



AN EXECUTIVE NEWSLETTER FOR PROFESSIONAL BEAUTY BUSINESS LEADERS

highlights

New Prop 65 warnings take effect 8-1	6
Beauty Cast Network connects careers	7
Premier Beauty Supply celebrates 30 years	8
Valera establishes U.S. headquarters	10
BIR's 2018 BIG! Cosmoprof Preview	12
David Rosenblatt joins It's a 10!	36
Mazur stages Beauty Biz Roundtable	42
Are you a clue in BIR's 3rd Crossword?	43
BIG acquires HaloCouture	44
Happy 5th Anniversary, Life of Riley!	44

Visit bironline.com
Check out BIR's BIG 2018
Show Calendar!

This is your newsletter, and we welcome your feedback! Tell us how we can help you.

Jayne Morehouse, CEO Jayne@BIRonline.com
Liz Messaro, Executive Editor Liz@BIRonline.com
phone: 440-846-6022, fax: 440-846-6024

Connect with us for breaking news



Mane St.

by Jayne Morehouse
CEO, Beauty Industry Report



Welcome to our **2018 Cosmoprof North America Preview!**

This year, we profile almost 900 new products that companies will exhibit in Las Vegas to help reps, distributors, beauty stores, salons and spas grow their businesses for the rest of the year and beyond.

Missing a category in your portfolio? Or want to expand a hot topic? We've done the research for you. Check out our exclusive report beginning on page 12. Let us know about your big finds after the show.

This month, we also congratulate Steve Cohn on 30 years of success by his Premier Beauty Supply. We introduce Valera, which is now selling directly to the U.S. market. And we unveil the Beauty Cast Network's plans to help match talented stylists, especially new grads, with career opportunities.

I look forward to seeing you in Las Vegas!
All my best,

Jayne

COSMOPROF PREVIEW JULY 2018
volume 21

guest
columnist

Finding Beauty in the Butterfly Effect

By Sydney Berry

The Butterfly Effect is the concept that small causes and occurrences can have larger impacts and effects.

Amazon and other online retailers have disrupted the retail industry by changing the way we shop—reorienting customers away from traditional shopping experiences toward effortless price comparisons and instant gratification.

While it might seem counterintuitive, I am truly energized and excited for the challenges that lie ahead for small business owners. Rather than succumbing to the pressure posed by Amazon, I personally find strength and see beauty in what I call the Beauty Effect. The Beauty Effect is the experience of engagement, the one-on-one relationship and resulting enjoyment all created within the salon environment.

Touch is one of the strongest connectors we have as human beings. Beauty Professionals' quest to understand and interpret their clients' visions is their gift—something that the Amazons can never replicate. This touch can be found in all of the little things they do to make the salon or spa experience memorable, build trust and foster loyalty. These are the things that create long-term relationships, product referrals and help a business thrive.

The power of moments are the impressions that create the experience. Whether you're a stylist or a distributor salon consultant, focusing on those moments in each and every interaction can elevate customers' perceptions of the value they receive from you. Think about how you can use your knowledge of your customers to create an experience that is so much more than Amazon will ever be able to offer. How you deliver in those moments is your answer

Guest column cont. on page 2

guest columnist

Guest column cont. from page 1

to the pressure of disruption, and how you can compete and differentiate your services. There is no doubt that disruption is happening within OUR industry, but it's how WE respond that will determine OUR collective future.

Salon Services has created online tools to support our customers' marketing efforts and help them compete in today's environment. Our platform empowers our customers with tools in different areas, including scheduling and reservations; sales; point-of-sale; credit card processing; optional online fulfillment; customer outreach, including Facebook integration and automated emails; and process management, including marketing, inventory management and reporting.

This platform gives salons an online presence where their clients can buy verified products from a trusted source. This not only builds a stronger relationship between the salon and its clients, but it also helps clients avoid diverted products that might be obtained illegally, watered down or are a cheap knock-off of products they could have purchased directly from their trusted salon.

As a result, beauty professionals can spend one-on-one time with their clients while the business is operating seamlessly in the background, creating a beautiful effect.



Sydney Berry is the owner and president of Salon Services and Supplies, where she leads a passionate team of professionals who are dedicated to helping salons connect with their clients in meaningful ways. Reach her at sberry@salonservicesnw.com. Visit salonservicesnw.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

Augmented reality has raised the bar for consumer expectations, according to Stacy Bingle, a senior consumer trends consultant at Mintel, a leading marketing intelligence agency.

"A few years ago, augmented reality seemed far-off and futuristic. Today, smartphone-wielding consumers are generally familiar with the technology that overlays a view of the physical world with a digital display. If you've used a Snapchat filter or 'tried on' makeup digitally, you've used AR," Stacy explains.

For brands and marketers, this technology helps make consumer experiences more seamless and engaging in entirely new ways. Advancements such as **Apple's ARKit**, which makes it easier for app developers to create high-quality AR experiences, are quickly expanding the opportunity.

In tandem with opportunity, rising comfort and adoption levels with virtual worlds translate to rising consumer expectations for a seamless experience,

as discussed in the **Mintel Trend Alternative Realities**. Brand activations can inspire fresh ideas around leveraging AR to provide consumers with clear benefits.

Tangibility: Bringing products and services to life can help consumers choose from among their many options.

Clothing retailer **Zara** introduced AR displays to connect the online and offline shopping experiences. Customers can hold their smartphones up to sensors in shop windows or in store to view models wearing selected related looks, with the option to then click through and buy the items online.



By viewing a magazine through an app on a tablet, the consumer is able to view different shopping options.

The beauty industry has adopted AR to allow shoppers to virtually try on new colors and learn new makeup looks in store and at home. **NYX Professional Makeup**, **Estée Lauder** and **MAC Cosmetics** have launched new features.

American Airlines partnered with **Groove Jones** to design an AR app that guides travelers to their gates, showing them restaurant wait times and other points of interest along the way.

Thrills and excitement: Brands can gain the attention of distracted consumers by taking promotions to the next level with AR.

Movie-goers can scan **Regal Entertainment Group's** magazine **Moviebill** to access exclusive content and immersive AR experiences related to each film. **Oreo** developed an AR scavenger hunt that gives users clues to find virtual Oreos, which they scan into the app to unlock points.

Deeper understanding: AR can contextualize news and information to make it clearer and more digestible. For example,

media outlets are allowing readers to bring news to life and engage with it. The **New York Times** began integrating AR content into its app with a focus on the 2018 Winter Olympics. **USA Today's** app **321 Launch** delivers a multi-layered

interactive experience for space-related news and content.

Concludes Stacy, "As the continued adoption of AR blurs the line between physical and digital worlds, expect to see consumers increasingly seek out any experience that streamlines the way they access information and make decisions.

"Brands who respond quickly can stand out from the competition, create immersive environments, and help consumers clearly envision their world with your product or service in it." For more information, visit mintel.com.

Amazon Prime Day 2018 came and went this month with plenty of fanfare. Mintel eCommerce Senior Analysts, Alexis DeSalva and Matt Lindner, break down the three major takeaways for retailers.

1. Target steps up as the new model for how to take on Amazon

Target's Prime Day counter promotion might be the best and most memorable. Target offered the requisite discounts across all product categories on July 17. The added sweetener was that by spending \$100 on Target.com on July 17, consumers received free same-day delivery in the form of a six month "Shipt" membership in markets where same-day delivery is available. Target also waived the shipping fee for next-day delivery of Target Restock orders, incentivizing consumers to try next-day delivery of everyday essentials.

Target's offering is the ideal counter promotion to Prime Day, and other retailers should consider trying something similar.

Why? It rewards consumers for spending more: Mintel data show that over half of all online shoppers will add something to an online shopping cart if they think they are getting a good value, while 36% will add more items to an online shopping cart to hit a free shipping threshold.

It hits Amazon where it counts: Two top reasons why Amazon shoppers would buy online from another retailer are 1. better prices than Amazon and 2. free shipping. In this case, Target is using the lure of heavy product discounts to reward consumers with free and fast shipping during some of the busiest online shopping periods of the year.

It encourages new service trial: Nearly one in five consumers has used a replenishment service such as Target Restock. Mintel data show that online shoppers have interest in buying everyday essential items that are central to the Target Restock value proposition online. Removing the \$2.99 shipping fee for a day gives consumers who might have been on the fence about trying



Target Restock an incentive to do so on Prime Day, which could encourage future replenishment-type purchases.

It goes beyond price: Consumers have come to expect deals on Prime Day from all retailers. Target's Prime Day counter promotion goes beyond simply offering consumers a good deal. It encourages future online shopping trips with Target with the added bonus of six months of free shipping.

2. Private label fashion is resonating, Mintel anticipated the retailer would spotlight its private label brands, with an emphasis on clothing and its new Prime Wardrobe service. Amazon's own brands were a featured deal across men's, women's and children's clothing. **Goodthreads, Lark & Ro, Core IO and Amazon Essentials** had savings of up to 50% off.

Amazon has struggled to cement itself as a fashion destination, but Prime Day seemed to be a vehicle for driving brand awareness and interest, especially since the event appeals to the deal-seeking mentality that influences clothes shopping. According to Mintel U.S. data on women's clothing, fewer than half of female clothes shoppers believe it's worth paying more for their preferred brands, while half of male clothes shoppers mostly shop wherever they get the best deals, suggesting many consumers are willing to shop unknown or private brands if the price is right. **(BIR comment: Will this apply to beauty?)** In addition to Prime Day deals, Amazon used Prime Wardrobe to further entice shoppers to purchase clothes by touting the ability to "try before you buy"

with the service. A preference to see products in person is a top barrier to purchasing online, and Prime Wardrobe helps reduce hesitation, while also establishing Amazon as a legitimate clothing retailer.

Target's one-day online sale made specific mention of the retailer's own brand collections. Not only does this reflect the importance of private brands for both retailers, but it also suggests Target views Amazon as a real competitor in both the private-label

space, and in apparel. With its apparel brands performing well on Prime Day, Amazon will likely become a more frequently sought destination for clothing needs, putting more pressure on traditional retailers.

3. Learn from Amazon's misfortune.

Retailers that ran online sales to compete with Amazon Prime Day benefited (to some extent) from Amazon's site issues. Numerous consumers reported error messages when searching for products on Amazon shortly after Prime Day kicked off, causing headaches for consumers who were in a mood to buy online but couldn't due to technical issues.

Data from Mintel research show that price is both the top reason why Amazon shoppers shop on Amazon and the top reason why consumers would buy online from another retailer instead of Amazon. If consumers couldn't get what they wanted on Prime Day, they might have headed to other online retailers that were offering a competing flash sale. Amazon's plight on Prime Day illustrates the importance of making sure that online stores are continually stress tested, so that consumers are able to buy what they want when they want it.

Alexis DeSalva is a senior research analyst at Mintel. Alexis focuses on U.S. Retail and eCommerce reports. Matt Lindner is a Senior eCommerce Analyst at Mintel. He has covered Prime Day extensively since its inception. For the latest in consumer and industry news, top trends and market perspectives, stay tuned to Mintel News featuring commentary from Mintel's team of global category analysts. Visit mintel.com.

News cont. on page 4

News cont. from page 3

Massage Envy launches CyMe Boost, a serum collection that creates a highly customized, differentiated massage and brings the benefits of personalized skin care to the entire body.

"CyMe Boost addresses the emerging trend of consumers beginning to care about treating their skin beyond just the face and neck," explains **Christy Bower**, vice president of retail and service

innovation. "The skin is the body's largest organ and deserves full-body attention.

Collectively, the Massage Envy franchise network has performed more than 135 million massages and facials. The company used that expertise, and the input of therapists and estheticians, to create CyMe Boost."



Christy Bower, vice president of retail and service innovation

The highly concentrated CyMe Boost serums contain potent, efficacious ingredients that blend with Massage Envy-branded massage oils and creams to address a range of skin concerns. Each

of the six CyMe Boost options provides different added benefits, and is designed to hydrate, purify and balance the skin, and smooth and brighten its appearance from head to toe.

Furthering how the company customizes massages for each member and guest, CyMe Boost offers a personalized massage experience designed to deliver targeted skin-enhancing benefits every session. The serums

can be used separately, paired together, or combined with other enhancements like aromatherapy, for a personalized treatment. In total, there are more than 720 possible enhancement combinations.



Massage Envy's new CyMe Boost Collection includes Energizing Boost, Renewing Boost, Purifying Boost, Clarifying Boost, Hydrating Boost and Firming Boost.

network," says Christy. "This is our biggest development since we launched." Visit massageenvy.com.

The line launches as a service upgrade and will be offered as a take-home option in the future.

"CyMe Boost is expected to be added to at least 20% of the services performed and at a \$10 upcharge from a basic massage, could represent a sizeable hike to the company's \$1.6 billion in yearly sales collectively across the franchise



The landscape for the salon hair care market has been changing rapidly, with many brands expanding their distribution through new channels, including retailers like Sephora and Ulta. Despite this, Kline PRO's Report, "Salon Hair Care Global Series," finds that U.S. hair care brands still prefer professional salon outlets for reaching their targeted consumers. Sales of professional hair care products through salons account for 74% of total sales.

According to Kline PRO, with 68% of salon hair-care sales, the model of getting products into salons is still dominated by professional distributors. For years, relationships between sales consultants and salons have strongly influenced which brands made it on shelves.

In 2017, Kline PRO saw strong double-digit increases in retail sales from a variety of indie brands, including **Milkshake**, **Organic Pure Care** and **Verb**. While both national and independent distributors rapidly expanded

their product portfolios, one thing has not increased—the shelf space in salons. With salon retail down 7.8%, according to Kline, many salons have reduced the inventory carried, while some have given up retail altogether, citing reasons like clients purchasing online or favoring less expensive mass brands.

With so many brands vying for consumers' attention, it is more important than ever to use fact-based insights to grow loyalty and increase market share. And with limited shelf space, salons need to ensure that the products they carry will move. Knowing what consumers are actually purchasing off salon shelves and what the most-requested services are will put you in the role of a trusted adviser in planning for the most profitable mix of products.

For example, in 2017, sales of color care shampoos grew, with the largest increases from **Celeb Luxury**, **Amika** and **Keune**. The fact that the number of in-salon treatments grew 9% in 2017 with associated revenues up 12% can help with the education and support of salon staff to keep them current with trends. It is data like this that salons will look at to improve the management of their business.

To reflect your brand's priorities at an affordable cost, you can select data you need with **Kline PRO Snippets**. To learn more, contact **Linda Viglione**, account manager for Kline North America, at 973-435-3392 or linda.viglione@klinegroup.com. Visit klinegroup.com.



The back-to-school and college shopping season is in full swing, but many parents and college students say they are waiting for the best deals to complete their shopping lists, according to the annual survey released by the National Retail Federation and Prosper Insights and Analytics.



What are you doing to capture your share of back-to-school dollars? What students want and where they purchase has changed. Be there or be counted out.

Analytics. Total spending for K-12 schools and college combined is projected to reach \$82.8 billion, nearly as high as last year's \$83.6 billion.

"This shouldn't come as a surprise when social media tools such as Pinterest and Instagram have allowed Gen Zers to be more selective in the items they want. With the

economy thriving thanks to tax reform and growing consumer confidence, we expect to see a very strong season," says NRF president and CEO **Matthew Shay**.

Families with children in elementary through high school plan to spend an average \$684.79 each, compared with last year's \$687.72 for a total of \$275 billion. That's the third-highest total in the history of the survey following a peak of \$30.3 billion in 2012 and last year's \$29.5 billion.

Those with young people heading to college, as well as college and graduate students purchasing for themselves, plan to spend an average \$942.17 each, down from last year's \$969.88 for a total of \$55.3 billion. That's an all-time high in the history of the survey, up from last year's \$54.1 billion.

According to the survey, back-to-school shoppers plan to spend the most on clothing (\$236.90). They also plan to spend \$78.70 on

personal care items like skin and hair care.

"College shoppers are prioritizing and increasing their spending budgets in essential categories, including clothing, furnishings and shoes," Mathew says. "However, categories such as personal care items, gift cards and food saw a dip this year. Although consumers will still spend on these categories, they might plan to make purchases as needed, rather than stocking up for the semester."

The top destinations for consumers shopping for back-to-school items are department stores (57%), online retailers (55%), discount stores (52%), clothing stores (51%) and office supply stores (35%).

Similarly, the most popular shopping destinations for back-to-college consumers are online retailers (49%), department stores (40%), discount stores (35%), office supply stores (31%) and college bookstores (30%).

"One trend that we continue to see during the back-to-school season is the strong influence children have on their parents' spending decisions," says Prosper Insights executive vice president of strategy **Phil Rist**.

The survey of 7,320 consumers asked about both back-to-school and back-to-college plans and has a margin of error of plus or minus 1.2 percentage points.

Visit prosperinsights.com and <https://nrf.com/>.



National Defense University Foundation Chairman and retired U.S. Army Brigadier General Jack A. Pellicci recently appointed Farouk Shami, founder and chairman of Farouk Systems, Inc., as the Foundation's special representative and adviser for international affairs. Farouk has been a Board Member for the past seven years.

The purpose of Farouk's new position is to strengthen ties between the Foundation, the International Fellows, the International Student Management Office and the

University. The decision was based on his involvement with, and support for, the International Fellows Program and his



Farouk Shami

extensive international business experience.

Farouk will help increase support of the NDU International Fellows Program and emphasize the increasing importance of the

program to the long-term strategic interests of the United States. Visit farouk.com.

The International SPA Association Foundation will award Christine Muchemu from Ithaca, New York, with the Mary Tabacchi Scholarship at the 28th annual ISPA Conference & Expo in Phoenix on September 24-26. She will receive \$5,000

to offset her education expenses, a complimentary registration, travel stipend and hotel accommodations to attend the 2018 ISPA Conference & Expo, a one-year ISPA student membership and will be assigned a one-year mentor to help navigate her career aspirations.

Christine is in her second year in the Master of Business Administration program at Cornell University, where her concentration is in business management.

Upon her expected graduation in May



Christine Muchemu

2019, she plans to establish a family-owned, clean label hair and beauty brand with her sisters.

The scholarship was created in 2006 and later named in honor of beloved spa veteran **Mary Tabacchi**, PhD, RD, Professor Emerita for the School of Hotel Administration in the SC Johnson College of Business at Cornell University. Visit attendispa.com.

News cont. on page X

Alert: New Prop 65 Warnings required August 30, 2018

Products sold in California will become subject to new **Proposition 65 (The Safe Drinking Water and Toxic Enforcement Act of 1986)** warning requirements beginning August 30, 2018. Are your products and websites ready?

The new **"Clear and Reasonable Warning Regulations"** from the **California Office of Health Hazard Assessment** significantly changed warning requirements for affected products that are manufactured on or after August 30, 2018. The new regulations affect the safe-harbor warning requirements that govern the language, text and format of such warnings, and also impose downstream warning mandates through retail, online and catalog sales channels.

Generally, companies selling consumer products in California need to be aware of the following changes:

The warning symbol: A graphic warning symbol consisting of a yellow, equilateral triangle with a black outline present on the label is now required on consumer products, other than food products. The warning symbol must be printed in a size no smaller than the height of the bolded word "WARNING," and should be in black and yellow, but can be in black and white if the sign, label or shelf tag for the product is not printed using the color yellow. The entire warning must be in a type size no smaller than the largest type size used for other consumer information on the product, and it may not be smaller than 6-point type.

Listing of a specific chemical: Warnings must now specifically identify at least one listed ingredient chemical for each toxicological endpoint (cancer and reproductive toxicology) and include a link to OEHHA's new website **P65Warnings.ca.gov**. Certain special categories of products, such as food and alcoholic beverages, have a specialized URL that must be used instead.

New warning language: Warning language must now warn of an exposure to a chemical or chemicals from the product, rather than just warn that the product contains the chemical.



This warning symbol must be present on consumer products other than food containing toxic ingredients as defined by Proposition 65.

For example, "WARNING: This product can expose you to diethanolamine, which is known to the State of California to cause cancer. For more information, go to www.P65Warnings.ca.gov."

Internet and catalog requirements: For internet sales, warnings must be provided with a clearly marked hyperlink on the product display page or otherwise prominently displayed to the purchaser before completion of the transaction. It will not be sufficient if the product sold on the internet bears the required label, but the internet point of purchase listing does not.

For catalog sales, a warning must be provided in a manner that clearly associates it with the item being purchased.

Short-form warnings: The regulations allow the use of certain abbreviated "short-form" warnings, which may omit the identity of any specific chemical, only if the warning is printed on the immediate container, box or wrapper of the consumer product or is affixed to the product. For example, "WARNING: Cancer – www.P65Warnings.ca.gov." If a short-form warning is used on the product, the same short-form warning may be used for internet and catalog sales.

In addition, the regulations seek to minimize the burden on retail sellers of consumer products. Manufacturers, producers,

distributors and other upstream businesses comply with warning requirements if they affix a clear and reasonable warning to the product, or provide written notice and warning materials to an authorized agent of a retailer, among other requirements. Retailers will only be liable for Proposition 65 violations under limited circumstances, such as if they cover, obscure or alter a product's warning label.

The particular requirements for each specific product can vary, so manufacturers and resellers are well-advised to seek qualified counsel to review their circumstances before committing to potentially costly label and website changes that might not comply with the new requirements.

It is important for companies to understand the changed regulations and be proactive in adapting their product labels and even internet marketing to adapt to the new regulations. The coming changes have introduced a variety of new concepts, imposing additional burdens on businesses selling their products in California, and making it easier for plaintiff Prop 65 attorneys and groups to bring costly private enforcement actions. Conkle, Kremer & Engel attorneys stay up to date on important regulatory developments affecting their clients in the manufacturing and resale industries, and are ready to help clients navigate the changing regulatory landscape.

