



guest
columnist

Everyday marketing

By Bart Foreman, president, EndGame Marketing Solutions

Just when you thought you had this marketing stuff all figured out, along comes another new idea. Actually, it's not that new, but rather a new spin on a number of repackaged old ideas.

Marketing has changed because consumers have changed. Technology drivers directly impact customer behavior and are continually changing. If your marketing voice and your brand promises haven't changed in the past two years, your message is stale.

Stale? That might seem counter-intuitive, because the new technologies should refresh everything you present to clients and guests. You use CRM programs, personalize digital engagements to do the right things and yet, you're stale?

Writing in *Forbes*, **Ernan Roman**, president of **ERDM Corp.**, says marketers are kidding themselves when they say they are doing personalization. "What they are really doing is putting lipstick on tired, transactional emails and blasting them from the newest and greatest CRM technology." Sound familiar?

We subscribe to the marketing idea of "Doing Business in the Age of NOW!" versus the Age of Yesterday. In the beauty industry, it's no longer about the services and products you offer your clients. There's more. Let's topline the various industry segments to see how this applies to each.

For salons, it's not about you. It's about your guests, their experiences and needs. Everyday Marketing is important because something is happening in every salon every day. In today's digital age, it has never been more important to stay connected with your guests—onboarding them when they are new, thanking them and encouraging repeat visits when they wander.

Too many professional brands do not put enough emphasis on working with

A NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BUSINESS

highlights

Did It's a 10 score with Super Bowl Ad?	2
Sweis acquires Independent Salon Services	3
Life of Riley opens store in South Dakota	4
Beauty Changes Lives honors the Millers	5
PBA Exec Summit focuses on consumers	6
Candy Shaw's Sunlights Balayage	12
Chains share opportunities/challenges	14
L'Oréal's Pat Parenty retires	16
Alan Stockman to lead Bosley Pro	18
Henkel to house brands in Los Angeles	36

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CHECK OUT BIR's NEW! 2017 Show Calendar!

This is your newsletter, and **Beauty Industry Report** welcomes your feedback! Tell us how we can help you and send us your publicity!

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Mane St.

by Mike Nave
FOUNDING EDITOR



2017 is a year of major anniversaries for many of our industry's favorite shows.

Cosmoprof Bologna celebrates 50 years, the **Bronner Bros. Show** reaches its 70-year milestone and the **International Beauty Show New York** celebrates 100 years of beauty! Each has its own identity and is a special can't-miss event. If you haven't been for a while, it's time to check them out again.

Speaking of shows, **BIR** has already attended the **Western Buying Conference** in Las Vegas and the **International Salon & Spa Expo** in Long Beach, CA. Stay tuned for our exclusive reports next issue on the new products that can drive your business this year. We apologize that we're a bit behind with all the travel. We will be back on schedule with our next issue.

What are your can't-miss shows? Let's start the discussion on our Facebook wall!

Regards,

guest columnist

Guest column cont. from page 1

distributors to build a knowledge base that allows better connection and interaction with salons—especially ones using their products.

Distributors are caught in the middle, burdened with demands from multiple brands and often not having the technology or not knowing how to use it to deliver marketing solutions to support both salons and brands.

Bottom line: This is a marketing call to action. Doing business in the Age of NOW! is actionable and measurable. There are multiple technology platforms that deliver data that can be used for marketing. Too often, salons, distributors and brands have great ideas but either can't, don't or just miss turning them into action. Those who don't wake up to these changing dynamics will eventually fail.

This new 2017 political and economic climate is filled with dynamic forces that you can't control. But the one thing you can control is how you manage the relationships with your clients. Ask your team if your marketing is capturing critical micro-moments daily that will influence the next sale. If you're not sure, now is the time to reassess your marketing strategy in the digital Age of NOW!

Bart Foreman has over 40 years of experience in creating leading-edge marketing and over 20 years in supporting the beauty industry. EndGame Marketing Solutions is a marketing consultancy that focuses on Doing Business in the Age of NOW! Reach Bart at



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BIR invites you to become a Guest Columnist and give us your take on a relevant topic. For consideration, please send us your thoughts in about 475 words, plus a one-paragraph author 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

It's A 10 Haircare scored millions of views when it aired a television commercial, entitled "Four More Years" during Super Bowl LI. Its goal? To make America's hair great again. "We're in for at least four years of awful hair," the narrator says tongue-in-cheek. "So it's up to you to do your part by making up for it with great hair. We mean all hair." Advertisers paid approximately \$166,000 per second to air their ads, with the average 30-second spot costing about \$5.5 million. Will the investment pay off for **Carolyn Aronson**, founder and CEO? Only time will tell. Visit itsa10haircare.com.

The recent **Consumer Electronics Show** in Las Vegas featured the debut of customized beauty tech gadgets. According to **Kline**, the future of the industry lies in the diagnosis and personalization of a beauty routine. Two of the most impressive gadgets noted were made by a **Withings/L'Oréal** collaboration and **HiMirror**. Both products were named CES 2017 Innovation Awards Honorees. The award celebrates outstanding design and engineering in new consumer technology products.

L'Oréal's Kerastase brand has collaborated with tech company Withings to create the **Kerastase Hair Coach Powered by Withings**, a smart hairbrush (right). This high-tech device analyzes the quality of the hair, scoring hair health on qualities like dryness, damage, breakage and tangling, and also provides insights on how to better brush and care for hair through data on how the user brushes her hair.

Developed in collaboration with L'Oréal's Research and Innovation Technology



Incubator, the brush features Withings' advanced sensors and seamless product design, along with L'Oréal's patent-pending signal analysis algorithms, to score the quality of hair and monitor the effects of different hair care routines. A built-in microphone listens to the sound of the hair being brushed to identify patterns, providing insights into manageability, frizziness, dryness, split ends and breakage.

An accompanying mobile app provides additional insights and customized product recommendations to help people better care for their hair. For more information, visit <http://www.kerastase-usa.com/hair-coach>.

The **HiMirror smart mirror** and **HiSkin at-home skin analyzer** work together to understand facial skin through analysis and tracking, recommending products for a user's specific skin care routine.

Element Electronics, in partnership with **FaceCake Marketing Technologies, Inc.**, debuted a NextGen vanity mirror and an Augmented Reality experience all in one. This vanity mirror, with adjustable LED lights and a sensor that accounts for the natural or artificial lighting conditions of the room, can instantly transition into a personalized AR environment that lets consumers virtually see cosmetics and accessories—whether they own them or not—on their real-time reflection while receiving personalized recommendations and purchase options.

FaceCake busted retail shopping norms with the creation of the first 3D virtual dressing room, **Swivel**—the original augmented reality product that allows shoppers to envision themselves in clothing and accessories—and subsequent augmented retail solutions. FaceCake partnered with Element Electronics, the consumer electronics company known for its U.S.-assembled flat screen TV monitors, because of its commitment to bringing amazing technology to consumers while remaining affordably priced.

Samsung's C-Lab entered the skin care market through **Lumini** and **S-Skin**, its skin analysis devices and apps.

trends

The **International SPA Association Foundation** has released its annual spa industry research along with the seventh volume of the **Consumer Snapshot Research**, focusing on millennial spa-goers. **PricewaterhouseCoopers** was commissioned to conduct both studies by the ISPA Foundation.

“Our annual spa industry study has shown revenue growth each of the past five years, providing strong indicators of the continued future success of the spa industry,” says ISPA President **Lynne McNeess**. “We are excited to share that both the number of spa locations and full-time employees in the United States increased in 2015, making a significant contribution to the overall economy.”

The annual study highlights the all-time high revenue of \$16 billion USD (an increase of 5%) and an unprecedented record number of spa visits at nearly 180 million (an increase of 2.1%). The number of spa locations increased by 1.8%.

“Millennials will be the core spa-going generation for years to come. They see it as an integral part of their lives,” says **Russell Donaldson**, senior associate of research with PwC. “Most notably, nearly 60% of the male millennial spa-going population has experienced a facial before.” For more info, visit attendISPA.com.

hook ups

On February 1, 2017, **Sweis Inc. Professional Salon & Spa Products Distributor** acquired **Independent Salon Services**, an independently owned distributorship spanning Northern California and Nevada. The marriage of the two family-owned distributors will unite two strong sales teams



from left: *Thomas Clarke, vice president of operations; Kymberly Helsler, vice president of sales; Karl Sweis, president of Sweis Inc., and Glen Pacek, executive vice president of sales.*

that now comprise 54 sales representatives and 8 professional stores. The Sweis territory has expanded to cover all of California and Nevada.

“This acquisition will confirm our position as one of the strongest independent, family-owned distributors in the country,” shares **Karl Sweis**, president of Sweis Inc. Professional Beauty Distributor. “Our goal is to be the professional beauty industry’s top beauty resource for products, service and education while helping to cultivate growth and success for our Sweis employees, as well as our salon customers. We look forward to doing that alongside Independent Salon Services. They have built a wonderful team and a strong customer base, and we are excited to unite our efforts.”

Sweis doesn’t plan to make any staffing or operations changes. In addition, Independent Salon Services’ **Kymberly Helsler**, vice president of sales, and **Thomas Clarke**, vice president of operations, will transition to Sweis, Inc. and retain their current responsibilities.

Sweis features professional salon and spa brands, including **Moroccanoil, Keratin Complex, Babe, ColorProof, DS Laboratories, LivingProof, Neuma, Keune Haircosmetics, Style Edit, Reuzel, Loma, Sunlights Balayage** and more. For additional information about the distributorship, visit sweisinc.com.

Robanda International has acquired **Pebco Protocols**. The brand offers a wide array of hair dryers, ceramic curling irons, ceramic flat irons, nail machines, and accessories. Robanda plans to brand all product under the name “Protocols.” With Robanda’s expansive distribution network, Protocols’ visibility will increase exponentially in both the salon and over-the-counter retail space.

“We are excited to add Pebco Protocols into the Robanda family of brands,” says **David Leib**, president of Robanda International. “Our goal is to double the brand’s sales in 2017.”

Robanda’s brands include **Bodyography Professional Cosmetics, ProRituals, The Twirler, Mighty Hair Clamp, Hydra-Oil, Dissolve, (re)FRESH Dry Shampoo, Mr.Pumice, Omega Labs, USA Lip Treatments, Mood Lips, Retinol by Robanda, Tropical Shine** and **The Marilyn Brush**. Visit robanda.com and protolshair.com.

Basim Shami, owner/CEO of **Beauty Elite Group**, has acquired **Fuel** hair for an undisclosed sum in private sale.

“We are at the beginning stages of building our company. We will continue to grow and look for other acquisitions and licensed



brand properties in hair, as well as cosmetics,” says Basim.

Fuel will maintain its DNA as a professional, prestige brand sold exclusively through salon distributors. The new team will continue to offer and expand its core education and curriculum training. Salon sales will continue to be handled by **John Reinhardt**.

Also, Basim has closed a new venture deal with his **Blowpro** brand and **Kim Nimgern**, the creator of **Click-n-Curl** and CEO of **Casual Panache Inc.** Kim and Basim will launch a co-branded salon professional line for sale in the United States. The new brand will have upgraded features designed for stylists, including heat sensor capabilities.

News cont. on page 4

News cont. from page 3

distributor dish



The new Life of Riley store's grand opening featured a ribbon cutting with Kelly Huether; his sister Stacie Huether, the general manager; and the Chamber of Commerce.

