & Assoc. launches two strategic partnerships

As Rep firms go in the professional beauty business, **J. White & Associates** has always taken a bit of a different path. The husband and wife duo of **Jeffery** and **Kristel White**, the agency's founders, are drawn to the entrepreneurial spirit, taking a chance and helping to pioneer edgier and higher-end brands. When Jeff called **Beauty Industry Report** to share breaking news, we stopped the presses to share it with our readers.

BIR: Welcome, Jeff. I know that J. White & Associates is a different type of Rep firm. Let's start there.

Jeff White

(JW): Our story is fueled by passion and determination. Kristel and I have spent our entire professional lives in this industry by CHOICE; we love the business and its



Kristel and Jeffery White are the principals at J. White & Associates

people. We also respect the fact that it has given birth to the dreams and ambitions of many smart folks who are willing to work hard. J. White & Associates is born of that same great opportunity and spirit.

BIR: Tell me about your story.

JW: Kristel and I founded J. White & Associates in 2009. I had worked as a manufacturers' representative with another industry leading rep firm for 16 years prior to starting our company. Kristel had been national sales manager during that time for a prominent industry brand. The combination of our two skill sets offers a unique value proposition to our vendor partners. We not only perform sales functions, but we frequently serve as consultants to our manufacturers in areas such as promotional planning, inventory management, pricing and much more.

BIR: What is your big news?

JW: We are excited to announce that we have recently formed two separate strategic alliances with other beauty sales agencies—**The Freeman Group** and **Coleman Harrison**.

We work with The Freeman Group and their team of four sales reps in the Western U.S. territory, and we are aligned with Coleman Harrison's team of 15 sales agents in the Midwest, Southwest and Northeast. These alliances bring our collective sales agent total to 23, and they enable us to go much deeper into markets throughout the country than we were able to do consistently prior to forming them. As a result, we can now provide far more comprehensive coverage throughout the United States for our brands.

BIR: How do you operate differently from traditional firms?

JW: When we began, Kristel and I looked at the market and determined that there was a different way to approach the business. Our approach was to focus primarily

on large national distribution, as well as prestige beauty retail. It worked quite well for many years. Then, we realized that we had evolved to a point where we needed to go deeper. We needed to cover more accounts than our existing manpower could support; hence, the strategic alliances referenced herein.

What is also different about us is that we have never shied away from pioneering a new line, item or idea. Many of the companies we've worked with over the years are owned by husband and wife teams or individuals with great ideas. We get tremendous reward out of watching these businesses take off after they are placed with the right distribution and/or retail partners. We are very much drawn to that entrepreneurial spirit!

BIR: What types of brands are a good match for your firm?

JW: Our biggest successes are with brands about whose products we are personally passionate. We are also drawn toward edgier and often higher-end brands. People are always interested in what's new and hip. That is

a universal truth. And when customers see the inherent value in an opportunity that they are attracted to, they don't automatically resist spending a bit more to acquire that item.

BIR: What does a brand need to do to be successful when working with a rep firm?

JW: I will credit Tom Harrison, one of our critical alliance partners, with this sentiment: "A brand needs to be willing to receive what they NEED to hear, not just what they WANT to hear." When Tom first said that to Kristel and me, it was a total light-bulb moment—and it is 100% true.

One of the first things we ask a prospective vendor partner is, "Where do you want to be?" That is a surefire way to determine whether or not the brand owners have a true sense of identity. They need to understand their product and show us how it is unique and/or superior for us to do our job effectively.

There are many places you can sell products. But, I always tell our brand partners "to whom you refuse to sell your products is just as important as to whom you aspire to sell them." That can be tough to accept if your immediate goal is to simply move product. After all, that's what you are in business to do, right?! However, control is extremely important, especially as you get into the more prestigious product lines. They must be handled with care.

BIR: Are you exhibiting at Cosmoprof?

JW: We will be participating at Cosmoprof again this year; however, we will not be taking a booth. We have numerous vendor partners with show booths, and we find that we spend the overwhelming majority of our time shuttling between their locations. As in years past, we will host two full days of vendor meetings prior to the show, and then we will all be meeting with customers on the show floor throughout the three-day event. We look forward to seeing your readers there!

Contact Jeffery M. White, president, or Kristel S. White, vice president, at office: 704-335-1502; Jeff's mobile: 612-600-6633 or Kristel's mobile at 704-771-4147. Or reach them at jeff@jwhite-assoc.com and kristel@jwhite-assoc.com. Visit jwhite-assoc.com.

Partner up with the next big trend: Marula

The beauty world and consumers alike are very aware of how argan oil has taken the beauty industry by storm over the past 10 years, and now with the introduction of an entire menu of oils, “oil” is now its own category. As a distributor or beauty buyer, it’s imperative to have an oil brand in your portfolio, just like a color line, wet line and professional tool brand.

With that in mind, **Beauty Industry Report** recently met with **Ian Murphy**, president of Marula Oil, the newest entry into the oil category, to understand how Marula is different and why distributors need it.

BIR: Welcome, Ian. We’ve heard about so many beauty oils. What’s the big buzz about marula oil?

Ian Murphy (IM): Marula oil is the next generation in beauty formulas, including both hair care and skin care products. In Africa, it’s called the “miracle oil” because of its many benefits. It’s a pure and organic, sustainably harvested oil that has been clinically proven to hydrate and add shine to hair and provide superior anti-aging skin care benefits.

BIR: How is it different from argan oil?

IM: Clinical studies show that marula oil has the highest concentration of a fatty acid called Omega 9—almost double the concentration found in argan oil. That means it penetrates deeper and faster into both the skin and hair. Translated, this

means that Marula beauty products work better, because there is less residue left on the surface of the skin and hair, and more active ingredients at work. The first thing you notice when you rub a few drops of Marula on to your skin is how well it absorbs. It’s non-greasy.

BIR: What makes your marula oil special?

IM: It’s all in the quality of the oil. We have the best partners who collect the fruit off the marula trees, carefully extract the nut inside (imagine an apricot) and then after the nuts are left out to dry, they are cracked to reach the precious blond kernels inside. These kernels are hand-picked to maintain the highest quality, and then cold-pressed like olive oil.

The important thing to know is that the oil isn’t boiled to remove bacteria and contaminants like other oils. Instead, we use a proprietary process that maintains the richness of the nutrients. Imagine if you boil your vegetables too long, you get a soggy mess and the goodness is floating around in the hot water instead of in the food.

BIR: What makes Marula products perform better?

IM: When the oil arrives in Los Angeles, we formulate the most advanced beauty solutions that combine the “born-in” organic richness with the newest technology from the science world. We call this approach “Nature-Tech.” Marula’s Hair Oil Treatments contain a proprietary ingredient called Marula ShinyWrap, which is clinically proven to repair,



The elegant Marula Skincare Collection features pure marula oil, which absorbs into the skin quickly and locks in hydration, making it a great anti-aging moisturizer. Used daily, it helps skin fight free radicals and reverse the signs of premature aging.

protect and infuse shine into the hair shaft.

In skin care, the hottest new category is

Anti-Aging Essences, and

Marula’s Skin Renewal combines marula oil with advanced

hexapeptides, which improve the skin’s complexion in just 60 days or less.

Marula Shampoo formulas use the proprietary MarulaClean Sulfate-free Surfactant system, making them color-safe.

BIR: How did you get involved with Marula?

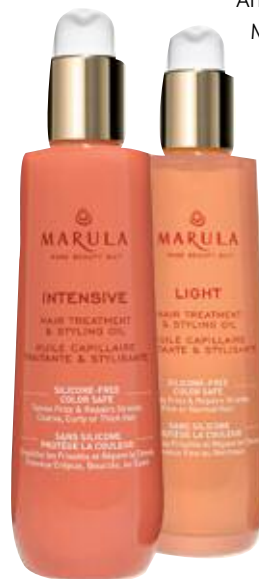
IM: Just over a year ago, I was approached by the investment company **Lucas Brand Equity** from New York, led by Bain expert **Jay Lucas**, who had



Ian Murphy, president, Marula Oil



Marula Weightless Moisture Shampoo is infused with the oil from the precious marula nut to replenish moisture and shine, naturally.



Marula offers its silicone-free, color-safe hair treatment and styling oil in intensive and light formulas to moisturize and smooth all hair types.

recently acquired Marula. I was excited about Marula's efficacy versus other oils and the heart-warming philanthropic background story....it's like the **Tom's Shoes** of hair care, employing thousands of impoverished women in Southern Africa, helping put food on the table for their children.

In addition, Marula's formulas are doctor-recommended by leading Orange County, CA, plastic surgeon **Ashton Kaidi MD**, which brings a real credibility to the brand, as does the luxury, prestige-looking packaging that distributors need in their portfolios today, to compete with department stores, chain beauty and the big game-changer, the internet, where it is easier than ever for consumers to access luxury brands.

BIR: What is the brand's price positioning?

IM: Marula is a prestige brand. The hair-care products are priced to the consumers from \$28.00 for shampoo and conditioner to \$36.00 for treatments. The hero skin care sku, the **Pure Facial Oil**, retails for \$58.00 for the 30-ml bottle. Marula is a brand for those salon distributors that have A and B accounts and for beauty retailers that can support prestige price points.

BIR: What are your expansion plans?

IM: We are actively looking for partners in the beauty industry to distribute the brand. For salon distribution, we have been testing the brand in southern Florida, with the help of **Morlin Login** at **Affinity**, who had great success with the brand



The Pure Marula hair-care range features luxe packaging and effective formulas, creating a prestige line with limited skus for manageable inventory control. Proprietary MarulaClean technology cleanses gently without stripping color, while formulas are free of sulfates, parabens and phthalates.

at the recent **Premiere Orlando** show. Next up, **John Philipp's Tru Beauty Concepts** is launching Marula across eight states. We have conversations planned with more distributors at **Cosmoprof North America** in Las Vegas and invite parties interested in **exclusive territories** to meet with us to learn more about how they can get in on the ground floor with the "next big thing" in beauty.

BIR: How are you creating brand awareness to support your business partners?

IM: We are using **QVC** to generate interest. In addition, today's beauty consumers are engaged with subscription boxes, so we have launched programs with **IPSY**, **Boxycharm** and **BirchBox**.

In the field, we support every Marula distributor with sample sizes and DSC presenter kits. We use the partnership of public relations and social media to create identity and awareness, and to that end, Marula has surrounded itself with two industry leading partners, **Creative Media Marketing** and **BeachHouse**. In the past few months, Marula products have been recognized by magazines such as **Star**, **Marie Claire**, **Dr. Oz** and **Prevention**, and has been featured on **Good Morning America**.

BIR: What have been some

of the special highlights for Marula so far?

IM: In the first 12 months, the Marula team has built a new office, hired a new team, launched into 10 countries around the world, launched three new products (**Facial Renewal Essence**, **Nourishing Lip Oil Treatment** and **3in1 Rejuvenating Eye Treatment**) and exhibited at beauty trade shows in Russia, Dubai and Las Vegas. (We also raised the office puppy, which was the most challenging of all.)

Find Marula in booth 51461 at **Cosmoprof North America**. In addition, interested buyers and distributors are invited to contact **Ian Murphy**, president of Marula Oil, at ian@marula.com or **Andre Chiavelli**, beauty distribution expert, at andrechiavelli@yahoo.com to set up an appointment. Visit marula.com.



New 5-in-1 Volumizing Spray (SRP \$29.00) features a patented dual-volume nozzle that helps create immediate volume at the roots and builds overall body and thicker-looking hair.



Marula Oil supports its distributors and retail partners with beautiful deluxe sample sizes to encourage interest and trial, and markets through subscription boxes.

BIR's Guide to 500 new products at Cosmoprof NA

Hundreds of new companies, brands and products from all over the world await you at **Cosmoprof North America**. This mega show brings together all aspects of beauty at the Mandalay Bay Convention Center in Las Vegas, on July 9-11, 2017. To give our readers a jump on their competition, **Beauty Industry Report** has spent months asking innovative companies from traditional legacy brands to new boutique finds to share their newest products. **Here are almost 500 for you!** Most are looking for reps, distributors and stores, so use this preview to book meetings and plan your approach to the show floor.



Aloxxi/Booth 43363 will preview fashion shades for its **Andiamo Express Permanent Colour** (2-oz. tube/salon \$6.95). Andiamo develops in 10 minutes, reducing the time it takes to provide a permanent color service. It's perfect for salon clients who are pressed for time and/or want color on demand. The

collection launches in 2018 and the company seeks distributors for open territories. Reach **Abbie Porche**, director of sales, at abbiep@aloxxi.com. aloxxi.com



Amika/Booth 46129 launches the **Amory Collection**, a range of professional hair tools with new technology. **Le Marcel** is designed with session and salon styling in mind. This Jack-of-all-curles lets stylists cut down on the number of tools in their kits, while providing the power and precision needed to create coils from structured spirals to free-form waves with a quick twist of the grip.



The **Chameleon 5 Barrel Interchangeable Curling Kit** (SRP \$300.00) features five titanium barrels that clip easily into one base for full curl creativity. Multitasking doesn't begin to describe it, with this clipless wand and its wide to narrow cool-tip barrels, which shape curls that range from fat to tight.

Plus, Amika has teamed up with world-renowned Swiss dryer manufacturer **Valera** to build the ultimate drying machine—**The Mastermind Dryer** (SRP \$335.00). This sleek, fierce, super-quiet dryer works super-sonic fast. Thanks to one

patented technology and one patent-pending technology, this high-performance dryer allows for maximum styling creativity. Contact **Shay Kadosh**, CEO, at shay@loveamika.com. loveamika.com



Aria Beauty/Booth 50422 seeks domestic and international distributors for its line, including these three new tools. The **Aria Beauty Global Styler by Celebrity Stylist Giannandrea** (SRP \$239.99) is a professional beauty prestige styling tool. The iron features visible infrared heat that warms hair from the inside out, preventing damage and static, and improving the hair's moisture balance. An optional infrared function creates extra volume. Heat adjusts up to 450°F. Titanium-tourmaline plates provide fast, even heat transfer, sliding easily for snag-free styling. With the smart mode function, stylists can set the iron to Giannandrea's recommended heat settings to coordinate with the hair type and texture.



The **Aria Beauty Unicorn Super Glam Hairstyling Set** (SRP \$149.99) was created for



ultimate convenience with a professional touch. This all-in-one luxury set comes in an on-trend unicorn inspired tri-color ombre, all packed in a matching box. It includes a 100% ceramic straightener, a salon paddle brush, a tail comb, two pro jaw clips and a goddess ponytail cuff.

Finally, the tiny **Aria Beauty Unicorn Mini Blowdryer** (SRP \$69.99)—in the on-trend unicorn inspired tri-color ombre—packs a punch at 1,200 watts. Perfect for gym, travel or salon retail, these high-low setting, negative ionic, anti-frizz mini dryers keep hair silky smooth. It's compact, lightweight and designed for use anywhere in the world. For more

information or to set up a meeting, contact **Leah Todd**, brand manager, at leah@ariabeauty.com. ariabeauty.com



Artizen/Booths 40086 (Jay Halaby) and 46204 (BTB) launches **digital ceramic curling irons** in both spring (SRP \$65.00) and Marcel (salon \$49.00) designs. Both are available in ¾-inch, 1-inch and 1 ¼-inch diameters. The company incorporated favorite features from

multiple curling irons into one tool. The ceramic ionic barrel is healthier for the hair. The spring iron has an extra-long barrel length, making it easier to use on long-hair. Digital temperature controls top out at 450°F for precise heat and keratin curls. One of the most unique features is the handle. With both the spring and Marcel designs, the user has the option of a locked or rolling handle for wand iron effects. Reach **Ernie Brauchli**, president/creator, at cbcchicago@rcn.com. Artizen seeks North American distributors and is represented in the Northeast by **Jay Halaby and Associates** and in the Southeast and Latin America by **BTB Sales & Marketing**. artizenusa.com



focused collection. The company is also a sponsor of the North American Hairstyling Awards. Reach **Nancy Carroll**, business development manager, at nancy.carroll@balmmainhair.com. balmmainhair.com

BeaSquared/Booth 29050

seeks reps, distributors and beauty stores for **Dr. PawPaw**, (25-ml tube/SRP \$10.00, 10 ml-tube/SRP \$6.00) and **7-in-1**

Hair Treatment Styler (SRP

\$20.00), a soothing balm imported from the United Kingdom. **PawPaw Lip Balm** features fermented pawpaw, the fruit of the carica papaya. The pawpaw has been found to have natural healing qualities. This multi-purpose product has a variety of uses, including lip balm, brow smoother/ shaper, skin soother, eye primer, makeup primer and cracked heel balm. It also can be used on sun burn, skin irritations and as a hair conditioning treatment. It's available in a peach-pink or red tint. A counter display



holds 24 25-ml tubes. It's cruelty-free and vegan. The 7-in-1 Hair Treatment Styler reduces split ends, detangles, reduces frizz and provides heat protection. Reach **Beatrice Fogle**, president/owner of BeaSquared, at bea@beasquared.com. beasquared.com

Betty Dain Creations/Booth 46249 debuts new salon essentials in its **Betty Dain** and **Colortrak** lines. The **Betty Dain Hands-Free**

All-Purpose Cape (salon \$26.95) gives

clients the freedom to use their hands while getting their hair done. The advanced fabrics and anti-static nano materials are washer- and dryer-safe and will not melt, crack or peel. They are bleach-, chemical- and color-proof for extra durability.