Aleen Tomassian is a graduate of Loyola Law School who practices in many state and federal regulatory compliance areas, including Proposition 65 and product labeling requirements. She also is engaged in all aspects



of intellectual property protection, including trademark, patent and copyright issues. Aleen is a member of the U.S. Patent Bar and has represented clients in the personal care products industry for several

years at Conkle, Kremer & Engel, Professional Law Corporation, in the Los Angeles area. Reach Aleen at 310-998-9100 or a.tomassian@conklelaw.com.

Beauty Cast Network connects employers to job-seekers

Finding the right career path can be challenging for new cosmetology school grads, while at the same time, many salons have job openings that go unfilled.

Enter **Beauty Cast Network**, the brainchild of long-time cosmetology school exec **Penny Burns**. Exclusive to the beauty industry, this network connects employers to job-seekers.

Beauty Industry Report recently checked in with Penny to find out how her organization is helping the industry solve these challenges, and how you can join her in her mission to connect beauty industry talent to meaningful careers.

BIR: Welcome, Penny! Please give us a brief overview of Beauty Cast Network.



*Penny Burns
Founder/CEO
Beauty Cast Network*

PB: I believe we are losing substantial talent from the industry, because they do not start out on a career path that can sustain them to financial stability. Plus, most students do not realize all of the opportunities that are available to them.

Beauty Cast Network is a career placement tool designed to help students and licensed professionals find their perfect roles and to assist employers with finding their perfect teams. With our cost-effective subscription-based system, employers are able to post an unlimited number of jobs per location on our website.

On the employer side of the business, due to a variety of market conditions (school closings, reciprocity etc.), employers have had an increasingly difficult time filling positions and achieving their growth opportunities.

We are continuously increasing the number of candidates and employers on our site and are on target to becoming the go-to network for connecting jobs and talent.

BIR: Who are your industry partners?

PB: We have over 300 schools in our

network and numerous employers that are participating in our services and events. We are proud to work with national brands like **Supercuts, Sport Clips, Fantastic Sams, Haircuttery, Drybar, Empire Education Group** and many more.

BIR: How can manufacturers, distributors and other industry partners get involved?

PB: First, we welcome all beauty industry manufacturers and distributors to post their job opportunities on our site. We want our job seekers to be exposed to all types of opportunities, including part-time positions for currently enrolled beauty school students.

Second, we host school competitions at our events and would love to have manufacturers and distributors donate to our gift bags.

Last, tell your customers about us. The more stylists who are working, the more products and tools that are sold. With recruiting as one of the industry's biggest challenges, brands approach us about adding Beauty Cast to their loyalty programs. That is an incredible opportunity to show customers that you care about their growth.

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

PB: I have been in the beauty industry for 30 years and spent over 20 of those operating schools. In 2009, we sold our schools to Empire Education Group. I spent three years working with the Empire brand creating an Advanced Education Initiative, working with their industry relations department and representing the brand at employer industry partner events. All along, I believed we were losing too many young professionals from our great industry and promised myself that, I would create something to help beauty graduates bridge the gap to success. Beauty Cast Network was born!

BIR: Who else is on your team?

PB: I'm pleased to have **Jim Cox** working with me. A couple of years ago, Jim retired after 18 years as the executive director of the **American Association of Cosmetology Schools**. **Bill Church**, a former school owner, AACS past president and NACCAS

Commissioner, works with us. **Frank Cacciato**, CEO of **Katherine Frank Creative**, has been a valued adviser from the beginning.

BIR: Tell us about your Career Fairs.

PB: We will host eight Job Fairs at major shows in 2018 and are looking to add one or two more next year. Some employment partners have reported collecting over 1,200 leads from a single show!

BIR: What news would you like to share?

PB: We have recently instituted a BCN School Coordinator program. In essence, this is a list serve that gives us direct communication with the career services teams in schools throughout the country and also allows our industry partners to get their messages directly to future professionals.

BIR: Any big plans for the future?

PB: First, we are launching **BCN National Career Services Workshops** in 2019. In most schools, there are not a lot of resources available to help schools in the career services/placement area. The information that will be shared in these workshops will better equip schools with the information they need to assist graduating students and alumni in choosing a sustainable career path.

Also, we are working diligently to release new AI matching tools for our employers. Artificial Intelligence is the buzzword in the recruiting world and we want to offer the newest tools to our network employers, and we are mindful to make sure the tools we develop are relevant to our industry.

Last, we have built beacon technology into our network, and we are researching creative ways we can leverage it. We know it can be an incredible retention tool to help students and professionals connect to industry events, encouragement and industry employment.

BIR: What would our readers be surprised to learn about you?

PB: I collect cookbooks, especially old used ones from long ago. My goal is to one day have an extensive library in my kitchen.

To learn more, contact Penny Burns at 901-552-4467 or info@beautycastnetwork.com. Visit beautycastnetwork.com.

Premier Beauty Supply celebrates 30th anniversary

Independent full-service salon distributor **Steve Cohn** is a fighter. From his love of recreational boxing to fighting to save **Premier Beauty Supply** when he almost lost everything and rebounded back even stronger, he puts on the gloves, gets down in the trenches and makes things happen.

This year, Steve and his team at the Northbrook, IL-based family-owned distributorship are celebrating their thirtieth year in business. **Beauty Industry Report** recently caught up with Steve to profile his entrepreneurial journey, find out what's next and celebrate his success.

BIR: Welcome, Steve. Reaching your 30-year anniversary is quite an accomplishment. Tell us about your journey.

SC: When I founded Premier in 1988, the core values and goals were simple. I wanted to give our customers a reason to do business with us, employees a reason to join our team and manufacturers a reason to allow us to represent them in our marketplace. Now, 30 years later, we at Premier strive day in and day out to meet those goals and are proud to be among the largest independent distributors in the Midwest.

Our goal is to be a great partner for both our customers and vendors. Our 38 distributor salon consultants provide salons and beauty professionals in Illinois, Indiana, Ohio and Michigan with the top professional boutique products lines in the industry.

It is challenging to do business outside of our home base. We are a relationship-driven company and need to work twice as hard to earn those relationships outside of the Chicago market. Our goal is not to be the biggest distributor, but the best. Our biggest point-of-difference is that everyone in the company is fully accessible. My cell number is even on our website.

BIR: Tell us about your struggles.

SC: In 2007, due to marketplace circumstances beyond our control, we lost the vast majority of our business and had to rebuild basically from scratch. Since then, it has been an incredible journey. The key word is

"journey!" We have been very fortunate to be given opportunities by brands and supported by our customers to allow us to re-invent ourselves. They say, "It takes a village," and our village extends to our manufacturers, customers and hard-working employees who have helped us to "fight the fight." Most importantly, I am grateful to my family who supported Premier and me through it all.

BIR: Speaking of family, I know that your



Premier Beauty Supply's President Steve Cohn is a fighter—whether he's boxing to relieve stress or fighting to ensure his business bounced back stronger than ever after almost losing it all.

son, Alex, works with you. What is his role?

SC: Alex has been with Premier for eight years, learning the business from the ground up. He started in purchasing, then worked as a DSC, next as a brand manager, then as our sales manager for the Chicago Market.

Today, Alex serves as our director of marketing. Our brand managers and our

marketing and education teams all report to him. He works closely with our manufacturers and supports our sales team with key accounts. There is nothing better than working every day with one of your children! I am very proud of his accomplishments.

BIR: How do you set Premier apart from other distributors in your market?

SC: To our customers, we offer brands that are new in the marketplace and fill a need for the salons. Orders received by 4:30 p.m. CST/5:30 p.m. EST always ship the same day. We have next-day delivery in most of our territory. That helps the salons' cash flow and keeps their inventory balanced.

Since we do not have stores, we put our energies into our online store. More than 85% of our orders are placed online. This gives our sales team the ability to spend quality time with their customers, focusing on education, what's new, marketing plans and how we can support their businesses.

We are a family-owned business like most of our customers. People ask what our culture is. I always tell them that we, "Treat everyone like family," and we'll do whatever it takes to ensure they feel that way.

With our vendors, we are very transparent and share information that helps them succeed in our territory. Our marketing and education teams work closely with them to create programs to grow our mutual business.

BIR: You staged a huge exhibit at America's Beauty Show in 2018 for the first time in many years. How did you reach that decision? How do you rate your results?

SC: ABS is owned by the local hairdressers. Without their support, we would never have made it to 30 years. It was the perfect venue for us to show everyone what we're about and thank our customers.

Taking a non-traditional approach, we had no cash-and-carry sales. Instead, our team took orders on tablets and shipped them from our warehouse. We didn't know what to expect, but we were very happy with the results—not only in sales, but in the positive response to our exhibit area.

We are talking with **Cosmetologists Chicago**, which produces ABS, about exhibiting in 2019. We plan to have a bigger presence and make changes to improve the attendee experience in our Booth/VIP Room. Stay tuned!

BIR: What is hot in your marketplace?

SC: As the cost of doing business continues to rise, salon owners are looking at new revenue streams to help grow their businesses. In addition to hair color and retail products, they are adding services and products like smoothing treatments, masks, hair extensions, bond builders, products and services that address anti-aging, hair loss and other categories.

BIR: How do you stay on top of technology?

SC: It seems like every year, we have a technology-based focus. In the past four years, we have changed our ERP system, implemented an online store and education portal and armed our sales team with Surface tablets. Then, two years later, we switched to iPads. This year, we are adding a CRM platform for the sales team, implementing a new cloud-based file sharing program for the company and computerizing our warehouse receiving area. Our goals through technology are to make Premier easy to do business with and ensure that we have the information available to set up our team to succeed.

BIR: Are you seeking new brands? If so, what are your criteria?

SC: We are always open-minded to new opportunities. Our criteria are simple: The new brand/product must support independent salons, have a good support system in place for both salons and Premier, set realistic expectations for the marketplace and, most importantly, I want to be able to call the owner of the company, and if I don't reach him/her, I receive a call back in a reasonable amount of time. We are a relationship-driven company and need to feel connected to our business



The salon business is about family, and Steve was delighted to welcome his son, Alex, into the business to work by his side. At America's Beauty Show, salon owners, stylists, artists and special guests signed the booth's walls, wishing Premier a happy thirtieth anniversary!

partners.

BIR: How do/will you compete with Amazon and other online product distributors?

SC: There is always a new threat to the professional beauty business. In the '90s, it was diversion. In the 2000s, we faced big-box stores. Now, it's online selling and Amazon. You must change your business model constantly to stay ahead—and we do. We are partnering with a third party to help salons compete in the BTC space and will launch the initiative later this year.

BIR: What's next?

SC: We are currently hiring two marketing managers—one for our service-focused brands and one for our retail-focused brands to support our growth. They will both report to Alex. They will work closely with our manufacturers in strategic planning, managing our brand managers and working closely with our Purchasing and Marketing departments.

In 2019, we will add about seven account executives in new territories and continue to grow our marketing and education departments to support our customers.

BIR: Where do you see the future of our rapidly changing industry going, especially distribution?

SC: In the past three years, I have seen the business change more than I have over the previous 27. Consolidation—both on the manufacturer and distribution levels—direct selling by manufacturers; technology, big-box stores and different channels of selling to consumers are all factors.

One of Premier's biggest assets over the years has been our ability to change and re-invent ourselves continuously. Sometimes it was by choice and other times, not so much. Our core values have always stayed the same—we just modified them with the times. Today, we are focused on how best to service the Millennial stylists/salon owners, while continuing to meeting the needs of our long-time customers who have supported us over the years.

BIR: What would our readers would be surprised to learn about you?

SC: I've been married for 32 years.

Alex has a twin sister, Jorie, who is married, and I am proud to say that we now have a 2½-year-old grandson. We also have another son, Tony, who is our youngest.

I played basketball my entire life. When I turned 40, I gave it up for boxing, as it was easier on my body. Since then, I've been an avid boxer. It certainly helps get me through those difficult days at work!

BIR: What inspires you?

SC: I think very highly of a podcast called "Side Door." It tells interesting stories about different exhibits at the Smithsonian that you would never know about. I'm partial, as my son, Tony, is the host!

I am most motivated/inspired when I go to events within our industry and have the opportunity to speak with other distributors and exchange best practices. I always come back fired up with great ideas. I enjoy hearing others' success stories.

To learn more, contact Steve Cohn, president, Premier Beauty Supply, at 847-612-2937 or scohn@pbsupply.com. Visit premierbeautysupply.com.

Valera establishes U.S. headquarters

Since 1955, Swiss company **Ligo Electric** has been producing hair care equipment, gaining its particular expertise in professional hairstyling appliances from its close relationships with the professional hairdressing community. Until now, the company has sold its products in North America through a third party. But at Cosmoprof North America, Ligo Electric is announcing the opening of its own company, **Valera USA Corp.**, based in New York City. The goal is to strengthen its presence and grow the brand in North America. Its team is seeking distributors and beauty stores, and will be exhibiting at **Cosmoprof North America in Booth 16087.**

Beauty Industry

Report recently interviewed CEO and owner **Flavio Soresina**. We learned why this European powerhouse is establishing a new North American headquarters and discussed how distributors and beauty stores looking for a prestige brand have a new potential partner.

BIR: Welcome, Flavio. Congratulations on establishing a Valera USA Corp in North America! Tell us about that decision.

FS: Valera has a strong reputation as a Swiss-quality brand in important markets in almost 80 countries. In 2018, Valera is ready to conquer the North American professional hairdressing sector on a larger scale. Building on the market experiences we've gained in the past, with the new organization and with new product versions in the **Valera Salon Exclusive** line, Valera USA is looking forward to growing our business in the U.S. market.

Valera USA Corp. will be operative from September 2018 on, with dedicated sales

people working directly on the U.S. market. We will be selling to professional hair and beauty distributors. We are committed to growing the market by working closely with our distributors.

BIR: Please describe your tools.

FS: We are launching with a new range of professional tools, more complete in terms of model selection and colors than what we have previously offered. All the tools in the new range are 100% exclusive for hairdressing salons.

Our premium U.S. collection includes 14 tools—11 hairdryers, one straightener and a clipper in the Valera Salon Exclusive line and one hairdryer—the **Classic 1955**—for barbershops. The salon prices range from \$169.00 USD up to \$329 USD for the top model, the **BLCD motor hairdryer**.

Every day, thousands of hair stylists around the world trust in the technological expertise

of Valera professional appliances to style and maintain their clients' hair.

All Valera hairdryers and straighteners are designed, developed and manufactured in our own factory in Ticino, Switzerland. Since 1995 the company's processes are ISO 9001-certified. We apply the concept of "total quality" consistently and uncompromisingly to all business sectors. Furthermore, because we own our manufacturing, it guarantees important advantages in lead time and flexibility in bringing out tools to market.

Valera keeps what the Swiss cross promises in terms of values like quality, precision, respect for health and the environment and exclusivity. Important technological innovations, many of them covered by international patents, diversify Valera

products to satisfy the most demanding hair professionals.

BIR: What are your best-sellers and why?

FS: The overall bestseller on a worldwide basis is the **Valera UnlimitedPro 5000**, the next generation of a professional hairdryer with an extremely powerful brushless BLDC motor. The **UnlimitedPro 5000** is our top-of-the-line hairdryer, with an incredible lifetime of 10,000 hours (at least five times more than other products on the market). It's also ultra-silent and produces zero carbon dust emissions.

BIR: Valera is known for your Smart Airflow Technology. What benefits does that offer the stylist and the client?

FS: Smart Airflow Technology is about the optimized airflow, which reduces friction and dispersion and increases the compression effect, maximum performance with minimal noise levels.

The new generation of Valera hairdryers raises the standard for professional hairdryers.



Claudio and Flavio Soresina today lead the company founded by their parents in 1955.



At Cosmoprof North America, Valera USA Corp will debut its updated range of salon-exclusive tools, including premium hairdryers in brand new rose gold and pearl white colors.



Valera offers upscale campaign imagery and a product catalog to support its distribution partners. The new colors of the Unlimited Pro and Master Pro hairdryers take individuality a step further. Rose Gold and Pure White provide enticing competition for the classic Black with soft-touch finish. With three color variants, Salon Exclusive expresses individuality. Black is both a classic and a trendsetter. Rose Gold brings a touch of romance into styling. Pearl White is pure cool and understated.

Using modern fluid dynamics simulation software, CFD (Computational Fluid Dynamics), Valera Research and Development has developed Smart Airflow Technology. It optimizes the path of the air-stream through the hairdryer from the inlet grill to the air outlet, guaranteeing minimum friction and dispersion coefficients, a highly efficient compression effect, thanks to a re-designed aeration module (motor and fan).

Smart Airflow Technology enables these new hairdryers to achieve outstanding performance characteristics—energy conversion (W), air flow (m³/h), air pressure (Pa), air speed (km/h) and low noise levels (dB(A)). This special combination is unique to the market.

BIR: Please share a bit of your company's history.

FS: In 1955, my father and mother, **Gustavo and Helga Soresina**, started a company known as **Sorel** in Milan in the basement of a townhouse. They produced hairdryers and other small electrical household appliances. In 1978, they moved the company to Ligonetto, Switzerland, where they founded Ligo Electric SA.

Soon, Ligo Electric became a leading manufacturer of hairdryers in Europe, producing for big players such as **AEG, Bosch, Braun, Rowenta, Siemens, Philips, Babyliss, Wella, Schwarzkopf** and others.

In the meantime, the Soresinas' two sons joined the company—Claudio in 1976, taking responsibility for production, R&D and IT management, Flavio in 1978, taking care of the marketing and business development.

Building on the long OEM hairdryer production experience and a close collaboration with hairdressing industry, the Soresinas decided to

build their own hair tool brand. In 1990, they created Valera, which they positioned as specialists in professional appliances. Soon, the company became so successful that the factory was doubled in 2008 to more than 4000 m². In 2010, they extended the facilities to hair straighteners, with more product categories in the pipeline.

In addition to operating in the professional beauty market, Valera has divisions serving the personal sector for

private use under Valera Swiss Specialists, as well as in the Hospitality sector for the hotel industry under Valera Hospitality. Valera is the Number 1 hairdryer brand found in hotels globally.

Our father is now in his 90s, but still assists my brother and me in making decisions about the company, and we value his input and experience. The ideal combination of tradition and innovation characterizes the company. Valera keeps what the Swiss cross promises, and takes this promise to the world.

In Fall 2018, we are proud to open our U.S. headquarters.

BIR: Where do you see the future of our rapidly changing industry going? How will that change how you/the industry does business?

FS: Online sales are growing in number and importance, but we are sure that a discerning professional user will always need and appreciate the professional support of a distributor, who is able to present and show the products in detail, and ideally, offer classes in new techniques, remaining up-to-date and ameliorating the services.

Valera USA seeks distributors and beauty stores for North America. For more information or to set up a meeting at Cosmoprof North America, Booth 16087, contact **Sergio Bove**, sales manager, at 347-759-6104 or sergio.bove@ligo.com. For more information about Valera, visit <http://valera-usa.com/>.



Valera's Smart Airflow Technology optimizes airflow, which reduces friction and dispersion and increases the compression effect. The result is maximum performance with minimal noise levels.

BIR's BIG! 2018 Cosmoprof North America Preview!

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 29-31, 2018.

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 900 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. We will see you there!

18.21 Man Made/Discover Pro Beauty 19066 kicks off its partnership with **The Kirschner Group** and seeks domestic and international



reps, distributors and stores. New products include **18.21 Man Made Wax** (2 oz./MSRP \$24.00), an oil-based moldable formula that keeps the hair in place—even in high humidity. Use it

before blow-drying with a brush to get direction or with a diffuser or air-drying for a more natural look. Use it on facial hair to shape longer mustaches and beards or to give volume and definition.

18.21 Man Made Shaving Glide (6 oz./MSRP \$24.00) offers a precision shave with complete transparency for men who want to shape beards, mustaches or sideburns. The waterless, non-lathering lotion turns into a clear liquid that provides a slick barrier, holding up to the razor's

blade while letting it get close to the skin. Jojoba oil and aloe vera lubricate to soothe

and heal the skin, rinsing off easily. It features an aroma of spiced tobacco.

18.21 Man Made Wash (32 oz./MSRP \$42.00), bottled in a vintage whiskey flask, is a combination of shampoo, conditioner and body wash that cleanses hair and skin without harsh surfactants or parabens. It conditions with jojoba esters and macadamia glycerides, while quinoa gives strength and weightless moisture, repairing the hair with every use.

Reach **Aston Lafon**, director of sales and marketing, at 469-230-9494 or aston@1821manmade.com.



1821ManMade.com

Aloxxi/Booth 15117 debuts **Freehand**

Lightener (14.1 oz./400 grams/Salon \$18.00), which lets colorists control results on- or off-the scalp without the use of foils.

Formulated with kaolin clay and rice starch, this dust-free lightener stays in place without swelling, transferring or bleeding to provide up to 7 levels of lift and is designed for on- or off-scalp application. Silk proteins protect and maintain the integrity of the hair, while avocado, linseed, argan and olive oils help improve

combability and moisture retention

Also new, **InstaBoost Conditioning Color Masques** (6.8 oz./200 ml, MSRP \$20.00) instantly refresh fashion color on natural or previously colored hair. CDP Complex, which conditions, deposits and protects, includes sugar beet extract to nourish while delivering



reparative, hydrating and shine-enhancing benefits. Sunflower seed oil protects from UVA/UVB rays and calendula officinalis extract protects from blue light.