Life of Riley Salon Supply recently celebrated the opening of its newest store in Rapid City, SD. This is the distributor's first move outside of the Southeast, where it is expanding rapidly in Florida (home of its headquarters), along with Georgia, North and South Carolina, Alabama, Mississippi, Tennessee and Louisiana.

The store opening was a homecoming for **Kelly Huether**, president and founder, who attended high school in Rapid City. The investors include friends from high school, and his sister **Stacie Huether**, who is the general manager.

The company name is a reference to Kelly's 6-year-old daughter, Riley, as well as the phrase, "Life of Riley," which means living an easy and pleasant life.

Plans include opening up to 12 new stores in North Dakota, South Dakota and Nebraska over the next several years. Reach Kelly at kellyh@lifeofrileys.com.



The new Life of Riley store features about 5,700 professional beauty products.

rep rap

Eric Goldstein has formed Jusco Beauty Inc., a new manufacturers' rep firm serving the beauty industry.



Eric Goldstein

His firm will cover the Northeast and Mid Atlantic territories, including New England, Upstate New York, Metro New York and more. Out of the gate, Jusco Beauty is representing a variety of brands, including

Hayashi Worldwide, Trevor Sorbie, Valera, The Source/Pro Tools, Salon Club, Hair Forensic and Hair Treats & Ceriotti.

"After years of working for a national rep group, I have decided to go out on my own," Eric tells **BIR**. "Everything about this company will be different from what you have come to know about a rep group. I offer a new lineup of professional beauty brands for full-service distributors, nail distributors and emerging markets, as well as a comprehensive suite of services for discerning manufacturers and top-quality beauty product distributors in every class of trade. My customers will benefit from my 20-plus years of experience in the beauty industry, and I am eager to share keen insights and sales strategies to help them be the best they can be!" Reach Eric at 617-824-0780 or juscobeautey@outlook.com.

JD Beauty Group, marketers of **The Wet Brush** and more, has formed a global partnership with **The Kirschner Group, Inc.**, effective January 1, 2017. The Kirschner Group is a worldwide sales and merchandising organization that represents



manufacturers in the professional hair, skin and nail industry. While the Kirschner team has serviced JD Beauty Group internationally in the past, they will expand those services to the United States and transition to a global partnership.

In other news, the Kirschner Group recently exhibited at **Cosmoprof Asia** in Hong Kong, along with 12 of their manufacturers.

"This show continues to be strong for us with more European distributors attending every year, along with the many Asian customers we get to see," states **Paolo Rezzara**, vice president of international sales. Adds **Harlan Kirschner**, CEO, "New innovations and emerging companies always debut at Cosmoprof Asia and Bologna. These are critical shows to attend if you want to be on the leading edge of our industry."



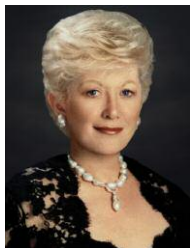
from left: Harlan Kirschner, Andrea Donaliso, Leti Garcia, Ava Willers-Ruge, Anna Harrell, Teresa Smith and Paolo Rezzara en force at the 2016 Cosmoprof Asia.

Finally, the Kirschner Group invited **Kevin Otero**, previously in leadership at **P&G** where he oversaw **Wella, Sebastian, Nioxin and Clairol**, to consult during its annual management strategy and planning meetings.

"Kevin is one of the smartest gentlemen we have in our business and understands all aspects of the global beauty industry," says Harlan. The Kirschner Group's team meets quarterly for management planning and sets their global strategies every December. Reach Harlan at harlan@kirschnergroupp.com. Visit kirschnergroupp.com.

honors

The Beauty Changes Lives Foundation will celebrate Matrix co-founders Arnold and Sydell Miller on Sunday, March 26, 2017, as



Sydell Miller



Arnie Miller

recipients of the fifth Legacy Award. Sydell will accept the award during the **Beauty Changes Lives Experience** at the Art Institute of Chicago.

An annual event held during America's Beauty Show, the Beauty Changes Lives Experience convenes industry icons with NextGen beauty and wellness talent. The Legacy Award was established in 2012 and pays tribute to an industry icon whose career exemplified a commitment to

continual education. Previous honorees include **Vidal Sassoon, Tippi Hedren, Leo Passage** and **Howard Murad, MD**.

Beauty Changes Lives Foundation President **Lynelle Lynch** says that Arnie and Sydell personified the commitment to advancing the art, science and business of the professional beauty industry. "The Millers fused the artistry of hairdressing with a passion for entrepreneurship and innovation, creating one of the most successful brands in the beauty industry," she says. "Their contributions to the industry have impacted NextGeneration professionals for decades, and we are honored and humbled for Sydell to accept the 2017 Legacy Award."

"I look forward to accepting the prestigious Legacy Award on behalf of Arnie who passed away in 1992, and also for the entire Matrix family, who shared in our dream of elevating the lives and careers of salon

professionals," says Sydell. "Together, we wanted to find a way to bring the principles of pride, quality and professionalism to those we loved the most—the hairdressers of the world."

The Millers founded Matrix Essentials, Inc. in 1980 and quickly led Matrix to become one of the fastest growing professional companies in the world. The company's product portfolio included **Matrix, Vavoom** and **Biolage** haircare; **Socolor**, the first tube color in the United States; and permanent waves. To fulfill their dream of becoming a complete beauty resource, the Millers introduced the concept of Total Image Consulting to full-service salons with the launch of Matrix skin care, body care and color cosmetics. Their commitment to ongoing education led to the founding of the Matrix Institute of Professional Development, which helped enrich the lives and careers of more than 25,000 salon professionals.

In 1990, the Millers received the **Spirit of Life Award** from the **City of Hope Hospital**. They also united salons with the anti-drug movement through the creation of S.T.A.N.D. (Salons Tell America No Drugs). Then, in 2005 Sydell announced the Miller family's largest philanthropic initiative—a \$70 million commitment to the **Cleveland Clinic** to create the **Sydell and Arnold Miller Family Pavilion**, a 970,000-square-foot building that is home to the **Sydell and Arnold Miller Heart and Vascular Institute**.

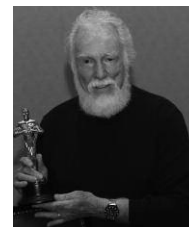
Sydell has served as chairperson of the board of directors for **SalonQuest**, the company that marketed **Aquage** and **Biomega Haircare**.

The theme of the event is The Art of Prediction. Attendees will experience the symbiotic relationship between beauty and fashion. A runway presentation featuring manufacturer brands and Leo Passage Scholarship winners will provide millennials' interpretations of trends.

A variety of sponsorship opportunities are available, including signature, branded scholarships benefitting NextGen talent.

Additional information is available at <https://beautychangeslives.org/bcl-experience/>

Howard Hafetz, CEO of Art of Business, tells BIR that his distributorship will honor Douglas A. Cox with the 2017 Art of



Douglas A. Cox

Business Award on April 2-3 in Philadelphia during the Art of Business Seminar.

"Each year, our company honors an individual who has made an unusually great contribution to the business side of

beauty," explains Howard. "Doug has certainly been a champion of business information and ideas for salon owners and managers."

Doug burst onto the scene in 1972 when he debuted a seminar for **Redken** called **The Challenge of Success**. The first challenge was with **Raylon Corporation** (the distributorship that Howard sold to **SalonCentric**) in Lancaster, PA. The challenge became a Redken premier event all over the world. Doug became the inspiration, the communication guru and the idea guy who helped so many salon owners fall in love with their businesses.

This year's Art of Business speakers include **Bryan Nunes, Keri Davis-Duffy, Laurence Hegarty, Andrew Dale** and **Dave Sanderson**. For more information and to reserve tickets, call Lori at 855-721-5250, ext. 1209, or visit artofbusinessseminar.com.

The International Franchise Association has named Gordon Logan, founder and CEO of Sport Clips Haircuts, as the 2016 IFA Entrepreneur of the Year. This award is



Gordon Logan

given annually to a visionary who is willing to take risks and who possesses the management skills necessary to create a successful franchising business enterprise. Sport Clips opened both its 1,500th and 1,600th

stores and reached \$3 billion in haircut sales in 2016.

News cont. on page 16

PBA Executive Summit focuses on the consumer

The Professional Beauty Association hosted its third annual Executive Summit in Scottsdale at the Omni Scottsdale Resort & Spa at Montelucia to cap off 2016. The sold-out two-day event with the theme of Understanding Consumer Behavior brought nearly 200 industry

executives from 115 professional beauty companies from across North America together to learn about future forces, experience presentations from leading digital experts and gain access to unique salon hair care data.

"This Summit is about content, interaction and networking," said **Reuben Carranza**, a member of the PBA Manufacturer Council. "We need a forum and venue where senior people in our industry—manufacturers, distributors, retailers, salons and others can come together outside the show floor and share meaningful content, conversations and networking on the changing consumer dynamic. The consumer is the one thing who unites all of us, along with the disruption that continues to happen. We need to have more realistic conversations with data that allow us to go back to our organizations and adjust our sales strategies."

"The consumer journey has evolved at a swift pace, which is why PBA packed



Executives from every level of the professional beauty business, from salons to product companies and from reps and distributors to education companies to the trade media, came together at the PBA Executive Summit.

this year's Executive Summit with thought-provoking information about what that means for the beauty industry, and how beauty businesses and professionals need to approach, think and respond to it in order to stay relevant. The Summit's speakers covered trends based on data, the evolution of the consumer perspective and what actions to take so you're not left behind," said PBA Executive Director **Steve Sleeper**. "The response to this year's event was amazing and leaves us eagerly anticipating starting the planning phases for next year's event."

Speakers included **Ken Hughes**, a leading consumer shopper, behaviouralist and playologist; **Claude de Jocas**, vice president of beauty for **L2**; **Carrie Mellage**, vice president,

The group explored some of the unique opportunities facing the beauty industry and armed attendees with information and resources on how best to leverage their brands, speak to today's consumers and build solid relationships that will continue to grow.

Blue Dot Consumers: Ken Hughes kicked off the event with a thought-provoking perspective on the next-generation of consumers, which he coined the "Blue Dot Consumers," and the need to engage with them on a more authentic, individual approach.

"You used to have a map of a big world. You found your place in it and navigated through it," explains Ken. "Blue Dot Consumers ARE the world. Everyone and everything else moves around them. If they take a step, they expect you to come with them."

He adds, "They are the mobile-first-bred I-want-it-now culture. Today's consumers don't understand 'buffering.' They don't wait for stuff. Everything is immediate."

consumer products, **Kline Group**; **Abigail Posner**, head of strategic planning, **Google's Creative Think Tank for Agencies and Brands**; and **Steve Sleeper**, executive director, **PBA**.



left: Kline Group's Carrie Mellage with Zotos' Bruce Selan. center: Fromm International's Kevin Barrett with speaker Ken Hughes. right: Distribution powerhouses George Learned and Sydney Berry, co-owners of Salon Services & Supplies.

“In the old days, we set the market and consumers came to us. It doesn’t work that way any more. They don’t come to us. We have to go to them. Amazon started it. The entire world comes to you as a blue dot and you stay at home. Uber is a blue dot concept. This is an entire generation of uberization.”

Ken noted, “If you’re doing the same thing you were doing five years ago, you’re in trouble. We’re living in an age of disruption. As part of this disruption, you need to treat the conversation with your customer like a conversation with a friend—authentic and genuine. **Part of your success hinges on your understanding that you no longer own your brand—your customer does.**”

Ken’s key takeaways:

▸ **Blue Dot Consumers expect personalization to the extreme.** He noted a recent hotel stay where everything in his room from the water to the beer was personalized.