Inspired by its popular Summer of Color campaign, the new **Colortrak Color**

Collection features a fun and eye-catching

assortment of tools, including **multi-colored caddy bowls** (salon \$9.99); **multi-colored brushes with fairy floss feather bristles** (salon \$4.99); the **Melting Kit**, which includes one paddle and three spongelights (salon \$9.99); and the **Candy Box** (salon \$19.99), which features



three reusable spongelights, one paddle, three multicolored caddy bowls and three multicolored brushes with feather bristles.

All of these hair color tools come in a mouth-watering array of candy colors. The collection features tools so sweet, they look good enough to eat! For more information, reach **Dale Hill**, vice president, sales, at dhill@bettydain.com. bettydain.com colortrak.com

Balmain Paris Hair Couture/Booth 43449

debuts the **Balmain Paris Hair Couture Signature Foundation**, the ultimate backstage secret for healthy-looking hair with a luminous shine. The combination of **Leave-in Conditioning Spray** and **Moisturizing Argan Elixir** (SRP \$90.00) provides the ultimate styling surface for any hairstyle. The duo detangles, conditions and nourishes the hair. It protects against the heat of styling tools and provides a high-gloss finish. The company seeks North American distributors for its high-end, fashion-

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Cherry Blooms/Booth DBS 55 unveils **Matte Volumizer**, a matte liquid lip formula in five shades with volumizing and long-wear



ingredients that boost lip volume over time. The high-performance gelling system creates a non-drying, non-flaking creamy texture that stays on your lips, using a 3-layer application process. The company seeks distributors in North America, the European Union and the United Kingdom. Reach **Renee Keel**, head of sales/

North America, at reneek@cherryblooms.com. cherryblooms.com

ColorpHlex/Booth 47407 debuts **Multipurpose Styling Cream** (3 oz./SRP \$15.99),



a nutrient-rich conditioning cream that creates moveable hold, enhances natural texture and adds definition to curly, wavy or straight hair. It tames frizz while adding incredible shine. Colorstrong Complex strengthens weak, brittle or damaged hair, while smoothing and detangling unruly locks with humidity control.

Also new is the **ColorpHlex One-Step Damage-Control Hair Color Additive** (SRP \$4.99). The treatment is formulated with Colorstrong Complex to penetrate the hair and fill in sites of damage.

Simply add to home color and process to strengthen hair during the coloring or bleaching process. Each package contains two



individual treatments. For more information or to set up a meeting, contact **Laura Sweet**, domestic sales manager, at laura@earthlybody.com. colorphlex.com



Crazy Color/Booth 43117 seeks domestic and international distributors, as it celebrates its 40th year. The company will debut two ranges. First, **Crazy Color Metallics** (100 ml./salon \$6.00) are four semi-permanent, fashionable colors—Slate, Sapphire, Ice Mauve and Rose Gold—each containing quartz to cover the hair in light-reflecting pigment.

Also new, the **Crazy Color Pastel Spray Ins** (250 ml./SRP \$9.99) are four ready-to-use sprays with built-in pastel pigment that gives blonde hair an instant twist of color. Available in Bubblegum, Peachy Coral, Marshmallow and Lavender, the temporary formula lasts for three washes and is ammonia- and peroxide-free. Reach **Johanne Markwick**, international sales manager, at johanne@pbs-beauty.com.

<http://www.crazycolor.co.uk/>

Denman/Booth 50398 seeks international distributors for its range of hair brushes.



• **The D91 Dress Out Brush**

(SRP \$7.00) is the essential tool for dressing long hair and creating the perfect updo. Its pin tail handle works as a sectioning tool, while three

rows of stiff bristle provide grip and control for long hair work, backcombing, wigs and extensions.

• **The D92 Edge Tamer** (SRP \$30.60) features soft boar bristles that gently smooth and control the hairline and tame fly-aways. Its air-cushioned pad adjusts to the contour of the head, while the classic Denman teardrop handle fits snugly in the hand. It's suitable for all hair types, particularly naturally curly hair.



• **The D78 Neck Duster Sanitizable Brush** (SRP \$27.85) features soft nylon bristles that remove loose hair from the face and neck. The ergonomically designed handle provides two grip options.



• **The Jack Dean Flat Top Clipper Comb**

(SRP \$11.20) in black or white is ideal for fading, blending,

tapering, clipper-over-comb and flat-top cutting. Its flat surface provides for precise cutting, and is heat- and chemical-resistant, and sterilizer-compatible. Reach **Victoria Fishman**, CEO, at v.fishman@denmanbrush.com. denmanbrush.com

Derma E/Booth 29114 introduces products for skin and hair. **Rejuvenating Sage & Lavender Face Oil** (SRP \$16.50), **Illuminating Rosehip & Cranberry Face Oil** (SRP \$16.50) and **SunKissAlba Radiant Glow Oil** (SRP \$22.50) are plant-based oils that reveal softer skin. Radiant Face Glow Oil, co-created with **SunKissAlba**, a Youtuber and blogger passionate about organic



beauty and sustainable living, softens, illuminates and hydrates face, body and hair. Also new, alcohol-free **Radiance Toner** (SRP \$15.50) tones, tightens and brightens skin.

Derma E's new hair care collection is infused with plant-based ingredients, vitamins, botanicals, extracts and proteins to nourish, restore, strengthen and add shine. Products are safe for color-treated hair. The collection includes **Nourishing Shampoo**, **Nourishing Conditioner**, **Restoring Shampoo** and **Restoring Conditioner** (all 8 oz./SRP \$9.99), **Dry Shampoo** (2 oz./SRP \$10.99) and **3-in-1 Hair Protection Serum** (4 oz./SRP \$10.99). Reach **Michelle Lamey**, North American beauty sales manager, at ml@dermae.com. dermae.com

Dermelect/Discover Beauty Spotlight 5 will preview three products for fourth quarter



launches. **Dermelect Resist Nail Bite Inhibitor & Restorative Treatment** (0.4 fl. oz./SRP \$15.00) acts

as a high-shine, clear top or base coat that provides two purposes—detering users from biting their nails and promoting healthy nail

growth. It is formulated with keratin peptide, vitamin E and calcium to strengthen and garlic extract to discourage nail biting and thumb-sucking.

New for the brows, **Dermelect Revitalite Brow Lift** (0.098 oz./SRP \$24.00) is a professional, defining and highlighting pencil that achieves a lasting, luminous and youthful look. It instantly brings brows to life on any skin tone with a simple lift and pop of color. In just two easy steps, the Brow Lift delivers special pigments that conceal or blur wrinkles and unwanted lines. First, the matte (define) finish helps to establish precise brows. Next, the pearl (highlight) finish results in an expressive look, making eyes appear brighter.

Finally, **Dermelect Revitalite Brow Transformer** (0.012 oz./SRP \$26.00) delivers full and natural-looking eyebrows for a polished and defined waterproof look. Available in two shades, this conditioning, peptide-infused

universal brow pencil fills in and perfects thin brows and defines thicker ones, while also covering any unwanted gray hairs. A double-ended tool, it features a triangular tipped, retractable pencil that offers universal color depending on pressure applied, and a custom spoolie end that allows users to seamlessly blend color into the brow, resulting in a styled and refined brow arch. The company is repped by **Jay Halaby & Associates**. For more information or to schedule a meeting, reach **Amos Lavian** at amos@dermelect.com.

dermelect.com



New from **ECRU New York/Booth 45345** is **The Velvet Air Lipstick Collection**. These texture-transforming lipsticks (SRP \$24.00 each) deliver velvety lip color that glides on lips, leaving an airy, weightless cushion of long-lasting color. The new technology combines powder pigments and carefully crafted oils that hug lips with intense, weightless color, making them perfect for women who hate the feel of lipstick. Each shade transforms from a rich, moisturizing satin color into a highly pigmented

matte with a swipe of your finger. Reach **Mark DePasquale**, general manager, at mdepasquale.com. **ecrunewyork.com**

Elchim/Booth 47344 debuts the **Nature's Touch Styler** (SRP \$169.00), a wand that minimizes styling time and respects the hair's natural look, for soft, smooth hair. The irons offer 11 different heat settings from 203°F to 455°F to cover every hair type. It heats up in just 17 seconds. Two floating plates self-adapt to the hair's surface for consistent, uniform heat. Distributors from North America, Europe and Latin America are invited to contact **Kenneth Bellizi** (U.S.), vice president of sales, at ken.bellizi@elchim.com. International inquiries go to **Sergio Bove**, international sales, at sergio.bove@elchim.it.



Erbaviva/Discover Beauty 1, a prestige organic skin care lifestyle brand, seeks national beauty distributors for its line, including more than 30 new products that will debut at CPNA. The company, which manufactures its own USDA Organic products in Southern California, will also relaunch its full line of **Baby and Mommy Organic Skincare**.



New **Erbaviva Adult Buzz Spray** (4 oz./SRP \$21.00) combats annoying insects with an all-natural, non-

synthetic and chemical-free formula. Its blend of organic and biodynamic essential oils and organic catnip forms a barrier to naturally repel buzzing insects. It features a sweet, citrus, woody aroma.

Erbaviva Adult Sunscreen (2.5 oz./SRP \$23.00) for face and body is a light and purely natural mineral SPF 30 water-resistant formula that disappears on the skin to provide 80 minutes of water-resistant protection. It provides a high level of UVA and UVB broad-spectrum protection with zinc oxide (20%), one of the safest, most effective ingredients for protecting the skin. It is natural with no chemicals or synthetics and is also free from parabens, phthalates, chemical additives and fragrances.



Erbaviva Foot Balm (1.75 oz./SRP \$20.00) is custom-blended and wonderfully scented. It relieves and refreshes tired and swollen feet, ankles and legs with organic ginger root extract. It boasts a zesty warm aroma.

Erbaviva Belly Butter (1.75 oz./SRP \$24.00) is a luxuriously rich butter that caresses the skin, leaving it soft, smooth and well nourished.



Organic essential oils of lavender, mandarin, sandalwood and rose reduce the effects of stretch marks and ease itchiness. Cocoa butter and carrot seed oil moisturize and protect the skin.

Erbaviva Jasmine Grapefruit Organic Deodorant (3.5 oz./SRP \$26.00) fuses quickly evaporating organic grain alcohol with organic extracts of sage, lemon, patchouli and tea tree oils for a refreshing burst of pure bacterial and odor protection. It's free from aluminum, propylene glycol and chemicals. Reach **Steve Levin**, vice president of global sales, at steve.levin@erbaviva.com. **erbaviva.com**



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Eslabondexx/Booth 39140 in the Italian Pavilion seeks distributors for its **Eslabondexx Hair Color** with built-in

bond-builder, plus these new products. The **Eslabondexx Restart Kit**

(5 retail units/salon \$48.00) is a two-phase reactivation kit that lets clients refresh their in-salon Eslabondexx treatments at home. Each kit includes **Re-actifier 1** and



Re-actifier 2, which keep the hair restructured and moisturized between salon services. **Eslabondexx Hair Toners** (60 ml/salon \$9.95) are toning creams that are applied after bleaching to give hair sheen and brightness with luminous, natural highlights. Six shades, include silver blonde, rosé blonde, violet blonde, Irise blonde, golden rosé blonde and caramel. For more information or to set up a meeting, contact **Tom Calabretta**, vice president, sales, at tomc@nouvelleusa.com or **Andre**

Chiavelli, consultant, at andrechiavelli@yahoo.com. **nouvelleUSA.com**

evo/Surf A/Level 2 seeks distributors for its Australian line. The **Spike Nylon Pin Bristle Brush** in three sizes (38 mm/SRP \$54.00, 28 mm/SRP \$48.00, 22 mm/SRP \$44.00) features natural boar bristles to stimulate the scalp and reduce frizz, even on thick, curly and frizzy hair. The boar bristle carries sebum from scalp



to ends to add shine. Nylon pins smooth and polish the cuticle by detangling and smoothing the hair. Heat-resistant pins can withstand heat up to 160°F. A handle pik allows for easy sectioning.

Fabuloso Pro Black Colour Intensifier

(salon \$80.00) adds depth to existing formulations and allows colorists to create black, gray and darker shades. Featuring direct pigments, these deposit-only, ammonia-free, peroxide-free colors in a conditioner base can be mixed together to create unlimited semi colors. Cationic pigments help color molecules adhere strongly to the hair shaft.



Water Killer Dry Shampoo Brunette

(50 ml/SRP \$12.00, 200 ml/SRP \$28.00) has the perfect pigment combination (without using propylene glycol, propylene carbonate or titanium dioxide), so it blends with the hair and



provides gray coverage. In addition, rice starch absorbs oil, leaving a light finish that brushes through, so there's no tell-tale residue. and hair appears and smells freshly washed. For more information, reach **Brad Gauvin**,

international sales director, at brad@haircareaustr.com. **evohair.com**

Fake Bake/Booth 45205 debuts the **Coconut Exfoliating Packet** (24 pre-moistened



wipes/SRP \$17.50). These dual-sided exfoliating wipes clean and prepare the skin for the perfect sunless tan. Pre-moistened with a special botanical blend and coconut oil, the wipes leave the skin silky smooth and are great for travel. For more information

or to set up and appointment, contact **LaDonna Sheridan**, sales manager, at ladonna@fakebake.com. **fakebake.com**

Fisk Group/Booth 30087 has new offerings from two of its brands. From **Hair Chemist** comes the **Collagen + Vitamin E Collection** to volumize and strengthen hair. It includes

Volumizing Shampoo (10 oz./SRP \$11.99), **Volumizing Conditioner** (10 oz./SRP \$11.99) and **Hair Texture Maximizer** (4 oz./SRP \$11.99).

Also new are **Demactin Sheet Masks** (SRP \$2.99).

The **Rose Cooling Facial Mask**, **Bubble Charcoal Deep Purifying Sheet Mask** and **Coconut Hydrating Sheet Mask** purify, detoxify and hydrate skin. For more information, contact **Ira Adler** at ira@fiskgroup.com. **fiskgroup.com**



Grande Cosmetics/Booth 43397 launches **GrandeLIPS Matte Plumping Liquid Lipsticks**, a color and treatment in one that quenches your lips with hydration and provide an instant plump, all with a matte finish.



Volulip, **Instaplump** and **Hyaluronic Acid** create an instant plump in 3 to 5 minutes with no strings attached. When used twice daily for 30 days, GrandeLIPS Hydrating Lip Plumper will provide long-term benefits of increased hydration (+51%), plumpness (+15%), firmness (+13%) and softness (+11%), while adding a pop of high-pigment color. For more information, reach **Karen Mone**, global accounts executive, at karen@grandecosmetics.com. **grandecosmetics.com** **grandewholesale.com**

Innovative Beauty Products/Booth 45445 debuts **Godefroy MyBrows, Long Lasting Eyebrow Transfers** (12 pairs of eyebrow



tattoos per package/SRP \$4.95). About 1 in 5 women has thinning or sparse eyebrows. My Brows long-lasting eyebrow transfers are feathered to create a beautiful and natural-looking eyebrow in seconds. Easy-to-apply and remove, MyBrows are waterproof and smudge-proof, and with proper care, can last for up to 5 days. They're available in three colors (natural black, dark brown, medium brown) and each color comes in three shapes. Packs can be pegged in store or can ship in a free 18-piece display. Distribution opportunities are available. Contact **Lena Campbell**, owner, at lena@godefroybeauty.com. **godefroybeauty.com**

HAI Beauty Concepts/Booth 14142 unveils the **STYLSET blow dryer** (SRP \$139.99, salon \$109.99, case price \$55.00 each), a professional 1875-watt AC blow-dryer that offers complete heat and wind speed control for a customized look with a simple dial swipe. Negative ions and far-infrared rays eliminate static and boost shine. Blue UV light conditions the scalp, keeping hair shiny from root to tip. Tourmaline and ionic technologies allow hair to be more manageable. A sweet jasmine scent is released when powered on. It includes two nozzles. Contact **Derek Russo**, operations manager, at derek@haibeautyconcepts.com. **haibeautyconcepts.com**

HairUWear/Booth 47153 adds two styles to its **Raquel Couture Collection**. The company's longest style, **Glamour and More**, features a sensual silhouette with just enough

layering in the front to add softness and gentle movement, while blending seamlessly with the more solid lengths in the back. Softly textured ends in the back allow for movement. 100% Remy human hair's unidirectional cuticles means hair tangling is minimal, and the French Drawn lace front monofilament top offers a wealth of styling options,



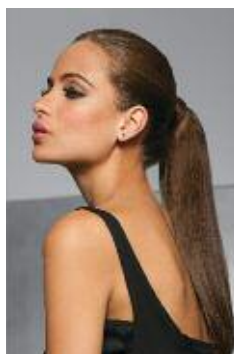
Also new, **Calling all Compliments**



features a French Drawn lace front monofilament top for versatile styling options. The soft sweeping front can fall gently to the side or styled up and away from the face. The tapered back can be worn gently hugging the neck or sculpted for a dramatic effect.

100% cuticle aligned Remy human hair allows for easy styling.

Under the **Hairdo** brand, the company has almost 20 new hairpieces. The **16-Wrap Around Human Hair Pony** features soft and



natural 100% human hair that can be styled and colored. Style it low and wavy or high and straight. **Clip-In Human Hair Bangs** can be styled or colored to blend flawlessly with your own hair. These 100% human hair clip-in bangs are 4¼ inches long with 9-inch face-framing sides.