Masques are available in eight shades: Aquamarine Dreams, Copper Cabana, Fireball Red, Good as Rose Gold, Pink Please, Purple Reign, Silver Fox and True Blue. Cumulative results make color more intense with each use. Results last 10 to 15 washes.

Finally, new **Andiamo Express Permanent Colour NT Shades**

(2 oz./60 grams/Salon \$6.95) speed up the time it takes to create natural-looking, rich warm tones. These shades cover gray or white 100% with warm tonal balance and lowlighting. Turbodye Technology deposits a high concentration of dyes

in just 10 minutes for long-lasting color, vibrancy and shine. Reach **Abbie Porsche**, director of sales, at 818-390-9662 or abbiep@aloxxi.com. **aloxxi.com**



American Dawn, Inc./Booth D13145, represented by **VNC Sales**, adds several products. New **Ascent28 Mani-Pedi-Spa 100% organic cotton towels** (16-by-28-inch/1 dozen/Salon \$19.99) are available in seven colors and value priced. Organic cotton is super-absorbent and provides for minimal shrinkage. The company also offers a full selection of sundries for barbers, salons and spas, along with Welcome Entry Mats with a customer logo. Stop at the booth for an opportunity to win a free Welcome Entry Mat. Reach **Ron Rajesh Kothari** at 800-627-5839 or info@adisonproducts.com. **adisonproducts.com**

Amika/Booth 15135 launches Bust Your Brass Violet Leave-In Treatment



Foam (5.3 oz./MSRP \$25.00) and **Phantom Hydrating Dry Shampoo Foam** (5.3 oz./MSRP \$25.00). Phantom Hydrating Dry Shampoo



Foam gently cleanses hair between washes by absorbing excess oils with its rice-starch infused formula, while also working to hydrate and add volume to flat roots. It's great for all hair types, even those that traditionally wouldn't use a dry shampoo like wavy, curly and coily hair types.

Bust Your Brass Violet Leave-in Treatment Foam is a daily, no-rinse foam conditioner that softens and detangles. It's infused with violet pigments to counteract brassiness. This foam is suitable for all hair colors and works especially well with blonde, silver or gray hair. Reach the company at salons@loveamika.com or 718-599-1375. loveamika.com



Avya Skincare/Discover Beauty 44013

launches an elegant anti-aging skin-care line designed to provide a luxury beauty experience for women around the world, regardless of complexion. Led by renowned skin-care experts, **Deepika Vyas** and **Tanuj Nakra, MD**, the collection features a blend of peony, turmeric and neem extracts, which, combined with other ancient botanicals and technology, deliver an even, radiant complexion, regardless of skin tone.

The collection features **Gentle Cleanser**

(4 oz./MSRP \$40.00), **Eye Bright Cream** with caffeine (0.5 oz./MSRP \$85.00), **Anti-Aging Power Serum with Vitamin C** (0.5 oz./MSRP \$165.00), **Day Moisturizer SPF 20** (1.7 oz./MSRP \$105.00) and **Night Moisturizer with Vitamin A** (1.7 oz./MSRP \$105.00). Reach **Adrienne Kramer**, CEO, **Pro Beauty Partners**, at info@probeautypartners.com. avyaskincare.com



Balmain/Booth 31233 debuts Overnight Repair Serum (30 ml/MSRP \$120.00), a luxurious, rich hair serum for an intensive overnight repair treatment. The concentrated formula repairs and strengthens the hair. Enriched with natural oils and extracts, the serum reduces visible signs of damaged hair and protects the hair against split ends.

Reach **Nancy Carroll**, manager, North America, at 678-575-3779 or nancy.carroll@balmainhair.com. balmainhair.com

Beth Minardi Signature Haircolor/Booth 17059 introduces the **Tan Series**, a Beth Minardi exclusive. Used on their own, the six Tan shades in permanent creme and demi-permanent liquid formulas provide sophisticated, buffered warmth without brassiness. They also mix with BB, ICE, G and all the red shades to soften, enrich and provide a rich, modern tonal value.

The Tan Series provides that sophisticated patina finish that so many blonde, brownette and soft red shades need, creating the trending taupe. The company seeks



distributors for this premium line of moderately priced color. Reach **Pat Neville**, COO, at pneville@personalbrands.co. Call 855-426-7765. bethminardi.net



Betty Dain/Booth 21133 seeks distributors for its new **Chelsea Vest** (Salon \$29.95), a one-of-a-kind stylist vest with a drawstring to accentuate the stylist's silhouette and add a high level of comfort and fashion to the standard stylist vest. The vest is made from a bleach-proof material and comes in sizes XS-2X. Reach **Adam Leebow**, regional sales, at 305-769-3451. bettydain.com

Bio Ionic/Booth 24153 debuts two sizes—¾-inch and 1½-inch—for its **Stylewinder** (Salon \$99.00), an iron with a rotating styling barrel. It's equipped with 440°F full barrel, dual heaters and 3-hour automatic shut-off. Also new is a 1½-inch **Gold Pro Curling Iron** (Salon \$69.00) with 24k gold infused into the barrel for constant, even heat distribution and Ceramic Mineral Complex, which infuses moisture into the hair. The



1¼-inch **Gold Pro Curling Wand** (Salon \$69.00) creates loose curls and modern waves.

The new **PowerLight PPK** (Salon \$159.00) combines the popular **PowerLight Dryer** with a travel-size **PowerLight Dryer** for styling on the go. Finally, the new **Luxe Styling Kit** (Salon \$279.00)



combines three of the brand's highest quality, best performing products—the **10X Iron**, **10X Dryer** and **Eternity Wand**. Reach **Louis Billera**, director of independent distributor sales, at 716-465-9255 or louisb@jdbbeauty.com. bioionic.com

Cosmoprof North America Preview cont. on page 14

Cosmoprof North America Preview cont. from page 13

Blackwood for Men/Booth 11203 introduces two collections. **BioFuse Paste** (3 oz./\$17.99) combines set-it-and-forget-it power with strong



hold and a natural matte finish for textured volume with a laid-back look. Castor oil fights hair loss and olive leaf

hydrates. Water-based formula lasts all day and rinses out in seconds.

For a light-to-medium hold, **BioFuse Wax** (3 oz./\$17.99) includes olive leaf to moisturize and castor oil to protect against hair loss and help reverse damage. It infuses hair with light shine and a citrus musk scent.

BioFuse Putty (3 oz./\$17.99) offers a medium-to-strong hold with a matte finish. Castor oil reduces hair breakage and olive leaf provides hydration. The



BioFuse Pomade (3 oz./\$17.99) provides medium hold and luminous shine for dapper, structured hairstyles. It's rich in natural botanicals plus castor oil to help promote hair growth and olive leaf to moisturize. Premium high tech formula from Japan washes out easily with a single rinse.

The new All in by Blackwood collection of multi-purpose products includes **2-in-1 Shave + Face Wash** (7 oz./MSRP \$23.99), **2-in-1 Scalp Care Shampoo + Conditioner** (15 oz./MSRP \$23.99), **2-in-1 Daily Shampoo + Conditioner** by **All in by Blackwood** (15 oz./MSRP \$23.99), **2-in-1 Thickening Shampoo + Conditioner** (15 oz./MSRP \$23.99), **2-in-1 Hair + Body**



Wash (15 oz./MSRP \$23.99), **3-in-1 Hair + Face + Body Wash** (15 oz./MSRP \$23.99), **2-in-1 Hair + Beard Wax** (3 oz./MSRP \$19.99), **2-in-1 Hair + Beard Pomade** (3 oz./MSRP \$19.99), **2-in-1 Hair + Beard Putty** (3 oz./MSRP \$19.99) and **2-in-1 Hair + Beard Paste** (3 oz./MSRP \$19.99). Reach **Dave Burkman**, director of sales, at 253-677-0584 or daveburkman@blackwoodformen.com. blackwoodformen.com

Bodipure/Booth 13110 debuts the **Premium Keratin Gloves & Socks** and **Premium Mani-Pedi Spa Treatment** in single-use packets.



Premium Keratin Gloves & Socks in disposable, one-time-use packets feature upgraded glove and sock material. This all-in-one hand and foot treatment contains keratin to strengthen nails, soften cuticles and nourish skin.

Vitamin E fights aging, copaiba oil works as an anti-fungal and urea hydrates.

Premium Mani-Pedi Spa Treatments, Bodipure's best-selling spa treatments, are now available in single-use packets. They're sold individually and in 4-piece kits. The line includes Bath, Scrub, Mud and Massage



Cream—everything needed for a complete Mani-Pedi treatment. Ingredients include beta-hydroxy acids, vitamins and essential proteins. Individual packets provide a perfect home spa application that leaves skin feeling relaxed and rejuvenated. Choose from four aromatherapy scents—Green Tea, Silky Milk, Grape and Eucalyptus. Reach **Jonathan Yoo**, managing director, at 201-773-8425 or jonathan@bodipure.com. bodipure.com/



Bodyography/Booth 17181 seeks distributors and beauty stores for its line of cosmetics and launches several products. **The Personal Eyes Collection** (MSRP \$18.00) features three new eyeshadow trios for Blue Eyes, Green Eyes and Brown Eyes. Each trio features a matte define shade, satin intensify shade and metallic highlight shade to bring out the most in your eye color. It takes the guesswork out of creating a flattering and beautiful eye.

Skin Instant Lift Under Eye Mask (MSRP \$26.00 for a box of 3 sets) is a moisturizing sheet eye mask that hydrates, lifts and refreshes the delicate



under-eye area. Pre-moistened eye patches contain sodium

hyaluronate and citric acid to strengthen, hydrate, tighten and improve skin's texture in 15 to 20 minutes.

New Shadow Stylist Crayons (MSRP \$29.00) are available in Aglow, Coin and Slate. Representing a new category, this multi-tasking eyeshadow stick delivers easy application and high-definition, long-lasting color. Long-wearing, transfer-proof and crease-resistant, color glides seamlessly onto lids and blends and layers beautifully with a rich pigment payoff. Wearable shades give a high-shine finish.

The new **Epic Lash Curling & Volumizing Mascara** (MSRP \$19.00) in jet-black lengthens, curls, volumizes and conditions. The double-sided silicone comb wand hooks onto lashes to distribute product evenly, lifting from root to tip



for ultimate lift and curl. In addition, lashes are strengthened with Widelash, which contains provitamin B5, known for conditioning properties.

Reach **Luda Phipps**, national account manager, **Robanda International, Inc.**, at 800-783-9969 or luda@robanda.com. robanda.com bodyography.com

Carolina Cotton USA/Booth 28129 debuts **Carbon Filter Face Masks** (50-count box/ Salon \$10.99) for ultimate protection in the



salon and spa with 98% Bacterial Filtration Efficiency



and high fluid resistance. The breathable, lightweight, comfortable mask filters airborne particles and removes fumes and chemicals. Earloops features a pleated, 4-ply construction, while the soft flexible nose piece permits individual facial adjustments. It's latex-free, fiberglass-free and made in the USA. Reach **David Albers** at 920-530-0548 or david.albers@intrinsic.net. intrinsic.net



Cirem/Discover Beauty Booth 41015D debuts its new collection. **YouthBoost Diamond Moisturizing Cream** (50 ml, MSRP \$60.00) and **YouthBoost Diamond Eye Gel-Cream** (15 grams/MSRP \$50.00) are enriched with luxurious diamond dust and nourishing caviar extract that deliver opulent nutrients and rich moisture into the skin. **HCR 3-IN-1 Serum** (30 ml/MSRP \$80.00) and **HCR 3-IN-1 Sheet Mask** (30 grams/MSRP

\$22.00) reveal smoother, fresher, younger-looking skin. Hyaluronic acid plumps and softens while improving elasticity. Rounding



out the collection is **Mending Moonglow Face Oil** (30 ml/MSRP \$100.00).

For more information, reach **Anthony Peraino**, business development, at anthony@cirem.com and 818-481-6310. cirem.com

Cirrus/Booth 44308 seeks distributors and beauty stores for the new **Cirrus Wave Styler** (MSRP \$65.00), a patented texturizing tool that makes it easy to texturize, tousle and twist hair or add volume just where you want it with no heat or damage. Use it any time, anywhere to perk up a pixie, rock natural movement and add lift and direction to any style. The innovative nozzles do the work, so you don't



have to. Simply select the styling nozzle based on the desired result—use the smaller nozzle for more natural effects or the larger nozzle for a pumped-up finish. Apply your favorite styling product like pomade, gel or mousse to give the hair grit. Then insert the tool into the hair with the nozzles in the roots and start squeezing and releasing the handle to add volume, texture or waves without heat. As you move the tool around the head, the nozzles rotate 300 degrees in a single direction, which styles the hair without tangling.

Simply switch out the nozzles to go from mild to wild! The space-age, red and black packaging does double-duty as a buzz-building display unit in the salon or store and provides product details and how-tos imprinted on the inside

panels. Reach **Paul Yu**, sales and marketing manager, at 216-506-6088 or pauyu@worldwide-daily.com. cirusstyler.com

Color Edge Vegan Hair Care and **Electra Cruelty Free Hair Color/Booth 30087** will launch a 23-product vegan hair-care brand



designed for like-minded distributors and boutique salons. Each product is infused with a plant-based ingredient. Products range from **Frosty Silver Shampoo** (6 oz./MSRP \$20.00) to **Anti-Fade Spray** (8 oz./MSRP \$17.00) to **Tapestry Dry Shampoo** (5 oz./MSRP \$20.00). Electra permanent hair color cream is rich with silk and cocoa butter. Reach **Elva Torres**, brand manager, at 626-589-2809 and etorres@johnnybhaircare.com.

Colortrak/Booth 21133 will show the new **Ibiza Collection** (Salon \$24.99). Inspired by sparkling sandy beaches and pink sunsets, this travel kit includes two hair-coloring bowls with measurement markings and handles, two jumbo croc clips for large amounts of hair, two hair-coloring brushes (2.5 inches wide and 3



inches extra wide) with ultra soft feather bristles in blushing nude, and the all-new Balayage Board + Grip-Ring, a clear acrylic

board with a swivel grip-ring for a handle-free, mess-free experience. It was developed with #colortrakcrew member @ricardojarahair. Reach **Adam Leebow**, regional sales, at 305-769-3451. colortrak.com

Cosmoprof North America Preview cont. on page 16

Cosmoprof North America Preview cont. from page 15



ContoursRX/Booth 40144 offers its new **ColorSet Pencil Primer** (MSRP \$29.95), an all-in-one shadow primer and contouring pencil. Made using coco-glycerides rather than heavy mineral oils, ColorSet provides a dry yet moisturizing finish to maximize shadow pigments and highlight the eyes. ColorSet provides an alternative to the many primers that come in liquid form, which can interfere with **Lids By Design's** adherence to the skin. Packaging the primer in pencil form prevents the product from drying out and allows for precise, controlled application. Reach **Gabriel Tobias** at 727-827-7321 and info@contoursrx.com. contoursrx.com

CBON—RefectoCil/Booth 31109 launches the **RefectoCil Eyelash Lift Kit** (36-application kit/Salon \$139.95). It lifts lashes so they appear longer and fuller within 13 minutes. Effects last for 6 weeks. The set includes three sizes, which can be used up to 100 times. Eyelash tinting is possible directly on the pad.

Also new, **RefectoCil 2-in-1 Lash & Brow Booster** (6 ml/MSRP \$129.95) offers a long-lasting, natural solution for overplucked brows and skinny little lashes. 93% of test participants confirmed up to 56% longer eyelashes and significantly thicker, bolder and darker brows after applying daily for 10 weeks. It works by prolonging the growth phase in the hair roots and supports hair growth. Innovative



applicator works for both lashes and brows. It's dermatologically and ophthalmologically tested, free from synthetic hormones, prostamid and perfume. Contact **Ranae Breslow**, U.S. sales manager, at 954-609-7818 and ranae.cbon@gmail.com.

CBON—RefectoCil/Booth 31109 also debuts **Reveal a Brow** (9 ml/MSRP \$19.95), a PPD-free, peroxide-free, no-mixing-required gel brow color that you apply and peel off to reveal fuller, more-defined brows that last for up to 5 days, and then slowly fade naturally. Available in medium or dark



brown, the formula contains 15 natural extracts, including ginkgo biloba nut, alba fruit and licorice root. Reach **Ranae Breslow**, U.S. sales manager, at 954-609-7818 and ranae.cbon@gmail.com. beautyroundtheclock.com

CBON—Virox/Booth 31109 launches **Rejuvenate**, a new AHP Accelerated Hydrogen Peroxide for the professional beauty market. AHP is a new technology in disinfection and has been widely adopted in the medical, dental, animal health and cruise ship markets. It's non-toxic and non-irritating to eyes, skin and lungs and emits no volatile organic compounds. The biodegradable formula breaks



down into oxygen and water for care-free disposal. The cost-effective formula is fast acting. Reach **Kippy**

Spergel, vice president sales and marketing, at 905-771-6115 and kippy.spergel@cbongroup.com. viroxprobeauty.com

Crack Hair Fix/Booth 17181 seeks domestic and international distributors. The new **Crack Detangling Brush** (MSRP \$20.00) is super lightweight, has specially designed bristles that help with detangling your hair, while the vented honeycomb-shaped pad helps release moisture and build up. Reach **Luda Phipps**, national account manager, at 800-783-9969 and luda@robanda.com. robanda.com <https://crackhairfix.com>



Crazy Color/Booth 29086 (5.07 oz./Salon \$5.98) seeks distributors for its line of direct-deposit, conditioning, semi-permanent cream color in 41 vibrant shades. Three high-performance oils ensure vibrant, long-lasting color results. Avocado oil, rich in vitamin E, moisturizes, repairs and strengthens the hair. Minerals found in avocado oil help seal the cuticle and prevent breakage. Red raspberry seed oil, sunflower seed oil and other antioxidants protect against damage and color fade, keeping hair soft, shiny and hydrated. Crazy Color is free of parabens, phthalates, MEA, DEA and gluten. It's vegan-friendly and cruelty-free. For more information and distribution opportunities, contact **Sandie Lombardi**, director of business development for **Van Nest Company**, at sandie@vnccsales.com or 440-724-4592. crazycolor.co.uk



Daily Concepts/Booth 45128 seeks international distributors for its new **Daily Jade Facial Roller** (MSRP \$16.00). The Jade Facial Roller has been a cornerstone in ancient beauty regimens for its incredible ability to reduce fine lines and wrinkles while toning and contouring. Its natural cooling effect will also reduce puffiness and tighten pores. Jade is known for its healing properties and has been a long-time symbol of purification and tranquility. This dual-sided beauty tool



promotes blood flow and lymphatic drainage. Rollers on both sides offer treatment options. Use the small roller for more delicate and hard-to-reach areas and use the larger roller for all over the face. For more information on this innovative line, reach **Emilio**

Smeke, CEO/lead designer, at 323-938-8886 or esmeke@dailyconcepts.com.
<https://dailyconcepts.com>

Denman/Booth 19117 celebrates its 80th Anniversary with its customers, reps and friends at Cosmoprof North America and



launches a variety of products. The **ThermoCeramic Hotcurl Brush Range** (MSRP \$19.50 to \$25.0) helps create big, beautiful curls. Ceramic-coated barrels retain heat, while the vented barrels provide for faster, smoother styling. The one-piece handle prevents hair from catching and dragging.

The **Zoot Comb** (single comb/MSRP \$26.70, comb system/MSRP \$33.35) offers a snap-on guide comb system for precision tapering. The curved, fine-tooth finishing comb is designed for close detail work and tight tapering, while dual-tension teeth are short for enhanced control and long for



low-tension cutting and blending.

The **Jack Dean Tortoiseshell Comb** is hand-made from cellulose acetate, which is ideal for use on sensitive skin, as are the smooth, round-ended teeth. It's double-sided with fine and coarse teeth to meet every gent's styling need. Available are standing and hanging display cards with 12 Tortoiseshell combs (Total Retail \$72.25).



The **Jack Dean Fade Brush** (MSRP \$25.00) has extra-soft bristles that gently remove cut hair, allowing the barber or stylist to check for imperfections, and the classic Denman handle for comfortable grip and control. Contact **Victoria Fishman**, CEO, Denman Inc., at 781-365-2040 and v.fishman@denmanbrush.com.
denmanbrushus.com

Dermelect/Discover Beauty Spotlights Pavilion debuts the Revitalite Professional Eyelid & Dark Circle Corrector

(0.5 fl.oz./MSRP \$59.00), a super-charged formula with clinical multi-peptides, hydrators and tightening agents to address puffy eyebags, dark circles and drooping skin on the eyelids.



Universal, light-diffusing pigments instantly present a bright, eye-opening, well-rested look. The stainless-steel, cool-tip applicator comforts, soothes and provides a circulation boost resulting in eyes that appear refreshed and rejuvenated.

The **Ultimate Smooth Lip Kit** (MSRP \$79.00) features two hero treatments and fan favorites that address the visible signs of lip aging, both on the lips and the surrounding skin above and around the



lips. The kit includes the **Smooth Upper Lip & Perioral Anti-Aging Treatment Professional**, which targets fine lines above and around the lips, and the **Smooth Lip Volumizer**, which is specifically designed and formulated to achieve the look of fuller, smoother lips.



The **Dermelect Nail Recovery System** (4-piece set/MSRP \$59.00) helps grow natural nails longer, stronger and healthier. This anti-aging regimen utilizes protein-peptide technology to hydrate, protect and strengthen nails. The system includes **Rejuvenail Fortifying Nail & Cuticle Treatment**, **Launchpad Nail Strengthener**, **Makeover Ridge Filler** and **High Maintenance Instant Nail Thickener**. Reach **Amos Lavian** at 516-813-4250 and amos@dermelect.com. dermelect.com



Ecococo/Booth 31144 debuts its vegan, cruelty-free full body-care line featuring 100% certified organic coconut oil to nourish, hydrate and revive skin and hair. Retail products are perfect for impulse purchases in salons and spas, while innovative spa treatments provide new and exciting menu options!