▸ **Blue Dot Consumers expect contextual, relevant communication.** “In marketing, we tend to shout instead of having personal conversations,” says Ken. “Now, we’re shouting with social media. That makes consumers tune out. Today, they demand that you understand where they are, what they are doing and what they might need next.”

▸ **Blue Dot Consumers desire authenticity.** “If you’re your authentic self, you have no competition,” said Ken. “No one wants the fake, in-the-middle mass-production today. You must offer something that’s unique, authentic and special. Consumers want a story. They want to meet your people.”

▸ **Pay-to-play means that shoppers now own your brand; you simply administer it.** Whatever people say about your brand is “true.” The peer-to-peer network will define your success of the future—not your distribution network. Brands need to be a part of their conversation and part of their world. The Amazon book store is all peer-to-peer designed. There are no publisher blurbs. The blurbs are from peers who have read the books.

▸ **Brands need to create shareable, experiential equity.** Sephora is all about who YOU are.

▸ **Experiences evoke an emotional response.** They satisfy, delight, engage, empower.

Helping you understand consumer behavior as related to shopping

- Shoppers visit 25% more pages on beauty brand sites that list loyalty programs on the home page.
- 25% of hair care brands offer a diagnostic tool on their websites with only 42% linking the tool to the relevant product pages.
- Pinterest is responsible for more than 23% of web traffic referred by social media sites.
- 71% of hair care sites offer video content.
- 40% of males and 33% of females ages 18 to 34 say they would do all of their shopping online if that were possible.
- The purchasing power of millennials is estimated to be \$170 billion in 2016.
- More than 50% of consumers ages 18 to 34 use smartphones to research products while shopping.
- 45% of millennials spend more than 1 hour per day looking at product-oriented websites.
- 92% of respondents said that real-time product availability would influence where they shop.
- 62% of online shoppers are brand loyal.
- E-commerce is the fastest growing channel for hair care sales, with its share of retail value increasing 14% year-on-year.

▸ **You can make anything fun.** Taylor Swift went online and learned about her fans’ last year and then sent them gifts. She posted videos of her wrapping the gifts herself on social media. Her fans went wild. When was the last time your brand made your fans cry? When was the last time they made a video about you?

▸ **If people are talking about your brand, you exist. If they aren’t talking about your brand, you don’t exist.**

▸ **Just like in basketball, businesses need to learn how to pivot.** If your business is safe and in control, you aren’t moving fast enough to survive.

Haircare market analysis: Carrie Melage presented an overview of the salon hair care market and associated opportunities. The Kline Group works with PBA to create actionable market intelligence on the pro beauty industry, while helping members identify trends, benchmark performance, evaluate competitive sectors and assist in decision making.

Hair care, color benchmarking and digital performance: Armed with knowledge about the direction of the industry, Claude de Jocas shared how to benchmark digital performance in the hair color and hair care sectors. Specifically, she provided an overview of how brands are maintaining relevance in an increasingly splintered marketplace, walking attendees through L2’s Haircare & Color 2016 rankings, while highlighting the disruption that digital is having on pro beauty.

Cracking creativity: Abigail Posner pronounced that creativity is a business imperative. She discussed the importance of getting to the “why” and how the “why” can help you understand what motivates people. This understanding creates links, allowing you to turn the why into an idea. Abigail said that creativity, collaborating with others not like yourself and thinking emotionally are changing the world. She added:

- #Seekthewhy
- #LookfortheLinks
- #Discoveryourmission

PBA strategic plan: Finally, Steve Sleeper shared PBA’s 2020 strategic plan. He zeroed in on PBA’s new strategy to grow membership with front-line salon/spa professionals by 150,000 e-members over the next five years. The six pillars of the plan include Membership Growth, Government Advocacy, Industry Trade Shows and Events, Education, Industry Research and Industry Reputation.

“As an industry, we’re the healthiest when our salons and individual licensed professionals are thriving,” said Steve. “When we strengthen the salon environment, we strengthen and support our manufacturers and distributors. An increase in the number of beauty professionals actively involved with PBA means an increase in influence for the industry among all our stakeholders, including consumers, policymakers and other industry supporters.”

PBA Executive Summit cont. from page 7

Steve also provided an overview of the work being done by the **Future of the Beauty Industry Coalition**, which focuses on creating consistent cosmetology curriculum hours for licensing and developing a national test for licensure, license reciprocity and continuing education. For more information on the FBIC, visit <http://futurebeautyindustrycoalition.com/>

What attendees said

Beauty Industry Report asked attendees to share their key take-home messages from the PBA Executive Summit.

Create experiential share equity: “The most important aspect for me was the presentation from Ken Hughes, ‘Beyond the Screen: The beauty of digital disruption.’ Ken addressed the importance of creating experiential share equity, whereby marketers need to create unexpected experiences that consumers want to share. This triggered something for me, and we’ve now decided to incorporate his idea into our 2017 Cosmoprof North America in Las Vegas. Select attendees will be chosen to receive something unexpected at the show. Will one of those be you?”—**Daniela Ciocan**, marketing director, **Cosmoprof North America**

“I loved the agenda and really enjoyed the entire conference. That said, my biggest takeaway was on Digital Disruption from Ken Hughes. I have long been a believer that our attention spans are getting shorter and shorter, and thus, we must have the ability to deliver a powerful message that moves people to action in a very short amount of time. It reminds me the ‘80s’ TV character Max Headroom. Even back then, that show was predicting something called ADBLIPS—ads that were fractions of a second long being constantly streamed into people’s minds. We’ve gone from 1-minute TV ads to 30 seconds to 15 seconds to 10 seconds to TV ads being nearly irrelevant. We have the digital space, but according to Ken, we have 5 seconds. So I am going to be adjusting our messaging and ads to reflect this even shorter attention span in our digital native customers.”—**Scott Hagstrom**, vice president of sales/professional, **Helen of Troy**



top left: *Luxury Brand Partners’ Reuben Carranza and PBA’s Steve Sleeper.* right: *CosmoProf’s Carolyn Corporon with BeautyFirst’s and Paradigm Advisory Group’s Pat Neville.* bottom from left: *Southeast Rep Services Inc.’s Thomas Crumpton, Spilo Worldwide’s Misty Becker, Wahl’s Ann Marie Kollias and Gerry Udell.*



their business and understand their needs. In 2016, we already took a step in this direction

“During Ken Hughes’ presentation, he called attention to the need for personalization in business. I think our industry gets this right every day in the salon and at the chair, but as a manufacturing body, I think we struggle here. It does not take much to add a personal touch, so at Seven hair care, we are going to implement a few changes in 2017 to ensure our customers—the salon owners, managers and stylists—know that we are real, caring people who appreciate

toward personalization with our company holiday gifts to employees. Instead of choosing a standard gift for all (wine, fruit, cheese basket, etc.), I had my leadership team choose people they knew, and then find a gift for each that would truly be personal. Each had a budget, and then sent the gifts out along with a card from all of us. This was inspired by Taylor Swift’s Swiftmas of 2014.”—**Ryan Sieverson**, president, **Seven haircare**



above left: *Helen of Troy’s Scott Hagstrom with The Kirschner Group’s Jane Caris.* center: *Sweis Inc.’s Karl Sweis with Scruples’ Mia Liguori.* right: *Creative Age Publications’ Deborah Carver with Obliphica Professional’s Tom Neuts.*

"I have attended all three PBA Summits, and each year, I walk away glad that I attended. This year, I was inspired with ideas for improving our digital marketing and to better connect with millennials."—**Tracy Liguori**, co-president marketing & advertising, **Scruples, Inc.**

"My most important takeaway was the continuing need for brands to connect with the consumer in a digital world, with an emphasis on speed and content relevancy. This is an initiative Joico already had in our 2017 plans, and the PBA Summit served to confirm our thinking. Overall, the information provided was thought-provoking and generated interesting business conversations on our evolving businesses. The networking with other industry executives was one of the most valuable aspects of the Summit."—**Sara Jones**, senior vice president and general manager, **Joico**

"Ken Hughes said, 'If you don't like change, you're going to like irrelevance even less.' The team at Milady are digging in to change the way we provide education to both pre- and post-licensure beauty professionals to meet the needs of a quickly evolving industry. Stay tuned!"—**Sandra Bruce**, general manager, **Milady**

below left from left: Coty Professional Beauty's Mary Atherton, Salon Today's Stacey Soble and Avalon Salon Spa's Bonnie Conte. below right from left: GS Beauty's Paolo D'Elia, The Kirschner Group's Harlan Kirschner and Amika's Shay Kadosh.



"The Executive Summit for me is valuable for networking, visiting with other beauty executives and learning trends. I always enjoy the guest speakers and believe this event is a good use of my time and expense."

—**Harlan Kirschner**, CEO, **The Kirschner Group Inc.**

"I thought the conference was a wonderful time to meet and interact with key leaders and drivers in the beauty industry. I can't wait for next year's conference! My biggest takeaway from the Summit was that it's time to disrupt the industry and not do things the same way. We are planning disruptive and creative

marketing and social media campaigns. This will include introducing exciting new marketing and in-store display and message campaigns."

—**Jeffrey Davidson**, chief operating officer/chief strategy officer, **Wet Brush**

"I loved the speakers; they were very inspiring. We, as a brand, need to come to grips with Amazon and we need to keep thinking differently as the world is changing so fast. But my biggest takeaway is from people whom I met and their insights into what is working for their businesses and what things they are experiencing. Love it!"—**John Maly**, CEO, **Bellami**



far left: PBA Cut It Out's Brigid Cox, Kao USA Inc.'s Trevor Attenborough and Beauty Changes Lives' Suzanne Mulroy. center: PBA's Eric Horn, Number 4's Toni Wells and BIR's Mike Nave.



above left: Malibu Wellness's Tom Porter and Leslie Wooldridge with BIR's Mike Nave. center: Bellami's John Maly, Cosmoprof North America's Daniela Ciocan and Reuzel's Marta Harmon. right: Bellami's Jennifer Parks with Drybar's John Heffner.

PBA Executive Summit cont. on page 10

PBA Executive Summit cont. from page 9

“There are many amazing people in this business who are ready and willing to share information. Still being an infant in this industry, we need to create maximum exposure to the brand via social media and participating in smaller events. Even with all the proof that sites such as Amazon are king, we will move forward expecting face-to-face sales within the salon.

“If I had a wish or two, I would wish for a program that would focus on helping the smaller independent brands and distributors grow their businesses in this world of cyber sales. The foundations that both SalonCentric and Cosmoprof stand on were built by the hands of many past independent distributors, and as these smaller independents rise again, I would love to see programs to support their growth.”

—**Paul Connolly**, president, **REF Hair Care North America**

“In 2017, American Made Beauty will become an ecommerce site for beauty brands made in America while helping to drive consumers into a stronger relationship with qualified, licensed beauty professionals.”

—**Patty Schmucker**, president and co-founder, **AmericanMadeBeauty.com**

“My takeaway from the PBA Summit was that while measuring facts and data is very important, it’s the relationships with our consumers that really count. As a result, in 2017, I will develop programs for my team in which measurements are based, in part, on connection and not only on sales.”—**Jeff South**, owner, **Intrigue Salon** in Atlanta, and founder, **ClubIntrigue**

“The speed of change is happening at a much faster pace than ever before. The consumers’ and employees’ expectations are changing rapidly with the use of mobile technology. We must adapt quickly. For 2017, I plan to help beauty care companies in the professional industry understand the biggest forces impacting them and help them prioritize and respond to those changes.”