The **6-Piece Color Extension Kit** features custom colored pieces that showcase the wearer's unique style with added length and fashion-forward color. The Tru2Life heat-friendly synthetic hair can be styled to match any hair style.



Fine hair? No problem with the **22-inch 4-Piece Fineline Straight Extension Kit**, which provides length and volume without the bulk. Achieve a smooth and seamless application that's light and incredibly comfortable. The Tru2Life heat-friendly synthetic hair can be styled to match any texture.

The **23-inch Color Splash Pony** gives you instant "it girl" status with a splash of color. Pick the color that matches your natural hair, then choose your favorite fashion shade as a beautiful accent. The unique wrap-around design is quickly and securely attached.



Finally, the **Top of Head** is a practical piece that makes a volume of difference. It can be clipped into your hair for coverage and volume right where you need it or used to conceal roots in between touch ups. The 2½- by 5-inch monofilament base is hand-tied for a natural



look and the Tru2Life heat-friendly synthetic hair feels like you're wearing nothing at all. (The model to the left is wearing Style R14/25). For more information, contact **Ellen Williams**, senior director of business

development, at 954-514-2942. **hairuwear.com**

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Helen of Troy/Booth 47285 previews the **CurlBar Set** (SRP \$249.99). Capitalizing on the success of the **CurlBar**, this new curling iron system combines an ergonomic design with four interchangeable barrels for unlimited styling options. It features 3/4-inch, 1-inch, 1 1/4-



inch and 1 1/2-inch barrel sizes, all in 24k gold. CurlBar reaches 450°F. It features Pulse Technology, a rotating temperature dial for digital accuracy, as well as an adjustable timer with vibrating notification when the curl is ready. It also comes with a heat-resistant barrel stand to store barrels and handle, as well as a heat-resistant mat and glove, plus a 3-year warranty.

The new **Black Gold** line from the vault of **Hot Tools Professional** combines elegance with performance. Using the company's best technologies, the dryers, flat irons and curling irons are crafted to be the ultimate in styling tools (SRPs \$64.99 to \$99.99). The Black Gold styling surface emulates the even heat distribution of the company's 24k gold styling surface for beautiful, consistent results. Black Gold also combines titanium's durability and corrosion-resistance to styling products with a Micro-Shine finish to minimize friction and



reduce damage. For more information, contact **Scott Hagstrom**, vice president, beauty professional sales, at shagstrom@hotus.com. hottools.com



INOAR Professional/Booth 47111 will show the **Vegan Collection**, a hair-care regimen suitable for all hair types and formulated with strengthening coconut oil and moisturizing olive oil. Both penetrate deeply into the hair fibers, leaving hair softer, shinier and healthier. Products include **Vegan Shampoo** (300 ml/SRP \$22.00), **Vegan Conditioner** (300 ml/SRP \$26.00), **Vegan Leave-In/Combing Cream** (300 ml/SRP \$24.00), **Vegan Moisturizing Oil** (150 ml/SRP \$52.00) and **Vegan Multipurpose Mask** (500 grams/SRP \$40.00). Reach **Flavia Vieira**, director of operations and sales, at flaviavieira@inoarprofessional.com. inoarprofessional.com

International Beauty Exchange/Booth 31181 will launch grooming products with 100% natural extracts and no animal fat.



African Formula Soaps (100 grams/SRP \$2.49) have a 100% vegetable base with a creamy moisturizing texture. Vitamin E and natural extracts are beneficial to cleanse and lightly scent the skin. Soaps are free of parabens, sulfates and animal fat. Also new, **Morgan's Beard & Mustache Cream** (75 ml/SRP \$12.99) and **Morgan's Styling Putty** (100 ml/SRP \$9.99) contain natural olive oil, aloe vera and beeswax for texture and shine. To learn more, contact **John Graterol**, vice president of sales, at jgraterol@ibeauteyexchange.com. ibeauteyexchange.com



Kampalook USA/Booth 33129 debuts the **Michel Mercier Detangling Brush Line**. The tool brushes through the hair with ease, removing knots and tangles. With a worldwide patent, it's scientifically engineered with 428 bristles with 32 varying heights to create many different points to disperse the pressure and 16 widths and diameters of bristles to create a healthy touch on the scalp for shiny hair. Styles include the **Wet'n Dry Detangler Brush**, **Elegant Detangler Brush**, **Travel Detangler Brush**, **Girlie Detangler Brush**, the **Pro Beauty Wood Handle Detangler Brush** (SRP \$19.95 to \$22.95) and the **Pro Beauty Hair Dryer Detangler Brush** (SRPs \$24.95 to \$26.95).

Also new is **SOS Color Recover** in blond and warm brown shades (SRP \$12.99). Its patented applicator offers a fast, at-home solution to cover gray roots between salon appointments, without staining the scalp, skin or clothes. Color Recover will not fade, flake or rub off. After applying Color Recover, the hair is refreshed, revitalized and restored to its uniform color for the most beautiful look in between color treatments. Reps in all channels are invited to contact **Maury Winnick**, North American sales director, at maury@kampalook.com. kampalook.com



Kavella/Discover Green 26 debuts its full collection of **Kavella Hair Care** (retail shampoos and conditioners/SRP \$29.00, 32-oz. backbar shampoos and conditioners/salon \$22.00, styling products and treatments/SRP \$16.00 to \$22.00). These vegan and gluten-free professional salon products with the brand's signature natural cherry-almond fragrance cater to the growing need for salons to carry clean product lines that appeal to all clients, including those with ingredient sensitivities. Kavella supports non-profit organizations dedicated to animal rights and welfare, including **Best Friends Animal Society** and **Mercy for Animals**.



Kavella is donating 1,000 deluxe samples of **Recovery Leave-In Lotion** to **CosmoProf's Boutique** sampling bar. Interested distribution partners can reach **Ashley Feinberg**, founder, at ashley@kavella.com. kavella.com

Keratherapy/Booth 36151 previews **Keratherapy Brazilian Renewal Keratin Smoothing Treatment** (32 oz./salon \$250.00),



an advanced keratin smoothing treatment that offers maximum curl reduction, along with amazing shine and no-frizz smoothing for all hair types. Especially effective on coarse, unruly, extremely curly or very resistant hair, it's enriched with keratin, collagen, argan oil, soy and rice proteins for brilliance, strength and protection. Clients can wash their hair the same day with no

downtime. Reach **David Mulhollen**, president, at david@keratherapy.com. keratherapy.com

La Palm/Booth 38181 debuts numerous products for hands and feet. First, **La Palm Volcano Spa** is a new luxury spa experience in a single-use pedicure treatment. Five steps include **Detox Volcano Crystals**, **Detox**

Volcano Activator, **Exfoliating Sugar Scrub**, **Collagen Organic Cream Mask** and **Collagen Organic Massage Lotion**. Add steps one



and two to the water to experience the bubbling volcano eruption. Each packet holds

the precise amount of product for a single pedicure. It's available in four scents.

The new **Gel II Essence of Autumn Collection** features six rich nature-inspired shades (SRP \$11.99 each) reminiscent of crisp autumn days. All colors are also available in matching **Extended Shine** (SRP \$4.00)



Colors include G249/ES249 Autumn Sunset, a luxurious copper with flecks of gold glitter; G250/ES250 Black Cherry, an elegant deep burgundy; G251/ES251 Antique Rose, a beautiful dusty rose accented with an iridescent finish; G252/ES252 Overcast, an everyday neutral gray; G253/ES253, a cool blue with gray undertones; and G254/ES254 Woodland, a stylish deep olive with a hint of shimmer. Luminous color applies fast, feels thin and lasts.



The **Gel II True Beauty Collection** features eight new nudes in its no-base-coat gel polish.



Luminous color applies faster, feels thinner and lasts longer. All colors are available in **Gel II** (SRP \$11.99) and matching **Extended Shine** (SRP \$4.00)

nail polish or buy Gel II, receive the matching Extended Shine free. Polishes are non-solvent and free of harmful elements. The True Beauty Collection features a rich mix of subtle hues to flatter any skin tone, including: G241 and ES241 Cream Couture, G242 and ES242 Skin Deep, G243 and ES243 Bashful Blush, G244 and ES244 Sun Kissed, G245 and ES245 Turning Heads, G246 and ES246 Cool Confidence, G247 and ES247 Graceful, and G248 and ES248 Flaunt It.



New **Gel II Vitamin Dip Powder** debuts in 66 fashionable shades for stronger, longer-lasting manicures. Formulated with micronized vitamins to help promote healthier nails, the easy-to-use system adds strength and durability to nails while maintaining a natural look and feel. The superfine powder provides even coverage with a two-coat dipping application that requires little-to-no buffing and no LED/UV curing. Vitamin Dip offers faster removal than other powders.

New **4D Gel by Gel II** offers the lightweight feel of natural nails with the durability of acrylics. This soakable system offers the strength of acrylic liquid and powders in an odorless formula that applies quickly and easily. This versatile product is light enough to create nail enhancements on natural nails, strong enough to build out on nail forms and nail tips, and moldable enough to create dimensional art. It's available in 20 colors.



Simply squeeze the desired amount of product from the tube, place onto the nail with the Gel II tool, shape and sculpt using the brush and 4D Sculpting Solution. 4D Gel will not harden until it's cured, is not self-leveling and stays in place until the Sculpting Solution is applied, allowing techs to work at their own pace. An allergy-conscious product, 4D Gel contains no HEMA, and produces no airborne dust when filed. It also reduces filing time to create the desired nail shape and thickness.

The newest **LED Gel II Pro-Cure 2.0 Cordless Lamp** includes a rechargeable battery, automatic digital timer with motion sensor and safety auto off in a shimmering platinum package. The lamp provides up to 3 hours of battery life. Also new, **La Palm Paraffin Wax** returns skin to a smooth, healthy glow and luxurious feel with Vitamin E and organic moisturizing oils.

Reach **Margo Reed**, director of business development, international and North America, at margo@lapalmproducts.com. geltwo.com lapalmproducts.com

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Lakme/Booth 45345 introduces the **Pure Collection 2017**, featuring three looks from the brand's creative and education team. Pure advocates bringing out the innate beauty of women, who are radiant in any situation in their daily lives.



True Brunette by Chroma (left) (tube/salon \$7.40) features natural waves with volume and a slightly uncombed texture that evokes the

most pure elegance. **Essential Blonde by Gloss** (tube/salon \$6.25) offers a practical and natural look with a cut that surrounds the nape. Longer on the top, the hairstyle offers greater volume. **Innate Copper by Collage** (tube/salon \$6.35) creates perfect harmony with nape-length hair and soft waves that reflect a natural simplicity.



New **i.plex** brings back the beauty, strength and shine of youthful hair, thanks to a unique keratin complex, Keratec, which strengthens and reconstructs capillary fibers. There are three parts: **Strengthening Premium Bond with Keravis** prevents the breakage of disulfide sulfur bonds and strengthens the hair during restructuring treatments. **Reconstruct Keratech Power** deeply reconstructs the internal bonds of the hair. **Rejuvenate Hair Perfection**, a protective mask with Keravis and Keratec, continues the i.plex ritual at home for the client. For additional information or to set up an appointment, reach **Colleen Matorano**, vice president of sales, at cmatorano@lakmeusa.com, or **Pablo Coromina**, export director, at pcoromina@lakme.com.

lakme.com

Lasio/Booth 40418 seeks North American and international distributors for its line of keratin treatments and support products.

Lasio Keratin Treatments feature a spray-on application, which cuts application time by 50% and zero processing time, plus they can be washed out the same day.

The new **Lasio Trico pH Hair System** is designed to restore the hair and scalp, leaving overall body, thickness and fullness. The range includes



Tricogena Shampoo (9.5 oz./SRP \$28.00), **Tricogena Conditioner** (9.5 oz./SRP \$32.00), **Tricovita Masque** (5.6 oz./SRP \$50.00) and

Tricophix Scalp Therapy (1.7 oz./SRP \$72.00).

Also debuting is the **Hypersilk Collection**. These aftercare products prolong the results of the keratin treatments. The range includes **Replenishing Shampoo** (12 oz./SRP \$15.50), **Replenishing Conditioner** (12 oz./SRP \$15.90), **Color-Treated Shampoo** (12 oz./SRP \$16.00), **Color-Treated Conditioner** (12 oz./SRP \$16.50), **Soothing Balm** (4 oz./SRP \$16.00), **Advanced Serum** (4 oz./SRP \$14.66), **Revitalizing Masque** (4 oz./SRP \$18.00) and **Volumizing Hairspray** (12 oz./SRP \$16.50). For more information or to set up a meeting, contact **Nadine Ramos**, founder/CEO, at nadineramos@lasioinc.com. lasioinc.com



Le Chat/Booth 41345 debuts the **Perfect Match Modern Muse Fall 2017 Collection** (salon \$100.02), featuring six rich shades in both **Perfect Match Gel** (15 mL/salon \$16.67) and matching **Dare to Wear Lacquer** (15 mL/salon \$3.25). This collection is an open love letter to all the women who inspire each other every day to be strong, fierce and beautiful. Domestic and international distributors are invited to contact **Newton Luu**, CEO, at sales@lechatnails.com. lechatnails.com



Ligo Electric SA/Booth 47345 will launch five tools, extending its **Valera Salon Exclusive** line. New hairdryers include the **Academy Pro 2.1** (salon \$149.00), an 1875-watt dryer with an extra long-life AC motor; the **Academy Pro Light 2.0** (salon \$139.00), with 1600 watts of power and a durable, lightweight DC-Pro motor; and the **Premier Pro 1.0** (salon \$109.00), which at just 355 grams without the cable, it features 1600 watts of power and a lightweight DC motor. The Academy Pro range is power in a compact size (just 17 cm long) with a durable yet lightweight DC-Pro motor. All salon exclusive hairdryers are equipped with Valera's swivel Rotocord and cool nozzle Touch Me.

Also new, the **Sleek Pro 6.0 Swiss-made hair straightener** (salon \$99.00) for professionals has a five-layered ceramic coating with tourmaline, for smooth success in creative styling.

Finally, the new **Vario Pro 7.0** (salon \$189.00), a Swiss-designed ergonomic hair clipper for professionals, guarantees cutting perfection with diamond-ground stainless steel blades. Reach **Pascal Aenishänslin**, sales manager, at pascal@ligo.com. valera-salonexclusive.com valera.com

Londontown USA/DB 29 previews color and care for hands and feet. The **Hyde Park Color Collection for Fall/Winter 2017-18** (12-ml



bottle/SRP \$16.00) offers a chic retreat from metropolitan life with natural earth

tones. They include Bell Flower, a romantic dusty pink; Silver Birch, a beautiful slate reminiscent of the crisp breeze in the autumn air; Star Moss, an olive shade; and Black Thorn, a moody midnight purple.



Launching fourth quarter is **Kur Cuticle Remover** (12 ml/SRP \$18.00) with a gentle formula that makes maintaining the cuticle area simple and quick.

Lakur Perfect Match Mini Set (8 ml, 4-piece/SRP \$25.00, 8 ml, 6-piece/SRP \$32.00) combines

Londontown's favorite colors into the perfect gift. New **Lakur Minis** (8-ml bottle/SRP \$10.00) offer vibrant colors without the full-



sized commitment. Distributors are invited to contact **Kelly Gardi** at kgardi@londontownusa.com or **Marina Dimentman** at mdimentman@londontownusa.com. **londontownusa.com**

Lottabody/SURF C previews **Lottabody Fortify Me Leave-In Conditioner** (8 oz./SRP \$4.49) and **Lottabody Twist Me Curl Styling**



Pudding (7 oz./SRP \$4.99), which launch in September. Both formulas are enriched with coconut and shea oils, which deeply penetrate and hydrate hair, leaving it soft and nourished with a brilliant shine. Lottabody Fortify Me Leave-In Conditioner features a shake-to-activate formula, which strengthens, helps prevent

breakage and conditions while detangling hair. Lottabody Twist Me Curl Styling Pudding, a non-drying curl styling pudding, defines and



creates soft, crunch-free curls while adding moisture and shine. It's perfect for natural and color-treated hair. Domestic and international distributors may

contact **Andy Morgan**, director of sales, domestic OTC and international for Revlon, at andy.morgan@revlon.com. **lottabody.com**

Luseta/Booth 44033 launches new packaging in vivid color themes for its existing ranges and adds hair oils and hair masks to its existing series. New are **Tea Tree Hair Oil** (3.38 fl. oz./SRP \$24.00), **Tea Tree Hair Mask** (8.5 fl. oz./SRP \$29.00), **Keratin Hair Oil** (3.38 fl. oz./SRP \$24.00), **Keratin Hair Mask** (8.5 fl. oz./SRP \$29.00), **Macadamia & Argan Oil Hair Oil** (3.38 fl. oz./SRP \$24.00) and **Macadamia & Argan Oil Hair Mask** (8.5 fl. oz./SRP \$29.00).

The company also debuts two series—**Biotin & Collagen** to help thicken and straighten all hair types and **Marula Oil** to repair split ends, fight frizz, and add shine and softness. In the Biotin & Collagen range, products include **Shampoo and Conditioner** (each 16.9 oz./SRP \$14.00, 33.8 oz./SRP \$24.00), **Hair Oil** (3.38 fl. oz./SRP \$24.00) and **Collagen Hair Mask** (8.5 fl. oz./SRP \$29.00).