Face products have the power to heal organically and without irritation, while the body care products produce smoother, more vibrant and younger-looking skin. Hair products nourish the dry areas without weight, and the self tanners go on easily and last longer due to the coconut oil's intense hydration. The professional range provides a

Cosmoprof North America Preview cont. from page 17

new service menu featuring these and additional clean products.

The collection includes **Shampoo** (MSRP \$39.95), **Conditioner** (MSRP \$39.95) and **Hydrating Hair Treatment** (MSRP \$37.95 for hair; **Cleanser** (MSRP \$46.95), **Exfoliator** (MSRP \$46.96), **Moisturizer** (MSRP \$46.95) and **Face Mask** (MSRP \$22.95) for skin; and **Body Scrub** in coconut, lavender, coconut lime and coconut vanilla (MSRP \$26.95), **Sun Tan Oil** (MSRP \$22.95), **Body Oil** (MSRP \$22.95), **Body Wash** (MSRP \$26.95), **Coconut & Lime Body Butter** (MSRP \$42.95), **Coconut & Vanilla Body Polish** (MSRP \$42.95), **Tan Extender** (MSRP \$36.95), **Medium Self Tan** (MSRP \$36.95), **Tanning Mousse** (MSRP \$26.95) and **Dark Self Tan** (\$39.95), along with a **Body Brush** (MSRP \$26.95), **Exfoliating Glove** (MSRP \$17.95) and **Tanning Mitt** (MSRP \$16.95) for body. Reach **Suzie Bond**, CEO, **Bond Distribution**, at 704-322-2908 or info@bonddistribution.com. us.ecococo.co

Elchim/Booth 29106 debuts a new anti-static paddle brush (MSRP \$37.00) with a natural rubber surface area. Nearly 200 rounded, hand-crafted hornbeam pins detangle as they gently massage the scalp. **Three new lightweight wooden thermal brushes**—1-inch (MSRP \$30.00), 1 1/4-inch (MSRP \$32.00) and 1 3/4-inch (MSRP \$36.00)—imbue lustrous sheen by evenly holding the heat powered by Elchim's dryers. Italian-crafted porous ceramic and titanium oxide materials lay the groundwork for extending a blow-out for days by sealing cuticles so color and styles last longer. Temperature-resistant, wavy bristles are strategically placed for keeping strands tangle-free.

Venetian rose gold joins the collection of the **Elchim 3900 Special Edition Series** of ionic blow dryers (MSRP

\$199.00). A precisely engineered combination of airflow, heat and 2,000 watts of wind power reduce drying time by more than 30%, as far-infrared heat penetrates strands to protect hair from sizzling. As its patented ionic-ceramic system nourishes the hair, with just a soft press of the finger, an instant cold air shot seals cuticles for superlative shine and hydration, setting long-lasting style sans frizz. Two channeling attachments target air flow directly where aimed. Three temperature settings plus two speed options work on all hair types from thick to fine. Reach **Ken Bellizi**, sales director, at ken.bellizi@elchim.com. elchim.com

Emera/Booth 14087 debuts the first prestige hair-care line containing CBD Oil. Emera hair-care products contain nourishing certified organic botanical extracts, blended with antioxidant-rich, pure CBD Oil and a fragrant



Sea Grass Mint scent to help you de-stress, as they deliver healthy, hydrated hair and scalp the natural way. The collection includes **Shampoo** (8 and 25 oz.), **Conditioner** (8 and 25 oz.), **Detangler** (4 oz.), **Serum** (2 oz.) and **Hot Oil Treatment** (2 oz.). Domestic and international distributors can reach **Laura Sweet**, domestic sales manager, at 818-466-5639 and info@earthlybody.com.

<http://emerahaircare.com/emeracbd.com>

Eslabondexx/Booth 32139 in the **Italian Pavilion** seeks distributors for its new **Protective Styling** range, a trend-tech brand that sets technological and stylistic trends in salons worldwide. The range includes **Hair**



Perfume (100 ml), **Sea Salt Spray** (150 ml), **Pre-Styling Mousse** (200 ml), **Super Hold Hair Spray** (400 ml), **Eco Shine Hair Spray** (300 ml), **Shine Hair Serum** (100 ml), **Multi Target Milk** (150 ml), **Shine Effect Water Wax** (100 ml), **Strong Hold Clay Pomade** (100 ml), **Medium Hold Wax** (100 ml), **Hair Spray Gel** (200 ml) and **Strong Hold Shine Gel** (150 ml). Reach **Paolo Pattano**, export manager, at paolo.pattano@hsacosmetics.com. hsacosmetics.com



Evo Hair/Booth 1228 launches new products, new formulas and new packaging for some favorite styling products. Cult favorites **Haze** (50 mL/MSRP \$29.00), **Crop Strutters** (90 grams/MSRP \$30.00), **Cassius** (90 grams/MSRP \$30.00), **Box o' Bollox** (90 grams/MSRP \$30.00) and **Casual Act** (90 grams/MSRP \$30.00) have fancy new packaging that's both easy on



the eye and kinder to the environment. In addition, **Casual Act** has undergone a complete revamp and is now in the form of a moulding whip that provides separation, texture and flexible control. Revamped **Happy Campers** (200 mL/MSRP \$29.00) is now a sprayable, daily styling treatment that moisturizes, strengthens and protects hair. Brunettes can be kept clean and cool with **Evo Fabuloso Cool Brown Super Dooper Colour Booster** (220 mL/MSRP \$25.00), which banishes brassiness and unwanted warmth. New **Macgyver Multi-Use Mousse** (200 mL/MSRP \$29.00) lets you slick-it-back, blow-it-out or build-it-up with



volume, separation and texture. For North America, reach **Danielle Dove-Dean**, vice president sales, at 303-810-5615 or danielle.dean@evohair.com. For Latin America, contact **Javier Alcantara**, regional brand manager, at 503-7938-3900 and javier.alcantara@evohair.com. For



the Asia Pacific region, reach **Brad Gauvin**, international sales director, at +1 917-854-2668 and brad@hairecareust.com. For Europe, reach **Michael Bacon**, regional brand manager, at +44 (0) 785 299 0105 and michaelb@evohair.com. **evohair.com**



Footlogix/Booth 36087 seeks distributors for its line of pedicuteal foot care, including new **Cleansing Wipes** (100 wipes/Salon \$45.00). Ideal for use before dry or waterless pedicures, Wipes are gentle, hygienic, alcohol-free and fragrance-free. Reach **Murray Smith**, COO, at 416-742-1313, ext 228, or msmith@kvgroup.com. **footlogix.com**

French Girl/Discover Green Leaf 45232 previews new packaging, a refined product selection and updated formulations. The company is interested in cultivating new relationships within national and international markets. French Girl offers clean, organic, vegan and cruelty free beauty for every French girl and boy! MSRP's range from \$14.00 to \$75.00 for products like **Rose Lip Polish** (MSRP \$15.00) and **Crene Lumiere** (MSRP \$24.00). Reach **Renee Keel**, director of sales, at sales@frenchgirlorganics.com and 206-487-3690. **frenchgirlorganics.com**



Fromm/Booth 20115 launches **Shear Artistry**, the first stage of a full brand re-launch. Shear Artistry has 18 shears (Salon \$19.99 to \$149.99)



in six families—Venture, Explore, Transform, Invent, Dare and Defy. Each shear offers the best steel type, blade design and cutting edge for its price point.

Shear Artistry offers ergonomic, sleek, high-end

design with a signature finger ring shape. Modern finishes include brushed silver, gunmetal, matte black and soft gold. Trilingual packaging features a new design for the try-it card and a premium try-it box. Reach **Kevin Barrett**, executive vice president, at 847-264-1227 and kbarrett@frommbeauty.com. **frommpro.com**

GammaPiu N.A./Booth 31047, a partnership between **Ken Russo** and **Valter Sartori of Gamma Piu**, launches **Gamma + Italia**. High-performance, eco-friendly tools are hand-crafted in the Lombardy region of Italy. All appliances are built in a solar-paneled facility to reduce carbon emissions.

The **Active Oxygen Hairdryer** (MSRP \$279.95) combines Activated Oxygen (O3) Technology with Nano Silver Technology to help hair color last longer, prevent premature oxidation and fading, and enhance hair's condition, brightness and shine. Activated Oxygen also dramatically decreases drying time, reduces frizz and detangles. Available in white.

The **Aria Hairdryer** (MSRP \$199.95) has an ultra-light hybrid motor and combines high-performance and velocity to reduce drying time dramatically.



Evolution Turbo Compressor Technology provides powerful air pressure and quiet airflow. At just 13.4 ounces, its ergonomic design reduces strain on the hand and wrist. Tourmaline ionization produces maximum negative ions, leaving hair with healthy shine and smoother condition.



Highlighting elegant Italian design, the powerful 2100-watt **Ion Ceramic S Hairdryer** (MSRP \$199.95) has a turbine motor for super-hot high-speed drying. It releases over 1,800,000 negative ions per cubic meter to strengthen and condition hair while protecting it from heat. It quickly closes and smooths cuticles for a shiny, frizz-free finish. Available in black and white.

The patented **3500 Power Hairdryer** (MSRP \$179.95) offers pure blow-drying power with maximum air flow to reduce drying time. It's lightweight and ergonomic to reduce stress on the hand and wrist. A tourmaline-infused grill accelerates maximum negative ions, leaving hair with a brilliant, healthy shine and stronger condition. It's available in red and black.

All four dryers feature 3 heat and 2 speed settings with a cold shot button, a 9-foot cord and a 2-year limited warranty. Available in black and white.

The new **Gamma+ Italia Absolute Zero Foil Shaver** features ultra-thin and hypo-allergenic gold titanium foils and staggered, independently floating cutters. It gives a closer, smoother and more even shave without irritation. It can be used corded or cordless and features a USB-charge cord and a lithium-ion battery for 120 minutes of continuous run-time. Reach **Austin Russo**, vice president, at info@gammaplusna.com. **gammaplusna.com**.



Cosmoprof North America Preview cont. on page 20

Cosmoprof North America Preview cont. from page 19

GlamPalm/Booth 18202 seeks domestic and international distributors. New is the **GlamPalm Stiletto** (MSRP \$230.00), the world's thinnest iron for pencil-thin, precision styling with a ¼-inch plate width. The total thickness of the wand is ⅜ inch. This allows for precision styling



at the root, and is also great for short hair and baby hairs. Reach **Daniel Yoon**, CFO, at danielyoon@unilusa.com or 213-437-6938. glampalm.com

Global Beauty Care/Booth 42196

launches the **Spascription Superstar Glitter Mask** (5 oz./MSRP \$9.99), a purifying peel-off mask that creates a multi-sensory experience. It's infused with charcoal, which acts as a magnet, gently drawing out dirt, oil and impurities and lifting away dead skin cells without over-drying skin for a brighter appearance. It detoxes skin to reveal greater clarity. Holographic glitter and stars are suspended throughout the charcoal gel for the ultimate selfie-ready masking moment. Reach info@globalbeautycare.com or 347-586-0380. globalbeautycare.com



Graham Beauty/Booth 30181 introduces

Sanek XL Neck Strips (case of 50 neck strips/Salon \$3.20) with strength, maximum stretch, comfort and hygiene for clients who don't fall into the average neck-size category. Neck strips are required in most states to provide protection from soiled capes touching clients'



skin. Original Sanek Neck Strips are 2.5 inches wide and 17.5 inches long—great for most every client. But the average neck sizes in the United States are 13.5 inches for women and 15 to 19.5 inches for men. Sanek XL Neck Strips are 3.5 inches wide and 25.5 inches long to catch loose hair and absorb drips. Reach **Kimberly Diemer-DeGeorge**, national sales manager, at 800-438-8594 and kdegeorge@grahambeauty.com. grahambeauty.com



GrandeCosmetics/20086 seeks distributors for its relaunched **GrandeHair** line, including **GrandeHair Shampoo**, **GrandeHair Conditioner** and **GrandeHair Serum** (1.35 oz./MSRP



\$125.00). This professional-strength hair rejuvenation serum combats hair loss and restores the appearance of thicker hair. Vitamins, peptides and amino acids revive dormant follicles, strengthen weak hair and thicken existing hair naturally for a fuller appearance with bounce and shine. Reach **Karen Mones**, global account executive, at 877-835-3010, ext. 108, or karen@grandecosmetics.com. grandecosmetics.com

Groh/Booth 41013DBA seeks distributors



and retailers for its **mushroom-powered hair-loss prevention system**. Research from

Marvin S. Hausman, MD, shows that the potent anti-oxidant ergothioneine and vitamin D2, unique substances produced by mushrooms, push the body toward a more balanced state. Together, they nourish cells—especially stem cells—and boost the immune defense system to reawaken dormant cells in hair, scalp, skin, nails, lashes and eyebrows, feeding the hair to help it grow and stopping hair loss for both men and women.

Groh's mushroom-powered **Daily Vitality Boost** supplement and hair-care regimen (**Restorative Shampoo, Replenishing Conditioner, Leave-In Styling Treatment and Stimulating Scalp Serum**) nourish hair follicles from the inside and outside for stronger, healthier hair. In addition, the **Groh Ergo Boost In-Salon PRO Treatment**, a deep conditioning, rejuvenating in-salon treatment, delivers ultra-hydration, smoothing and anti-aging benefits, including increased hair regrowth. Reach **Pat Neville**, COO, at pneville@personalbrands.co. mygroh.com

Hair U Wear/Booth offers new styles in its **HairDo, Eva** and **Raquel** collections.

These new HairDo pieces feature Tru2Life heat-friendly synthetic hair for easy styling. **Curl Back Extension** features perfectly styled curls, layers and length. Layers cascade back for glamorous locks to lust over.

18-inch, 3-Piece Wavy Extension Kit is pre-styled with that beach-worthy wave. The pressure sensitive clips make it easy to pop in and out for added length and fullness.

22-inch 4-Piece FineLine Wavy Extension Kit has the perfect amount of hair with the perfect



wave. Fine hair is a thing of the past with extensions made just for that. A seamless edge makes pieces so light you'll forget you have them on.

12-inch Simply Wavy Clip-On Pony completes

a causal or elegant look. Pin short hair up or put longer hair in a pony and simply clip it above or over to take your 'do from blah to boom. A flat 3-inch clip gives your pony that



extra boost that never falls flat.

18-inch Simply Curly Claw Clip Pony provides 18 inches of long wavy hair that works for a red carpet or a day at the beach.

With a 3-inch flat clip, you get a little height that looks a lot natural.

Arctic Melt features a cool-toned color combo. Long rooted waves go from midnight blue to



purple that fades into white lilac.

With **Blue Waves**, mermaid hair is just seconds away. Colors flow from a dark root to bold and baby blues.



Pinky Promise features cool Comfort Cap construction on top with wide velvet Comfort Band in front to prevent friction.



Resilient stretch material throughout the cap base gives a custom-like fit. The dark root adds contrast.

New styles in the Eva line include: So Stylish is so easy,

so versatile. Wear the fully layered monofilament crown smooth or tousled. The tapered nape adds a polished, refined edge.

On Edge offers the



perfect undone, fashion-forward look with a shattered cut featuring tousled, tapered layers and length in front to flatter the face.

Au Natural flaunts soft barrel curls for a

voluminous, sophisticated silhouette. Style the fringe forward or brush it back for a customized finish.

Contempo Cut balances modern and classic looks with a side-swept bang, face-framing layers, sculpted



nape and lace front monofilament part. It's chic and sophisticated.

Under Cover Halo, designed to be worn with a cap, turban or other head wrap, features softly textured ends and a detachable, feathered eyelash bang. It's both

fashionable and functional, providing options.

Finally, the Raquel line features Sheer Indulgence temple-to-temple lace fronts, so hair can be worn brushed toward the face or swept back.

Pieces include **Simmer**, a light and airy mid-length lob that offers unstructured waves and tapered ends for the perfect undone, chic look.



choices.

Big Time combines a bob and a shag for a perfectly undone silhouette. Mid-length layers accent the eyes and jawline. The resulting ease of movement gives this cut alternative styling

Flirt Alert, a chopped bob that's loaded with wave and movement, includes an eyelash bang and curled back waves for a modern vibe. Slightly tapered ends and natural



volume bring this classic silhouette up to date.

Advanced French combines long layers throughout the top and crown with loose textured lengths to create a completely free-



formed, windswept look.

This short silhouette is complemented by a smooth, neck-hugging nape. Reach **Ellen M. Williams**, vice president of sales and business development, at 954-514-2942. hairuwear.com



HUM Nutrition/Discover Beauty seeks beauty stores, salons and spas for its newest innovation, **Collagen Pop** (10 tablets, MSRP \$12.00). This dissolvable tablet of highly absorbable premium marine collagen and Vitamin C, transforms water into a rose and lemon beauty tonic for firm and hydrated skin.

Premium marine collagen extracted from wild caught, non-GMO marine sources allows for better digestibility and absorption. This all-natural collagen peptide is a premium building block for optimal skin at any age. It contains a unique combination of amino acids, including hydroxyproline, glycine and proline, which with the support of vitamin C, stimulate skin cells, leading to collagen synthesis. Reach **Vanessa Lee**, director of sales, at 310-906-9953 or vanessa@humnutrition.com. humnutrition.com



Cosmoprof North America Preview cont. from page 21

Intrinsics/Booth 28129 introduces **3-inch Cotton Ovals**.



Made of soft, 100% pure, hypoallergenic, medical-grade cotton, the large ovals are smooth on one side and textured on the other to help remove product from the skin and gently exfoliate during facials. Made from a renewable resource

of pure cotton fiber, ovals are biodegradable and eco-friendly.

Also new, **Neck Strips**, the simplest way to keep clients' necks clean and protected, are



made of soft, highly absorbent tissue and created with higher tensile

strength. With

more stretch and a softer feel, the extra-strength performance allows for better fit and comfort for all neck sizes and reduces the risk of tearing. The soft feel provides superior comfort to even the most sensitive skin.

The neck strip is the most effective way to abide by the sanitation laws found in all 50 states, which specify that all stylists must protect the client from coming in contact with a soiled cape by using something between the client's neck and the cape. Intrinsics' Neck Strips easily catch loose hair and absorb perspiration and drips. Reach **David Albers** at 920-530-0548 or david.albers@intrinsics.net. intrinsics.net

ISO/Discover Pro Beauty seeks distributors for its new hair body nature line. The ACAI

super-fruit contains iron, calcium, fiber and vitamins A, C, E and B, which are necessary to strengthen the cuticle, maximizing healthy hair



growth while minimizing hair thinning and hair loss. This new lifestyle brand uses this super- fruit to nourish the hair and skin. Packages are designed with the customers' needs in mind.

The range includes **ACAI Moisture Vitality Shampoo** (300 mL/MSRP \$40.00), **ACAI Moisture Vitality Conditioner** (300 mL/MSRP \$40.00), **ACAI Moisture Vitality Mask** (150 mL/MSRP \$45.00), **ACAI Moisture Vitality Leave on Mask** (150 mL/MSRP \$35.00), **ACAI Moisture Vitality Leave in Conditioner** (300 mL/MSRP \$35.00), **ACAI Moisture Vitality Treatment Oil** (MSRP \$45.00), **ACAI Moisture Vitality Curl Cream** (300 mL/MSRP \$35.00), **ACAI Moisture Vitality Style Cream** (300 mL/MSRP \$35.00) and **ACAI Moisture Vitality Sculpting Lotion** (300 mL/MSRP \$35.00). Packages include **California Dreamin** (MSRP \$169.00), **City Chic** (MSRP \$229), **Simply You** (MSRP \$229) and **Tousled** (MSRP \$240). Reach **Stacy Davis**, general manager, at 818-771-9359 and s.davis@isobeauty.com. acaihair.com

It&ly Hair Fashion/Booth 31129 launches three collections. **Blossom—The Color Explosion** (2-oz. tube/Salon \$5.50) features seven colors plus clear to create an infinite variety of color combinations. The

Colorly 2020

Ultra Red Series (2-oz tube./Salon \$6.99) and the **Aquarely Ultra Red Series** (3-oz. tube.Salon \$7.95) are now enriched



with five vibrant and intense shades of red, from copper to purple. Intense, fiery and vibrant colors that lead to a completely customized service. The **Aquarely Intense Matt Series** (30-oz. tube/Salon \$7.95)

counterbalances unwanted warmer tones, providing soft golden highlights while nourishing the hair with wheat proteins. Full-service distributors can reach **Jim Sangermano** at jsitly@aol.com or 1-800-621-4859. itelyhairfashion.us

Jenoris/Booth 28086 debuts the **Luxurious Pistachio Gift Set**



(MSRP 58.00),

a luxurious hair care gift set that features three products in a Jenoris Wash Bag. **Pistachio Oil** (100 ml) provides the essential Omega 3-6-9 Complex to repair, condition and protect the hair for a frizz-free, high-shine finish. A fortifying cleanser, **Pistachio Shampoo** (250 ml) provides color protection and super hydration. **Pistachio Hair Mask** (250 ml) combines pistachio oil and vitamin E micro-capsules to repair and prevent damage while restoring elasticity, moisture and shine. For distribution inquiries, reach **Talya Robinson**, business development manager, at talya@jenoris.com. jenoris.com

Johnny B/Booth 30087 previews a new brand identity, website and product packaging. The new clean aesthetic and color palette are both classic and modern, and identify with the brand's 24-year history.