—**Kevin Otero**, partner, **Simpectful Consulting**



top left from left: BIR's Mike Nave and Gerry Udell Inc.'s Gerry Udell. Top right from left: Living Proof's Michael Shaun Corby, PBA's Jessi Marshall and American Made Beauty's Patty Schmucker. left from left: Life of Riley Salon Supply's Kelly Huether, Macadamia Beauty's Vince Davis and Salon Services and Supply's George Learned.

“I really enjoyed keynote speaker Ken Hughes. His message of digital disruption really hit home. You must change with the changing world or be left behind. I especially liked his analogy of the blue dot generation. I have actually referred to the blue dots in many conversations outside our industry, as well.”

—**Mia Liguori**, co-president creative and international business, **Scruples Inc.**

“The Summit speakers were both challenging and validating. Important topics included The Blue Dot Society, personalization, content and experience equity. I enjoyed the last speaker, who shared new perspectives on creativity and think tanks. The end of the year is great timing for this event. I love the terrific networking, top-notch speakers, location and set up!” — **Jennifer Parks**, vice president, **Bellami**



above left: Garcoa Labs' Gregory and Richie Rubin with BIR's Mike Nave. above right: Salon Innovations' Margaret Stone, Sharon Mudgett and Fromm International's Kevin Barrett.

Upcoming PBA Events

- April 5-6, PBA's Distributor Executive Conference, Scottsdale, AZ.
- July 8-11, PBA Beauty Week, Las Vegas
- July 9, North American Hairstyling Awards, Las Vegas
- December 6-7, Executive Summit

Learn more at probeauty.org.

below left, from left: Modern Salon Media's Steve Reiss, Bellami's Jennifer Parks and Sexy Hair Concept's Kendra Teasley. below right: Club Intrigue's Jeff South and Estee Lauder's Robert Myers.



left from left: BIR's Mike Nave and Katherine Frank Creative's Frankie Cacciato enjoy the speaker. above center: GS Beauty's/Trade Secret Canada's Paolo D'Elia joins the conversation, as Spilo Worldwide's Marc Spilo, American Salon's Gordon Miller and JC Penney's Natalie Lockhart look on. above right: Amika's Shay Kadosh with ECRU New York's Jason Sherwood.



above left: PBA's Rachel Molepske and Elizabeth Fantetti. center: CosmoProf Beauty's Jen Wilder and Rachel Jud. second from right: BIR's Mike Nave and Princess Professional's Amir Kamel. right: Joico's Sara Jones pens an important take-home.

Candy Shaw is changing the world with Sunlights Balayage

Candy Shaw grew up in the beauty business in a family of award-winning and influential hairdressers with influential friends. In fact, her family would frequently host guests and close friends like **Vidal Sassoon, Paul Mitchell** and **Horst Rechelbacher**, who although they were just starting out, were destined to change the world.

With that back story, it's no wonder that Candy grew up thinking big—and ready to make a difference, as well. Her “overnight success?” Painting hair with **Sunlights Balayage**, which provides balayage products and education to make hairdressers' lives easier. **Beauty Industry Report** recently caught up with Candy for an update.



Candy Shaw, the colorful founder of Sunlights Balayage, is known as the Balay Lama.

BIR: Welcome, Candy. What is your story? How did you get to where you are today?

Candy Shaw (CS): Hi, Mike! Let me first say it's a pleasure speaking with you. We're big fans of **Beauty Industry Report**. Your publication has supported us from the beginning.

I come from a long line of hairdressers. My father, **Jamison Shaw**, was a former world-champion competition hairdresser who recently retired after 60 years. He was raised on a farm and had an eighth-grade education, yet he went on to become the first American to win Hairdressing's Grand World Supreme Championships in Amsterdam in 1962, the Olympic Gold Medal of hairdressing. His specialty was the Marcel iron. Never before had that coveted trophy been won by an American. He returned home to great fanfare and appeared on the “Ed Sullivan Show” and in *Time* magazine. My mother was both his model and a makeup artist.

I, too, never went to college. In fact, I never even went to beauty school. I'm severely

dyslexic. I got through high school by trading haircuts for math homework. When I graduated at age 18, I made a bee-line for Paris to study in Europe's great salons. I was influenced by hairdressers like **Jacques Dessange, John Louis David, Alexandre de Paris** and **Bruno Pittini**. I developed as both a French cutter and a balayage painter.

Today, I run three companies. **Jamison Shaw Hairdressers** is a 50-year young, third-generation, family-owned and operated salon business with 50 employees, 50 chairs and 5,000 square feet in the heart of Buckhead, Atlanta's chief fashion and financial district. I work behind-the-chair full time, and see as many as 35 guests each day. My **Advanced Training Academy**, which teaches both French cutting and balayage highlighting, is now 20 years young. Its classes sell out over a year in advance. My newest venture is **Sunlights Balayage**.

BIR: Where did the idea for Sunlights Balayage come from?

CS: Sunlights was born out of necessity. I'd been struggling to paint hair with products



To reach millions of stylists and usher in the balayage revolution, Candy Shaw, the world leader in balayage education, created The Balay Box, a complete balayage class in a box.

designed for foiling for nearly 20 years. Since I couldn't convince any of the major manufacturers to come out with the necessary products, I decided to make them myself.

Once I realized what I had to do, I, too, set out to change the world. Not once, Mike, but twice.

Sunlights' first goal is to increase hairdresser productivity significantly world-wide in order to help hairdressers, who are mostly women, earn a better living and live a better life. Since our brand of balayage enables hairdressers to see two to three times the number of guests in a day, it allows them to double, often triple,



Sunlights Artisan Team members from as far as Oslo and Sydney joined Candy in Atlanta for TrainTheTrainer2.0. At The Balay Bash, Candy was presented with a llama named Spike.

their incomes. My second goal is to significantly decrease the environmental impact that hairdressing has on the planet. Hairdressing has a dirty little secret. The tons of aluminum foil used to color hair can't be recycled and end up in landfills. **The Balay Box** eliminates the use of aluminum foil in hair coloring, making it a much greener, more sustainable practice.

BIR: Sunlights has made tremendous strides in two years. Can you describe your journey?

CS: Years ago, when Sunlights was just an idea, I approached some of the world's leading hair color companies with the concept and they turned me down. They thought balayage was a passing fad. So, I found a chemist, spent several years in R&D and created Sunlights. Next, I showed it to the world leaders in the beauty industry supply chain and they turned me down. So, I went to the world's leading manufacturer's rep firms, both foreign and domestic, looking for help with distribution, and they, too, turned me down.

As a result, I decided to do it myself. It took us 100 days to line up distribution in 45 states and 7 Canadian provinces with 25 A-list indie distributors. Today, Sunlights is sold in eight countries, including Scandinavia, the "birthplace of blonde," and we're negotiating with distributors in dozens of other countries.

Today, I have great relationships with all the entities that turned me down. But the truth is, I am eternally grateful they first said no. As a result, I did it myself and I'm able to say Sunlights is made in America, is 100% woman-owned, made by one hairdresser for all hairdressers and is a family-owned and operated multi-national business. We've created over 100 jobs and are spreading Sunlights and joy around the world as we paint the globe yellow! Dreams really do come true!

BIR: You have ushered in a paradigm shift in distributor education. How did that happen?

CS: Sunlights was born out of education. Shortly after we started this journey, we realized that we are less a manufacturer and more an education company that happens to offer

extraordinarily useful products.

When we initially approached our distributors about education, every one told us they were used to losing money, or at best breaking even, when it came to education. We told them we did not like their business model and informed them we were not interested in participating. Instead, we invited them to try ours. Needless to say, it took some convincing, but we were so sure our model would work, we even guaranteed them against losses. We started renting ballrooms and packed sold-out classrooms with hundreds of stylists wanting to see the efficient, no-nonsense brand of education that the Sunlights Artisan Team presents. Each show generated thousands of dollars in ticket sales. In addition, our distributors, on average, sold an entire pallet of Sunlights' merchandise at the venues after each show. We split the profits with our distributors. We've done this model dozens of times since.

BIR: Tell us about your products.

CS: Our main products are **Sunlights Professionnel Balayage Lightener**, a proprietary kaolin clay based balayage lightener (salon \$34.00), and **The Balay Box**, the complete balayage class in a box with everything a stylist needs to learn and do balayage, including education (salon \$99.00).

Sunlights is intended for professional use and was engineered to work with any manufacturer's crème developer, color line or additive. Since it can be combined with whatever products stylists already have in their dispensaries, it is extraordinarily versatile. The first highlight pays for The Balay Box. The remaining 33 (generating between \$2,500 and \$8,000, depending on stylists' prices) are pure profit, making The Balay Box a very easy sale.

BIR: Where do you see the future of the rapidly changing hair color industry going?

CS: That's easy. In the next three to five years, balayage will take the place of foil highlighting the same way foil highlighting replaced pulling hair through a cap. Balayage is a consumer-driven trend that provides the results that women want. Balayage is faster, more profitable,



First to market, Sunlights has pioneered explosive growth in the rapidly emerging balayage category.



Sunlights Balayage creates natural-looking sun-kissed blondes like the one above.

greener and more fun! Sunlights will continue to lead the charge of the balayage revolution, as we teach stylists the world over to paint their way to financial freedom.

BIR: Sunlights recently won The Beauty Pitch at Cosmoprof North America, the "Shark Tank" of the Professional Beauty Association. What has that done for your business?

CS: People now return my calls! Plus, we received a \$5,000.00 cash prize from our good friend and supporter **Harlan Kirschner**, CEO of **The Kirschner Group**, who sponsored the start-up category that we won.

BIR: Finally, let me congratulate you on being named Maverick of the Year by the 13th Annual Stevie Awards for Women in Business. What's new for 2017?

CS: We are getting a lot of requests from our distributors to expand our professional line and transition into the consumer marketplace. We are looking to expand into Russia in 2017 and are planning our Australian and Pacific Rim tours, as well. We have some very exciting things in store for our upcoming third birthday. Much of it is top secret, so you'll just have to wait and see!

For more information about Sunlights Balayage, contact Jamison Codner, director of education, at 855-820-7677 or info@sunlightsbalayage.com. Visit sunlightsbalayage.com.

Multi-unit salons identify 2017 opportunities/challenges

With a new year come new opportunities, challenges and plans to make it all work. The **International SalonSpa Business Network**, with members owning or franchising 2 to more than 7,500 salons across all 50 states with value-priced, family-priced and prestige business models, recently shared their thoughts on the state of the industry in 2017.

"At **Great Clips**, we believe that 2017 will be a strong year and we anticipate that our



Rhoda Olsen

business will grow," says **Rhoda Olsen**, CEO of Great Clips and president of ISBN. "Growth will come from our continued focus on clearly evaluating how we're serving customers, how they are responding to promotions, how we can create a better

experience and how we can build off of that."

Gordon Logan, CEO/founder of **Sport Clips**, is equally bullish on 2017. "We see continued improvements in the economy under the new leadership, which will make the next few years very favorable for increased



Gordon Logan

investments in people, facilities and infrastructure," he explains.

Here, ISBN members share their perspectives on 2017's top opportunities.

1. Offering unique services, especially add-ons, which set your salon apart in its marketplace, bulk up its bottom line, kick your expertise up a notch and establish your business as a market leader.

"Our growth will come from offering unique and personal services, especially add-ons like bond builders and hair strengtheners," explains **Pat Neville**, president of **BeautyFirst**, **Beauty Studios** and **Paradigm Advisory Group**, and ISBN vice president. "Those open the door to a multi-million dollar business from additional services that are exclusive to salons."