The Marula Oil range includes **Shampoo and Conditioner** (each 16.9 oz./SRP \$14.00, 33.8 oz./SRP \$24.00), **Hair Oil** (3.38 fl. oz./SRP \$24.00) and **Hair Mask** (8.5 fl. oz./SRP \$29.00). Distributors may contact **Ben Huang**, vice president of sales, at ben@lusetabeauty.com. **lusetabeauty.com**



Manic Panic/Booth 49180 debuts **Manic Panic Professional** semi permanent vegan gel hair color (3 oz./salon \$7.25) in 12 intermixable, deeply pigmented, vibrant shades that last through 40-plus shampoos. Shades blend easily for endless color options. The semi-translucent gel formula provides for a stained glass-like application and fades true to tone. Castor seed oil and lactic acid leave the hair smooth, shiny and healthier by controlling split ends and retaining moisture. The acidic formula also helps to close the hair's cuticle and lock in color. No developer is required.



Also new, the **Manic Panic Blue Lightning 30 Volume Hair Bleach Kit** (4 oz./SRP \$13.99) helps to neutralize warm tones in the hair

during the lightening process. The conditioning vegan formula with vegetable protein gently tones hair as it lifts.

Finally, new **Manic Panic Hair Freshener Powder Dry Shampoo** (10 grams/SRP \$7.99) instantly absorbs natural oils in the hair between washes, as it provides UV protection. The formula is vegan, cruelty-free, paraben-free, SLS-free, sodium-free and alcohol-free. For more information or to set up a meeting, distributors are invited to contact **Jane Rossi**, key accounts representative, at keyaccounts@manicpanic.com, **Cindy Dunaway**, domestic sales representative, at domesticsales@manicpanic.com, or **Ashley Rodriguez**, international sales representative, at internationalsales@manicpanic.com. **manicpanicprofessional.com** **manicpanic.com**



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Manna Kadar/Discover Beauty 14 debuts several multitasking products, including the **Eye Candy Collection**, **Priming Eye Shadow Sticks**, **LipLocked Priming Lipsticks in 11 Shades**, **LipLocked Priming Lip Wands in 11 Shades**, **High Definition Pressed Powder**, **Blossom Floral Compact**, **Blush & Highlighter**, **Prime Time 3-in-1, Concealer, Highlighter and Eye/Lip Primer**, **Precision Point Felt Tip Liner** and **The Paris Dream Palette**. The company is also launching a new brand—**Beauty & the Bump** (above). It includes products that help women feel refreshed, renewed and revitalized during their pregnancy, and beyond. The **Beauty & the Bump Kit** (SRP \$59.00) features **Argon Oil**, **Dry Shampoo**, **Hydrating Face Mist**, **Micellar Water**, **Miracle Balm** and **Restorative Blotting Papers**, all in a stylish pink travel bag. Distributors, stores and manufacturers' reps are invited to contact **Madison Hofer**, account executive, at madison@mannakadarbeauty.com. mannakadarbeauty.com

New from **Marrakesh/Booth 47407** is **Mod Multipurpose Styling Cream** (4 oz./SRP \$16.99). It strengthens weak, brittle or damaged hair, while also smoothing and detangling unruly locks and providing frizz and humidity control. This nutrient-rich conditioning cream lets you create moveable hold, enhance natural texture and add definition to any hair style. It great for curly, wavy or straight hair and tames frizz, while adding incredible shine and bounce. Reach **Laura Sweet**, domestic sales manager, at laura@earthlybody.com. marrakeshhairecare.com



Marula/Booth 51461 seeks domestic and international distributors for its luxurious hair and skin range, including three new products.

Facial Renewal Essence (SRP \$65.00) provides immediate hydration to the skin, while long-term use improves the skin's complexion by enhancing its natural cell renewal process. Anti-aging peptides soften the appearance of fine lines by helping reorganize and stabilize skin's building blocks. **Nourishing Lip Oil Treatment** (SRP \$26.00) is loaded with anti-oxidant-rich pure marula oil to infuse long-lasting moisture and help soothe and soften lips. Vitamin E helps repair dry, cracked lips, while avocado and jojoba oils help protect from environmental stressors. CoQ10, along with pure marula oil, helps fight free radicals that cause premature aging. A unique ceramic-tipped applicator provides instant cooling relief for lips. Finally,



3in1 Rejuvenating Eye Treatment (SRP \$65.00) helps diminish signs of premature aging under the eyes. Pure marula oil and vitamin E provide immediate and long-lasting hydration and anti-oxidant protection, while MarulaBright Complex helps soften and brighten dark circles under the eyes. Anti-wrinkle peptides instantly help tighten and firm the skin around the eye area, reducing the appearance of fine lines and wrinkles. Reach **Ian Murphy**, president, at ian@marula.com. marula.com

Mia Beauty/Booth 41181 launches innovative hair accessories. As women age, their hair thins and falls out, making it difficult to make a full, pretty ponytail. Now, they can have a full ponytail in seconds with the patent-pending **Poofy Pony** (SRP \$5.99). This ponytail volumizing tool takes a ponytail from super-thin to full in seconds, and you won't even know that the tool is in your hair. Its contour shape fits snugly against the head.



Also new, **Bracelet Band** (SRP \$5.99)—a bracelet that holds a rubberband—makes it possible to have a rubberband handy on your wrist without the wrist dent. It comes with 19 metal-free elastics and is available in gold or silver.



SqHair Pins (SRP \$7.99) are square-shaped bobby pins for those with long and/or thick hair. 12 pieces come in a reusable zippered storage pouch. **Ez Braider**



(SRP \$5.99) makes braiding a snap! This **Waterfall Styler & Volumizing Tool** (SRP \$5.99) helps poof up your waterfall instantly. These hair accessories are perfect for beauty stores. To see them all and many more, contact **Mia Kaminski**, CEO, at mia@mosaicbrandsinc.com. miabeauty.com

Nairian/DGL42 reveals its full product line, including the hero product **Anti-Age Night Serum**, (1 oz./SRP \$87.00), representing the natural bounty of the Armenian highlands. Textured like a balm, it melts on contact and works all night to restore the skin. It includes Armenian apricot kernel oil for a healthy dose of vitamin E that protects and nourishes maturing skin, and a dash of high-altitude rosehip and sea buckthorn oils to improve texture and give the skin a youthful, radiant glow. Domestic and international distributors are invited to contact **Lilith Martirosyan**, marketing and sales director, at lilith.martirosyan@nairian.com. nairian.com



Novex Hair Care/Booth 35129 launches the **My Curls Mystic Black Collection** for very dry, kinky, coily curly hair. It's rich with vitamins A, C, D and E plus omegas 3, 6 and 9 from the African baobab seed to seal split ends, prevent



frizz and intensely hydrate curls. The range includes **My Curls Mystic Black Shampoo**

(10 oz./SRP \$10.99), **My Curls Mystic Black Conditioner** (10 oz./SRP \$10.99), **My Curls Mystic Black Deep Hair Mask** (14 oz./SRP \$10.99, 35 oz./SRP \$20.99) and **My Curls Mystic Black Leave in Conditioner** (17 oz./SRP \$15.99).

Also new, the **Nutrisalon Brazilian Keratin Progressive Straightening System** is a professional line of straightening treatments with Brazilian keratin. They seal cuticles and restore capillary mass, providing smooth, frizz-free, shiny hair. The **Nutrisalon Brazilian Keratin Progressive Straightening System Kit** (salon \$140.00) includes **Nutrisalon Brazilian Keratin Hair Primer** (500 ml), **Brazilian Keratin Anti-Residue Shampoo** (500 ml), **Brazilian Keratin Progressive Straightener** (500 ml) and **Brazilian Keratin Thermo Protector Leave In** (500 ml). Distributors may contact **Tayla Barreto**, U.S. general manager, at tbarreto@embelleze.com. novexhaircare.com

Nutrapel Professional/Booth 20111 launches



UHD Permanent Hair Color (3.2-oz. tube with developer included/salon \$6.25) for 100% gray coverage guaranteed. Clear (000) lifts up to 2 tones without using bleach. The line features 46 low-ammonia tones for coverage, shine and conditioning. There's no need to mix with natural base colors. Reps, distributors and beauty stores may contact **Lori Garcia**, CEO, at sales@nutrapel.com. nutrapel.com

Olivia Garden/Booth 46405 continues the celebration of its 50th birthday year with the debut of the **iBlend Color & Care Brush Collection** (salon \$9.99). Designed to fully distribute and evenly saturate all types of hair



color, the brushes work to create a natural, blended effect. Dual-length bristles and a scalp-hugging design gently detangle and allow even product distribution to avoid over-saturation and minimize product waste. iBlend also works with bond-building

treatments, hair straightening treatments and more.

Also new, the **iStyle Brush Collection** (SRP \$13.25 each) for short-to-medium hair, bangs and men's styling features scalp-hugging comfort and Memory-Flex bristles designed to work on different hair types. Those include ultra-gentle Memory-Flex double bristles for fine hair, flexible Memory-Flex dual-length bristles for medium hair and Memory-Flex tension bristles for thick hair.

All iStyle brushes feature scalp-hugging comfort, a compact, travel-friendly size and a no-slip unibody finish with an easy-grip, non-slip handle that is comfortable and offers snag-free styling. For more



information or to book a meeting, contact **Anne Maza**, vice president of sales and marketing, at amaza@oliviagarden.com. oliviagarden.com



Oomph/Booth 50204 previews **Rootie the rootlifter**, the third product in its line of patented hair volumizing irons. Rootie's 1-inch plates lift and add lasting volume to any hair style. Domestic and international distributors are invited to contact **Bill Schwartz** at bill@rootietherootlifter.com, voloom.com

Palladio/Booth 34157 previews cosmetics for September launch. **Under Eyes Disguise Full-Coverage Concealer** (10 grams/SRP \$7.00)



evens out skin tone, covers imperfections and conceals under-eye circles with its lightweight, creamy, high-coverage formula. Use natural shades for everyday coverage, yellow for camouflaging dark circles, mint to neutralize redness and peach to minimize blue undertones and neutralize dark spots. Chamomile and aloe extracts calm delicate areas and blemishes, while ginkgo biloba extract helps reduce the appearance of broken capillaries. Ginseng protects skin against free radical damage and coconut oil adds moisture. It's available in nine concealer shades and three color-correcting hues.

I'm Glowing Illuminating Primer (20 ml/SRP \$12.00) has a pearly-pink tone with three reflection pearls to add luminosity and boost the radiance of foundation, while minimizing the appearance of wrinkles, fine lines and pores. The vitamin-rich, free-radical fighting and quick-absorbing formula blends seamlessly for a silky, smooth finish. Aloe vera and grape seed oil help skin retain moisture and stay supple and flexible, provide anti-inflammatory benefits and help minimize the appearance of wrinkles, fine lines and pores. Panax ginseng root extract revitalizes the skin and green tea extract lends anti-aging properties.



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The **Definer Highlight & Contour Palette** (SRP \$14.00) defines, refines and highlights facial features. Three contour shades accentuate features, while three highlight shades strobe and illuminate. Buildable color allows for customized universal shade matching for all skin tones. Aloe vera and coconut oil hydrate and moisturize the skin, while chamomile calms and softens.



Pressed Rice Powder (SRP \$8.00) in a convenient compact with a mirror and sponge applicator is perfect for on-the-go touchups. Rice powder absorbs oil and helps makeup last longer, while leaving a silky finish. This emollient-rich skin treatment is available in two shades.



Mattifying Rice Primer (20 grams/SRP \$12.00), with a velvety, lightweight and nourishing formula, creates a smooth canvas by mattifying and perfecting the skin, while reducing the appearance of wrinkles, fine lines and pores. Used alone or under foundation, the silky texture of this oil-controlling formula leaves a flawless finish and helps foundation last all day. Panax ginseng root extract revitalizes the skin while promoting elasticity. Aloe vera and coconut oil hydrate and moisturize the skin, chamomile calms and softens, and ginkgo biloba helps calm inflammation.



4 Ever + Ever Intense Lip Paint (6 grams/SRP \$8.00) in 12 shades drenches lips in long-lasting, rich color in one stroke. Its creamy, lush application provides infinite shine and a vinyl-like pout. Aloe vera extract, coconut oil and apricot oil hydrate and moisturize lips.



Finally, **Twisted in Love Intensifying Mascara** (10 ml/SRP \$10.00) in black features a "twisted" heart-shaped brush to achieve amplified volume and precise definition with a reservoir that charges lashes with rich black color. Elongated bristles comb and separate each lash for maximum fullness, length and panoramic effect. Panthenol moisturizes and penetrates hair for thickness, Bayberry fruit extract conditions and bamboo extract strengthens hair. Reach **Lorraine Guzzo** at sales@palladiobeauty.com or Lorraine Guzzo. palladiobeauty.com



Personal Brands/Discover Beauty Pro debuts as an incubator for artist-driven brands. This beauty innovation company creates high-performance, naturally derived and safe, meticulously formulated products that have been created with ethically-sourced botanical ingredients and sustainable manufacturing practices to avoid inflicting harm on people, animals or the environment. As a family-owned and operated business, the company starts with the people—the top hairstylists, beauty professionals, product formulators and beauty lovers. The initial portfolio includes **Groh Total Vitality Boost** (Booth 38031), **Beth Minardi Signature** (Booth 38039), **WolffBehr** (Booth 38025) and **Peter Coppola**.

Groh, created by **Marvin Hausman, MD**, is a dietary supplement and treatment ritual formulated to rejuvenate dormant cells in hair, scalp, skin, nails, lashes and brows, supporting a healthier and more optimized lifestyle. By combining the work of leading medical and nutritional researchers with the most potent and pure ingredients from nature, Groh has



developed products to treat the entire body—inside and out. Central to the line is **Daily Vitality Boost**, an ingestible supplement with Ergo Boost Complex, a blend of rich antioxidants and bionutrients that works internally and externally with the body's complex biological systems to support healthy skin, scalp, hair, nails and lashes.



Hair products include **Shampoo, Conditioner, Leave-In Styling Treatment and Stimulating Scalp Serum**. Skin care features **Rejuvenating Skin Lotion, Hydrating Face Serum and Invigorating Face Wash**.



Beth Minardi's eponymous Signature Hair Color kicks it up a notch with more than 80 intermixable, dimensional, high-shine shades ranging from the deepest pale to cool, smoky tones to brilliant coppers and reds for amazing coverage.

Originally created by legendary stylist **Peter Coppola**, **Peter Coppola Professional Hair Care** has been redesigned and reformulated to



allow professionals and consumers to unleash their creativity. Salon services and home care products invite clients to experience results beyond the highest industry standards.

New **WolffBehr Lightener** (16 oz./salon \$21.30) is a balayage bleach containing azulene. Domestic and international distributors may contact **Rebecca Mariolis**, vice president of business



development, at rebecca@personalbrands.co. personalbrands.co

Phillips Brush/ Booth 48399 debuts the **Phillips Maxx** (SRP \$9.99), a lightweight vent brush with

a criss-cross bristle design that penetrates, lifts and holds the hair for precision styling. The anti-static brush is contoured to fit the hand. Contact **Bart Simon** at bsimon@phillipsbrush.com. phillipsbrush.com



Pink Pewter/Booth 48271 unveils its makeup line. 100% vegan and cruelty-free, it features coffee bean and coconut oil to create creamy and highly pigmented looks. The **I Want It All Palette** (SRP \$75.00) consists of 33 eye shadow/highlighter options. The rest of the collection retails from \$8.00 to \$75.00. Reach **Alyx Martinez**, sales director, at alyx@pinkpewter.com. pinkpewter.com



PreHeels/DBS 62 seeks distributors for its skin-protectant spray (1.5 oz./SRP \$14.99, 2.5 oz./SRP \$22.99), which



helps save feet from blisters. PreHeels dries in less than 60 seconds into a breathable barrier that stays in place and won't rub off on shoes.

Because it is clear, it works with all skin tones. PreHeels' aerosolized delivery ensures that the protective coating conforms perfectly to the unique shape of the foot for optimal coverage, while making it easy to apply to hard-to-reach spots like the back of the heel. preeheels.com

Product Club/Booth 45381 debuts several

sundries. The **Ready to Use, Pop-Up Foil Combo Box** (salon

\$17.99) features two lengths of pre-cut foil—400 sheets of 5 inches x 8 inches and 500 sheets of 5 inches x 11 inches—in one convenient pop-up box.



Also new, the **EZ-Dispense Liter Holder** (salon \$9.00) keeps developers, shampoos and conditioners ready for easy dispensing. It eliminates waste and saves money by dispensing every last drop of liquids. Each holder includes a non-drip cap. Multiple units link together to keep dispensary clean and organized. For more information or to set up an appointment, contact **Jay Ohlrich**, vice president of sales, at johlrich@burmax.com. productclub.com



PUR attitude/Discover Beauty DB 13 from **CDS Holdings** is a new line of safe skin care that replaces the water found in traditional skin care products with Hyaluronix, a natural new beauty ingredient with a similar composition to the hydration substance found in almost every cell of the human body. Hyaluronix draws moisture from the air and binds up to 1,000 times its weight in moisture, making it even more effective than water when hydrating the skin. By combining this patent-pending technology with essential vitamins, anti-oxidants and nutrients, PUR attitude seeks to redefine innovation in beauty with 100% pure active skin care ingredients.