Johnny B is also launching products.



Code B, (100 mL/Salon \$8.00), an old-school hair prep spray, is the perfect blow dry tonic! This radical mixture of 15% oil- and 85% water-based ingredients is made with hemp oil and biotin to strengthen and protect hair before styling. **Lifted Hair Spray** (5.5 oz./Salon \$8.00) offers the perfect balance of hold and volume while maintaining a low crunch factor. There's no sticky feel with this aerosol, and you can brush through hair.

With the new packaging and introduction of the 100-mL size, Johnny B is now TSA-friendly. The brand has condensed its pomades to one size, meaning less inventory for distributors and salons. Plus, every 16-oz. jar will now have a pump. Reach **Socrates Real**, brand manager, at 562-897-2952 and sreal@johnnybhaircare.com. johnnybhaircare.com



Joon/Booth 42072DBS was created by **Shiva** and **Kayvon Tavakoli**, who spent summers eating from their Persian grandmother's kitchen table, while their grandfather ran his spice trading company. Those personal experiences, along with centuries-old traditions of mixing smells and flavors in Persian beauty rituals, inspired Joon's first product: **Saffron Hair Elixir** (1.11 oz./MSRP \$28.00, 3.11 oz./MSRP \$50.00). This multi-functional hair oil contains saffron, pistachio and rose oils. Use it on dry or damp hair, before or after styling, to defrizz, detangle, moisturize, add shine, provide heat protection and reduce drying time. Reach **Shiva Tavakoli**, co-founder, at 713-703-6663 and



kayvon@joonhaircare.com. joonhaircare.com
Keranique/Booth 37087, the popular woman's hair regrowth brand, launches into the professional salon distribution channel. The Keranique Hair Regrowth Treatment incorporates the only FDA-approved, clinically proven ingredient to regrow women's hair in a patented, one-hand applicator. This provides both immediate and long-term results for more beautiful hair, supporting growth while also adding strength, volume, fullness, manageability, silkiness and shine. Reach **Thomas Shipley**, co-founder, co-CEO, at 201-942-3379 or tshipley@atlanticcoastbrands.com. keranique.com

Keratherapy/Booth 21063 introduces **KeratinFixx Repair Shampoo and Conditioner** (10.1 oz. each). Together, they repair and restore dry, damaged or over-processed hair, leaving it hydrated, shiny and strong. Antioxidant-rich caviar extract and argan oil help mend damage from chemical processing and coloring, while restoring the hair's elasticity. Reach **David Mulhollen Jr.**, president/co-founder, at 954-628-5163 and david@keratherapy.com. keratherapy.com

Lakme/Booth 34181 launches **Chroma** with 22 new shades and 16 inspired shades tube/(Salon \$7.60), ranging from every-day, wearable trends to fashion shades. With a



simple swap in developer, Chroma can go from demi-permanent to permanent. **The Chroma Box** (Salon \$200.85) comes with step-by-step how-tos, in addition to the **Freedom Collection Education**.

With new OF5 high-performance technology, Chroma's dermatologically tested, ammonia-free formula offers 100% coverage, maximum shine and intensity, and long-lasting color for soft, vibrant, healthy, touchable hair. Contact **Colleen Martorano**, vice president of sales, at 440-655-7413 and cmartorano@lakmeusa.com. lakmeusa.com

Lasio, Inc./Booth 23196 debuts **Keratin Protector Simply Spray (SRP \$24.00)** to

rejuvenate and protect, as it improves keratin performance by up to 40%. It protects all keratin-treated hair against salt and chlorine, and prevents damage and fading by UV rays. Hydrolyzed keratin infuses keratin into the hair like a conditioner, while hexyl laurate helps the product stay on the hair. Reach **Nadine Ramos**, founder/CEO, at nadineramos@lasioinc.com. lasioinc.com



LBK Nails/Booth 16042 launches **LBK Nail Lacquer & Retail Solution**, a collection of 46 vegan nail polish colors (0.45 fl. oz./MSRP \$9.50). All colors come with a built-in swatch tip on every bottle. The tips are painted with the same lacquer inside the bottle and are

hinged, so customers can test the color without opening the bottle. Retail displays enhance the customer experience, increase sales and reduce merchandising costs. Lacquer is 7-free, vegan-friendly and cruelty-free. LBK is looking to connect with global retailers, distributors and beauty stores. Retailers can contact **Felicia Jayes**, executive brand developer, at ciacollectives@gmail.com and (630) 808-7155. Distributors/international can contact **Tony Kemeny**, CEO/founder, at tony@lbknails.com and 714-496-6435. lbknails.com



Cosmoprof North America Preview cont. on page 24

Cosmoprof North America Preview cont. from page 23

LeChat/Booth 16181 introduces a variety of products. **Perfect Match Dip Powder** all-inclusive dip powder line includes everything



you need to create dip manis from start to finish. The collection includes over 150 colors that match the existing **Perfect Match Gel** and **Lacquer**

combinations. Products are available individually and in a full kit (base, top, bonder, powder).

LeChat's Metallux collection features 12



color-shifting, chrome gel polishes with matching lacquers. Sold together (.5 fl. oz./\$19.95) as perfect matched sets or as individual lacquers (\$11.95), the colors are inspired by mythical creatures and the trending unicorn color effects,

Color Me Autumn, the Perfect Match Fall



Color Collection of warm cream polishes, features corals, browns and reds. They're available in Perfect Match Gel and Lacquer sets as well as individual lacquers.

The **Dare to Wear lacquers** are available for \$6.95. The Perfect Match sets are \$16.67. Reach **Newton Luu**, president/CEO, at 510-741-9998 or sales@lechatnails.com. lechatnails.com



Little Green/Discover Green 44208 debuts the **Super Detangling Duo** (Set/MSRP \$24.00), a two-step system for kids that gently cleans and conditions, while detangling hair. Hypoallergenic and formulated for sensitive skin. **Detangling Shampoo** (8 oz.) is enhanced with hydrating extracts and nourishing botanicals to clean and detangle hair gently. **Conditioning Rinse Super Detangler** (6 oz.) is infused with natural avocado, jojoba, marula and coconut oils to hydrate, condition and detangle. Little Green products are free of parabens, sulfates and gluten and are not tested on animals. Reach **Mark DePasquale**, general manager, at mdepasquale@littlegreencares.com and 201-797-9101, ext. 360. littlegreen.com

Lotus Rx Hair Solution/Discover Beauty Spotlight debuts its reformulated and repackaged line. **Lotus Rx's Dandruff Control Shampoo and Scalp Relief Conditioner** (8.45 oz./MSRP \$30.00 each) offer 100% clean beauty in a newly designed bottle. Sulfate-free formulas leave scalp healthy and hair shiny, while maintaining color and moisture. Reach **Katharine Grimmer**, founder/CEO, at 415-225 7079 or katharine@lotusrxhairsolution.com. lotusrxhairsolution.com



LumaVeil Beauty/Discover Beauty offers **ColorSmart Correcting Foundation SPF 50** (1 oz./MSRP \$19.99) in light and medium and **On the Go Mattifying Primer SPF 50** (1 oz./MSRP \$19.99) in neutral, beige and dark. Both deliver advanced sun protection in a sheer, non-greasy formula that won't clog pores. Skin will look natural, even-toned and smooth for a healthy look. Reach **Justin Dannecker**, brand manager, at justin@lumaveilbeauty.com. lumaveilbeauty.com



Mane Choice/Booth 40315 debuts **Tropical Moringa Sweet Oil & Honey Endless Moisture Collection** (MSRP \$13.99 to \$14.99). Vitamins and moringa oleifera seed oil infuse hair with moisture and nutrients to improve shine, strength and manageability. Products include **Shampoo, Conditioner, Mask, Restorative Spray, Sealing Cream** and **Braid Glaze**. Reach **Alexia Jade Amerson**, sales brand manager, at 256-270-9283. <https://themanchoice.com/>



Manic Panic/Booth 2945 launches **Amplified Hair Color Spray** (MSRP \$8.49), a 100% vegan, cruelty-free temporary hair color that allows you to experience (or enhance!) Manic Panic's iconic shades with a high-opacity spray. It washes out easily, no bleaching or processing required. Reach **Agnes Evangelista**, director of business strategy, at 718-937-6055 or sales.marketing@manicpanic.com. manicpanic.com



Marrakesh/Booth 14087 launches **Moisture Masque** (8 oz./Salon \$12.00), featuring a thick, creamy texture. A thick, creamy blend of hemp and argan oils helps to hydrate and nourish the hair for a more conditioned look. Reach **Laura Sweet**, domestic sales manager, at 818-466-5639 and info@earthlybody.com.

marrakeshhairecare.com

Medicool/Booth 13225 seeks international distributors for its new **Pro Power 35K Portable Rechargeable Filing System** (MSRP \$420.00), the only 35,000 RPM portable file available to the market. It features 20 hours of battery running time from a full charge and is the only portable rechargeable file with a digital display read-out of RPMs. It features a small lightweight, whisper quiet handpiece, a lightweight compact power station and a carrying holster. Reach **Steve Wallace**, vice president, sales and business development, at stevew@medicool.com or 310-782-2200. medicool.com

Mehron Makeup/Booth 48205 debuts a variety of new cosmetics. **Mehron Echo Pressed Glitter Palette** (MSRP \$25.00) is a pressed formula that allows for glitter application with no mixing medium or adhesive, all while staying put with zero fallout! The deluxe mirrored compact contains three prismatic shades (gold, silver and opalescent) that shift and reflect spectral light for a striking effect. Vitamin E and pomegranate Extract hydrate.

The **Mehron Highlight-Pro 3 Color Palette** (MSRP \$25.00) provides a subtle shimmer and illuminating effect for face and body. This professional pressed powder is perfect for accenting and highlighting areas such as the



cheekbones, brows, inner eyes, bridge of nose, cupid's bow and décolletage. It's available in two palette varieties—cool and warm—each with three varying undertones. These lightweight, long-wearing highlighters will brighten all skin tones for a soft, luminous glow.

Mehron Eye Powder

is (MSRP \$49.00) available in six neutral-toned eye shadows that are available in both a shimmer and matte finish. Their advanced, velvety smooth formulation never cakes or creases. It blends and builds effortlessly to define the eyes for stage, screen and everyday use. The advanced hydrating formula contains the beneficial properties of vitamin E and shea butter.

Mehron L.I.P Creams (Luxurious Intense Pigments)

(MSRP \$40.00) are professional, highly pigmented lip shades in a luscious, lightweight formula with a semi-matte finish. Flavor-free with a proprietary blend of cranberry oil and vitamin E, plus the moisturizing effects of hyaluronic acid, jojoba oil, shea butter and mango butter, L.I.P Creams drench lips in continuous hydration. 16 artist-inspired shades showcase a range of classic to bold lip colors. They're available in two themed Sweet or Spicy 8-color palettes or 16 individual compacts. Reach media@mehron.com. mehron.com

Melanie Mills Hollywood/Discover Beauty Booth 40070 adds **Opalescence** (3.4-oz,



tube/MSRP \$42), the lightest shade of the **Gleam Body Radiance** series.

Opalescence has hints of pink to use as a primer or all-over skin perfecter on all skin tones. It moisturizes and protects with jojoba oil, aloe vera and high-grade minerals.

Gleam Body Radiance Collection Kit: Get it Girl

(MSRP \$69.00), which includes each shade in a 1-oz. tube. Products are vegan and not tested on animals—only celebrities. Reach **Joanna Nelson**, beauty director, at joanna@melaniemillshollywood.com and 818-248-5565. melaniemillshollywood.com



Mirabella/Booth 14108 has undergone a complete rebrand with updates to formulas, shade ranges, plus new products and new packaging, both in components and secondary cartons. Remaining true to Mirabella's mission to remain talc-, paraben- and lead-free, the rebrand now features weighted packaging in luxurious golds and silvers for a refreshed, high-end appeal and improved formulas.

One goal during the rebrand was to make the products more affordable, while improving formulas and shade ranges. As a result, MSRPs range from \$14.00 to \$50.00, with the average product priced at \$24.00. Beautiful, cost-efficient displays are available. Domestic and international distributors can reach **Layne Coggins**, vice



president/co-owner at 816-753-2900, ext. 8, and layne@thelanocompany.com. mirabellabeauty.com

Cosmoprof North America Preview cont. from page 25



Mirai Clinical/Booth 44106 debuts a **Hair Brush and Brush Liner Set** (MSRP \$32.00). The disposable liner, with deodorizing persimmon extract from Japan, keeps the brush clean every time you brush your hair. It is anti-static and highly bio-degradable. Reach **Koko Hayashi**, founder, at 323-449-3449 and kokohayashi@gmail.com. miraiclinical.com/

Mr. Pumice/Booth 17181 debuts a bright pink **Mini Metal Foot File** (MSRP \$7.98), which helps remove thick calluses and dry skin. It can be sanitized after each use. The company seeks domestic and international distributors. Reach **Luda Phipps**, national account manager, **Robanda International, Inc.**, at 800-783-9969 or luda@robanda.com. robanda.com mrpumice.com



MyChelle Dermaceuticals/Discover Green 43217 debuts a series of products with hyaluronic acid focused on adding hydration to thirsty, dry skin. **Ultra Hyaluronic Water Mask** (1.2 fl. oz./MSRP \$16.00), features moisture-enriched hyaluronic acid, blue agave, and prickly pearcactus to smooth and condition dull and dehydrated skin. It can also be used as an



overnight deep moisture mask.

Ultra Hyaluronic Hydrating Cream (1 fl. oz./MSRP \$28.00) is a high-performance hyaluronic acid- and squalane-enriched moisturizer that delivers skin-quenching hydration and a nourishing botanical blend of Resistem Plant Stem Cells, blue lotus, rose petals and freshwater algae.

Ultra Hyaluronic Beauty Mist (3.2 oz./MSRP \$15.00) is an instantly refreshing and moisturizing mist with cactus water and hyaluronic acid for lasting hydration, and Citysystem plant stem cells and niacinamide to revive and refine the complexion.

Bio-Firm Hydrogel Concentrate (1.2 fl. oz./MSRP \$45.00) with concentrated 2% hyaluronic acid is a moisture-binding gel with a potent dose of Alpine Nunatak plant stem cells and crocus chrysanthus bulb extract that helps to firm, nourish and hydrate so skin appears instantly smoother and firmer. Reach **Peggy Moore**, chief business development officer, at pmoore@frenchtransit.com. mychelle.com



MyHaircare/Booth 19067 launches **Made For Me** customized instant color-enhancing shampoo and conditioner (200 ml/MSRP \$27.00). Formulas are blended exclusively to the exact tone of the client's hair color. Reach **Denis Kovalyov** at denis@my-haircare.com. my-haircare.com

Olaplex/Booth 32111 debuts **Olaplex #4 Bond Maintenance Shampoo** and **#5 Bond Maintenance Conditioner** (8.5 oz./MSRP \$28.00 each, backbar sizes also available), two super-concentrated formulas with patented Olaplex bond-building chemistry. #4 Shampoo restores internal strength and moisture levels to add incredible shine and manageability. #5

Conditioner restores, repairs and hydrates without excess weight. It reduces damage and frizz for strong, healthy, shiny hair. Formulas



are vegan and color-safe, and free of parabens, gluten and nuts. Distribution opportunities are available. For North America, reach **Jeff Schwartz** at jeff@olaplex.com. For international sales, contact **Jamie Bartie** at jamie@olaplex.com. olaplex.com

Olivia Garden/Booth 27153 debuts the **Ceramic + Ion Professional Hair Dryer** (MSRP \$159.99). Equipped with a powerful professional motor and advanced ion



technology, the dryer delivers exceptionally fast drying while helping to reduce frizz and seal in moisture. The dryer's ceramic technology—also found in Olivia Garden's signature brushes—will help prevent heat damage and add shine for silky, smooth hair. Featuring an ultra-light weight design, an ergonomic handle, the dryer includes two speeds and three heat settings. Reach **Anne Maza**, vice president of sales & marketing, at 925-431-3636, ext 15. oliviagarden.com

OMM Natural Luxury Hair Products/Beauty Vanities 37050V launches its natural holistic luxury hair and spa line with a farm-to-beauty concept. Made in the USA, products feature apple stem cell extract, exotic natural oils of marula, moringa and amla, plus nutrients, amino acids and vitamins to thicken and strengthen hair shafts. Products include



Thickening Shampoo (8 oz./MSRP \$42.00), **Thickening Conditioner** (8 oz./MSRP \$44.00), **Thickening Hair Mask** (8 oz./MSRP \$56.00), **Thickening Serum** (2 oz./MSRP \$55.00), **Thickening Oil** (2 oz./MSRP \$52.00), **Smoothing Elixir Oil** (1.7 oz./MSRP \$42.00) and **Leave-In Conditioner** (8 oz./MSRP \$38.00).

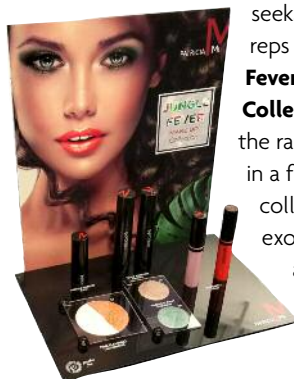
In addition, the **OMM All-Natural SPA line** features natural oils and butters of shea, cacao, mango butter and jojoba, plus coconut oil to deliver moisture for rejuvenating skin. Products include **Whipped Body Butter Souffle** (8 oz./MSRP \$44.00), **Hand and Body Milk Crème** (8 oz./MSRP \$38.00), **Solid Lotion Balm** (4 oz./MSRP \$27.00) **Alpaca Goat Milk Body Bar** (8.8 oz./MSRP \$55.00), **Facial Goat Milk Exfoliating Bars with Rose Clay & Coconut Charcoal Ash** (1.6 oz./MSRP \$13.90), **Coconut Charcoal Ash & Dead Sea Mud Shampoo Bars** (3 oz./MSRP \$25.00), **Bio-Cellulose Facial Spa Mask Set** (4 masks/MSRP \$55.00) and an **Aroma Therapy Candle** (19.2 oz./MSRP \$35.00) in white tea jasmine or dark chocolate fragrances.

Reach **Sue Tuckley**, operations manager, at 240-498-0674 or sue@ommcollection.com. **ommcollection.com**



Orly/Booth 29111 launches **GELFX Builder In A Bottle** soak-off sculpting gel for nail extensions (0.6 fl. oz./Salon \$27.50). It applies like a soft gel, wears like a hard gel and soaks-off. All-in-one, brush-on builder application offers flawless, longer, more natural looking nails. For more information,

reach **Carrie English**, director of sales, North America, at 818-994-1001, ext. 125, and cenglish@orlybeauty.com. **orlybeauty.com**



Palladio/Booth 371298 adds four **Beauty Masks** (MSRP \$10.00 each) to its collection of affordable, high-powered, performance cosmetics. Botanically rich masks are cruelty-free and paraben-free.

Calm Clean Pure Detoxifying Charcoal Mask, infused with papaya and camelia flower, draws out deep impurities and leaves skin feeling clean, velvety and balanced.

Radiant Youthful Glow Brightening Peel Off Mask

blends papaya, blueberry, citrus and maple sugar to reveal bright, luminous and radiant skin.. **Happy Healthy Hydrated Moisturizing Mask** instantly hydrates, restores and replenishes overall skin tone and texture with a combination of ginger, coconut water and bilberry. **Smooth Soft Polished Exfoliating Mask** polishes, softens and exfoliates with a powerful botanical blend of aloe, lemon, orange and jojoba oils that leaves skin instantly silky, soft and supple.

For domestic sales, reach **Lorraine Guzzo**, director of sales, at 917 373-2677 or guzzolorraine@gmail.com. For international sales, contact **Monica Richardson-Morley**, senior vice president, international business development, at monica@palladiobeauty.com.

Patricia Mi/Booth 31129 seeks distributors and reps for the new **Jungle Fever Makeup Collection**. The colors of the rainforest come to life in a fresh, bright collection that features exotic tastes, sparkles and bright colors. The Jungle Fever Kit contains 24 retail



products—three pieces each of eight items. For more information on the Jungle Fever Collection, contact **Jim Sangermano** at 800-621-4859 or jsitly@aol.com. **patriciami.it**

Pebco/Booth 17181 launches three tools. The **Ultra Light Hair Dryer PT-S-1602** (MSRP \$118.00) weighs just 1.5

pounds, but is heavy in power with 1875 watts. It features a quiet AC motor, three heat settings, two speed settings and a cool shot, plus two nozzles and a 9-foot cable.

The **Soft-Touch Flat Iron** (MSRP \$118.00) features 1-inch floating ceramic plates, a black soft-touch feel and an adjustable temperature LED display that ranges from 210° to 450°F. Three LED lights on the panel show the temperature (low/medium/high), and a ceramic heater provides fast heat up and recovery. It has a 1-hour auto shut off and a 9-foot cable with 360-degree swivel cord.

The **L204 Curling Iron** PT-L-204 (Salon \$89.00) is a professional 1-inch LCD digital curling iron with dual voltage 100-240V for world-wide use. The digital adjustable temperature goes up to



430°F. It has a one-hour auto shut-off. Distribution opportunities are available. Reach **Luda Phipps**, national account manager, **Robanda International, Inc.**, at 800- 783-9969 or luda@robanda.com. **robanda.com** **pebco.com** **Peter Coppola Professional/Booth 17051** debuts **A-Keratin Best Friend Spray** (5

Cosmoprof North America Preview cont. from page 27



oz./MSRP \$24.00). This lightweight leave-in conditioner instantly detangles, repairs and smooths hair. It delivers a surge of hydration with a blend of the A-Keratin Repair System, plus it seals split ends and protects against environmental aggressors with argan oil, aloe, peppermint, yucca leaf, horsetail, nettle and green tea extracts. Reach **Pat Neville**, COO, at

pneville@personalbrands.co

petercoppola.com

Pierre F Probiotic Skincare/Booth 28218

debuts three masks with opportunities for beauty stores and domestic and international distributors. All Pierre F Skin Care treatments feature anti-aging probiotics, collagen, turmeric, cucumber, and vitamins C, E and B3.