Adds **Phil Horvath**, president and chief operating officer of **Ratner Companies**, which include **Hair Cuttery**, **Bubbles** and other brands, "Our guests are looking for a great service and a human connection. In addition, we see an explosion in hair color. The consumer demand and growth potential are huge."



Phil Horvath

At **V's Barbershops**, CEO/Founder **Jim Valenzuela** and his team target affluent males and their sons, and create an experience accordingly. "Our DNA is the authentic barbershop, so we are focused on doing what we do really well in an elegant way," he says.

2. Focusing on the guest experience. "At **Gene Juarez**, our single biggest opportunity is to increase our existing customers' visits by one annually, which will give us double-digit growth," explains **Scott Missad**, CEO. "To that end, our marketing, merchandising and incentive plans focus on creating an experience that attracts one more visit per client per year."

He adds, "We're making every service magical. Instead of offering 'a haircut,' we're promoting our curly-hair expertise to that customer. We're also focusing on bringing clients back more frequently."

At **Hairzoo**, with a goal of attracting 75 new guests per month, President **Gary Reed** and his team are creating a memorable experience for their guests at every touch point. "We focus on the off-the-menu service—the welcome, the greeting, the good-bye—to make the guest experience warmer, more inviting, hospitable and gracious, as well as consistent. We open the door, hang their coats and offer a beverage every time. We train our philosophy weekly, starting with our language," he explains. "For example, our hosts—their name for their receptionists—ask, 'May I place you on a brief hold?' rather than saying, 'I'm going to place you on hold.' It's surprising what a big difference that little twist can make."

3. Maximizing technology to improve the stylist and guest experiences. "Our biggest opportunity is how we leverage technology to strengthen the relationship with our customers and how we use data to evaluate our customer experiences objectively," explains Rhoda. "If we can use technology to make it easier for our stylists, then we can use that same technology to strengthen our relationships with our customers. As we continue to refine our online check-in and the data around customer waits, we know that customers will use our app more and they will be more satisfied with their service because they have not had to wait. We also use the app to maintain communication with our customers between services."

5. Helping clients with textured hair feel at home. "There are so many services and products for textured hair, that the opportunities are tremendous," says Pat. "The textured-hair client spends more time at the salon and is willing to spend more money on her hair than other clients. As we create more services and products for her, the category—and referrals—will grow substantially."

6. Creating a man-friendly experience. **Charles** and **Debra Penzone**, long known for their palatial day spas, are hot on men. "We see



Debra and Charles Penzone

gentlemen as a key contributor to our projected 3% growth in 2017, and as a result, we are giving them their own space in our new barbershop, the **Royal Rhino Club**," they say.

Adds Jim, "Our biggest opportunity is to increase same-store sales. As more men head back to the barbershop and want an authentic experience, we focus on that metric."

7. Bringing beautiful hair back en vogue. "The pendulum has swung and consumers are returning to beautiful color and style," says Pat. "The idea is to help our clients look natural, elegant, unique and polished in cut, color and texture. Marketing services and products that support elegant hair will result in a strong ROI."

8. Offering solutions for a healthy hair and scalp. “Consumers are increasingly aware that environmental factors, chemicals and lifestyle choices can greatly impact hair and scalp health,” says Pat. “As a result, they are looking for services and products that will help create a healthier scalp and healthier hair.”

9. Offering a menu of services for clients experiencing hair loss. More women and men are experiencing hair loss than ever before, and they aren't willing to sit back and let nature take its course. “They want solutions and they want them now. Those solutions can range from modern topical and ingestible options to hair extensions, partial hair pieces and wigs,” says Pat. “We must offer a menu of options for their lifestyles and their price points.”

10. Promoting salon/spa/barbershop memberships and packages. “We focus on



Gary Reed

memberships and packages to increase sales, referrals and loyalty,” explains Gary. “We start with a haircut or blow-out membership, then build add-on services or amenities to thank guests who purchase a package of multiple services. That allows us to sample new services and reward our best clients. We're also launching a new loyalty program to incentivize guests to help us increase our retention and referral numbers.”

Here are the top challenges of 2017

One of the biggest benefits of belonging to a professional organization like ISBN is that you are never alone. You can learn how to approach your trickiest challenges with the wisdom and help from colleagues who have faced them before. Here are these ISBN members' top-of-mind challenges for 2017.

1. Recruiting talented, serious and motivated talent. Says Gordon, “Some estimate that as many as 30% of beauty schools could close over the next few years—200 closed in 2016. Competition for people will be a critical issue for all of us. In order to retain stylists who might consider leaving to lease a salon suite, salons must focus on providing more rewarding career opportunities.”

Adds Gary, “The new generation has forced us to communicate differently. It's a challenge to educate them to maintain professionalism, ethics and normal business operations and to keep them accountable.”

Says Jim, “As more jobs become automated or shipped offshore, there are fewer people of



Jim Valenzuela

any age who can duplicate those salaries easily. You can do that in our industry with little risk of getting knocked off online. We can train them, so they can enjoy the quality of life they had before they were displaced.

2. Retailing. “Online” has become the new diversion. “Salon retail will continue to decline because of price transparency, competition from Amazon and other online retailers, significant discounting and promotions on one end and enhanced assortments in non-salon beauty environments on the other,” says Pat.

Concurs Scott, “Our industry has blurred the lines between professional and mass brands by expanding distribution on Amazon, in Blue Mercury, etc.. At the same time, as an industry, we're doing what we've always done and expecting better results. At Gene Juarez, we're doing more value-added promotional activity to offset the market challenges. We're also creating sensory displays to encourage guests to experience our products.”



Pat Neville

3. Consumer confusion over what “professional” means and the loss of the professional mystique.

Says Pat, “As a professional industry, we used to have limited distribution, limited availability and consistent pricing. Today, we have extreme distribution, extreme availability and tremendous price competition and transparency.”

He adds, “The fundamentals of our industry are good education, people improving their craft and working toward that common goal. Consumers need to know that ‘professional’ equals excellence.”

Adds Scott, “My biggest concern is that our industry is commoditizing. To change that perception, we must offer an experience that is magical, fresh and interesting. The same holds true for our vendor partners. They must help us create client excitement with sampling, interactive experiences, and gift-with-purchase and purchase-with-purchase promotions.”

4. Staying fresh, especially for legacy brands. Say the Penzones, “As a 47-year-old company, we are focused on keeping our facilities current. To that end, we are replacing our flagship day spa with a new facility this year. Our team and clients are so excited!”

5. Competing with app-based, mobile salons offering on-demand beauty services.



Scott Missad

Says Scott, “Mobile stylists compete on an unequal playing field. They don't work under many regulations that we live under.”

6. Speaking with one voice to our legislators.

“The Department of Education continues to raise roadblocks for schools to continue to receive federal funding, eroding their financial viability,” says Gordon, who leads ISBN's government relations initiatives. (It remains to be seen if this will change under the new administration.) “Well-funded licensing deregulation efforts are continuing at an increased intensity in multiple states. Our industry must standardize hours for licensure at a more defensible level (1,000 hours has been shown to create outcomes equal to longer programs, with lower student debt and less time in school), improve license mobility, make licensure effective upon graduation and reduce student debt.”

He adds, “ISBN is a leader in this effort to reform how our industry is regulated. Chuck Penzone leads the charge in Ohio, and we are working on reforms in Texas. I have never seen as much agreement that we must protect the professionalism of our industry. We now have quantitative data to back up our positions.”

To discuss these ideas and others, multi-unit salon and spa leaders and senior industry executives are invited to attend ISBN's 2017 Conference, May 7-9, at the Ritz Carlton in Orlando, FL. For articles, insights and membership info, visit salonspanetwork.org.

News cont. from page 5

"Gordon's work to consistently develop not only his entrepreneurial business efforts but also those of others, demonstrates his role as a model of leadership within the franchise industry," said IFA Chairman **Aziz Hashim**, founder/managing partner at **NRD Capital**. "He has been an integral member of IFA's growth and success and we applaud him on his well-deserved recognition."

In other news, Sport Clips has been named the top hair-care franchise and ranked No. 9 in the Entrepreneur "Franchise 500." This is the company's first time in the top 10 after ranking 16th in 2016. *Entrepreneur* recognizes franchises in its ranking for exceptional performance in financial strength and stability, growth rate and brand power.

"Sport Clips continues to grow as a franchise because we've created a business that works for our franchisees, the clients we serve and the stylists and beauty professionals who enjoy careers with us," says Gordon. "Being ranked by *Entrepreneur* as the top hair-care franchise speaks to the success of the Sport Clips model and the strong team we have in place. We've long known we are a major player, even when grouped with some of the largest franchise systems, especially since we've closed only six stores in six years, while opening more than 800 stores during that time. That's a significant consideration when looking at a franchise investment." For more information about Sport Clips, reach Gordon at gordon.logan@sportclips.com. Visit sportclips.com.

City of Hope, a world-renowned independent cancer and diabetes research and treatment center, announces that its National Professional Salon Industry Group will honor Mark Spinks, president of Beauty Systems Group/CosmoProf, with its 2017 Spirit of Life Award. The Spirit of Life Award is City of Hope's most prestigious philanthropic honor, presented annually to an industry leader who has demonstrated outstanding business and philanthropic achievement.

Mark has dedicated his career to the advancement of the professional beauty industry. Since 2005, he has been a leader at **CosmoProf**, the world's largest professional



Mark Spinks

beauty distributor, and in 2015, became president of the organization. Under Mark's leadership, Beauty Systems Group has focused on strengthening the connection among stylists and becoming an industry leader in the product assortment and service that it provides to salons and beauty professionals. He is passionate about the professional beauty industry and serving his customers—the suppliers, salons and stylists.

"We are proud to honor Mark Spinks as our Spirit of Life recipient and are thankful for the great contributions he has made to our industry. We look forward to enjoying a wonderful City of Hope event and continuing our efforts to help those who are fighting cancer," says **Harlan Kirschner**, CEO of the **Kirschner Group** and president of **City of Hope's National Professional Salon Industry Group's Council**.

Mark will receive the Spirit of Life Award on July 8, 2017, to kick off **PBA Beauty Week/Cosmoprof North America** at the Mandalay Bay Hotel & Casino in Las Vegas. This year's event, titled "The Beauty of Innovation, the Beauty of Hope," will celebrate the hope of a cure for cancer and other life-threatening diseases.

The Spirit of Life celebration, one of the industry's best networking evenings, will include a hosted cocktail reception, dinner and entertainment.

For information about becoming a sponsor, purchasing tickets or to make a donation, visit www.cityofhope.org/salon-spirit or contact **Andrea Courtney** at 800-272-2310 or acourtney@coh.org.



L'Oréal USA announces the departure of two long-time L'Oréal leaders, along with several new executive appointments. All newly appointed executives will join the L'Oréal USA Strategic Committee.

Pat Parenty will retire from his role as president of Professional Products Division U.S. Pat joined the PPD team in the U.S. in 1997 as vice president of sales for



Pat Parenty

Redken, before becoming the brand's general manager in 2000. In October 2009, Pat was promoted to president of the U.S. Brands for PPD. In November 2010, he was promoted to his current position as president of PPD

U.S., where he transformed its business model through the strategic creation and implementation of **SalonCentric**, a national distributor of salon professional products with more than 575 locations in 48 states. Under his leadership, the division experienced significant sales growth, optimized new distribution channels to enhance consumer connectivity and created an inclusive culture that attracted salon professionals and top talent.