The PUR attitude launch collection features six key categories, each with Hyaluronix. **Skin Essentials** features a hydrating wash that removes makeup and impurities while gently exfoliating dead skin cells, a soothing toner that prevents blemishes and protects the skin's natural pH balance, a lightweight high-performance hydro-cream that increases skin hydration by 90% and an advanced eye cream that works to prevent and smooth puffy eyes and dark circles. Kits are available for normal, oily or dry skin.

Targeted Serums address customers' specific concerns, including wrinkle prevention, hyperpigmentation, skin brightening and instant fine lines. **Nutri-Cosmetics** features dietary supplements that can be mixed into water, juice or shakes to help beautify the skin from within using different molecular weights of hyaluronic acid, phytoceramides and other nutrients.

Head to Toe Body Care includes an all-over moisturizing lotion, a foaming bamboo scrub that deep cleanses and rejuvenates the skin, a bath and shower gel used to stimulate cell renewal, a cellulite

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lotion to smooth the appearance of cellulite, and a shampoo and conditioner duo formulated with caviar to nourish the scalp and replenish dry, brittle hair.

The Men's Line features a hair and body wash combo, a protein shave cream for ultimate nourishment and an after-shave gel to help protect the skin against the signs of aging.

Health Care advanced topical solutions include HA85, which is designed for chemotherapy and radiation patients, and Pain Assassin, which helps relieve minor aches and pains associated with backache, sprains and/or arthritis.

Each product in the PUR attitude line is backed by independent clinical studies and leaves out harsh chemicals, parabens, PEGs, glycols, sulfates, petro-chemicals, synthetic fragrances and artificial dyes. For more details, reach **Adrienne Kramer, ProBeauty Partners**, at hello@probeauty.com. **purattitude.com**

Redavid/Booth 49398 launches a collection of products that treat, reinforce and thicken



the hair without adding weight. Orchid oil restores and maintains the hair's moisture to

renew every strand ravaged by chemical and thermal damage, while Dynagen promotes follicle structure strength, boosts follicle nutrition and increases resistance to weather and aging for healthier, shinier and stronger hair. Products include **Orchid Oil Shampoo** (250 ml/SRP \$32.00, liter/SRP \$69.00), **Orchid Oil Conditioner** (250 ml/SRP \$32.00, liter/SRP \$69.00), **Orchid Oil Treatment** (30 ml/SRP \$14.00, 90 ml/SRP \$35.00, 250 ml/SRP \$69.00), **Orchid Oil Curl Defining Creme** (150 ml/SRP \$38.00) and the hero product, **Orchid Oil Dual Therapy** (100 ml/SRP \$54.00) to repair hair and add shine. For more information or to book a meeting, contact **Marco Redavid**, CEO, at marco@redavidhair.com. **redavidhair.com**



RefectoCil/Booth 44396 debuts the **RefectoCil Lash & Brow Bar** (salon \$189.95). The bar contains all of the RefectoCil original tints and accessories needed to perform hundreds of brow and lash tinting applications. It is small, balanced, handy and light. It can be moved anywhere in the salon or spa easily with the integrated handle. The Lash & Brow Bar is the perfect tool for professionals who need their products near them at all times. The idea is to have a convenient and eye-appealing lash & brow bar to work out of in every situation for every customer.



Also new, the **RefectoCil LashCurl Kit** (salon \$98.00) is today's hottest lash service. It curls lashes, making the eye appear bigger and more expressive. At the same time, it nourishes lashes with its gentle formula. One LashCurl Kit can do up to 36 applications. The results are waterproof and last up to 6 weeks. This service can be combined with a lash tint for a complete treatment and even greater customer satisfaction. Interested distributors are invited to contact **Ranae Breslow**, U.S. sales manager, at ranae.cbon@gmail.com. <http://refectocilnorthamerica.com/>



Reuzel/Booth 50401 heralds classic barbering with its line of pomades and men's grooming essentials created at **Schorem**, an old-school barbershop in the heart of Rotterdam. The shop specializes in the classic cuts that have proven themselves over the decades: pompadours, flattops, contours and the other styles featured on Schorem's famous barbershop posters. The collection (travel sizes to liters/SRPs \$6.25 to \$38.50) includes **Fiber Pomade, Shave Cream, Beard Foam, Beard Balm, Scrub Shampoo, After Shave Daily Shampoo and Conditioner, Hair Tonic, Grooming Tonic, Clay Matte Pomade, Blue Pomade, Pink Pomade, Green Pomade** and **Red Pomade**. Interested distributors are invited to contact **Marta Rubenstein Harmon**, senior vice president, global sales, at marta@reuzelpomade.com. **reuzel.com**

Robanda International/Booth 46151 offers a variety of new products under its portfolio of brands. First, **Bodyography** adds fall colors to its **Lip Lava** collection (SRP \$19.00 each). This long-wearing formula goes on opaque, dries instantly and lasts for hours, so lips stay fierce and fabulous all day long. Lip Lava Liquid Lipsticks feature exclusive Micro Absorb Technology, making lips bulletproof against smearing and wear. **bodyography.com**

Prorituals adds nine shades to its collection of **Metallics** hair color. The brand also debuts **Modern Firm hair spray** (SRP \$19.00). This buildable spray allows the stylist and consumer to create





unlimited looks without that lacquered-down feel. Inspired by catwalks around the world, hair has evolved to be fixed, but not forced, and ProRituals Modern Firm hairspray will help achieve that balance.

Also new, **Dry Shampoo and Texture Spray** (SRP \$19.00) eliminates excess oils found in the hair with a simple spray, massage and brush. It creates grippable, touchable texture all while extending your style.

Finally, **ReFresh Dry Shampoo** is available in a

new larger 200-ml can that's 25% less expensive. Its oil-absorbing ingredients increase volume, leaving hair clean, texturized and fresh smelling. The lightweight formula turns lifeless, flat hair into clean, touchable texture. Simply spray at the roots or spray all over to add texture and volume for supporting styles and sets or to keep curls from clumping or drooping. The freshly scented formula sprays clear. **prorituals.com**

Under its newly acquired **Pebco Protocols** brand, the company will preview a hair dryer and flat iron. The tools feature new technology, a sleek design and great performance. They are also the first launch since Robanda purchased the brand. **pebcoprotocols.com**



Mr. Pumice offers its mini metal foot file in a new pink color. The metal foot file helps remove thick calluses and is used on dry skin. **mrpumice.com**

To schedule a meeting for domestic sales, reach **Anita Zappacosta** at anita@robanda.com. For international sales, contact **Shawn Russell** at shawn@robanda.com. **robanda.com**

Roux/Surf C debuts new packaging for its classic temporary hair colors—**Fanci-Full Instant Color Rinse** (15.2 fl. oz./SRP \$7.49), **Fanci-Full Instant Color Mousse** (6 oz./SRP \$10.49) and **'Tween Time Instant Root Concealer** (SRP \$7.49)—along with



new formulas for Fanci-Full Mousse and 'Tween Time. The clean, modern packaging repositions Fanci-Full as "instant" hair color, identifies the shade inside and adds model images to the 'Tween Time card.

Available in 13 natural-looking shades, Fanci-Full Rinse is perfect for refreshing faded color, color correction and toning. Styling lotion allows for coloring and styling in one easy step. There's no

ammonia, no peroxide, no damage and no commitment.

Fanci-Full Mousse tones and enriches hair color, blends grays, and adds depth and shine. Now more moisturizing with a richer color payoff and fresh new scent, Fanci-Full Mousse styles in instant volume, body and shine, as it delivers beautiful color. It's available in 11 natural-looking shades.



'Tween Time Instant Root Concealer makes it easy to color on camouflage instantly when pesky grays or roots start to peek out between hair color treatments. Available in five shades, the extra moisturizing, non-flaking, non-damaging, touch-up color crayon can be used every day for natural-looking results. Domestic and international distributors may contact **Andy Morgan**, director of sales, domestic OTC and international for Revlon, at andy.morgan@revlon.com for more information. **rouxbeauty.com**



Schique/Discover Green 11 seeks beauty stores to retail its new anti-aging skin care products. The line incorporates proprietary dandelion extract for its unifying



radiance. The aesthetic nuance of dandelion extract enhances the therapeutic properties of the natural nutrients, rich fruit and plant extracts, power peptides and anti-oxidants Vitamins C and E. **Jacqueline Schaffer, MD**, created the line after watching her mother battle skin cancer twice. The line includes **Insightful Contour Eye Cream, Intuitive Restoration Mask, Lumistone Hydrate Face Moisturizer, Hydra Glisten Freshening Mist, Brilliantly Firm Serum, Pure Clarity Daily Cleanser** and **Daily Polish Scrub**. Reach **Francesca Geller**, operations manager, at fgeller@schiquebeauty.com. **schique.com**

Scruples debuts **Power Blonde Toners** (Kit/salon \$29.95, open stock 60 ml/salon \$6.75) in three fashion shades—Cosmo, Iris and Mist. These ammonia- and PPD-free conditioning

toners are applied following a **Power Blonde** lightening service. Also new, **Scruples True Integrity Olive Series**

(kit/salon \$29.95, open stock 60 ml/salon \$6.75) features green ash-based shades that neutralize warm undertones, producing cool results for brunettes and dark blondes. Part of a low-ammonia permanent and demi-permanent system, shades provide 100% gray coverage. Reach **Michael Riley**, chief operating officer, at sales@scrupleshaicare.com. **scrupleshaicare.com**



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Smart Step/Booth 50255 adds six new sizes with the Bella Design to its **Designer Series' Black Onyx collection**. The entire line is made 100% in America from a one-piece construction of polyurethane with no cheap glues, foam or plastics, and is backed by a best-in-class five-year warranty. The Designer Series helps stylists stand comfortably throughout the day and complements any salon's décor. The largest size—4 feet by 5 feet (salon \$259.00)—features a chair depression and allows both feet to stay on the mat. Smaller mats—3 feet by 5 feet rectangle or half circle—cost salons \$239.00. Domestic and international distributors are invited to contact **Dro Bush**, account manager, at dro@smartstepflooring.com. smartstepsalonandspa.com

Sophie la Girafe Cosmetics/Discover Beauty 19 seeks prestige partners for its award-winning Eco-cert skin care line for children. Sold in about 30 countries, this certified natural and organic cosmetics brand, developed and run by **Jonna Jalkanen**, the co-founder of the Finnish company **Alva Organics Oy**, has won several



awards, and its products are sold in the world's finest retail outlets, including **Harrods** and **Selfridges** in the United Kingdom; **Boots** and **Holt Renfrew** department stores in Canada; and the **Emporium** department store in Bangkok.

The delightful baby line includes **Baby Oil** (200 ml/SRP \$22.00), **Bubble Bath** (150 ml/SRP \$18.00), **SOS Cream Face & Body** (50 ml/SRP \$18.00), **Body Lotion** (150 ml/SRP \$22.00), **Face Cream** (50 ml/SRP \$18.00), **Hair & Body Wash** (200 ml/SRP \$22.00), **Starter Kit** with 20-ml sizes of Baby Oil, Body Lotion, Hair & Body Wash and Face Cream (SRP \$24.00), **Gift Set** of 150-ml Body Lotion and 200-ml Hair & Body Wash (SRP \$40.00), and **Gift Set** of 200-ml Hair & Body Wash plus a bamboo hair brush (SRP \$40.00). Sophie la girafe is a 56-year-old French icon—a beloved baby toy giraffe made of natural rubber. For more details or to set up a meeting, distributors may reach **Adrienne Kramer, ProBeauty Partners**, at hello@probeautypartners.com. <https://www.sophiethегiraffe-usa.com/>

Sparks/Booth previews **Urban Wonderland (3-oz tube/SRP \$7.99)**, a new hair collection



featuring five new hair colors. An extension of Sparks Vibrant Color, the new shades are on trend with the

demand for creative hair color. Hues include Desert Rose, Denim Blue, Camo Green, Night Indigo and Sugar Plum. For more information or to set up a meeting, contact **Joe Magnano**, national sales manager, at jmagnano@beautyperfectionllc.com. sparkscolor.com

Spongelle LLC/Booth 32111 previews the **Shimmer Body Soufflé Collection** (8 oz./SRP \$28.00), an extension to



the **Shimmer Buffer Collection** of body wash-infused buffers. The company seeks North American and international distributors. For more information, contact **Eric Binder**, chief operating officer, at eric@spongelle.com. spongelle.com



Spoolies/Discover Beauty Spotlight 64 debuts **Spoolies Leave-in Curl Enhancer** (4-oz. spray/SRP \$17.99) to work with **Spoolies Hair Curlers** for styling hair in beach waves and curls. Reach **Jeanne James**, owner, at contact@spoolies.com, spoolies.com

Spornette/Booth 41287 debuts the **Metallic Swizzle** collection (SRP \$9.00). Available in silver, gold and rose gold

shades that are perfect for the holidays, these brushes feature wavy nylon bristles that glide through and detangle wet and dry hair. The wavy bristles reduce breakage, flyaways and static. Domestic and international distributors may contact **Jeffrey Sporn**, sales, at jeff@spornette.com. spornette.com



Supermood/Discover Beauty 25 bows to the U.S. market. Best seller **One Minute Facelift Serum** combines immediate gratification with long-term improvement of skin through both natural topical formulas and nutritional supplements. The **Egoboost** line gives an immediate lift to the face, the **Beauty Sleep** line helps rejuvenate skin and mind during the night and the **Youth Glo** line restores skin and spirit. Natural ingredients like chaga mushrooms, sea fennel stem cells, moth bean extract (natural retinol) and glutathione are the cornerstones of the line. Retailers can reach **Adrienne Kramer, ProBeauty Partners**, at sales@probeautypartners.com. supermood.fi





Tela Beauty Organics/Discover Beauty 17 launches the **Tela Life Force Collection**, a four-product style and treatment collection for root-to-end recovery. Products use the power of probiotics for hair, scalp and follicle rejuvenation. The collection features **Power Shampoo** and **Conditioner** (8.45 oz./SRP \$34.00), **Fountain of Hair Vitality Serum** (3.3 oz./SRP \$42.00) and **Probiotic Hair Mask** (6.8 oz./SRP \$48.00). All are designed to sustain hair, scalp, and follicle strength, balance and vitality. The collection also features a limited edition introduction set, containing all four products in deluxe sizes (SRP \$89.00). In addition to probiotics, products contain over 35 certified organics plus superfruits for youthful, bouncy, resilient hair. For more information or to set up an appointment, contact **Jennifer Danilchick-Pelusi** at jennifer@telanyc.com. **telanyc.com**



Terax/Discover Pro 7 launches **Crema + Keratin Rinse-Out Conditioner** (6.7-oz tube/SRP \$24.00, 16-oz. bottle/SRP \$54.00). Based on the award winning **Original Crema** conditioner formula, Crema + Keratin features the company's SmartKeratin blend. SmartKeratin attaches only to the damaged part of the hair cuticle, thereby eliminating the possibility of too much protein while still providing all the necessary conditioning benefits. Reps, distributors and specialty retailers are invited to contact **Marco Musumeci**, president, at marco@teraxhaircare.com. **teraxhaircare.com**

Truss Professional/Booth 48345 will show **Deluxe Prime Blond**

(8.79 fl. oz./SRP \$32.00), an at-home hair treatment to maintain vibrant blonde, highlighted or metallic hair. Violet pigments neutralize without dehydrating, for the perfect platinum effect.

Also new, **Truss Net Mask** (450 grams/SRP \$42.00) features nano



regeneration technology, which helps hydrate, reconstruct and nourish the porous areas of the hair to restore elasticity, strength and sheen. The company seeks distributors. Reach **Lucas**

Pontes, sales manager, at sales01@trussprofessional.com. **trussprofessional.com**



Wahl Professional/Booth 46381 launches the **Wahl Beret Trimmer** (SRP \$72.00), an ultra-quiet, lithium-ion corded or cordless detachable blade trimmer. Run time is 2-plus hours. The trimmer has high-precision snap-on blades and sits in a recharging stand. It also comes with four trimming guides, ranging from 1/8 to 1/2 inch. Distributors are invited to contact **Anne Marie Kollias**, national sales manager, at akollias@wahlclipper.com. **http://wahlpro.com/**



Zadro/Booth 44220 debuts the **Ultimate Compact Mirror** (Model ULTC110/SRP \$49.99), the next-generation LED lighted compact mirror. It features patented auto

on/off technology and a top mirror that swivels 180° and folds down. The slim luxe design is the perfect gift. Reach

Lizzy Brooks, national beauty sales, social media, PR and content manager, at lizzybrooks@zadroinc.com. **zadroinc.com**

Zotos/Booth 40301 has new products in a variety of its lines. **Bioteria Shine Sweet** features sugar cane extract, which is known for its polishing ability. Bioteria optimizes the effect with science, so hair is treated to a healthy burst of sweet, sparkling shine. The lineup includes three color-safe, paraben- and silicone-free formulas for normal hair that appears dull or in need of a burst of shine: **Shine Sweet Brilliance Shampoo** and **Conditioner** (each 15.2 oz./SRP \$8.99) polish, hydrate and remove dulling residue. **Shine Sweet Lightweight Brilliance Mist** (4 oz./SRP \$8.99) instantly perfects and delivers a lightweight, glossy finish.