21 Minute Miracle Collagen & Gold Peel Off Mask with Anti-Aging Turmeric (5.92 oz./MSRP \$17.00) provides an instant facelift. It fights aging,

wrinkles, acne and reverses oxidation damage as it regenerates new skin cells.

Detoxifying Collagen Peel Off Mask with Cucumber and Turmeric

(5.92 oz./MSRP \$17.00) soothes, hydrates, nourishes, detoxifies, brightens, refreshes and tightens skin. It's anti-inflammatory and anti-acne.



Purify Collagen Clay Mask with Cucumber and Turmeric (5.92 oz./MSRP \$17.00) soothes, hydrates, nourishes, purifies and detoxifies, as it tightens skin.

For more information, reach **Larry**



Freeman, CEO, at 310-467-8511 or larry@pierreffskincare.com. You may also contact

Linda Smith, national beauty director, at 408-524-6806 or linda@pierreffskincare.com. pierreffskincare.com

Platinum Seamless/Discover Beauty Pro Booth 21042

seeks reps for direct sales, as well as domestic and international distributors, for its line and debuts **Platinum Seamless Clip Strips** (6-pack/Salon \$45.00). Available in light, medium and dark, these



adhesive clips instantly transform tape-in extensions

into professional customized clip-in extensions. Clip Strips are compatible with all Platinum Seamless

extension sizes, shades and lengths. Clip Strips are virtually undetectable and can be used on their own as clip-ins or layered in with Platinum Seamless tape-in extensions. Reach **Lindsay Solomon Aronson**, vice president sales and marketing, at 561-901-5863 and lindsay@platinumseamless.com. platinumseamless.com

ProCare/Booth 28107 offers the **ProCare 24*7 Foil Dispensing System** (MSRP \$299.00), which makes it easy to cut and fold foils at the press of a button. Simply choose the length of foil you want, the size of the fold and the number of foils required and the machine takes care of the rest. The cost effective machine reduces waste, reduces time spent on foil prep (almost to zero) and produces immaculately presented foils quickly and without fuss.



The Balayage 300 Film

Dispensing System (MSRP \$45.00) stores and dispenses ProCare's tangle-free Balayage film. Reach **Josh Barrington**, export manager, at josh@hairfoil.com. hairfoil.com



ProRituals/Booth 17181

launches the **ProPigments** hair color collection of 10 vibrant, intermixable, fashion shades, including blue, green, lilac, orange, pink, purple, red,

teal, yellow, and white. Reach **Luda Phipps**, national account manager, **Robanda International, Inc.**, at 800-783-9969 or luda@robanda.com. robanda.com prorituals.com



Redavid/Booth 27152

launches **Orchid Oil Dual Therapy Ultra Nourishing Repair** (3.3 oz.), a 2-part universal repair system. It repairs over-processed and damaged hair, and a shine complex rebalances moisture and increases body. The formula is color-safe and contains orchid and coconut oils, willow bark, aloe vera, chamomile and rosemary. Reach **Marco Redavid**, president, at 778-828-0409 and marco@redavidhair.com. redavidprofessional.com



(re)Fresh/Booth 17181 is now available in a 342-ml can. This dry shampoo (MSRP \$10.00)

leaves no white residue. It is vegan, paraben-free, sulfate-free and cruelty-free. It's available in three fragrances. Reach **Luda Phipps**, national account manager, **Robanda**



International, Inc., at 800-783-9969 or luda@robanda.com. robanda.com refreshshampoo.com



Research in Beauty/Booth 5181 seeks domestic and international distributors for its new **Shampoo** (10 oz./MSRP \$30.00), **Treatment Masque** (8 oz./MSRP \$36.00) and **Leave-in Treatment** (4 oz./MSRP \$34.00). New patented

technology uses 100% natural micro-encapsulated keratin protein to restore the hair's surface and repair damage. It microscopically binds shredded hair fibers and split ends, decreasing future damage, and restores and hydrates damaged, dry hair. For more information and distribution opportunities, contact **Eyal Uzana**, president, at 301-828-6644 and info@researchinbeauty.com. researchinbeauty.com



Reuzel/Booth 30205 debuts **Extreme Hold Matte Pomade** in three sizes—Piglet (1.3 oz./MSRP \$9.75) Pig (4 oz./MSRP \$18.50) and Hog (12 oz./MSRP \$39.50).



The firm-hold styler for fine- to-thick hair creates textured looks and adds volume and definition and a matte finish. This water-based formula

washes out easily without build-up. Reach **Marta Rubenstein Harmon**, senior vice president, global sales and education, at marta@reuzel.com or 818-590-9671. reuzel.com

RevuCell Organics/Booth 31128 debuts its organic hair growth therapy system—**Revitalizing Shampoo**, (8.5 oz./MSRP \$32.95) made of 70% organic ingredients, **Volumizing Conditioner** (8.5 oz./MSRP \$32.95), made of 90% organic ingredients and **Rejuvenating Scalp Serum** (2 oz./MSRP \$34.95), made of 95% organic ingredients. 100% non-medicinal formulas use organic and natural



ingredients to help promote natural hair growth while diminishing the appearance of hair loss. Formulas balance and stimulate the hair's natural growth cycle

while nourishing the scalp and strengthening dry and damaged hair, promoting fullness, thickness and body. Formulas are made with organic aloe vera, organic pea sprout extract, organic lavender and tea tree essential oils. Products are vegan, eco-friendly, cruelty-free and are made with sulfate-free and color-safe ingredients. Reach **Lesley Calderon**, founder, at 415-505-4401 and lesley@revucell.com, or **Erick Calderon**, founder, at 415-505-4400 and erick@revucell.com revucell.com

Roux/Booth 1150 restages its popular **Fanci-Full Instant Color Mousse** (MSRP \$10.49) and **Tween Time Instant Root Concealer** (MSRP



\$7.49). Instant Color Mousse is a super-gentle, no-commitment formula that applies like a styling mousse to refresh, tone and let you change your color. The super-gentle formula has no peroxide or ammonia, so there's no commitment or damage. Color washes out in one to three shampoos, leaving behind beautiful, frizz-free, tone, depth and shine.

'Tween Time features a new moisturizing formula that conceals unwanted grays and roots. Use this moisturizing, non-flaking, non-damaging crayon like a lipstick to color away grays with ease and precision for beautiful, natural-looking results. It's available in five natural-looking shades—Light Brown/Blonde, Medium Brown, Dark Brown, Auburn and Black rouxbeauty.com



Scruples launches **Color Delete Permanent Haircolor Remover** (4 oz./Salon \$19.95), which gently, easily and evenly extracts oxidative dyes found in all levels of permanent haircolor in a single step. This bleach alternative creates controlled lift for a clean canvas. Hair can be



colored immediately following removal. Avocado oil, bamboo extract and Scruples Protective Barrier Complex help

protect against breakage. It does not contain gluten, ammonia, preservatives or fragrance. Contact **Michael Riley**, chief operating officer, at sales@scrupleshaircare.com. scrupleshaircare.com

Cosmoprof North America Preview cont. on page 30

Cosmoprof North America Preview cont. from page 29

Seven Haircare/Discover Pro Beauty seeks domestic and international distributors. New is the **Kente Bond System**, for at-home hair



repair with **Bond Shampoo** (10.8 oz./MSRP \$28.00), **Bond Conditioner** (10.7 oz./MSRP \$30.00 and **Bond Reparative Spray** (8 oz./MSRP \$30.00). Positively

charged key ingredients in Bond act as smart ingredients and are drawn magnetically to where the hair needs it most, leaving hair clean, moisturized and ultra-soft. In independent clinical testing, the system is proven to decrease breakage by 60% after just one use. For more information on this system, contact **Ryan Sieverson**, president, at 206-909-0049 and ryans@7haircare.com.

7haircare.com



Sewicob/Booth 32242 introduces the **Heat-Resistant Silicon Tool Mat by Vincent** (MSRP \$25.16). Available in red (VT168) and black (VT167), it's perfect for protecting countertops, styling stations and other surfaces from heat damage caused by styling tools. The anti-slip surface helps to prevent styling tools and other items like scissors, hair color bowls, makeup and other beauty products from spilling or falling and becoming damaged. It's easy to clean with soap and water. For more information and distribution opportunities,, reach **Bryant Yoo**, president, at bryany@ssericob.com and 610-626-1858. **sewicob.com**

Smart Step/Booth 26220 debuts several standing solutions to help salons refresh and elevate the look and style of their business at an affordable price, while taking care of the health & wellness of their stylists and barbers.

Vintage Leather (5 sizes/Salon \$239.00 to \$279.00) takes the standard salon mat and



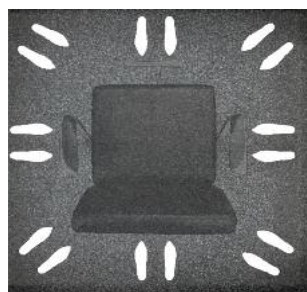
elevates it with a subtle, leather texture and luxe vintage wash to

create a sophisticated standing solution. This newest addition to the Designer Series is available in five rich colors in five sizes to instantly refresh salons' décor!



New Barber Mats (2 sizes/five rich colors/Salon \$279.00 to \$299.00) offer luxurious, refined, masculine, comfortable standing solutions. The Barber Mat features new, exclusive custom branding to create a one-of-a-kind presence in a salon/shop. The unique shape caters to today's barber Its

available in five rich colors and 2 sizes.



The 360 (6 colors) provides all-around healthy standing. This

standard 5-foot-by-5-foot mat fits in most settings and can accommodate all chair bases. For more information, contact **Dro Bush**, sales manager, at 866-624-5700.

SmartStepSalonandSpa.com

Spornette/Booth 27197 launches **Perfect Grip Stylers**, a new line of brushes—**Nylon Paddle** (MSRP \$24.00), **Porcupine Paddle** (MSRP \$33.30) and **Tunnel Vent** (MSRP \$18.00—



that are ideal for blowouts and smoothing with a new handle for the easiest mobility and quicker results. The new ergonomic

grip increases maneuverability to expand the range of motion—you can pull or roll the brush while reducing tired wrists and sore arms. Ionic Nylon bristles ensure soft, static-free results. The Perfect Grip Styles are an extension of the popular **Square Heat Stylers**, which have the same Perfect Grip handles. A nine-piece display (Salon \$67.80) is available. Reach **Laurie Sporn**, president, at 800-323-6449 and laurie@spornette.com.

spornette.com

Style Craft's/Booth 31047 debut collection from the father and son duo of **Ken and**



Beauty industry veterans Ken and Austin Russo are launching two tool lines at Cosmoprof North America.

Austin Russo features Tri-Plex Fusion Technology, a proprietary fusion of nano-keratin, ceramic and tourmaline to provide a triple treatment for hair while styling. The new independent, family-owned and

stylist-driven brand introduces a series of next-generation, lightweight, high-velocity and low-decibel hairdryers, as well as sleek, ultra-slim irons with elongated plates.

StyleCraft also offers unique compact, lightweight, high-powered professional travel dryers, irons and accessories that are foldable and ideal for creative salon retailing.

"Styling is an art and science," says **Ken Russo**, CEO of the new brand. "The beauty industry is deep in our DNA. Decades of heritage and experience have given us what it takes to understand the importance of innovation and quality craftsmanship without gimmicks. StyleCraft offers the best possible products at exactly what they should cost. It's at the heart of everything we do."

A portion of profits will be donated to **Art In Action** (<https://artinaction.org/>), a non-profit resource that reaches school children (from kindergarten to 8th grade,) who might not otherwise have access to the experiences and inspiration of art, design, and music education.

Austin Russo, vice president, explains, "The art of styling is a passion for us. Fashion cannot exist without art. It's essential for stylists, and the new breed of barbers, where art and creating are a daily process. I started exploring art and music at a very young age and it shaped my vision and life. This is the

reason we will, from the very start, donate a portion of sales to support arts education."

The Luxury Collection launches with the **Tri-Plex 3000 Hairdryer** (MSRP \$159.95), a 2000-watt dryer that's as strong as a jet engine and as light as a feather. Quiet as a whisper, it combines the powerful performance and long life of an AC motor with the weightless feel and peaceful hum of a rotary motor for velocity and faster drying time. The thermal activated nozzle symbol illuminates in red, to indicate that the optimal temperature has been reached. It features 3 heat and 2 speed settings, a customized intake screen for reduced noise and greater efficiency, and a 9-foot, tangle-free cord. A true cold shot button locks in style. It comes with 4 attachments and a luxurious travel bag, and is guaranteed for a 4 years. Available in black and white.

The StyleCraft Touch-Temp flat



iron (MSRP \$149.95) is designed and engineered for everyday, all-day salon use and for all hair types. Multifunctional, a smooth, rounded shape helps stylists easily create waves, curls or straighten hair. It features presets for fine, medium and coarse textures and a smarter temperature control with an unprecedented 30 heat settings. Designed with professional stylists and their clients in mind, it has floating plates that effortlessly glides through any creation. A digital LCD touch-screen offers temperature range from 160° to

settings and includes a 1-year warranty. Available in black and white.

The **StyleCraft Ultra flat iron** (MSRP \$139.95) has extra-long, full-range floating plates for styling larger sections of hair more quickly, while creating silkier, consistent results. It also features smarter temperature technology with a heat range from 230° to 450° F to provide even heat, as



well as a salon-friendly, 9-foot tangle-free swivel cord. Available in black and white.

The Travel Collection launches with the **Shmedium Travel Iron** (MSRP \$89.95) and the **PeeWee 1200** (\$59.95). The palm-sized Shmedium features floating plates



that are even longer than standard full-size plates

for fast and easy styling of larger sections in a travel-friendly, compact form.

Featuring Ultra Glide Technology and a temperature of 410° F, it has a professional tangle-free swivel cord, comes with anti-heat protective cool clips, and a 1-year warranty

The lightweight PeeWee 1200 is a dual-voltage professional travel dryer. It has a folding handle and comes with a convenient travel bag, making it compact and easy-to-pack. It has a professional 7-foot power cord, a built-in stand and two attachments (including a diffuser). Available in black and white. For more information, contact **Austin Russo**, vice president, at info@stylecraftus.com **stylecraftus.com**



450° F.

Guaranteed for 4 years, it has a 9-foot tangle-free swivel cord and universal voltage. Available in black and white.

The Style Stix Collection's Style Stix XL spring curling irons (1-inch, 1¼-inch and 1½-inch barrels/MSRP \$99.95) create waves or curls in a quick, single motion. An exclusively designed ergonomic comfort-grip offers effortless precision, control and ease of use. Ultra glide technology creates a sleek, silky finish that is so smooth, hair glides off the barrel. Ideal for all hair types, textures and most importantly hair lengths, the Style Stix XL collection features multi-setting heat controls with temperatures ranging from 250° to 450° F. It features a 9-foot professional length, tangle-free swivel cord and is guaranteed for 4 years.

The Professional Collection's StyleCraft

2000 Hairdryer (MSRP \$79.97) is made with a powerful, 2000- watt AC motor and is quiet, lightweight and ergonomic. It features a tangle-free cord, removable filter and two concentrator nozzles for styling convenience. It has 3 heat and 2 speed



Cosmoprof North America Preview cont. on page 32

Cosmoprof North America Preview cont. from page 31

Sunlights Balayage debuts **Wash** and **Rinse** (12 oz./MSRP \$24.00, 32 oz./MSRP \$58.00 each),



the first two products in celebrity stylist **Candy Shaw's** new wet line. This sunflower- and keratin protein-infused shampoo and conditioner maintain the vibrancy of balayage and other color services. Foreign and domestic distributor inquiries welcome. For more

information on the new duo, reach **Jamison Codner**, director of smiles, at 855-820-7677 and jamison@sunlightsbalayage.com. sunlightsbalayage.com

Supermood/Discover Beauty 40066 debuts **Beauty Sleep Overnight Rejuvenation**



Capsules (MSRP \$55.00). Skin cells do their repair work most effectively at night when they

boost the product of collagen, destroy harmful free radicals and rectify cell damage. That's why Beauty Sleep is all about nourishing the skin while you sleep.

Sea fennel stem cell extract, reduces skin redness and blemishes. As it protects and renews the skin. Collagen nourishes, moisturizes and keeps the cell functions healthy. Added vitamin C ensures the collagen is absorbed properly for the best possible benefits. Hyaluronic acid is usually used in topical products, but we added this super ingredient also into edible format! That is why these little are capsules are like tiny time machines, that turn back the clock. The combination of these selected ingredients gives you a beautiful glow as you wake up. For more information, reach **Adrienne Kramer**, CEO, **Pro Beauty Partners**, at info@probeautypartners.com. supermood.fi



Swarovski/Booth 12059 is where you can discover over 30 of the best crystallized beauty products in a curated exhibit for hair, nails, fragrance and makeup. You'll have the opportunity to learn about the power of the Swarovski brand through Virtual Reality and a Hologram installation, discover a range of products, new innovations and application methods an even experience a crystal manicure! The exhibit will bring to life innovative ways of serving the beauty industry by adding Swarovski crystals to new and existing products. Reach **Claire Cingari** at claire.cingari@swarovski.com

The Better Skin Company/Booth 43233 debuts **Amaze Balm** (2 oz./MSRP \$36.00) and **Glamour Drops** (1 oz./MSRP \$28.00). Amaze



Balm is rich with coconut, avocado, sunflower, evening primrose and sea

buckthorn oils for a silky-smooth slip. The ultra-hydrating cream also has shea butter, lanolin and beeswax. It reduces puffiness, brightens skin and is great when used as a sleeping mask. It's scented with a hint of grapefruit.

Developed by LA makeup artist and influencer celebrity **Hosway Morbak**, Glamour Drops are a luxe beauty facial oil with notes of melon and ginger. The



hydrating, glow-inducing formula provides the perfect canvas for makeup. Contact **Murphy D Bishop**, co-founder, at murphy@thebetterskinco.com and 310-994-4490. TheBetterSkinCo.com

The Knot Dr./Booth 28087 (MSRP \$14.00)

launches a hybrid detangling brush. Boasting 212 cleverly spread bristles, this range of paddle brushes allows for maximum coverage, creating an effortless and painless detangling



experience when used on wet or dry hair. Suitable for all hair types, the sleek ABS body of the brush is anti-wear and heat- and water-resistant. Trendy colors and practical accessories like protective cases and a cleaner brush set it apart.

The **Black** and **PhD** lines are the brand's signature professional brushes. The main range of brushes is available in displays of four and eight brushes. Reach **Dion Ross**, UK and international sales manager, at dion@theknotdr.com and +44 0141 8141407. theknotdr.com

Therapy-G/Booth 28218 launches **Scalp BB Reconstructing Treatment** (150 ml/5 fl. oz./MSRP \$49.00) and **Scalp BB Detoxifying Treatment**

(150 ml/5 fl. oz./MSRP \$49.00) with charcoal and black mud—both for anti aging and anti-hair loss.

Therapy-G Scalp BB Reconstructing Treatment infuses peptides to repair, strengthen, fortify and nourish hair. Therapy-G Scalp BB Detoxifying Treatment absorbs impurities and toxins, detoxifies and purifies the scalp and hair.

Both treatments feature Excellmat





tripeptide complex, a combination of age-defying peptides that help stimulate cell renewal and collagen production, and strengthen the elasticity and structure of the scalp to reverse the aging process and fight hair loss. Tryptobond guard, a patented cationic (attaches itself to the hair) ingredient, protects the hair from damage from sun exposure, styling stress and

color changes.

Therapy-G seeks domestic and international distributors. Reach **Gavin Lipschitz**, president, at 818-348-2133, ext. 202, or gavin@therapyg.com. **therapyg.com**

Valera/Booth 16087

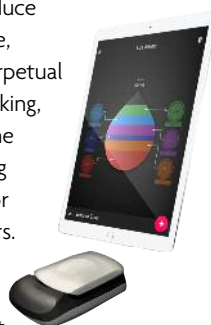
announces the opening of its U.S. office. The company is launching the top hair dryers in its **Valera Salon Exclusive** line—**Unlimited Pro, Master Pro** (starting at Salon **\$129.00**) in rose gold and pearl white, in addition to black. Black is both a classic and a trend setter. Rose Gold brings a touch of romance into styling. Pearl White is pure, cool and understated. To find out more about the expertise behind the Valera Salon Exclusive range, see pages 10-11 and visit a special new landing page **www.valera.com/mastersteam**. Valera seeks distributors and beauty stores. Reach **Pascal Aenishanslin**, sales manager, at +41 79 421 82 68 or pascal@ligo.com. **www.valera-salonexclusive.com**



Vish/Cosmoprof Interactive Section announces the release of its Bluetooth scale-enabled **Color**

Business Management Software. A hair color management software, Vish helps reduce color waste, provides perpetual inventory tracking, and communicates with the front desk, while collecting color management data for salon owners and managers.