David Greenberg has been appointed to group president of Professional Products Division North America and will hold direct responsibility for the division's U.S. and Canada operations and SalonCentric. In this role, he will continue to grow brand activities across both markets by leveraging SalonCentric and seizing new opportunities to further develop the professional brand portfolio.

David has been with the L'Oréal Group

since 1993, He was the worldwide general manager of **Matrix** in the Professional Products Division, and took on an international assignment as general manager of the Consumer Products Division within L'Oréal Mexico. He has extensive knowledge of the U.S. market and an impressive track record of integrating new brands and retail business models into L'Oréal's portfolio.

Ikdeep Singh is the new brand president of Maybelline, Garnier and Essie within the Consumer Products Division. In this role, he will oversee all aspects of business leadership on the portfolio of brands and is responsible for accelerating their growth in the U.S. market. Most recently, he served as the president of the Consumer Products Division in Canada, and under his leadership, the division outpaced market growth threefold, helping L'Oréal to become the largest and fastest growing manufacturer in Canada. Ikdeep's deep business and marketing expertise equip him to navigate the nuances, complexities and challenges in the hair care and cosmetics markets. He inspires his team with a focused vision and the willingness to roll up his sleeves and lead by example.

Tim Coolican is now the brand president of L'Oréal Paris. Tim joined L'Oréal in 2004 and has held positions in Canada, the United States, Singapore, France and the United Kingdom. Tim joined L'Oréal USA as deputy general manager for L'Oréal Paris in 2015 and has been guiding the transformation and modernization of the brand, focusing specifically on connectivity with consumers and digital innovation. Previously, while working for L'Oréal in the United Kingdom, he launched **Garnier Ultimate Blends**, the first international version of the **Ultra Doux** brand, and led Maybelline New York to become the fastest growing mass makeup brand in the market.

After a successful 30-year career with L'Oréal USA, Sarah Hibberson will depart from her role as senior vice president of human resources. Throughout her career at L'Oréal USA, Sarah demonstrated a passion for people, always acting as the voice of the employees.

Stephane Charbonnier has been promoted to senior vice president of human resources and chief human resources officer for L'Oréal USA. With this appointment, Stephane will be responsible for driving leadership and learning initiatives, developing talent and continuing to grow the HR team with an employee-first approach.

Stephane has more than 25 years of experience championing the development and growth of employees. In May 2013, he joined L'Oréal USA as the vice president of human resources for the Consumer Products Division, where he was instrumental to developing a strong talent pipeline and robust leadership team for the division. Under his leadership, his team supported digital transformation efforts through the redesign of the marketing and integrated marketing communications teams and the successful integration of NYX and the MultiCultural Beauty Division, which includes brands such as **Carol's Daughter** and **Softsheen-Carson**. Visit lorealusa.com

AG Hair has promoted Graham Fraser to CEO. Graham joined AG Hair in 2000 as director of sales with a mandate to manage an existing sales and distribution network across Canada and to expand fledgling distribution in the United States.

After solidifying sales and overseeing strong growth in both countries for two years, Graham was promoted to vice president of sales in 2002. In this position, he restructured AG's distribution network in both countries and began to build strong relationships with key players within the professional salon industry and salon retail chain market. This culminated in several significant long-term distribution partnerships, new business with some of the largest chains in the United States and Canada, and strengthened relationships in existing distribution channels. During this same time frame, Graham also led the successful distribution of AG Hair into Taiwan and Australia.

In 2014, Graham was promoted to the president of AG Hair. Throughout the past

two years, he has shifted his focus to overseeing all aspects of the business with an



Graham Fraser

emphasis on the successful execution of AG's long-term strategic goals and objectives, while continuing to maintain important relationships with key customers.

Co-founders **John and Lotte Davis** continue to work full-time for the company that they began more than 28 years ago. Says John, "Graham's exceptional leadership and knowledgeable oversight of the day-to-day operations make him the ideal candidate to take on the role of CEO." Lotte adds, "One of Graham's most profound contributions is that he exudes good leadership and fosters it in others." Visit aghair.com.

Terri Adams joins SureTint Technologies as director of business development. She has spent the past 20 years in education and sales roles for **TIGI, John Paul Mitchell Systems** and **label.m**.

"My passion has always been in hair color, and most of my efforts have been in color development and training/education," she says. "It is exciting to put this new twist on my training and color background and now work on the software technology side of



Terri Adams

color. I believe that SureTint Technologies with its **Mia App** will change the way that salons and independent colorists maintain their color records and create their

formulas for the better, as well support all of this industry's great color brands." Visit suretint.com.

News cont. on page 18

News cont. from page 17

Shawn Haynes is the new CEO of Palladio Beauty Group, a line of color cosmetics enriched with botanicals, vitamins and antioxidants. He comes to the South Florida-based brand with 20 years of beauty industry experience. His expansive knowledge in both corporate and start-up brands has been exemplified in his sales and marketing leadership positions at **Maesa Group, e.l.f. Cosmetics** and **Markwins International**.

"Palladio is perfectly positioned to expand its global footprint," says Shawn. "I'm excited to lead the team, as we accelerate the brand's momentum with a keen focus on

innovation, digital transformation and strategic distribution expansion."

Adds **Phil Solomon**, executive chairman of the board, "It is with great confidence that I hand the reigns to such an experienced and impassioned leader. His deep



Shawn Haynes

industry knowledge and experience leading high-growth beauty companies make him the ideal CEO to accelerate Palladio's next stage of growth."

Shawn most recently was senior vice president of sales at Maesa Group, where he was responsible for the company's exclusive brand portfolio: **Flower** at **Walmart**, **Circa** at **Walgreens**, **Enlite** at **CVS**, **Fiona Stiles** at **Ulta** and **QVC**, and **Kristin Ess** at **Target**. He also served as vice president of sales at e.l.f. Cosmetics and as senior vice president of sales/general manager, Americas at Markwins International, responsible for seasonal and licensed business segments. Shawn was also the president and CEO of **Girl Cosmetics**, an indie brand that he founded in 1997 with distribution in **Sephora**, **Nordstrom** and **Bloomingdale's**. He served as a member of the Board of Directors for the **Personal Care Products Counsel** from January 2007 through December 2008. Visit palladiobeauty.com.

Alan Stockman joins Bosley Professional Strength as president, effective March 1,



Alan Stockman

2017. An industry veteran with more than 25 years of experience, Alan most recently served as vice president and general manager of **Conair Professional**. His expertise includes management, sales and marketing across numerous professional product categories, with multiple distribution channels and models.

Alan will oversee a brief organizational transition and will spearhead the solidification of short and long-range business plans.

"There's so much upside to the Bosley Pro business, including timely market position, a broad and receptive target market and a strategy that connects that market through salon professionals," he says. "I couldn't be more excited for this opportunity both personally and professionally. Expect great things from Bosley Professional Strength." Visit bosleypro.com.

With the expansion of Macadamia Beauty and introduction of a new brand, the marketing and sales teams welcome four role updates to better accommodate the company's growing needs.

Stephenie Staton will shift efforts to focus solely on marketing for Macadamia



Stephenie Staton

Beauty and a new multicultural haircare line launching in Spring 2017. She previously served as global director of channel marketing and retail sales.

In her new role as global director of brand management, she will lead the brand teams, including **Macadamia Natural**

Oil, Macadamia Professional, éprouvage and the exciting new multicultural focused haircare line, with her responsibilities extended across strategy, marketing,



Brandy Defillo

positioning, messaging, planning and tactics to drive measurable business results for all brands.

Reporting to Stephenie for Macadamia Beauty and the new multicultural line portfolios will be **Brandy Defillo** and **Kylie Garcia**, global brand managers.

Brandy will take lead on Macadamia Natural Oil and the new multicultural brand, while Kylie will spearhead the Macadamia Professional and éprouvage brands.

Each will be responsible for their respective brands' trade and consumer marketing, sales support, point-of-purchase, promotions, websites, PR, social, traditional and digital media efforts.



Kylie Garcia



Stacey Hulls

sales in all markets. Visit macadamiahair.com and eprouvage.com.

Lastly, with Stephenie's shift to the marketing team, **Stacey Hulls**, the current East Coast vice president of business development, has been promoted to vice president of retail chain accounts to oversee retail

Ian Browning joins Truss Professional as creative artistic director/director of education.



Ian Browning

In this role, he will develop education programs and curricula, new techniques and trends, and stage presentations. Ian is known for his strong sense of street style and innovative teaching methodology.

In 1997, Ian began his professional career with **Toni & Guy** as a hairstylist, and soon discovered that he could also expand into the educational realm. In 2000, he joined **Sexy Hair**, where he worked for 15 years and earned the honor as Master Artist of the Year in 2009 and 2011.

At Keune Haircosmetics North America, Jennifer Hammond and Jessica Mills have been promoted to new roles.

Previously the director of finance and operations, Jennifer is the new vice president of finance and internal operations. She has improved Keune's systems and processes to support its rapidly growing business.



Jennifer Hammond

Additionally, she has restructured and streamlined the accounting systems to analyze and identify additional financial resources to invest in the acceleration of the business.

In her new role, she is responsible for finance and all internal operations, including the supply chain and customer service departments, as well as information and communications technology and human resources. She oversees a 14-person department and manages outsourced resources in the aforementioned areas.

Previously serving as Keune's national field education manager, Jessica is now vice president of education and shows. In her

new role, she will manage all field education and training to support Keune's distributor network and salon marketing. She also will oversee the activities of the Keune Advanced Academy in Atlanta.

Additionally, Jessica is responsible for developing Keune's educational curriculum and its national trade, industry association and distributor show activities. Her department includes 13 employees. Both Jennifer and Jessica will continue to report to **Andrew Biazis**, president. Visit keune.com/na.



Jessica Mills

As international natural beauty brand Dr. Hauschka Skin Care, Inc. prepares to celebrate its 50th Anniversary this year, the company also welcomes Martina Joseph as CEO.

Martina has more than 20 years of brand-building experience in the natural beauty space, most recently as general manager for **Bliss North America**. Prior to that, she led the North American marketing, sales and education efforts for



Martina Joseph

Carol's Daughter, Jurlique and Nude Skincare.

Martina will work with the sales, marketing and operations teams to develop and execute a progressive marketing and sales strategy to drive growth and increase U.S. market penetration. She will strengthen relationships with key customers, and develop and implement business plans consistent with the brand's international mission. She will also work directly with Dr. Hauschka manufacturer **WALA Heilmittel** and global affiliates to contribute to international strategy. Visit dr.hauschka.com/en_US/.

Jessica Zeinstra Rosen is the new education manager for Andis Company's Barber and Beauty Division.



Jessica Zeinstra Rosen

In this position, she will develop and manage the global education strategy for the company. Early in her career, Jessica planted the seeds of what would grow into a passion to educate. Focusing her

career on the male client, she worked beyond delivering a superb cut, helping her clients understand style and transform their image. For the past four years, in addition to running her own business, she has served as an Andis master educator, providing guidance to barbers, stylists and students and helping them to bring out their creativity and skills, while teaching the proper use and care of electric clippers and trimmers. Visit andis.com.

Megan Moskowitz joins Eufora International as regional education programs coordinator.

She will work closely with Eufora's regional educators and trainers on pursuing their goals and furthering their career paths as educators with Eufora. She will also work with sales executives and distributors on the implementation and delivery of Eufora education programs.