Also new, **Zotos Professional 180PRO Length Revival** offers color-safe **Shampoo**, **Conditioner** (each 12 fl. oz./SRP \$8.99) and **Combing Cream** (8 oz./SRP \$9.99) reinforced with patented Pro-Peptide and



Length-Lock complex to fortify strands from root-to-tip. New technology radically repairs and protects to reduce breakage for long and hard-to-grow hair. Distributors are invited to contact **Bruce Selan**, vice president sales, at bselan@zotos.com. **naturellepro.com zotosprofessional.com**

If your products weren't ready for our CPNA Preview, we'd love to include them in our follow-up report. Please send your story and photos to liz@bironline.com. And if you would like us to stop by your booth in Las Vegas, drop us an email at jayne@bironline.com. Watch for an insider's view into all the parties and special events in our post-show report.

ISBN focuses on Building the Ultimate Experience

In a world of commodities, the experience becomes the heart, soul and sales-driver of every salon, spa and barbershop business. That's why the **International SalonSpa Business Network's Annual Conference** focused on "Building the Ultimate Experience."

The goal? To create a stronger bond between salon, spa and barbershop guests, team members and the community—both locally and the broader salon industry. The business-building, networking and fun took place at the Ritz Carlton, Grande Lakes Orlando.

"Our ISBN Conference feels like coming home; it feels like a family for the industry," said ISBN President **Rhoda Olsen**, who is the CEO of **Great Clips**. "In spite of being competitors, we share, we help one another and we network in order to find solutions to our common challenges and help our industry become stronger and our companies grow at every level of our organizations. The ISBN Conference is the only forum in which I feel I can truly connect with old friends and forge new relationships with like-minded owners and executives."

As senior vice president and group head of marketing insights for Mastercard, keynote **Sarah Quinlan** predicts and evaluates economic trends and consumer spending patterns using data from Mastercard purchases. "When Lehman Brothers filed for the biggest bankruptcy in U.S. history and Bank of America swallowed Merrill Lynch on September 15, 2008, sending the stock market

tumbling, it caused us to realize that experiences matter," she explained. "People lost their jobs through no fault of their own. What happened is that we actually like our family and friends again, and we'd rather spend time with them than work." She added:

- Consumer spending is strong and accounts for 70% of GDP growth.
- Spending on health, beauty and fitness is outperforming other categories, while spending on golf is declining because consumers don't have time. Cosmetics and cosmetic experiences continue to outperform other categories of

spending.

- Females make 75% of household spending decisions and influence the other 25%.
 - Apparel stores are not closing because people are buying online. They're closing because people no longer need separate wardrobes for work. They're buying yoga pants.
 - We are value-for-money consumers; we are not luxury consumers.
 - Understand and consider the lifestyle of the consumer when making every decision.
- In "Welcome to the Experience Economy,"

Keynote **James H. Gilmore**, CEO of **Strategic Horizons LLP** and author of **The Experience Economy**, asserted, "Today, we're automating services.

Experiences are distinct from services and products. Time is currency. You charge for the time people spend with you."

During "A Glimpse into Your Future,"

Sam Cheow, ISBN President **Rhoda Olsen** chief product accelerator at **L'Oréal**, discussed how creating compelling, customized experiences for your clients can preserve and even increase your retail sales.

"The experience happens independent of your intent," he explained. "What inspires one person induces eye rolls in another. What you can hope to do is influence the experience." Sam offered these pointers:

- **Turn your salon, spa, barbershop or store into an experiential destination.** For example, create play stations. People love to test and play with products and tools. Let



from left: The Dry Bar's **Brittany Driscoll** and **John Heffner** with Joe Grooming's **Michael Kliska** and **Steve Duross**.



ISBN President **Rhoda Olsen**



During a networking party, attendees earned points by completing activities, including shooting a group selfie.



ISBN Board Members **Peter Mahoney**, **Scott Missad**, **Eric Bakken** and **Jason Volk** enjoy the Golf Tournament.



ISBN honored retired Regis CEO/Chairman Paul Finkelstein (fourth from left) with its 2017 Legend Award. from left: Beauty Express Canada's Brian Luborsky, Ratner Companies' Dennis Ratner, Sport Clips' Gordon Logan, Great Clips' Rhoda Olsen, Sport Clips' Mark Kartarik, Regis' Eric Bakken and Empire Education Group's Frank Schoeneman.

them touch and smell your products.

• **We are in the human business.**

Personalization and customization is a natural response to the industrial revolution, mass production and commoditization.

• **The Personal Touch/Human Touch:**

When you write someone's name on a bottle at the time of purchase, you can charge more.



top: Long-time sponsor Tom Stroup from Conair Corp. and Nick Karan from Salon Innovations catch up. above: Revlon Professional's Michelle Myles and Keri Schricker, L'anza's Mark Pojar, Sunbelt Business Advisor's William Ludwig and Obliphica Professional's Tom Neuts.

• **Create a bespoke box for your salon/spa/barbershop/beauty store** with customized branding and packaging. Place the client's products in the box and send her home with a special package.

• **Educate consumers.** They want to be authorities about your service and products. Educate them and they will champion you.

• **Selfie Spots:** Every selfie taken within your location is reflected outside. Create a Selfie Spot in your salon with great lighting, and clients become your best spokespeople.

Government relations: ISBN is a force in government relations and no where is there a stronger push than in Ohio, where two ISBN members—**Charles Penzone's Charles Penzone** and **Great Clips' Clara Osterhage**—serve on the state board. Charles offered this action plan to ISBN members who want to make a difference in their states:

- Volunteer for your state board.
- Become proactive and politically active.
- Hold fundraisers.
- Get in front of your legislators frequently so they know about you and your business.

Gordon Logan,

chair of ISBN's government relations committee, and ISBN President Rhoda Olsen, have worked diligently with industry colleagues as part of the **Future of the Beauty Industry Coalition** to drive positive change, most notably, creating consistency in cosmetology education, getting students into the workforce faster and lowering their student loan burdens.



L'Oréal's Sam Cheow with Ulta's Sandra Ovington.

"If we don't proactively advise our legislators on how our industry should be regulated, they will make the decision for us," said Gordon.

Thanks for the memories: Events designed to create memorable experiences included the annual golf outing; a kayak eco-tour of the Everglades; a Happy Hour Challenge, sponsored by **Redken, Matrix, Revlon Professional, American Crew, CND, Obliphica Professional, John Paul Mitchell Systems, SuperSalon, Green Circle Salons** and **Ecoheads**; the President's Reception, sponsored by **Redken** and **Matrix**; an ice cream social, sponsored by **Easihair Pro**; Club ISBN, sponsored by **TIGI**; and the farewell party, sponsored by **Revlon Professional, American Crew** and **CND**.

Concluded **Scott Missed**, CEO of **Gene Juarez**, "We are one big industry that plays in different areas. If we can put it all together and work in the same direction, we will have individual successes we can't imagine, while helping our teams achieve their dreams. ISBN is the catalyst to help us achieve that."

Save the date: ISBN's 2018 Conference, **Future Proof Your Business**, is scheduled for May 6-8 in Scottsdale. To learn more and to register for or sponsor the conference, or for more information on ISBN membership, visit salonspanetwork.org.

Beauty Brands is making a beautiful difference

When *Beauty Industry Report* learned that Beauty Brands had a new CEO, we were intrigued with the new approach that the highly experienced fashion and beauty executive would bring to the salon, spa and retailer that was looking for a makeover. Known for her strategic thinking, strong business acumen and team-based approach to leadership, **Caryn Lerner** has jumped in with both feet. In just 120 days, she has visited half of the more than 60 Beauty Brands locations to get first-hand feedback from stylists, store associates and customers alike, and has begun meeting with vendors to strengthen business partnerships. She's also looking forward to getting to know the beauty players at Cosmoprof North America. With that in mind, we sat down with Caryn recently and invited her to share her initial impressions and go-forward plan with our readers.



Caryn Lerner, CEO,
Beauty Brands

BIR: Welcome, Caryn. Please give us a brief overview of Beauty Brands.

Caryn Lerner (CL): Thanks so much. Our vision at Beauty Brands is to be making a beautiful difference in the lives of all we touch. I love that it reflects that we are constantly making a difference—like beauty, we're ever evolving and not standing still. "Beautiful difference" can mean color, cut, makeover and helping people. Our vision applies to customers, to each other as we work together, how we work with vendor partners, our communities in which we do business and everyone we touch.

On the tactical level, Beauty Brands provides a complete beauty experience through its trusted salon and spa professionals, curated product assortment, expert knowledge

and everyday value—all under one roof. We operate over 60 retail stores/salons and spas in Kansas, Missouri, Texas, Nebraska, Ohio, Arizona, Colorado, North Carolina, Oklahoma, Iowa, Illinois and Indiana. Our products are also sold on beautybrands.com.

Our salons and spas offer everything from quick-fix facials to total hair care solutions—all tailored to clients' features, moods and lifestyles by our Beauty Experts, so they leave looking and feeling even more beautiful. Our knowledgeable associates are accessible to help each customer find products she needs to look and feel fabulous from head to toe.

Beauty Brands' stores carry more than 65 sought-after salon professional hair care and styling brands, including **Redken, Moroccanoil, Living Proof, Biolage, Pureology, CHI** and **Babyliss**, just to name a few. We also offer premium cosmetic brands like **BareMinerals, Tarte, Stila, Peter Thomas Roth** and more.

We have very exciting plans for making our merchandising more playful for our customers, as we educate and deepen our relationships with them. We are making the wall between the salon/spa and retail areas invisible to encourage more cross pollination. For example, when a client's hair color is processing, an associate from the store can do her makeup. To that end, we have created mobile play stations that allow us to bring color and skin care into the salon, and services into the retail environment.

BIR: I understand that you're taking Beauty Brands back to its hair-care roots.

CL: That's right. Beauty Brands has a wonderful heritage and a strong history in hair care, and today, I see a space for us to own the moniker of hair care experts and position

ourselves as the hair care authority. That's an important part of our go-forward strategy in how we think about ourselves. Our expertise also comes from carrying prestige hair care products. We're proud that we use and sell only the best professional salon brands. Our goal is to dominate the space with our retail offerings.

Also important to who we are: We provide the complete beauty experience, because we have prestige offerings, expert advice, trusted salon and spa professionals and we provide everyday value

BIR: What is your story? How did you get to where you are today?

CL: I have worked in retail for my entire career. I started my career as temporary holiday help at Bloomingdale's while I was waiting to hear from law schools, and I fell in love with the retail business. I said no to Yale and New York University law schools—much to my father's chagrin—and accepted a position in the Bloomingdale's executive training program. It was cross-functional, so I learned the business from every angle.

Immediately prior to joining Beauty Brands, I was an operating partner at **Palladin Capital Group, LLC**, where I helped source investment

opportunities for the luxury, retail and consumer product categories. I served as president/CEO of **Holt Renfrew, LTD**, between 2004 and 2010, and president/chief marketing officer of **Escada, U.S.A.** I held senior level positions at **QVC Networks, Jones New York** and **Barney's**.

BIR: What attracted you to Beauty Brands?

CL: I've had exposure to the beauty industry throughout my career. Now it's time to take on beauty head on. It's common knowledge in the fashion industry that beauty is one of its few



The Beauty Brands team prides itself on making a difference in the lives of all they touch.

divisions that has been performing well. When I looked at Beauty Brands, I saw a great business and a valuable franchise with tremendously loyal customers. All of those factors combined to make it an interesting opportunity.

BIR: What is your management style?

CL: I like to use sports for analogies. I played tennis competitively as a young woman and played No. 1 singles for Vassar College. I also taught the sport professionally; I learned a great deal that's very applicable to life, business and teamwork. I'm collaborative and like to hear ideas from all associates and executives.

I am very involved in all aspects of the business. In my first four months, I've visited more than half of our stores, and I've met every general manager. I make it a point to visit our stores on a regular basis. That's where the heartbeat of our business lives. It's critical that I stay in touch with our customers and all of the people who work in our stores and touch our customers every day.

BIR: Tell us about your team.

CL: The team we're building here is first rate. **Mindi Coday** is our senior vice president



*Mindi Coday,
senior vice
president, hair care*

in charge of hair care. She recently returned to Beauty Brands after a short stint at Conair. I am thrilled that I was able to recruit her back.

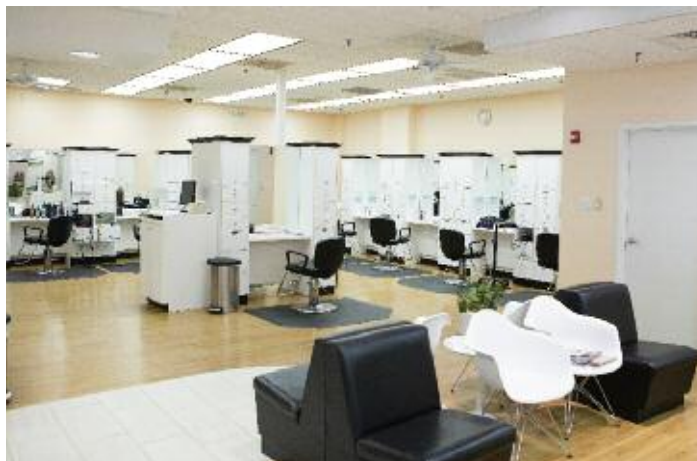
Janet Love Bradley heads our store operations. She is a very key player for Beauty Brands and an important partner to me. She came from BareMinerals with a very strong salon and spa background.

BIR: Are you looking for new brands?

CL: We are always looking for innovation and newness. As we go forward, we are examining the size and scope of our business. We are looking for gaps that we need to fill in our portfolio. So in addition to brands pitching us, we are making sure that we seek the right brands for us.

BIR: What is your plan going forward?

CL: I want make a beautiful difference in the lives of all we touch. I want to bring our



The stylists at the Beauty Brands' Salons are experts in hair care.

vision to life. The metrics we will measure will include specifics on how the business is growing—both top and bottom line. It's both recruiting talented people and also retaining them through recognition, appreciation and rewards. It's also about building a business where every brand wants to be a partner with us and be a part of what we are bringing to our customers in the markets.

For the next 12 to 18 months, we are looking at level-setting with our current markets. There are many opportunities to improve our existing business. We will test all of our ideas thoroughly. Once we have confidence that they can deliver the results we expect, we will look at new stores as one avenue of growth, especially in markets where we have one or two stores. Building those markets before we move to new markets makes sense. We operate 62 stores in a number of markets, and I want to make sure that we are getting good traction there before expanding.

BIR: What is it like to work for Beauty Brands?

CL: What I hear over and over at the salon level is that the sense of community our employees feel is why they come to work everyday. It's also why they don't leave us, why they don't go to booth rental and why they aren't easily recruited away. They tell me about the importance of the rapport they feel with their colleagues and the constant training we provide on everything from color correction to new updo techniques.

In addition, we give them a lot of support

on the floor with our beauty concierges, who focus on customer service, including making appointments, rebooking appointments and helping to keep our customers loyal.

I want everyone at every level to feel valued, to know they have a voice at the table and that they will be heard. We have a collaborative environment that helps

them understand how what they do every day helps us achieve our business objectives. Finally, I want everyone to have fun every day as part of our Beauty Brands team, as we're making a beautiful difference in the lives of all we touch.

BIR: What are your goals at Cosmoprof North America?

CL: Our goals are to listen, learn, meet some of our brand partners and look for some newness with our hair-care team. The show provides opportunity for us to see new innovations across the hair-care industry in all categories. I love being in the market, and I love learning. We have a young team who is very passionate, eager to grow and determined to be successful. I will be visible in the market and our team will be a great partner with our vendors.

BIR: Any final thoughts to share?

CL: Beauty Brands is in a very strong position right now, with a loyal customer base and talented team. We are planning to deepen those connections with our customers via our stylists and associates in the field, which is key to success. There aren't many people whom we allow to touch our hair, our shoulders, our faces, so the relationship our customers have with us is quite intimate. We have an opportunity to be closer to our customers than we are today and that's something everyone here is very excited about. Stay tuned!

Look for Caryn to say, "Hello," at Cosmoprof North America. For more information, visit beautybrands.com.

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Bourbon, billiards and barbers beckon men into the 2,000-square-foot Royal Rhino Club. Artwork of rhinos, antiques and collectibles greets guests at every turn.

Charles and Debra Penzone, who own the Charles Penzone Grand Salons and Max The Salon brands, are known for bringing trends to Columbus, Ohio. Charles was one of the first to offer Sassoon cuts and the day spa concept to Middle America, and their salons consistently receive national and local accolades.

Now, they're taking the popularity of barbershops to the next level with the **Royal Rhino Club Barbershop and Lounge**.

Targeted to millennials, the club is a grooming and gathering lounge for rakes, rogues and rebels. Guests are invited to relax in luxurious armchairs, grab a signature bourbon cocktail at the full-service bar, shoot a game of billiards and freshen up their looks. And while the shop has a masculine feel, Charles says he expects 20 to 40% of the clientele will be females who want a really cool cut.



Charles and Debra Penzone welcome guests to the opening of the Royal Rhino Club. "I've owned the company for 48 years and put in 25 hair salons, but I've never had more fun than this place," says Charles.

More than a haircut and a proper shave, the Royal Rhino Club Barbershop & Lounge puts a modern touch on the lost art of old-world barbering. Its barbers have melded their highly respected craft with today's freshest haircut, beard trim and wet shave techniques. Services include the hair cut (\$35.00), beard trim (\$20.00), wet shave (\$20.00) and more. Series include the RRC Cut League Series at \$107.00 (four cuts per month, a \$34.00 savings) and the Royal Rhino Club Shave Society Series for \$92.00 (four wet shaves per month, a \$28.00 savings).