The Vish system costs \$300.00 per scale and accessories, a one-time set up fee of \$249.00 and a monthly fee of \$225.00. For more information, contact **Joshua Howard**, COO, at 647-883-0638 and joshua.howard@vishcolor.com. **vishcolor.com**



Voesh/Booth 25151 debuts

Glimmer Pedi in a Box (Single-use/Salon \$3.50), a sparkly pedicure system featuring an all-in-one 5-step foot treatment. Glimmer Pedi In A Box has all the benefits of Voesh's original **Pedi In A Box 4 Step** with an extra step of **Mega Cooling Gel**



and glimmers to take it to the next level. This holographic sparkly pedicure deeply cleanses and instantly quenches skin. Vitamin C tightens the skin, improves overall skin texture and fights damage caused by sun and pollution.

Also new from Voesh. **AvryBeauty Gel-Ohh!** (2-Step Single-Use Packet/1.76 oz. per step)/Salon \$1.50) is a unique foot spa experience. The soak forms into a jelly to



provide heat and an aromatherapy experience. Eight strong aromas are available to help the client relax and enjoy the experience.. Gel-Ohh! helps lock in the heat of warm water much longer than a traditional foot bath. It relaxes tense muscles and promotes better circulation in feet and legs.

SF Glam In Paradise (Single-use Mask/Salon—Face (\$3.00), Eyes (\$2.00), Lips (\$2.00), Nose (\$2.00) features a playful collection of

masks. These must-have salon retail items are perfect for millennials or anyone who doesn't take their skin-care too seriously, but loves results. The gold foil vegan mask collection



Cosmoprof North America Preview cont. from page 33

for face, eyes, lips and nose features a stylish leopard pattern for skin care and fun selfie material in one! The full-face skintertainment has a yummy watermelon scent.

Voesh Pedi in a Box Deluxe 4 Step



System (4-Step Single-Use Packets/Salon \$2.80) is now available in limited-edition scent-sational Eucalyptus Energy Boost and Chocolate Love aromas. Hello, Sweet Glow!



The Deluxe Pedicure in a box comes with a **Sea Salt Soak, 100% Sugar Scrub, Mud Masque and Massage Cream.**

Finally, **Voesh Premium Modeling Gel Mask** (1 box with 10 single-use 2-step packets/Salon \$45.00)

brings the newest trend from Korea into the professional service. This 2-Step Gel-type modeling mask needs no water! It comes in three different solutions—24 Karat Gold, Silver Glow and Activated Charcoal—to cater to different skin types. It provides an easy add-on treatment to upgrade facial services. For more information, reach **Sam Petrony**, director of business development, at sam.petrony@voesh.com and 330-734-9796. **voesh.com**



Wet Brush/Booth 24181 previews a variety of new brushes. **The WB—Flex Shine** (MSRP \$14.99) has an open vented design that allows moisture to be removed from the hair faster, speeding drying time. Natural boar bristles distribute natural oils leaving hair shiny and smooth, while the OmniFlex brush head flexes in every direction to contour to scalp.

The new **Moroccan Collection** (MSRP \$13.99 to \$14.99) features a new print on the **Original Detangler, Shine Enhancer and Flex Dry**. The Original Detangler glides through tangles with less breakage and pain. The Shine Enhancer glides through tangles while boar bristles add shine. The Flex Dry has an open vented design to speed drying time, and a flexible brush head that contours to the scalp.

For the holidays, a new festive red pattern is available on the Original Detangler, and Flex Dry (MSRP \$13.99 each).



Under the Epic Collection is the Super Chrome, (MSRP \$14.99 to \$17.99) available in a Deluxe



Detangle, an elevated take on the Wet Brush that glides through tangles with less breakage or pain, and the Quick Dry, which has an open vented design to speed drying time, and a curved brush head that contours to the scalp.

The new **Epic Professional Round Brush – Multi Grip** (3 barrel sizes/MSRP \$27.99 to \$31.99) features unique bristles the create tension for a smooth and sleek blowout. The ceramic coated barrel emits negative ions which eliminate flyaways, frizz and locks in hair's natural oils for a smooth

and shiny finish. Tight Lock Technology secures the barrel in the handle without glue or rivets to snag hair. Contact **Lee Nielson** at leen@jdbeauty.com and 631-273-2800.

thewetbrush.com



World Wide Packaging/Booth 47419 introduces **Skinny Jeans** and **Pebble Range** compacts. An ultra-slim, sleek package with an ergonomic design, Skinny Jeans slips comfortably in a front or back pocket, and can be adapted for a variety



of products such as lip balm or body fragrance. Skinny Jeans is the next generation of on-the-go packaging.

The Pebble Range compacts include a square foundation compact designed to deliver comfort, style and hand-friendly ergonomics; and a rectangular Baked Eyeshadow Quad offering customizable exterior styling. With its soft rounded corners, Pebble Range presents the ideal combination of luxury and style.

WWP's booth will feature a multimedia experience called Decades of Beauty, where innovative stations will transport you to specific decades highlighting cultural milestones of these time periods, while showcasing WWP products that might feel at home during those eras. A free gift will be offered to the first 100 beauty bloggers and influencers who post a picture of their favorite decade and/or product, and who tag World Wide Packaging (Instagram: @wwp_cosmetics or Twitter @WWPcosmetics). For more information, contact sales@wwpinc.com. **wwpinc.com**



Zaman Skincare/Booth 37082V will preview two facial serums: **Rise and Shine All-in-One Moisturizing Serum** (30 mL/MSRP \$65.00) and **Sleeping Beauty Illuminating Nighttime Serum** (30 mL/MSRP \$80.00). Sleeping Beauty Illuminating Serum features a patent-pending formula of black cumin seed infused with vitamin C to supercharge your glow. Reach **Aneela Zaman**, founder and CEO, at aneela@zamanskincare.com and 323-698-2555. <https://zamanskincare.com>

Zadro/Booth 14116 previews and seeks distribution/stores for a variety of mirrors for the bathroom and the shower. The mirrors let you enjoy your favorite tunes, check the weather or get a traffic update. New color options enhance your personal vibe or accentuate your living space. Retailers can incorporate trend statements into certain models.

The featured model, the **ZVLVAN** (8 inches x 2 1/4 inches x 8 1/4 inches), has an LED-lighted 5 1/4" head with 1X/8X magnification options and 360° rotational capability, with customizable statement option on the stand. The mirror combines a metal head and an acrylic stand.



Reach **Chris Gagliano**, domestic national sales manager, at 714-892-9200, ext. 141, or chrsg@zadroinc.com; **Rachelle Johansen**, international sales manager, at 714-892-9200, ext. 127, and rachelle@zadroinc.com; and **Jakub Smykal**, ecommerce sales manager, at 714-892-9200, ext. 119, and jakub@zadroinc.com. <https://zadroinc.com/>

Zenagen/Booth 34059 seeks domestic and international distributors for its **Boost Densifying Leave-In Cream** (3.3 fl.oz.) and **Boost Thickening Volume Foam** (4.5 fl.oz.). These styling products add fullness and volume instantly, using the plant-based, nutraceutical ingredients that are signature to the Zenagen brand. **Boost Densifying Leave-In**



Cream has a lotion-like texture that provides weightless hold and noticeable shine, while taming flyaways and frizz. **Boost Volume Foam** lifts hair at the root for instantly fuller hair, while maintaining body and hold. The low-alcohol formula delivers powerful hold without dryness or stickiness, and lavender and wild geranium extracts help to improve volume, defend hair against damage and promote the growth of fuller, healthier hair. Reach **Michael Brown**, director of sales, at 615-478-5134 or michael@zenagen.com. zenagen.com

Zotos/Booth 21181 debuts **Biotera Natural Origins**, two color-safe hair-care collections that are 97% naturally derived and feature biodegradable formulas and 100% recyclable packaging. Products are free of sulfates, silicones, parabens and dyes. The **Nurture Moisturizing** collection includes **Shampoo** (10.1 oz.), **Conditioner** (10.1 oz.) and **Masque** (8.45 oz.). The **Retore Strengthening** group features **Shampoo** (10.1 oz.), **Conditioner** (10.1 oz.), **Masque** (8.45 oz.) and **Renew Leave-In Silky Milk** (8 oz.). All retail for \$10.99.

For North American distribution opportunities, reach **Bruce Selan**, vice president sales, at bselan@zotos.com. naturellepro.com



News cont. from page 5

rep rap

Eric Goldstein founded Jusco Beauty, a new type of manufacturers' rep firm, near Boston in the fall of 2016 after working with a large, national rep group. Today, this master broker works with manufacturers in the professional beauty industry to help them bring their brands to market by adding value to the traditional rep model. We asked Eric to share some of the details to his approach with our readers.

"Jusco Beauty is a digital marketing agency for the beauty industry," Eric tells **BIR**. "I believe that the traditional professional beauty industry distribution model is broken, and it's getting harder and harder to break through. Manufacturers need guidance and support to nurture their beloved brands into the market. They need to take a multi-pronged approach to the way that they enter the market to ensure that their launches are successful.

"To help them do that, I have created an Instagram account specifically for the manufacturers that I represent. (@GoldyTv) There is also a companion website and Facebook page. This Social Media platform, combined with informational product videos that I create and a regular mailchimp email campaign to customers, is designed to drive stylists, barbers and consumers to these brands. This program is proactive and bridges the gap between distributors, salons and consumers. Our promotions are fueled by online contests and giveaways, which are sponsored by either myself or the manufacturers.

"Reps today need to do more than just call on distribution. There are far more brands and products than there are distributors and this program offers smaller manufacturers an audience they would not have reached had they waited for distributors to inquire about their brands.

"Additionally, I have created branding.juscobeaauty.com and branding.goldydv.com, which are turn-key branding websites. This fall, they will be supported by videos and blogs geared toward barbers and stylists, distributors and manufacturers, allowing them to seek the advice of Jusco Beauty on matters pertaining to marketing and branding.

"New stylists and barbers will be able to download a free success guide or log onto the sites and get branding advice, free swag, advice on social media, information on client retention, rebooking tips and how to start a private-label program, as well as advice on how to stay competitive in today's market.

"Distributors and manufacturers will be able to go there and consult with me on topics such as gift-card loyalty programs, gift-with-purchase promotions, branded-giveaways and social media tips, as well.

"I started my company to help marry enterprising beauty product manufacturers with intrepid, entrepreneurial independent beauty distributors. I like to think of my company as a beauty one stop for industry professionals. I am seeking to work with manufacturers who understand that change has come in the beauty industry and who are willing to embrace these changes and use technology to gain additional market share. Our approach to your brand could best be described as innovative, fresh and pioneering. We will do things to build your brand that will help you reach your goals and objectives."

At **Cosmoprof North America**, Eric will be exhibiting with **Kolab Education Group** and **Tutto USA Hair Color**. in **Booth 32149**. In partnership, these companies will launch the expansion of their nationwide hair color education program to distributors and salons across the country. Kolab teaches education that is not brand specific to help distributor salon consultants and salons better understand products across all the brands they stock and the science of how they work. For salons, this method empowers them with knowledge and creates loyalty to the distributors they work with, which

cannot be moved by trends, fads or gimmicks. "With Kolab and Jusco Beauty, it's win/win/win for salons, distributors and manufacturers," concludes Eric.

For more information or to set up a meeting during Cosmoprof, reach Eric at 617-824-0780 or [juscobeauty@outlook.com](mailto:juscobeaauty@outlook.com) or visit meeting-www.juscobeauty.com/kolab-education.

people

David Rosenblatt joins It's a 10 Haircare as executive vice president of global sales.

For over 25 years, David has been an entrepreneurial business leader in the



David Rosenblatt

professional haircare industry. Hailing from such household names as Moroccanoil and Living Proof, his experience includes driving growth, development and profitability of global hair and beauty brands.

David has a proven track record in developing business-to-business strategies that have played an integral role in company's successes, especially in developing new sales channels, marketing strategies and product development. A key priority will be growing sales both in the established U.S. market and in untapped international space through his strong network across the globe.

David's entrepreneurial spirit lent itself for a natural kinship with CEO and Founder **Carolyn Aronson** upon meeting several years ago. He will be working to take the brand to new heights alongside Carolyn and **Jeff Aronson**, company president. Visit itsa10haircare.com.

Farouk R. Shami II has been named vice president of operations at Farouk Systems, Inc., continuing the legacy of one of the



Farouk R. Shami II

beauty industry's leading family-owned businesses. Both his grandfather, **Farouk Shami**, the founder and chairman, and his father **Rami Shami**, CEO, have served as mentors, teaching Farouk II at a young age the history, dedication

and successes of Farouk Systems.

Farouk II's daily responsibilities include overseeing accounts payable and purchases, as well as providing guidance and direction to his three managers. He also works diligently to cut costs that impact customers while increasing and strengthening social media engagement.

In addition to working at company-sponsored shows and classes since he was a child, Farouk II attended both Lone Star College and the University of Houston, where he studied both management and marketing. When his studies were completed, he joined the company in 2009, starting in the customer service department and then learning each area of the company. To further his knowledge, he also worked with his grandfather Farouk in the laboratories to help formulate new products. As director of operations, he interfaced with the purchasing, accounting, marketing and maintenance departments.

Says Farouk, "It has been one of my proudest moments to watch and observe how my grandson has taken the family business as his future path in life."

Adds Farouk II, "From a boy, I attended hair shows passing out samples and meeting hairdressers from around the world. I have grown to love this industry. I admire my father and grandfather for their wisdom and sharing nature that has allowed me an opportunity of a lifetime." Visit farouk.com.

Earthly Body adds Stephan Scheinert and Dawn Blackstone to its fast-growing team:

Stephan is the company's new global sales and marketing director. His extensive beauty industry experience includes sales leadership roles at OPI as director of sales and at Aveda as vice president, international salon distribution. Prior to that, Stephan held a variety of positions at Wella AG/Sebastian



Stephan Scheinert

International, including division education manager; regional sales manager, distributor sales division; director of global sales, Europe; and vice president Asia/Pacific, responsible for the Select Brands initiative.

Dawn is helping to spearhead marketing initiatives at the company. She has held numerous marketing leadership roles, including executive vice president, marketing



Dawn Blackstone

at Graham Webb/P&G Professional; vice president global product marketing at Herbalife; vice president of global marketing at Dermalogica; chief marketing officer at ColorProof Evolved Color Care; chief marketing officer at Kevin Murphy; and most recently, executive vice president, marketing at HydraFacial. Visit earthlybody.com.

Renee S. Keel joins French Girl as director of sales. She brings almost 20 years of beauty industry experience to the line of luxury-apothecary products made with potent, natural ingredients,

Previously, Renee served in senior sales positions for Cherry Blooms Group Pty Ltd,



Renee S. Keel

Peter Coppola Professional and Kenra Professional. Prior to that, she worked as a district manager for Bare Escentuals.

"2018 is such an exciting year for French Girl," says Renee. "The first steps are bringing sales back in-

house, attending Cosmoprof to strengthen and grow our retail foot print and finally rounding out the year, launching in the EU. It is an honor to spearhead the strategy and partnerships as we grow." Reach Renee at sales@frenchgirlorganics.com. Visit frenchgirlorganics.com.

Savannah Dean joins J. White & Associates, where she will cover North Carolina, South Carolina, Alabama, Mississippi, the Florida Panhandle and the Augusta/Savannah portion of Georgia.

Savannah recently graduated cum laude from East Carolina University. In addition to excelling in her course work, she ran three internet-based sales companies, was



Savannah Dean

president of the Autism Society of Greenville and worked her senior year as a nanny. She interned with J. White & Associates during Cosmoprof 2017, and the

principals were so impressed with her hustle that they invited her to join them full time.

Reach Savannah at 704-338-2729 or savannah@jwhite-assoc.com. For more information, visit jwhite-assoc.com.

News cont. on page 38

News cont. from page 37

who's looking for what

Successful sales and marketing executive looking for a mid-to-senior level position.

The candidate has long-term relationships, a track-record of results and a can-do attitude every day. Willing to jump in the deep end and help to transform your sales. Email liz@bironline.com with the subject line BIR Box 7A.

hair biz



Saints & Sinners Haircare launches Divine Flexible Working Hair Spray (MSRP \$22.50).

The product stays brushable and all-day touchable in the hair, so you can style and restyle throughout the day. Antioxidants provide color protection, while luxe scalp care ingredients and deodorants keep hair fresh. Divine Flexible Working Hair Spray is keratin-safe and cruelty-free. Contact **Michael Wilson**, CEO, at

775-298-8158, ext. 800, or mwilson@realsaintsandsinners.com. Visit realsaintsandsinners.com.

HaloCouture launches Halo Pro Extensions, a new line of professional, tape-in extensions that's available exclusively through independent distributors in the professional beauty space.

Halo Pro Tape-In Extensions are made with the highest quality 100% Remy human hair. They instantly transform any style, adding permanent length and volume,



enhancing hair color, creating highlights and lowlights, correcting haircuts and enhancing thinning areas. Application is fast with no heat required. A non-slip, medical-grade adhesive secures tapes. Once applied, they are virtually undetectable.

Color matching is easy with 19 colors and six best-selling balayage colors to mix and blend. Extensions are color-safe (deposit only) for easy customization. They're available in three lengths—14-inch, 18-inch and 22-inch. To inquire about partnering with Halo Pro, contact distribute@haloprofessional.com. Visit haloprofessional.com.

Lis'n debuts In.Credible(!) (8 oz./MSRP \$22.00), a 100% vegan, reparative, leave-in detangler that conditions, fights frizz, protects fine to coarse hair, maintains moisture and revives curls.



Vegetable-based protein surrounds the hair shaft, protecting it from heat and UV rays. It strengthens hair to help prevent split ends and breakage.

In.Credible (!) is color-safe and prevents color fade. Before color application, lightly mist on porous ends to protect previously colored hair. Slow the absorption of harsh swimming pool chemicals into

the hair by misting throughout lengths and ends before diving in. Reach

Paulette Legred, president, at plegred@salonlabpro.com. Visit lisnbeauty.com.

Pureland introduces a line of six 100% natural plant-based, vegan, organic and ecologically minded. hair-care products.

"Pureland represents the revolution of all-natural hair care," says **Ching Ling Wang**, owner of **ELC Haircare** and **Pureland Haircare**.



"It is about purity in the product and the purity of the land we use to grow our conditioning botanicals. So, we use Natural Farming

techniques, which means no GMOs, pesticides, weed killers or chemical fertilizers are used on the land or plants that create Pureland products. By maintaining the natural purity of the land, we can ensure our plant-based products also contain no chemical impurities!"

Natural Farming mimics the natural growth of plants and is considered a subset of

organic farming. Its approach helps prevent water pollution, biodiversity loss and soil erosion, all while providing ample amounts of clean, chemical-free plants to harvest. The botanicals and

essential oils Pureland uses all come from naturally farmed land.

The collection includes **Balance Cleansing Dew**

(8.5 oz./MSRP \$29.00),

Harmony Cleansing Dew (8.5 oz./MSRP

\$29.00), **Enrich Daily Conditioner** (8.5

oz./MSRP \$29.00),

Restore Daily Conditioner (8.5

oz./MSRP \$29.00), **Rejuvenate Cleansing Dew** (8.5 oz./MSRP \$29.00) and **Therapy Blow Cream** (2 oz./MSRP \$24.00).





Scruples' new Casual Chromatics Collection pairs simple styles with bold Scruples High Contrast 2018 Casual Chromatics (creme color) to create a striking contrast. Photography: Jake Thompson. Creative Director: Mia Liguori, Scruples Co-President. Creative; Session Styling and haircuts: Katie Nielsen, Scruples Global Design Team Director. Haircolor: Jeffrey James, Scruples Artistic Education Specialist; Katie Mrotek, Scruples Design Team, and Megan Schipani, Guest Artist. Makeup: Jaimie Schnacky. Visit scrupleshaircare.com.

Ingredients are limited to saponaria officinalis, rosemary oil and extract, tea tree oil and extract, spearmint oil and extract, benihi oil and extract, lemongrass



extract, lemon oil, eucalyptus oil, petitgrain oil, ginger oil, white grapefruit oil, litsea cubeba oil, sweet almond oil, orange oil, olive oil, jojoba oil, coca butter, aloe

vera extract, soy protein, cetearyl alcohol (a natural fatty alcohol derived from coconuts) and maris sal (Dead Sea salts), which are rich in amino acids, minerals and proteins.

"Pureland is not just the purity of the products," concludes Ching. "It is also about the purity of heart, ideals and values."

For distributor inquiries, reach **Andre Chiavelli**, CEO of **Andre Chiavelli Consulting**, at 732-675-3549 or andrechiavelli@yahoo.com. Visit purelandbeauty.com.



tool time



Hello Beautiful

The new HAI Beauty Concepts Hello Beautiful Paddle Brush (MSRP \$9.99) glides evenly through the hair, preventing breakage while detangling the hair, fighting frizz and banishing static. "Hello Beautiful" is written on the back of the matte black paddle in white cursive letters for a cheery greeting in the morning!

Firm but flexible nylon bristles gently detangle wet or dry hair without snagging or pulling, or irritating the scalp.

Also new from HAI Beauty Concepts, the Total Heat 4/10-inch Professional Flat Iron (MSRP \$129.99) features advanced ultra-thin Tri-Diamond Ceramic plates to deliver the ultimate

styling experience. Designed with versatility in mind, it works for styling fine to highly-textured hair, taming frizz and keeping bangs in place. Adjustable temperature settings range from 140°F to 450°F to prevent damage on all hair types.

Beveled edges allow you to create sleek-straight, wavy or curled styles effortlessly. Dual-voltage capabilities make the iron travel-friendly.

The Total Heat Professional Flat Iron is available in select areas across the country. For availability and more information, reach **Kristen Collins**, marketing manager at 877-212-8700, ext. 202, or kristen@haibeautyconcepts.com. Visit haibeautyconcepts.com.