Megan Moskowitz

A 10-year industry veteran, Megan has been involved with Eufora since 2010. She has a wide range of experience from her time as a stylist, salon manager, Eufora Regional Educator and color trainer, and salon sales consultant. In 2010, she became a Eufora Elite Salon Specialist for her salon and, shortly after, began her journey as a Certified Eufora Educator. Visit eufora.net.

News cont. on page 20

News cont. from page 19

Vivienne Mackinder joins Joico as guest artistic director. In this new role, she will develop and teach the techniques behind creative elements in Joico's educational repertoire and help drive the professional creative vision presented to artists to propel the Joico vision forward toward new innovations in technology, user-experience and education for the hairstylist.

Tracing her start back to the London College of Fashion, after her schooling, Vivienne worked for **Vidal Sassoon**, becoming his artistic director. She next joined **Trevor Sorbie**, becoming his international



Vivienne Mackinder

creative director. She then crossed the pond to form an American Art Team; thus finding her new home-base.

Vivienne's talent has been seen on the runway for Vivienne Westwood, VH1 and MTV awards, and at Paris, London and New York fashion weeks.

She's a seven-time winner of the **North American Hairstyling Awards**, including the **NAHA Lifetime Achievement Award**.

Says Vivienne, "It is a delight that I have been invited to play alongside such talented artists and professionals. I love their vision for 2017 about putting the joy into our work, from 5-star consultations to creating total beauty behind the chair. I recently shot a collection working with the vast array of Joico colors and styling products and discovered their diversity and creativity!"

Adds **Sara Jones**, senior vice president and general manager for Joico, "I have been a great admirer of Vivienne as far back as the early '90s when I was fortunate to work with her. She is one of the most creative leaders in our industry and continually remains fresh and current with fashion and culture trends. We are very excited to tap into Vivienne's artistry and passion as we develop Joico's global leadership position." For more information, visit joico.com.

Larry Roses joined Orly International as vice president of sales at the end of 2016,



Larry Roses

moving cross country to Los Angeles with just five suitcases to get to work! **BIR** was delighted to catch up with him at this year's **Western Buying Conference**. In this position, he will work with the company's reps, distributors and field team to service the company's customers and grow sales of this legacy nail care brand.

Larry has a rich history in pro beauty, working as director of international sales and marketing for **Fantasia Industries Corporation**; and national sales manager and general manager of **Alfaparf Milano**. He has also worked in various sales positions for **Wella**, **Pureology** and **Helene Curtis**. He has a B.S. in economics from Northeastern University. Reach Larry at lroses@orlybeauty.com. Visit orlybeauty.com.

Ellen Torchia is LCN's newest certified barefoot trainer. This industry veteran began her salon career as a massage practitioner in 1989. After learning nail art on the side, she fell in love with nails and became a nail professional in 1997. Since then, she has been a top 10 international competitor and a competition judge.



Ellen Torchia

Ellen's history includes educating for nail manufacturers, as well as training for AEFM e-file safety, sanitation and disinfection, business and state law. She has educated internationally and has consulted and educated for **Badger Airbrush C**. Currently, she is an associate producer for **NTR** and co-organizer of the **NW Nail Tech Retreat**. Finally, she owns **Too Much Fun Supplies**. Reach **Michelle Davignon**, director of education, at mdavignon@lcnusa.com.

The International SPA Association has elected its 2017 ISPA board of directors and officers.



Todd Shaw

The ISPA board of directors will be led by elected **Chairman Todd Shaw**, spa director at **The Peaks Resort & Spa**. **Todd Hewitt**, corporate director spa, health clubs and recreation, **Shangri-La Hotels and Resorts**, is the vice chairman.

The secretary/treasurer is **Garrett Mersberger**, director, **Kohler Waters Spa & development, Kohler Co.** **Michael Tompkins**, recruiter, **Hutchinson Consulting**, is immediate past chairman role.



Todd Hewitt

Newly elected board members include



Garrett Mersberger

Scott Duncan, president/partner, **Spa Gregorie's**; **Patrick Huey**, corporate spa director, **Sandals Resorts International**; **Joshua Luckow**, executive director of health and healing, **Canyon Ranch Health**

Resorts; **Robert Vance**, managing director, **Well & Being Spa at The Fairmont Princess**; and **Noel Asmar**, president/CEO, **Noel Asmar Group, Inc.** and **Blake Feeney**, vice president of business development, **Chaleur Beauty**. **Frank Pitsikalis**, founder/CEO, **ResortSuite**; and **Sharilyn Abbajay**, founder, **Abbajay & Associates LLC**, will serve in their roles on the **ISPA Foundation** board of directors as chairman and vice chairman, respectively.



Michael Tompkins

These individuals will join the current directors who are in the middle of an active

board term. They include **Michael Harmsworth**, CEO, **ESPA International (US) Ltd.**; **Kristine Huffman**, president, **Huffman Hospitality Concepts**; **Julie Oliff**, director of operations, residences, **St. Regis Aspen Resort**; **Laura Parsons**, director of operations, the Americas, **ESPA International (US) Ltd. (Spa Division)**; **Eric Stephenson**, director, massage education, **Well World Group**; **Dawn Tardif**, president, **BodiScience Wellness Center & Spa**; and **Lynne McNees**, president, ISPA. **Dr. Brent Bauer**, director of complementary and integrative medicine program, **Mayo Clinic**, will continue to serve as ISPA's medical adviser. Visit experienceispa.com.

Alterna Haircare welcomes celebrity hair stylist Andrew Fitzsimons to the #AlternaNation family as brand ambassador.



Andrew Fitzsimons

In this new role, Andrew will expand the brand's existing celebrity footprint, develop social media content for stylists and consumers, and help grow the brand's education programs. He will share tips, tricks and how-tos on

how he uses Alterna's award-winning products on his celebrity clients, aid in digital content creation and collaborate with the Alterna Global House of Experts on upcoming trend collections, product development and education platforms.

Andrew's work has been featured in *Vogue*, *Elle*, *Harper's Bazaar*, *Marie Claire*, *Numero* and *L'official*. Visit alternahaircare.com.

ghd has tapped Olivia Culpo as the brand's newest ambassador. She is being introduced alongside the brand's new campaign: "Maximize Impact, Minimize Damage." With this new campaign, ghd hopes to show that you don't need to sacrifice the health of your hair to achieve maximum impact.



Olivia Culpo is ghd's new brand ambassador. She'll headline the new campaign, "Maximize Impact, Minimize Damage."

"I was introduced to ghd by my hairstylist and it was a revelation," she says. "The fact that I could easily create any style I wanted while at the same time preserving the health of my hair was game changing; I have been hooked ever since."

As a fashion and beauty icon with millions following her on social media and looking to her for beauty and fashion inspiration, Olivia is the ultimate style chameleon and a go-to resource for both consumers and the media.

"Hairstyling for me is a form of self-expression," she says. "My hairstyles parallel my moods, and I love experimenting with different looks. That being said, I've been heat styling my hair for as long as I can remember and because I style my hair so often, my biggest concern has always been heat damage. What I love about ghd is that they are all about healthy hair and have developed a range of tools that give you gorgeous results and keep hair healthier. This is so important to me because minimizing the damage to my hair is just as important as getting the look right."

"Olivia knows how to make an impact, whether it's walking down the street or walking down the red carpet," says **Francesca**

Raminella, president of ghd North America. "She is the embodiment of our new campaign and proof that you don't have to sacrifice the health of your hair to get gorgeous results. We're looking forward to Olivia helping us continue our mission of giving more women around the world a good hair day, every day." Visit ghdhair.com/us.



BIR received the sad news from The Kirschner Group's Gail Hanrahan that Charles Allan Barry Fox—known as Chuck Fox—has died at the age of 81.

He resided in Jacksonville, FL, at his passing, and previously lived in Buffalo, NY. Along with owning **Shear Technology**, which he sold to



Charles Fox

Belson, Chuck held other positions in the professional beauty industry. He worked for **Kai/Kasho Shears** since the company's launch into the United States and developed many other shear

programs from that point forward.

Always behind the scenes—and that's the way he liked it—Chuck was called on to spearhead programs and projects for distributors, including **Columbia, Peels, Xenon Schools, Bay State** and **Emiliani**, to name a few, and manufacturers like **Spilo** for at least 30 years, and was known for his professionalism, fairness and kindness.

He was the beloved husband of the late **Gail B. Fox** and father of **Michael (Bonnie), Kathleen Marie, Debra Ann** and the late **Timothy Fox**. He was also a grandfather and great-grandfather.

News cont. on page 22

News cont. from page 21

The professional beauty industry was both shocked and devastated to learn of the untimely death of beloved industry icon **Fabio Sementilli**, the vice president of



Fabio Sementilli

education for **Coty Professional Beauty North America**. This incredibly proud and talented hairdresser and educator died tragically January 23 during an apparent robbery and car jacking incident near his home in Southern California.

Salvatore Mauceri, senior vice president, North America, Professional Beauty and Global Nail for Coty Beauty, shared, "I am so devastated to announce the loss of Fabio, a great friend, an industry icon, a passionate stylist and a member of my leadership team. This is a senseless loss and a tragedy. My heart and prayers go out to his wife, his son and two daughters. We lost a family member."

He continued, "Fabio, your passion for this industry is unmatched. My heart aches, but I am so blessed to have had you in my life and I will cherish the memories forever. I know you will be watching and cheering us on. WE WILL MAKE YOU PROUD. We will gather the strength to focus on our collective passion to educate and serve stylists. Rest In peace, Fabio! We will all miss you."

As one of many industry tributes, in Fabio's native Canada, the Class of 1986 from



Fabio Sementilli at the 2016 America's Beauty Show in Chicago.

De La Salle College Oaklands where Fabio attended beauty school, raised more than \$15,000 in less than 30 hours toward the new **Fabio Sementilli Scholarship/Bursary Fund** to honor their fallen compadre and ensure that he is remembered by paying it forward at the place where they all met.

In lieu of flowers, the family suggests Fabio's friends make donations in his name to the following organizations:

In Canada, please donate to:
 Women's Empowerment International Foundation: <http://www.weif.org/>
 Alzheimer's Society of Canada: <http://bit.ly/2l9Uayt>
 Yellow Brick House: yellowbrickhouse.org/

In the United States,
 Alzheimer's Association: <http://bit.ly/2lzTYcR>
 Red Cross: redcross.org/donate/donation

Fabio's Facebook intro says the following: "I'm thankful for my loving family, lifelong friends and the industry I LOVE: Live, Love and Laugh!" Let us all remember to do that in tribute to a wonderful life.



Fabio joins Sal Mauceri on stage.

hair biz



Keratherapy introduces Keratin Infused Perfect Finish Hairspray (10 fl. oz./ SRP \$19.00). The ultra-hold formula provides maximum hold and shine without weighing hair down. Enriched with chamomile, cocoa seed and papaya fruit extract, this fast-drying hairspray maintains even the most elaborate styles all day long. Also new, **Fiber Thickening Spray** (4 fl. oz./SRP \$22.00) instantly eliminates the appearance of balding and thinning hair. It blends with existing hair to create the characteristics of thicker, fuller hair while concealing the scalp.

Its easy-to-use applicator targets only the areas that need coverage. Available in four shades, it washes out with shampoo. Reach **Mike Bell**, vice president of sales, at mike@keratherapy.com. Visit keratherapy.com.



Pravana introduces a Blacklight Topcoat (salon \$9.99) with special pigments to make any **Vivids** shade glow under blacklight, just like the best-selling **ChromaSilk Neons**. This gel-like styling



product leaves hair glimmering with moderate hold. Simply apply to Vivids colored areas or sections of hair for which a blacklight effect is desired and instantly transform into an Instagram-worthy masterpiece! Visit pravana.com.