The Royal Rhino Club carries **Reuzel, Zenagen, Daimon Barber, Truefitt & Hill** and other products lines. Optional add-ons include cigars, beverages, barber products and Royal Rhino Club Swag.

And about the rhino in the room...rhinos continue to be poached at unprecedented levels throughout South Africa. Charles and Debra are committed to protecting rhinos. That's where the barbershop comes in. A portion of proceeds will benefit **Care for Wild**, the biggest rhino orphanage and sanctuary in the world. Their mission is to secure free-ranging African Rhinoceroses in protected sanctuaries across Africa and to ensure the survival of the species. All products and tools used at the Royal Rhino Club are cruelty-free. While rhinos have a special place in their hearts, the Penzones advocate the conservation and safety of all animals. Visit royalrhinoclub.com.

rep rap



Gerry Udell Inc. recently celebrated the success of Color Trak's Summer of Color Program. This year's theme, *The Candy Collection*, includes three multi-color caddy bowls, three color brushes, three reusable spongelights and one paddle. Gary Udell Inc. represents Color Trak in the Northeast United States. From left: Gerry Udell, Color Trak's Adam Leebow and Terri-Lee Dean, and Gary Udell.

distributor dish

Four Seasons Sales & Service, Inc., a Houchens Industries company, launched its professional beauty division—PinkPro Beauty Supply—recently. Headquartered in Paris, TN, the distributorship has a 120,000-square-foot warehouse and a brick-and-mortar storefront.

"It's good business sense when one understands that companies have to constantly look for opportunities or reinvent themselves to expand their market share, and I had a dream!" says visionary entrepreneur **Ed Jerger**, president. "We are ready to help licensed beauty professionals dare to dream!"

PinkPro Beauty Supply was established on a commitment and long-standing philosophy of providing customers with the products

and services they need, when they need them to help support the operation of a successful stress-free business.

"We chose to partner with manufacturers that would help us support our dream of helping licensed beauty professionals in building a successful business," says **Jennifer Amburgey**, executive vice president. "We will continue to research and partner with the industry's favorite and established brands in addition to seeking new and unique brands that offer a special niche in the beauty market."

Brands helping to propel the PinkPro Beauty Supply name into the minds of beauty professionals are **Milkshake** and **No Inhibitions by z. one concept, Inc.**, **ID Hair**, **CND Nails by Revlon**, **Onesta**, **Muk**, **Gibs**, **Wet Brush**, **KeraColor**, **Parodi**, **Crack**, **Invisibobble** and **Make Me High** styling products.

Adds Jennifer, "PinkPro Beauty Supply will continually add to this line-up by being forward-thinking and researching product brands that are created for behind-the-chair stylists, barbers, colorists and nail techs who have a dream to expand this ever-evolving, addictive and colorful world of beauty."

To learn more, visit pinkprobeauty.com.

Note: BIR is profiling distributors every month. To tell us about your company, email jayne@bironline.com.

Mod Clean Disinfectant Pods, which are pre-measured hospital grade powder disinfectant pods, are now available at all 1,200-plus CosmoProf stores nationwide. MOD Clean offers a pre-measured disinfectant pod that ensures perfectly measured and safe disinfectant in the salon or spa every time. The pods are small, lightweight, and will save distributors and salons storage space. Visit modclean.com.

Beauty distribution company Louella Belle launched Footlogix, a professional foot-care pedicuteal brand, in Belfast, Ireland at the **Professional Beauty Show** in June. Footlogix provides transformational care for a variety of skin conditions affecting the feet—from

simple dryness to more severe conditions resulting from diabetes—giving clients healthy feet.



Says **Jamie Crook**, director of Louella Belle, "This was the perfect opportunity to demonstrate

what the products are capable of and how they can transform a pedicure menu, regardless of the size of business." Visit footlogix.com.



U.S. Secretary of Commerce Wilbur Ross recently presented Cosmoprof North America with the President's "E" Award for Export Service in Washington, DC. The award is the highest recognition a U.S. entity can receive for contributing significantly to the expansion of U.S. exports.

"Cosmoprof North America has demonstrated a sustained commitment to export expansion," said Secretary Ross in his congratulatory letter. "The E Awards Committee was very impressed with



Cosmoprof North America's Jerusalem Girma, Daniela Ciocan and Tony Michalski accept the President's E Award.

Cosmoprof North America's extensive beauty matchmaking program to connect U.S. manufacturers and distributors with international buyers. The company's four-year record of growth in international attendees was also particularly notable. Cosmoprof North America's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs."

Attracting over 1,100 exhibitors, almost 40% of whom come from overseas, Cosmoprof North America focuses on helping its 33,000 attendees to discover unique brands and products, find new channels for distribution, packaging and manufacturing, and to form key relationships with top industry professionals and retailers. Visit cosmoprofnorthamerica.com.

Candy Shaw, CEO and founder of Sunlights Balayage, has been named both Female Entrepreneur of the Year and Woman of the Year in the Women Helping Women category by the **2017 Women in Business & The Professions World Awards**.



Candy Shaw

Fondly referred to as The Balay Lama, Candy has nurtured thousands of stylists, predominantly women, during her career. Sunlights Balayage is the maker and purveyor of balayage products and education. Candy also owns Atlanta's 50-chair, 5,000-square-foot **Jamison Shaw Hairdressers**.

Candy started Sunlights with two goals—to increase stylists' productivity by helping them work smarter, not harder, and to decrease the environmental impact that hairdressing has on the planet. Today, Sunlights is available in eight countries. Reach **Fred Codner** at fred@sunlightsbalayage.com. Visit sunlightsbalayage.com.

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Hairdressing luminaries turned out for the Beauty Drive. From left: Marco Pelusi, Carla Gentile, Honoree Marianne Dougherty, Melissa Yamaguchi, Michele Teleis and Beth Carson, plus Marianne's daughter Erin.

The 8th Annual Beauty Drive honoring industry veteran Marianne Dougherty in Los Angeles raised more than \$200,000 for the Beauty Bus Foundation. More than 400 supporters and sponsors experienced a sampling of the services Beauty Bus patients receive. During the event, Marianne received her Lifetime Achievement Award from close friend **Ann Mincey**.

"It was such an honor, and I was so happy



Ann Mincey (right) presented Marianne Dougherty (left) with her Lifetime Achievement Award.

that Ann presented the award to me," says Marianne. "It was the perfect ending to a career I never could have imagined when I became west coast editor of **American Salon**."

Marianne spent 27 years

as a beauty editor, working as editor-in-chief and publisher of *American Salon*, editor-in-chief of **Beauty Launchpad** and editor-in-chief of **The Colorist**. She has interviewed nearly every major hairdresser from **Vidal Sassoon** to **Orbè** and wrote the book **Asian Beauty** for makeup artist **Margaret Kimura**.

Beauty Bus Foundation is a non-profit organization that provides dignity, hope and

respite to chronically and terminally ill men, women and children, and their caregivers through beauty and grooming treatments and pampering products. Beauty Bus Foundation was founded in 2009 in memory of **Melissa Marantz Nealy**, who lost her battle to a degenerative neuromuscular disease when she was 28 years old. When Melissa could no longer go to a salon or spa, the beauty treatments her family arranged at home made her

feel human again. Melissa's family founded Beauty Bus to bring this same dignity to patients and caregivers. Visit beautybus.org.

More than 25 of the beauty industry's most creative companies have been selected as finalists for 2017's Independent Cosmetic Manufacturers and Distributor's Cosmetic Innovator of The Year Awards.

The CITY Award winners will be recognized for their creative new products, package designs and marketing programs at an awards dinner hosted by **Ian Ginsberg**, president of **C.O. Bigelow** and former ICMAD Board chair, on July 10, during **Cosmoprof North America** in Las Vegas.

Judging was led by six experts in the fields of beauty, design and marketing. They include **Brooke Carlson**, PhD, professor, **Fashion Institute of Technology**; **Ron Robinson**, founder/CEO, **BeautyStat.com**; **Jerome Berard**, principal, **Berard & Associates**; **Jana Richele**, **Berard & Associates**; **Maria Corbiscello**, president, **STUDIO MC2**; and **Lara Eurdolian**, editor, **Pretty Connected**.

"At ICMAD, we are committed to celebrating and promoting entrepreneurs' ingenuity, and we will continue this legacy by honoring innovators at the CITY Awards," says **Pam Busiek**, ICMAD president/CEO. "This year, we look forward to awarding individuals and companies in a new category, which honors those who exceed expectations, promote social responsibility and overcome business challenges."

In Color Cosmetics, finalists include **Beauty Velvet Air Lipstick**, **ECRU New York**; **LYN Nail Polish**, **Colour Collective-LYN Nail Polish**; and **Mysikol Powdered Eyeliner**, **Iredale Mineral Cosmetics Ltd.**

In the Facial Skincare Product category, finalists include **Advanced Correcting Serum with Illuminotex**, **Visha Skin Care**; **Magnetight Age-Defier Skin Recharging Magnet Mask**, **Cosmetic Essence Inc.-Dr. Brand**; and **Coola Sunless Tan Anti-Aging Face Serum**, **Coola Suncare**.

Finalists in the Bath/Body/Fragrance Product category include **Five Distinctive Fragrances**, **Innovative Body Science**; **Cell Salt Enrich-Mineral Rich Body Moisturizer**, **Tiffany Andersen's Salts Alive (Gavee Gold)**; and **Thymes Bitter Orange and Cedar Poured Candle**, **Curio Brands/Thymes**.

In the Haircare Product category, finalists include **24-Hour Root Touch-Up and Hair Color**, **Temptu**; **Dry Foam Shampoo**, **Ouai Haircare**; and **Manic Panic Professional**, **Manic Panic**.

Accessories and Tools finalists include the **Slipsilk Pillowcase (Navy)**, **Slipsilk**; **Clarisonic Sonic Foundation Brush**, **Clarisonic**; and **Amika-The Armory Collection**, **Amika**.

Finalists in the Marketing/Advertising segment are **Note Professional Cosmetics**, **ACT Cosmetics America Inc. – Note**; **Time to Dream Again**, **World Wide Packaging LLC**; and **Slip X Jen Atkin**, **Slipsilk**.

Competing for honors in the New Product Launch category are **Texture Collection**, **ECRU New York**; **GrandeLIPS Nude Collection**, **Grande Cosmetics LLC**; and **e`volis REVERSE Hair Restoration 3-Step System**, **e`volis**.

Vying for the Member Choice Award are **Cell Salt Infused-Mineral-Rich Shampoo**, **Tiffany Andersen Salts Alive**; **Liquid Mattes**, **Cao Cosmetics**; and **Sun C Peptide Serum**, **Tiffany Andersen Gavee Gold**.

Competing for the Package award are **Marin Honey Bee Pure Honey Skincare Collection Launch**, **Marin Bee Company**; and **Milk Makeup**, **World Wide Packaging**.

Vying for Industry Contributor/Innovative Company honors are **Colour Collective**, **Dynamic Blending Specialists Inc.** and **H2O+ Beauty**. Competing in the Entrepreneur category are **Steve Adler, Fisk Industries; Candy Shaw, Sunlights Balayage;** and **Tish and Snooky Bellomo, Tish and Snooky's Manic Panic NYC**. Finally, finalists in the Charitable Company category include **DefineMe Fragrance, Redex Industries Inc.** and **Marin Bee Company**. Visit icmad.org.



Michael F. Heines joins ColorProof Color Care Authority as president. In this new position, he will be responsible for the management and leadership of the sales, marketing, education and operating teams, while executing the brand vision of CEO and Founder, **Jim Markham**.



Michael F. Heines

will play a pivotal role in expanding our presence while driving revenue."

Michael joins ColorProof from **Sally Beauty Holdings' CosmoProf** division, where he served as group vice president since June 2012. Prior to joining Sally, Michael owned **Pacific Salon Systems**, a regional distributor that merged with CosmoProf. Jim met Michael and his father, **Fred**, when they distributed one of Jim's prior brands, **ABBA Pure & Natural**. Visit colorproof.com.

Industry veteran **John Woloshyn** joins **Keratin Complex** as senior executive vice president. John will be responsible for the company's sales and education division,



John Woloshyn

including oversight of the internal and external sales and education teams, as well as the company's vast distributor network. Says **Noah LeFevre**, chief operating officer. "John possesses a wealth of experience in the beauty industry and has a track record of success at every level. His leadership skills will be instrumental as we deliver on our mission to be a global brand synonymous with excellence. He brings a level of credibility and expertise to our sales division that will serve us well."

Adds John, "It is an honor to join Keratin Complex during an extremely exciting time. We have an incredible opportunity to continue building upon the success and innovative heritage that the company has enjoyed over the past decade. I look forward to working closely with all of our distributors, chain and salon partners, as well as the entire Keratin Complex team, salons and stylists."

Prior to joining Keratin Complex, John enjoyed a 29-year career at **Redken 5th Avenue**, most recently serving as senior vice president, sales where he helped spearhead the company's growth by developing and supporting a multifaceted national distribution network of over 85,000 salons. He was responsible for developing and implementing the company's goals and objectives to maximize their sales growth in conjunction with salon consultants and distributor stores across the United States. As a senior team member, he was also involved in the acquisition of **Pureology** in 2007 and integrating the brand into the Redken distribution network. Visit keratincomplex.com.

Colleen Martorano joins **Lakme USA**, an inspired brand of haircolor, and **ECRU New York** as vice president of sales/prestige collection, haircare and cosmetics. She is responsible for leading the efforts to expand the distribution network and enhancing distributors' education and training.

During over 20 years in the beauty industry, Colleen has worked as a stylist, educator/platform artist, salon chain operations manager, and education and sales director. Her wealth of experience and global perspective will support the company's focus



Colleen Martorano

on business development.

"My first love and passion is the salon community," she says. "It is exciting to align with brands that have a rich salon heritage and have been developed

with the stylist as the centerpiece."

Prior to joining ECRU New York and Lakme USA, Colleen worked for **Luxury Brand Partners, Living Proof Inc** and **Alterna Haircare**. Reach Colleen at cmartorano@ecrunewyork.com. Visit ecrunewyork.com and lakmeusa.com.

Regis Corporation (NYSE: RGS) has appointed **Andrew H. Lacko** as executive vice president and chief financial officer, effective July 1, 2017. He replaces **Michael Pomeroy**, who has served as interim chief financial officer since February 1, 2017. Andrew, 47, has over 20 years of broad-based, strategic finance experience. Most recently, he served as senior vice president, global financial planning, analysis and corporate development, of **Hertz Global Holdings, Inc.** Prior to joining Hertz, he held finance leadership positions of increasing responsibility at **Best Buy, Northwest Airlines** and **UnitedHealth Group**. In his various roles, he oversaw business analytics, planning, strategy, corporate development and investor relations. Visit regiscorp.com.

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Dave Monday joins The Kirschner Group's Western Territory Sales Team. He will cover



Dave Monday

Northern California, Oregon, Washington, Alaska and Hawaii. Dave began his career in the beauty industry in 1997 as a distributor sales consultant and field sales manager for **CosmoProf**. He has a diverse background and broad experience in sales, as well as

store management. Reach Dave at dave@kirschnergroupp.com.

In addition, **Stephanie Taricco** has left the company. Visit kirschnergroupp.com.

hair biz

Salon Lab Professional LLC introduces Lis'n...because we do, a boutique line of color-safe products that are free of gluten, paraben, sulfates, artificial dyes and animal testing. Products are crafted with farm-to-fashion ingredients, including protein from sheeps' wool and moisturizers from corn, soy, and macadamia, topped off with the line's signature ruby red grapefruit scent.

"I was raised on a farm. That's where I learned a handshake is a deal, your word is all you have in life and a great work ethic will take you far," explains **Paulette Legred**, founder. "As a nod to the American farmer, I utilized nature's gifts from the farm. As a stylist, I've had the privilege of laughing and crying, then laughing until we cried with my guests. In honor of that relationship, I named my brand, Lis'n, because we do. I created **Lis'n Connect: 5 Marketing Strategies** to help stylists raise awareness and build relationships with their guests. We launched with five multipurpose products, so salons can stop cherry-picking lines and consumers can simplify their lives."



Shampagne Fresh Shampoo (12 oz./SRP \$22.00, 32 oz./SRP \$44.00) features Companion Keratins—two sizes of natural proteins derived from sheeps' wool. One penetrates to strengthen and moisturize. The second surrounds the hair, delivering UV protection, thermal protection and shine. In addition, Latherplex, a sulfate-free surfactant, creates a color-safe luxurious foam.

Shampagne Clean Conditioning Balm (12 oz./SRP \$22.00, 32 oz./SRP \$44.00) also features companion keratins, along with HDSC Complex (Humidity Defying Shine and Conditioning) to help maintain hair's natural sheen and condition without build-up.

All U (need) Styling Elixir (8 oz./SRP \$22.00, 16 oz./SRP \$42.00) features Companion Keratins; Agrimaize, a USDA-certified, non-GMO, bio-based humectant derived from corn that adds moisture and sheen; and glycerin, a water-soluble moisturizer from soybeans for manageability, flexibility and body. All U (need) helps hair dry up to 40% faster, provides heat- and UV-protection, fights frizz and adds super shine.