News cont. on page 40

News cont. from page 39

nail biz



OPI debuts the Peru Collection. Seeking natural beauty with a bohemian vibe, inspiration for this collection is found everywhere in Peru, from the stunning geological sites like Rainbow Mountain to the magnificent Incan ruins of Machu Picchu to the beautiful landscape.

The collection includes 12 new shades in **Nail Lacquer (MSRP \$10.50)**, **Infinite Shine (MSRP \$12.50)** and **GelColor** formulas, with colors reflecting earthy, sandy landscapes with dusty mauve undertones (Machu Peach-u, Somewhere Over the Rainbow Mountains, Suzi Will Quechua Later!, Seven Wonders of OPI) and beautifully crafted textiles with vibrant statement hues (Lima Tell You About This Color!, Alpaca My Bags, Don't Toot My Flute, Grandma Kissed a Gaucho). Seductive deep reds and burgundies, including My Solar Clock is Ticking, I Love You Just Be-Cusco, Como se Llama?, Yes My Condor Can-do!, inspired by red sand beaches, colorful historic buildings and the Peruvian flag, round out the collection.

For more information about OPI's new collection, visit opi.com.

cosmetics chat

The Novalash Reflector (\$14.00) ups the ante when it comes to helping lash artists sharing their images via social media. This

ergonomically designed, stainless steel tool's large mirror allows lash artists to effortlessly pic a full eye of fabulous lashes. A gripped handle makes it easy to hold and maneuver, while the shape allows the Reflector to be held in either hand. The large mirror makes each lash, gel patch or undereye sticker visible at various angles. Visit novalash.com.



Blackhead Clearing Fizz Mask targets blackheads before they turn into breakouts. This mask activates upon application, helping to open pores, decongest skin and facilitate blackhead clearing. Sulfur provides anti-microbial benefits to help keep skin clear. Kaolin clay absorbs excess oil and purifies the skin. Apple fruit extract helps hydrate the skin. It's vegan, cruelty-free and gluten-free. Visit dermalogica.com.



association biz

Minerva Beauty has increased its financial support of the Professional Beauty Association by renewing their membership at the Visionary Business Member level—the

highest and most exclusive level of membership that the association offers. Minerva Beauty supplies salon and spa equipment to over 150,000 businesses worldwide. In addition, Minerva Beauty is also continuing their support for ten \$1,000 cosmetology scholarships (\$10,000 total) in 2019. Minerva has provided scholarships totaling \$65,000 through PBA for eight years.

Minerva Beauty joins 11 other industry companies, including **Aveda, Conair, Cosmoprof/Armstrong McCall, Coty, Great Clips, Henkel, John Paul Mitchell Systems, L'Oréal, SalonCentric** and **Ulta**, at this level of membership.

The PBA Visionary Business Membership offers top-tier members access to unlimited association resources, unique visibility and marketing support. PBA Visionary Business Members can extend member benefits to their entire employee bases. Offerings are customized to fit business needs. Contact **Elizabeth Fantetti**, PBA's director of membership and association programs, at elizabeth@probeauty.org. Visit probeauty.org.

into skin

Dermalogica debuts two products for clear, glowing skin—Clear Start Breakout Clearing Booster (1.0 oz./MSRP \$21.00) and Blackhead Clearing Fizz Mask (1.7 oz./MSRP \$21.00).



Clear Start Breakout Clearing Booster instantly stops breakouts. Formulated with salicylic acid, this fast-acting all-over/spot treatment helps kill breakout-causing bacteria for rapid skin clearing. Patented TT Technology and phytoplankton extract work with skin's natural microbiome and help prevent over-drying. Niacinamide reinforces skin's defensive barrier and evens skin tone. Seaweed-derived extract locks in moisture to help soothe irritated skin. It's vegan, cruelty-free and gluten-free.

service providers



Primera Technology debuts the LX910 Color Label Printer (MSRP \$2,695), the company's fastest-ever desktop color label printer.

Typical applications include product labels for shampoos and conditioners, hair spray, hair color and virtually any salon product. It can handle labels as wide as 8 inches and as small as 0.75 inch. This newest addition can print a 4-inch x 3-inch label with 50% coverage in less than 6 seconds at a cost of about three cents per label. In addition, ink costs are the lowest ever, thanks to a new, ultra-high capacity ink cartridge.

With a simple swap-out of ink cartridges, LX910 can print with dye-based ink for brilliant, eye-popping color. Or, choose pigment ink for maximum durability against water and UV light. Both types of ink work interchangeably on the same printer.

LX910 utilizes an all-new, ultra-high capacity single CMY ink tank. You'll only need to replace and keep on-hand one ink tank instead of two or four. Process black is dark and crisp. Best of all, process black uses no more ink than a separate black ink tank.

Users get a new print head each time they change the cartridge, simplifying maintenance and dramatically lowering operating costs. Finally, LX910 has a tough, steel case with industrial-grade paint.

Reach **Geena Maharaj**, global product manager, at gmaharaj@primera.com. Visit primera.com/.

The Barrett Group is a company founded to discover, bring and grow brands—and in some cases repair and innovate brands—for the global home shopping marketplace.

The Barrett Group was created by beauty industry and home shopping retail veterans **Matt Allison**, founder and CEO, and **Susie Hassan**, president, who was awarded the QVC Spokesperson of the Year and the QVC Guest Excellence award in 2017.

Founded to be the leader in on-air brand management for companies selling on the home shopping platform, the Barrett Group has built a unique and scalable approach that is proven to help its clients secure that coveted on-air spot, create a winning show, get that show renewed and become a household name.

"At the Barrett Group, we believe that your brand deserves the chance to be sold, and be successful, on the world's leading multimedia retailers," says Matt, who is renowned for discovering and bringing technology linked innovations to electronic retail/home shopping networks. "That's why we have become the authority for thousands of brands to discover the power of home shopping—a \$13 Billion per year industry. We also uncover distribution channels that maximize the brand growth."

There is power in media for the Barrett Group clients. "By exposing your brand on home shopping platforms, companies are increasing brand awareness, fostering brand loyalty and will experience rapid growth not seen in typical brick and mortar environments," says Susie.

The Barrett Group is connected to the biggest home shopping networks from **QVC** to **HSN** to **Evine** to **The Shopping Channel** and even international channels such as **QVC China**, **QVC Italy**, **QVC Germany** and more. Matt and Susie find the right audience base and current need, then match your brand with the best home shopping channel retail partner for maximum success.

"Many brands have been born out of excitement, new science and innovations; however, we are finding that the brands often miss several steps in the process of going to

market. This creates additional costs, delayed launches, unclear brand identity and worse yet, missed opportunities," says Matt. "The Barrett Group vets out any missteps with our exclusive partners, including **LemonTree Partners**, **Ameann Beauty** and **Beauty Results PR**. Together, we can quickly and effectively make the necessary adjustments so that the probability of success is strong. So many of our brands comment that they wish they had met us earlier and would have avoided many mistakes."

Susie explains, "Home shopping networks were the first to develop beauty infotainment. The shows are designed to encourage viewers to try new products and experience new ways to embrace beauty. The viewer is hungry for new products and innovations. And any beauty brand boasting of the latest trend will want a captive audience ready to buy. Home shopping is a machine with a rotating shelf. That shelf could be worth \$100,000 every single minute. That's an opportunity that any beauty brand must try."

To learn more, visit barrettgroup.co/.

giving back

Eufora recently hosted the third annual ladies' night blow-outs for a cause at corporate headquarters in Vista, CA.

Eufora stylists from around San Diego volunteered their time to give attendees gorgeous styles. Guests also enjoyed an evening filled with a variety of activities from the ever-popular pop-a-prize balloon game to a raffle table that offered everything from Eufora gift baskets to golf at St. Marks Golf Course and a two-night stay at the fabulous Omni La Costa Resort and Spa.

This year, the Eufora team and salons raised more than \$3,100 for **Childhelp** in just four hours. For more information, visit eufora.net.

News cont. on page 42

News cont. from page 41

The 13th Annual William E. Covey Memorial Golf Outing will take place on Thursday, September 27, at Battleground Country Club in Manalapan, NJ. To date, the tournament has raised over \$80,000 in support of the Multiple Myeloma Research Foundation. The goal this season is \$15,000.

"We are proud to support this worthy cause and we look forward to another wonderful day during which we celebrate the life of William E. Covey, a man who positively influenced the lives of so many," says his son, **Bill Covey**.

Reach **Mike Spano**, vice president, sales & marketing, Hair Systems Inc., at mspano@hairsystemsinc.com. Visit coveygold.com for sponsorship and registration details.

show biz

Mazur Group, a Los Angeles-based executive search firm specializing in the beauty industry, presented their bi-annual Beauty Biz Roundtable (BBR17) recently at Le Méridien Delfina Santa Monica Hotel.

The invite-only event featured senior executives from the West Coast's beauty scene, including **Algenist, Amazon Beauty, FabFitFun, OUALI Haircare, Sexy Hair, Sephora Collection** and more who gathered to address the beauty industry's trending topics in influencer marketing, app development, PR, clean beauty, operational management, entrepreneurship and more.

"Our BBR series offers a sense of community and idea-sharing," says **Frances Mazur**, CEO of Mazur Group. "Our goal is to provide invaluable connections for the beauty industry as a whole. After every BBR, we see both current and new businesses flourish and powerful partnerships form."

With the natural beauty market expected to reach \$13.2 billion this year, BBR17 was buzzing about clean beauty, especially at the



(back row, from left): Kevin Cureton (CCO, Solésence), Jill Dunk (Partner, The Pienza Collective), Trina Albus (founder & president, Magenta Agency), Jessica Goldin (SVP marketing, Beautycounter), Greg Gonzalez (co-founder, Youth To The People), Thomas Rankin (co-founder & CEO, Dash Hudson), Nimrod Basri (founder & CEO, Make USA), Elizabeth Ashmun (president, Moon Juice), and Frances Mazur (CEO, Mazur Group). (front, from left): Margaret Kress (CEO, Toppik), Amy Denoon (CEO, Beach House PR), Sasha Plavsic (founder & creative director, ILIA Beauty), Joe Cloyes (co-founder, Youth To The People), Jeb Gleason Allured (editor-in-chief, Global Cosmetic Industry), Jimmy Silberman (director of business development, BAMKO), and Annie Jackson (COO, Credo Beauty).

roundtables of **Jessica Goldin**

(Beautycounter), **Annie Jackson (Credo Beauty)** and **Sasha Plavsic (ILIA Beauty)**.

Said Annie, "Customers are conscientiously making purchases and really evaluating with a lot of scrutiny the products they are buying. While there is no legal definition for green, natural or clean beauty, it is up to beauty brands to self-regulate. Credo is clean beauty—so while many of the brands Credo carries are using all-natural ingredients, our position is that synthetic ingredients are ok assuming they are safe synthetics, and then combined with plants."

Sasha, founder and creative director of ILIA Beauty, agreed: "We don't see clean beauty as a movement, but more as becoming the norm. This is about empowering customers to ask and learn about what they are putting on their skin."

Roundtable leaders and topics included:

- **Trina Albus**, founder and president/**Magenta Agency**—"Breaking through the Noise with Influencer Marketing."
- **Elizabeth Ashmun**, president/**Moon Juice**—"Developing and Maintaining a Purpose-Driven Culture."
- **Nimrod Basri**, founding & CEO/**Make USA**—"Day 1: The Operational Perspective of

Building a Company"

• **Joe Cloyes** and **Greg Gonzalez**, co-founders/**Youth To The People**—"Looking Beyond the Influencer and the Micro-Influencer to The FOTB's (Friends of The Brand)."

• **Amy Denoon**, CEO/**Beach House PR**—"Socially Savvy: 5 Things to Build a Better Beauty Brand on Social."

• **Jill Dunk**, partner/**The Pienza Collective**—"How to Build your Army in a Gig Economy"

• **Jessica Goldin**, svp of marketing/**Beautycounter**—"The Trend Towards Clean Beauty: Where is the Industry Headed?"

• **Annie Jackson**, COO/**Credo Beauty**—"Who Shops for Clean Beauty and How to Meet their Demanding Standards?"

• **Margaret Kress**, CEO/**Toppik**—"From Labor of Love: To Ready for Sale."

• **Sasha Plavsic**, founder and creative director/**ILIA Beauty**—"Clean Beauty: A Dialogue on What It Means to Be Clean."

• **Thomas Rankin**, co-founder & CEO/**Dash Hudson**—"How the World's Best Beauty Brands are Dominating on Instagram."

BBR17 was sponsored by **Solésence** and GCI. Visit <http://mazurgroupla.com/beauty-biz-roundtable/>.

The 23rd edition of Cosmoprof Asia will once again adopt the "1 Fair, 2 Venues" formula, bringing together the entire Asia-Pacific beauty industry in Hong Kong.

Cosmopack Asia runs November 13-15 at AsiaWorld-Expo. From November 14-16, 2018, Cosmoprof Asia takes place at the Hong Kong Convention & Exhibition Center. Visit cosmoprof-asia.com.

The inaugural Salon & Spa Exchange kicks off October 7-10, 2018, at the Boca Beach Club in Boca Raton, FL.

Participating suppliers will experience one-on-one meetings, high-level industry networking and educational breakout sessions with the industry's multi-location salons, day spas, medical spas and beauty retailers—all at one of the country's most luxurious resorts.

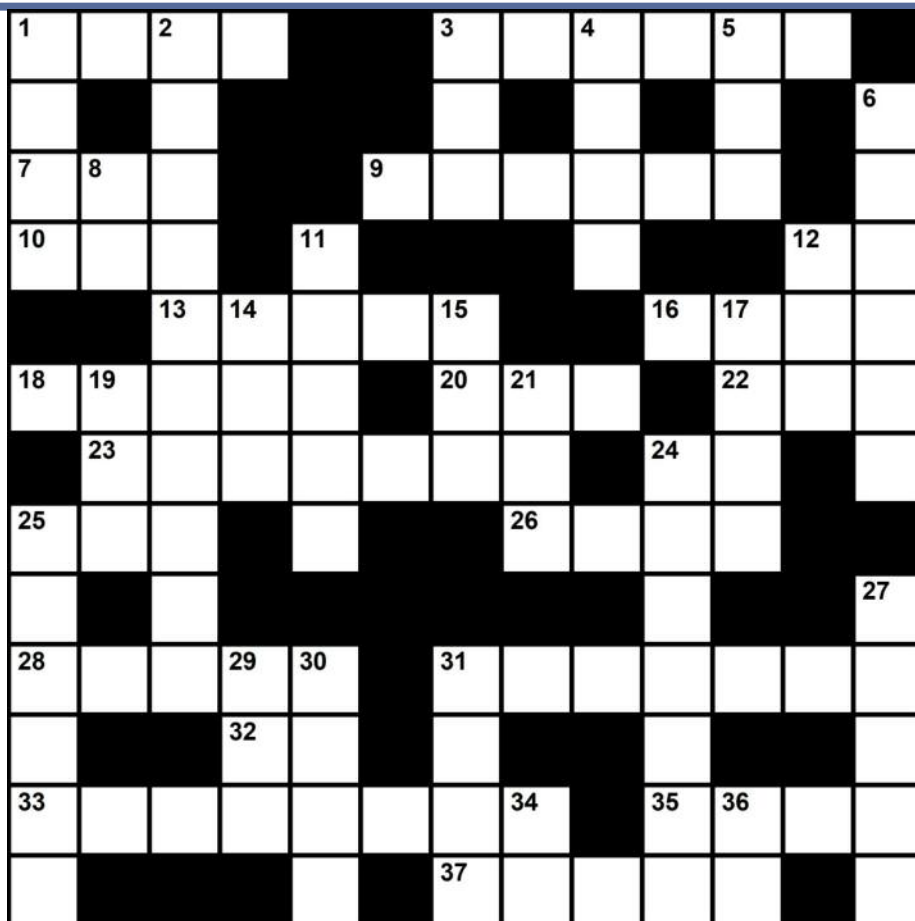
For the sponsorship investment, suppliers are guaranteed 16 pre-scheduled meetings with buyers from top salons, spas and beauty retailers. They may schedule up to 24 in total. Three nights' luxury accommodations, including all scheduled meals and destination airport transfers are included in your sponsorship fee. You will also receive a complete participant directory.

One attendee from qualified salons, day spas, med spas and beauty retailer buyers attends at no cost for registration, accommodations, scheduled meals, receptions and air travel. A second representative may attend for a nominal fee.

Sponsor attendance is limited to ensure a one-to-one buyer-to-supplier ratio. All buyers are vetted to ensure the highest quality and diversity of participants. Both buyers and suppliers may request meetings. Networking events throughout the course of the Exchange allow for even greater interaction between participants.

Exchange events also produces the **Global Beauty and Wellness Exchange**, which is scheduled for February 24-27, 2019, at Montage Palmetto Bluff in Bluffton, SC.

For more information, contact **Joyce Jamison** at 203-202-2576 or jjamison@exchangeevents.com. Visit salonandspaexchange.com.



ACROSS

- 1 Schwartz canine
- 3 Cosmoprof's newest home
- 7 Coffee pot
- 9 A Sporn-ette
- 10 Stretch out
- 12 Doctor, abbr.
- 13 Penzone's royal mascot
- 16 Pres and CEO of Glansaol, Ennis
- 18 Plus
- 20 Researcher's question
- 22 Possible lunch hour
- 23 Columbus spa royalty
- 24 Arts Degree
- 25 Sun lamp result
- 26 It lights up the night sky
- 28 West Coast Industry musician
- 31 City of Hope honoree, Carver
- 32 Bismarck's state
- 33 Trains
- 35 "Cool!"
- 37 Sport Clips founder

DOWN

- 1 ABS Maestro, Dykstra
- 2 Greg and Joanne's vegan haircare
- 3 Mini Mani ____
- 4 Salon job
- 5 It doesn't come before beauty
- 6 Distribution queen of the NW
- 8 Newport locale, abbr.
- 11 Posh
- 12 Demographic
- 14 Egg layer
- 15 Oprah's network
- 17 Advanc
- 19 Place for pampering
- 21 Skirt discussion point
- 24 Cosmoprof's original home
- 25 Perfume counter courtesy
- 27 Picture
- 29 Kevin's Rep firm
- 30 Dutch cheese
- 31 Old-fashioned showdown
- 34 For that reason
- 36 La vie ____ rose

The first reader to send a correctly completed puzzle to jayne@bironline.com wins a \$25 Starbucks gift card. We will post the winner and answers on our Facebook page after that.



15500 PEARL ROAD, #360949
CLEVELAND, OH 44136

ADDRESS SERVICE REQUESTED

Presorted
Standard
U.S. Postage
PAID
San Dimas, CA
Permit No. 410

The Beauty Industry Report AN EXECUTIVE NEWSLETTER & COMMUNICATION FORUM FOR PROFESSIONAL BEAUTY BUSINESS LEADERS

Beauty Industry Group (BIG), along with Gauge Capital, have purchased the assets of HaloCouture, the category creator of the popular Halo hair extension system. Their growing portfolio now includes Babe Hair Extensions, Babe Lash, Donna Bella Hair Extensions, Hair Talk Extensions, Halo Couture, Hot Heads, Sono Hair Extensions and Twisted Fringe.

"We have long admired the HaloCouture team for what they have accomplished over the past 8 years. From the early days of hand-sewing Halo products in the garage to building a solid salon network of more than 5,000 salons across the country, HaloCouture has been a class act and top-notch competitor," says BIG CEO **Derrick Porter**. "We're also thrilled to welcome **Josh Owens**, president of HaloCouture, to the BIG team. He will continue to run



HaloCouture is known for its huge show-floor exhibits, like this one at Premiere Birmingham 2017.

last minute blasts

the company. I've met very few people who have Josh's work ethic and devotion to a mission. He will be an amazing partner."

"HaloCouture has always believed in the salon professional and has sought to create and promote a product that could benefit tens of thousands of hairdressers," says Josh. "Now with our joining the BIG family, this effort will be amplified and allow for our products to reach the stylists faster, more efficiently and at a greater scale than ever."

Consistent with BIG's strategy, HaloCouture's headquarters will remain in Southern California. Visit beautyindustrygroup.com and halocouture.com.

Happy 5th Anniversary to Life of Riley Salon Supply, the Largo, Florida-based, full-service distributor founded by friends Kelly Huether, president, and

Bob Larson, CEO. This family-owned, locally operated, boutique distributor of rising-star brands has grown to be a distribution powerhouse, representing more than 40 leading companies across Florida, Georgia, North and South Carolina, Louisiana, Mississippi, Alabama, plus North and South Dakota (Kelly's home state) and Nebraska, with 36 DSCs and 14 stores and more than 10,000 salons as customers. The business has grown to include company-owned stores, Life of Riley sub-distributor stores and other family-owned salon supplies.

While named after Kelly's daughter, **Riley**, "Life of Riley" also implies living the good life or



Life of Riley was bustling with beauty at Premiere Orlando.

living an easy and pleasant life!

"Every day, we strive to make life easier and more pleasant for our customers, the manufacturers we represent and the employees who make it happen," says Kelly. "We believe in the lifetime value of a customer and will never trade a one-time order for the risk of diminishing our long-term value to the salons we serve."

If you are interested in becoming the local Life of Riley distributor in your area; contact Kelly at 727-865-4145, ext 101. For more information on Life of Riley Salon Supply, reach **Edwin Mendoza**, vice president, at 727-865-4145, ext 112, or edwinm@lifeofrileys.com. Visit <https://lifeofrileys.com/>

To start a new subscription or renew yours at a special price, visit subscribe.bironline.com.