Restyle Flexible Styling Mist (8 oz./SRP \$22.00) has Companion Keratins, Apex Control for a humidity-resistant, workable hold; volume and curl enhancement. It gives styling flexibility on wet or dry hair, leaving it brushable, and restyles second-day hair.

Perfect Finish Hair and Body Oil (2 oz./SRP \$22.00), features macadamia seed oil, which improves hair's strength and elasticity to prevent breakage. Essential fatty acids and vitamin compounds help to eliminate frizz. Since its consistency is similar to natural body oils, macadamia oil is easily absorbed by the skin and hair for anti-aging benefits. Reach Paulette at plegred@salonlabpro.com. Visit lisnbeauty.com.

Loma introduces Violet Shampoo (12 oz./SRP \$17.00, liter/SRP \$34.00) and Violet Conditioner (12 oz./SRP \$19.00, liter/SRP \$38.00) to brighten blondes. The blue-violet pigmented shampoo enhances blonde and gray hair, while neutralizing yellow and brassy tones. It's sulfate-, gluten-, soy- and paraben-free and features a vanilla bean and blood orange aromatherapy scent.

Violet Conditioner uses pure direct dye color pigments, making it a stylist's color-enhancing and toning tool. It also enhances blonde and gray hair while neutralizing yellow to brassy tones. It's gluten-, soy- and paraben-free. It features a lemon and eucalyptus aromatherapy fragrance.



Loma Deep Conditioner (8.45 oz./SRP \$17.00, liter/SRP \$38.00), a multi-purpose intensive deep

conditioner, luxurious cleansing conditioner and texturizing styler in one, is rich in oil from the baobab fruit, which features essential fatty acids and anti-oxidants. The silicone-free formula also has sustainable olive, castor and coconut oils, plus Aloemoist Complex. Creatine instantly rebuilds the internal structure of the hair. It has an orange, tangerine and cranberry pear scent. For more information, reach **Martin J. Kvam**, chief operating officer, at lomaforhair.com. Visit mkvam@outlook.com. Visit lomaforhair.com.



Reviv3 Line launches several products for hair, skin and body. The **Lanu Baby Line** features **Ultra-Mild Tear-Free Shampoo** (200 mL/SRP \$14.00, 400 mL/SRP \$19.00, 800 mL/SRP \$34.00), a gentle, fragrance-free, moisturizing and non-drying cleanser; Ultra-

Mild Moisturizing Body Wash (200 ml/SRP \$18.00, 400 ml/SRP \$34.00, 800 ml/SRP \$60.00) and **Wonderfully Moisturizing Body Lotion** (200 ml/SRP \$26.00, 400 ml/SRP \$46.00). Lanu contains no sulfates or parabens and is never tested on animals. For adults, the company debuts **Scalp Exfoliate** (60 ml/salon \$20.00) for in-salon use only, which works with the Reviv3 3-part system for supporting hair growth.

Reviv3 is also adding **Eyelash Serum** with Growth Factor (½ ml/SRP \$115.00) and **Eye Serum** (15 gm/SRP \$75.00) for treating eye lines and wrinkles. Reach **Donald Starace**, vice president of sales, at dstarace@reviv3.com. Visit reviv3.com.

tool time

Hair stylists Patti Coyne and Michael Victor, with more than 75 years of experience between them, have created Hotheads hair brushes for “Improving the quality of hair one head at a time.”

“We created this brand out of the need for a better-performing styling brush with both the weight and balance we desired,” explains Patti.



Hotheads hair brushes feature patented and patent-pending features. Patented captive ends prevent fatigue on the wrist, speed up drying time up to 50%, prevent tangling of the hair on the brush and help prevent frizz. A 3D bristle pattern helps with arranging hair on the brush, so there's no tangling. The unique grip helps create either volume or smoothness. The patent-pending Thermal Conductive material on the barrel allows the dryer to reach its highest temperature in just 18 seconds and allows the brush to cool down fast, creating a stronger set/style or a longer-lasting finish. This cooling is what really sets the hair. The fact that it speeds up drying time also means less heat damage on the hair. In addition, Hotheads brushes will improve the performance of most hair dryers, due to the brush's shape. The patented shape allows for more air and more heat across a larger surface. That means less time, less heat and less damage. Just as a high-performance car controls hair flow by its design or shape, Hotheads hair brushes control airflow, increasing both the dryer and brush performance.

Styles include the **Speed** brush collection in three sizes (small 37 mm/SRP \$24.00, medium 56 mm/SRP \$33.50, large 70 mm/SRP \$40.25), the **Enforcer**, the **Paddle Plus** and the **Mini G**.

For distribution inquiries, contact Michael Victor at michael@hotheads.ca. Visit hotheadshairbrushes.com.

nail biz



Safe-T Nails debuts three kits (Manicure Kit, Pedicure Kit and Pedicure Pro Kit/SRP \$4.99 each), which address safety at the salon, while leaving a positive impact on the environment. Each kit provides a waterless, 100% disposable system that is designed to conserve resources while reducing the amount of chemicals being washed down the drain. And because there's no need to soak hands and feet using this system, there's less cleanup work for nail technicians. Salons can turn over clients at a faster rate. All products, including the pouch itself, are recyclable and free of parabens.

The Manicure Kit includes one pair of plastic gloves containing a luxurious, active cream that serves as a cuticle softener, moisturizer and hand sanitizer in one, one disposable towel, one nail stick, one nail file and one nail buffer.

The Pedicure Kit & Pedicure Pro Kit include one pair of plastic socks with a high-quality active cream that serves as a cuticle softener, moisturizer and sanitizer in one, one disposable towel, one nail stick, one nail file, one nail buffer and one plastic cover with buffing pad (Pro kit only).

The products in each pouch are sterilized hygienic to the same level that hospitals use. At the core of the Pedicure Pro Kit is a Germ Prevention System that provides a plastic buffing sleeve to slip over the foot file for a one-time solution to increase client safety further. Visit safetnails.com.

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Parodi Professional Care offers the foot care system that will leave feet looking smooth and feeling nourished and

moisturized.

Parodi Smoothing Exfoliant for Feet uses gentle chemical and physical exfoliants to help feet feel smooth, soft



and refreshed. Follow with **Parodi Nourishing Foot Cream**, which goes to work on dryness from wearing heels, flats, sling-backs and flip flops. Parodi Nourishing Foot Cream softens, soothes and hydrates dry, tired feet, keeps callouses under control and moisturizes skin, while giving feet a luxurious look and feel. Parodi Nourishing Foot Cream is developed specifically with hard-working salon professionals in mind. Plus, many salon clients and individuals in other professions who experience similar skincare obstacles will also benefit. Visit parodicare.com.

cosmetics chat

The new Novalash FLASHlight creates picture-perfect lighting. For lash fans and professionals alike, FLASHlight will revolutionize selfies and make lash pictures

appear professionally taken. The adjustable clip allows you to attach your FLASHlight to any device. Compact and lightweight, it turns any image into an eye-catching stunner in a flash. With three illuminating lighting levels, the circular LED pattern gives eyes a beautiful

glow and twinkle. Visit

<https://novalash.com/product/flashlight/>



giving back

The Professional Beauty Association is calling for entries to its 2017 PBA Scruples Scholarship program. The program will

award one scholarship of up to \$1,000 to a new salon owner who has been open for less than 12 months as of December 31, 2017 and with fewer than four stylists on his or her team. The scholarship can be applied to business or technology-related education, as well as resources for the salon owner. This scholarship is not for technical education or salon equipment.

"The PBA Scruples Scholarship is one way we can help salon owners who are just starting to build their businesses access resources and tools to help them continue to build a solid foundation for their business," says **Steve Sleeper**, PBA executive director.

Apply online by visiting probeauty.org/scholarships/. The funds awarded must be used in 2018. Additional scholarship terms, conditions and eligibility rules can be found at probeauty.org.

Held this year at the Loews Hollywood Hotel in Hollywood, CA, the Paul Mitchell Schools 14th annual FUNraising Gala was a star-studded celebration attended by representatives and celebrity spokespeople from this year's 10 supported charities, along with students and team members from the schools, plus families, friends and fans from the entertainment and beauty industries. The black-tie event celebrated two and a half months of "FUNraising"—thousands of cut-a-thons, fashion shows, princess parties and other events hosted by the 14,000 future professionals and team members from the 110 Paul Mitchell cosmetology schools. This year, they raised more than \$1.5 million, bringing their 14-year total to \$18.2 million.

Co-hosted by TV and radio personality **Leeza Gibbons** and Paul Mitchell Schools' Dean and Cofounder **Winn Claybaugh**, the gala recognizes the top FUNraising schools

and other major contributors, including artists and educators who donate their time and talent to the campaign. This year's event acknowledged makeup expert **Debra Dietrich**, who has singlehandedly raised over \$1 million in the past six years by offering specialized makeup classes to schools across the country and donating all proceeds.

The event also recognized winners of the "First 100" contest—the first 100 students and team members to each raise at least \$3,000 were invited to attend the Gala, where they enjoyed a photo op with celebrity guests,



Angus Mitchell and Winn Claybaugh

plus a day of hands-on education the next day with long-hair expert **Martin Parsons**, master barber **Darrin "DL" Lyons** and Debra Dietrich.

The Gala also provided the opportunity to mingle with leading icons

and artists, including Paul Mitchell Co-owner **Angus Mitchell**; salon owner, reality TV star and daughter of legendary beauty icon **Vidal Sassoon**, **Eden Sassoon**; Intercoiffure President **Frank Gambuzza**; fitness guru **Chalene Johnson**; **Mary Wilson** of the **Supremes**; industry icons and educators **Nicholas French** and **Melissa and Billy Yamaguchi**; men's grooming expert **Diana Schmidtke**; Hollywood Hair Guy **Dean Banowetz**; Ellen DeGeneres' hairdresser **Laini Reeves**; **Dancing with the Stars** Emmy nominee **Melissa Jaqua**; Broadway director **Paul Lambert**; reality TV star **Jason Wahler**; former **Miss USA Tara Conner**; and actors **Renee Taylor**, **Joe Bologna** and **Ray Abruzzo**.

Marie Osmond represented **Children's Miracle Network**, which she cofounded. To date, Paul Mitchell Schools have donated



In recognition of his selfless, compassionate service and tireless dedication, the 2017 Andrew Gomez Compassionate Service Award was presented to Andrew Gomez Dream Foundation board member Charles Riser, shown in the left picture above with Winn Claybaugh and Leeza Gibbons. Also receiving the award was Cancer Schmancer Founder Fran Drescher, shown in the right picture above with Paul Mitchell Co-Founder John Paul DeJoria, Winn Claybaugh and Leeza Gibbons.

\$1.275 million to CMN Hospitals.

Paul Mitchell Cofounder and Chairman **John Paul DeJoria** acknowledged the schools' longtime support for **Food 4 Africa**, an organization close to his heart. To date, Paul Mitchell Schools have donated \$930,000 and provided orphaned children with more than 24 million meals.

Fran Drescher delivered an impromptu comedy routine before acknowledging the schools for their contributions to **Cancer Schmancer**. "I'm so grateful for your generosity and support," she said. "We honestly couldn't get through the year without you, so God bless you and thank you!" To date, Paul Mitchell Schools have donated \$880,000 to Cancer Schmancer.

CAST Ambassador, UN Spokesperson on Human Trafficking and Academy Award winner **Mira Sorvino** shared chilling statistics about human trafficking and the successful efforts of the **Coalition to Abolish Slavery and Trafficking**. "We are so incredibly grateful to Paul Mitchell Schools for their partnership with CAST," she said, "for the impact they are having on the lives of countless survivors of human trafficking and for providing scholarships to survivors who are soon to graduate and start rebuilding their lives." To date, Paul Mitchell Schools have donated \$200,000 to CAST. Funds provided in the past three years have rescued 400 trafficking victims.

Leeza Gibbons spoke about **Leeza's Care**

Connection, which provides support services to caregivers and their families and connects caregivers to one another and the much-needed resources in their own communities. As the founding charity partner of the FUNraising campaign, Leeza said, "That's a lot of years we've been together, and I thank you that you're still inviting me in." To date, Paul Mitchell Schools have donated over \$1 million to the **Leeza Gibbons Memory Foundation** and Leeza's Care Connection.

Eden Sassoon and **Thirst Project** founder **Seth Maxwell** addressed the worldwide water crisis and Thirst Project's efforts around the world. "We work with a lot of amazing groups, and the Paul Mitchell Schools, far and above, are unbelievable," **Seth** said. "You guys are so innovative and creative and give of yourselves in so many amazing ways." To date, Paul Mitchell Schools have donated \$300,000 to Thirst Project—providing safe water for more than 8,000 people for the rest of their lives.

In their afterschool and theater programs, **No Limits** helps deaf and hearing-impaired children from low-income families develop language. Said spokesperson **Kathy Buckley**. "I wish you could be there when a mother finally hears her child say hello...I see it on a daily basis. Connection is very important to be able to be a part of this world—as crazy as it is. When I look in this room, I see angels." To date, Paul Mitchell Schools have donated \$700,000 to No Limits.

During his third deployment in Afghanistan in 2012, **Gary Sinise Foundation Ambassador U.S. Army Master Sgt. Cedric King** lost both legs. He recently received a smart home from the Gary Sinise Foundation. "The need is so great in our country for guys like me who have been injured," Cedric said. "Gary understood that when a warrior comes back from a combat zone, he or she is supposed to have a place to rest. This is all made possible by that one bake sale, by that one car wash that you did, and we'll forever be thankful." To date,

Paul Mitchell Schools have donated \$685,000 to the Gary Sinise Foundation.

government relations

There is a continued trend to mandate domestic violence training for licensed beauty professionals (Arizona this year and Illinois last year). The Professional Beauty Association invites stylists to join its free **Cut It Out!** program. Learn more about the program here: <https://probeauty.org/cutitout/>

There continues to be a trend in the reduction of cosmetology program hours, notably Kentucky (reduced hours from 1,800 to 1,500), Montana (reduced from 2,000 hours to 1,500) and Colorado (reduced hours from 1,800 to 1,500 hours).

More states are passing hair-stylist-only licenses. Arizona passed legislation to create a hair-stylist-only license, which can be completed with 1,000 hours of instruction. Utah passed a bill to create a hair designer license at 1,200 hours. New Mexico has passed legislation to create a hairstyling license at 1,200 hours.



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The Beauty Industry Report A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BUSINESS

CPNA's Must-Attend Events

City of Hope's Spirit of Life Annual Gala, "The Beauty of Innovation. The Beauty of Hope." honors **Beauty System Group's Mark Spinks**.



Mark Spinks

Cocktails, dinner and music take place Saturday, July 8, at 6:30 p.m. in the Mandalay Bay Ballroom. The evening will support research and treatment of cancer, diabetes and life-threatening diseases. All-access sponsors include **Beauty Systems Group, ColorProof, Joico, RevitaLash** and **Zotos**. Visit cityofhope.org/salon-spirit.

The **Professional Beauty Association** will host **Earvin "Magic" Johnson** as its keynote speaker for **PBA's Business Forum** on Sunday, July 9, at 7:30 a.m.



Earvin Magic Johnson

Magic has parlayed his skills and tenacity on the basketball court into the business world. He is a Major League Baseball team

last minute blasts

owner, an NBA Legend, a two-time Hall of Famer, an entrepreneur, a philanthropist and a motivational speaker. Magic will share his inspirational story in his address,



Steve Sleeper

"Understand Your Customer and Over Deliver."

"Magic's ability to transition his personal brand and business from professional sports to entrepreneur to philanthropist will inspire," says PBA Executive Director **Steve Sleeper**. "The professional beauty industry is adapting and changing based on the needs of consumers. We're focusing on what it takes to create relevancy, understanding and building ongoing relationships with our customers. Magic's message of focus, principles and preparation will connect with you."

Steve and **Reuben Carranza**, PBA chairman of the board, will update attendees on the association's 2020 Strategic Roadmap. It includes six pillars



Reuben Carranza

focusing on membership, events, education, government affairs, research and reputation.

They will also share information about the **Future**

of the Beauty Industry

Coalition, which is focusing on protecting the industry from deregulation by streamlining licensing, education and testing requirements while maintaining high standards for health and public safety. For tickets, visit probeauty.org/beautyweek.

You're invited to the **Beauty Changes Lives Press Conference and Champagne Toast** on Sunday, July 9, from 4:30 to 5:30 p.m. It's in the Mandalay Bay Palm A on the 3rd Floor. Learn about new scholarships, the 2018 Legacy Honoree, how you can help people enter our beloved industry and profession and more!

Celebrate the creativity of hairdressers—your customers—at the **North American Hairstyling Awards**. The Red Carpet goes live on Sunday, July 9, at 6:30 p.m. Visit probeauty.org/naha/ for tickets and to view the beautiful images created by all of the finalists. Who will win? Stay tuned!

The **Inaugural BeautyID Awards**, created by CPNA and **Beauty Packaging Magazine**, recognize creativity in packaging design, material and product formulation in the beauty segment. The Awards include all cosmetic product categories across professional, prestige and mass market segments. They will take place Monday, July 10, from 5:00 to 6:00 p.m. at the Discover Café on the CPNA show floor. Tickets are required.

The Final Word

"The consumer tells us what they want, where they want it, how they want it—I call it consumer power in action."—**Camillo Pane, CEO, Coty Inc.**, on how social media and distribution channel shifts are disrupting the beauty business

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