Keune Haircosmetics North America launches Blend, a new 14-product styling line that's designed to be mixed and blended by stylists and clients alike.

Blend is inspired by what's happening around the world. Keune's educators and stylists travel the globe, always on the lookout for what's new, what's good and what's hot. So mix and match. Grab as many products as you'd like to create your own unique blend.

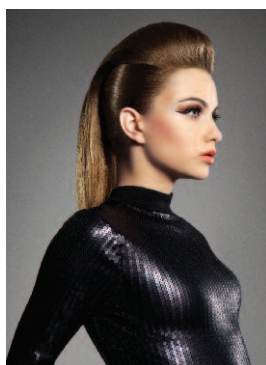
The collection includes **Blend Shape, Blend Paste, Blend Clay, Blend De-Frizz, Blend Gel, Blend Wax, Blend Fiber Wax, Blend Glue, Blend Sea Salt Spray, Blend Prep Spray, Blend Gloss Spray, Blend Refreshing Spray (Dry Shampoo), Blend Volume Powder** and **Blend Fixing Spray**. Suggested retail price for each is \$24.00.

To help salons create the Blend experience, Keune offers the **Blend Bar**, which holds all of the Blend products and makes it easy to roll them from station to station in the salon. The company is supporting the launch with a 30-city **North America Blend Tour**, a traveling jam-session for hair. The Blend Tour Team will guide stylists through cutting and styling the collection of seven looks created by Keune's **Shannon King** and inspired by modern street fashion around the globe. Visit keune.com/na.



The Keune Blend Bar

To create great texture and style, Truss introduces Acqua Gel (6.35 fl. oz./SRP \$16.80).



This alcohol-free formula provides amazing hold with a moderate shine built in. Set, mold and protect hair by giving it the perfect finish!

This advanced formula contains a Fixation Polymer to provide simultaneous body and smoothness to locks, while conditioning and providing flexible hold. The Bio-affinity Complex drenches hair with photo-nutrients that repair cuticles damaged by chemical processes or natural external elements. It promotes long-lasting shine, prevents split ends and fully restores strength and resistance, while wheat protein restores hair's natural flexibility. Visit <http://usa.trusscosmetics.com/>



Lakmé launches i.plex, an innovative plex system with a keratin complex that defies the passing of time to bring back the beauty, strength and shine of youthful hair. I.plex is formulated with Keratec, a keratin complex that strengthens and reconstructs capillary fibers. The system restructures hair by 94%, dramatically improving combing and manageability and increases resistance to breakage by 44%.

Three steps start in the salon and end at home. **Strengthen in Phase 1: Premium Bond** prevents the breakage of disulfide sulfur bonds, strengthens the hair in restructuring treatments and protects against any type of in-salon chemical treatment.

Reconstruct Phase 2: Keratec i.Power deeply reconstructs the internal bonds of the hair. Keratec, which acts as an anti-aging molecule with a natural keratin base, repairs the hair fiber, protects, and adds shine, softness and hydration.

Rejuvenate Phase 3: Hair Perfection is a protective mask for home use that incorporates the Keravis and Keratec systems to deeply repair and protect hair in a natural way, prolonging the treatment results. For more information, reach **Joe Mastalia**, president of **DePasquale Salon Systems**, at joem@depasqualeco.com. Visit lakmeusa.com.

Orbe invites you to embrace your winter whites with the launch of Silverati Shampoo (8.5 oz./SRP \$46.00) and Conditioner (6.8 oz./SRP \$48.00).

Formulated to enhance and restore grey, white and silver strands to their original vibrancy, this duo undoes dullness and yellow tones, revealing softer, brighter, more vibrant hair. They also soften aging hair while improving elasticity and restoring vibrancy and shine, as they provide UV protection.

Orbe's Signature Complex found in both



products includes watermelon, lychee and edelweiss flower extracts to defend hair against oxidative stress, photo aging and the deterioration of natural keratin. European Silver Fir extract intensely hydrates.

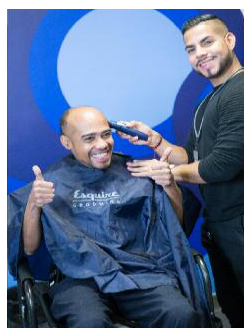
Both the shampoo and conditioner are free of parabens, sulfates and sodium chloride. They're vegan, cruelty-free and gluten-free. Visit oribe.com.

News cont. on page 24

News cont. from page 23



Farouk Systems Inc. recently participated in JetBlue's Blue Beauty Tour, which serviced the airline's more than 16,000 crew members with beauty and grooming services. Both **CHI Haircare** and **CHI Styling Tools**, as well as the company's full **Esquire Grooming Men's** line, were used to create



new looks for pilots and flight crews at New York, Boston, Orlando, Fort Lauderdale, San Juan and Long Beach airports.

This 6-city tour was created by the MLR Management professional hair

and makeup team. Styling pop-up stations offering hairstyling, men's grooming, makeup, manicures and wardrobe styling were created in each city. Visit farouk.com.

Macadamia Professional joins forces with wedding day specialists, Kleinfeld and Say Yes to the Dress, to create exclusive bridal haircare sets and a corresponding digital sweepstakes for the ultimate bride-to-be, with prizes valued up to \$27,000.

Available at **Ulta Beauty** stores, the **Limited Edition Macadamia Professional Bride-To-Be Pre-Wedding and Honeymoon Treatment Kits** cater to brides' individual hair care needs to reveal gorgeous, picture-ready strands. All products are infused with Macadamia Professional's nourishing Pro Oil Complex of macadamia and argan oils. Rich in Omegas 7, 5, 3 and 9, these oils promote healthy, shiny and manageable hair for the big day and beyond. The kits include:

Weightless Moisture Bride-To-Be Pre-Wedding Treatment Kit (SRP \$24.95): Ideal for those with baby-fine to fine textures, the 4.2-oz. **Weightless Moisture Conditioning Mist** and 8-oz. **Weightless Moisture Masque** duo will repair and reconstruct fragile strands with the ultimate dose of hydration and nourishment.

▸ **Nourishing Moisture Bride-To-Be Pre-Wedding Treatment Kit (SRP \$24.95):** Ideal for those with medium to coarse textures, the 4.2-oz. **Nourishing Moisture Oil Treatment** and 8-oz. **Nourishing Moisture Masque** duo will repair and reconstruct strands with the ultimate dose of hydration and nourishment.

▸ **Ultra Rich Moisture Bride-To-Be Pre-Wedding Treatment Kit (SRP \$24.95):** Ideal for those with very coarse to coiled textures, the 4.2-oz. **Ultra Rich Moisture Oil Treatment** and masque duo will repair and reconstruct strands with the ultimate dose of hydration and nourishment.

▸ **Touch-up/Restore Honeymoon Treatment Kit (SRP \$29.95):** The perfect travel companion, this kit (above) includes five TSA-friendly essentials—3.3-oz. **Nourishing Moisture Shampoo**, 3.3-oz. **Nourishing Moisture Conditioner**, 1.5-oz. **Style Extend Dry Shampoo**, 3.3-oz. **Weightless Moisture Conditioning Mist** and 2-oz. **Nourishing Moisture Oil Spray**—for effortless styling.

In conjunction with the in-store promotion, Macadamia Professional, Kleinfeld and Say Yes To The Dress have launched a "Say Yes To The FREE Dress" consumer sweepstakes. Entrants will have the chance to win the grand prize Pre-Wedding Dream Package valued at over \$15,000, including a trip to Kleinfeld in New York City to find their dream dress and accessories, a

behind-the-scenes tour of the Say Yes To The Dress production area and a personal hairstylist for the big day. Second place will receive an exclusive honeymoon package, including a 7-Day Costa Mediterranean Honeymoon Cruise, airfare and spa treatment, valued at \$7,500. Third place will win a Kleinfeld Bridal Accessory Package, complete with veil, shoes, garter and invitations, along with product from Macadamia Professional and a Premium Name Change package from HitchSwitch, a total value of \$3,000.

Enter via MacadamiaHair.com/FreeDress with a code provided in three ways. A secret code will be announced weekly on Macadamia Professional accounts, another

code is served automatically by tagging [#weddinghair](https://twitter.com/weddinghair), [#macadamiasweepstakes](https://twitter.com/macadamiasweepstakes) and [@macadamiahair](https://twitter.com/macadamiahair) on Twitter, and those who purchase any of the Limited Edition Bride-To-Be Haircare Kits will be awarded an additional entry, using designated codes provided inside the kits. Enter through March

4, 2017. The drawing for the winners will take place and be announced on or before April 1, 2017. Visit MacadamiaHair.com/FreeDress for all contest details.

Jirano Beauty introduces **Coconut Silk Curl Definer** (8 oz./SRP \$17.95), a light styling cream, providing six times the holding power of traditional natural curl definers. The

creamy, coconut-keratin-based formula creates perfectly defined, smooth and touchable curls that are moisturized, nourished and defined for days without crunch. It's also the perfect product for vegans and eco-conscious consumers with their uncompromising standard against using chemicals or animal by-products. Visit jirano.com.



The Re-Co line from the NG Group Universal restores optimal hair condition, thanks to new Kera-Tech technology. The four-product treatment includes **Shampoo, Oil, Restructuring Hair Mask** and



Concentrated Serum. Formulas feature hydrolyzed keratin with three different molecular weights to penetrate each layer of

the hair shaft for ultimate repair. Vitamins A, B, D, E and F from shea butter, cocoa butter and brewer's yeast protect against free radicals. Pro-vitamin B5 has moisturizing, nourishing and polishing properties. Products are enriched with sunflower oil, green tea, Vitamin PP, hydrolyzed keratin and hydrolyzed collagen. Visit http://nggrp.com/eng_ng-group-universal.html.

Wella's Hairdressers at Heart is now accepting applications for two **Master Color Expert Scholarships**—one that will be awarded to a Wella Colorist and the second to a Wella School Instructor. Each scholarship covers all program prerequisites, valued at \$3,750, in addition to \$2,000 in travel and reimbursable expenses.

"In 2017, we at Wella and Hairdressers at Heart wanted to include educators in the scholarship because of the critical role they play in the continuing education of colorists and stylists across the industry," says **Sal Mauceri**, senior vice president North America Professional Beauty and Global Nail at **Coty Beauty**. "Hairdressers at Heart is constantly exploring ways to provide life-changing education that serves as a catalyst in the careers of talented professionals, and we feel strongly that the Master Color Expert program offers the best advanced education opportunity in the industry."

The Wella Master Color Expert course is a

signature, 10-day seminar completed in two five-day phases offered at Wella Studios. To participate in the Master Color Expert program, candidates must have five years of color experience and have completed Wella's Color Craft, Foiling Craft, Color Correction and Creative Color classes. To apply for the scholarship, visit hairdressersatheart.com/MCE.

tool time



In a tribute to the craft of hairdressing, Balmain Paris Hair Couture has developed a 24-karat gold-plated Golden Comb Collection. The **Cutting Comb** features straight edges to assist in a clean cut. The **Tail Comb** has a fine-toothed structure for precise sectioning of the hair. The **Styling Comb** has a unique shape that adds body and shine, as it reduces frizz. The wide teeth are ideal for detangling wet hair. Reach **Nancy Carroll**, director of business development, Balmain North America, at nancy.carroll@balmainhair.com. Visit balmainhair.com.

Spornette introduces What a Gem (SRP \$24.00), a brush that detangles the worst knots in both dry and wet hair with flexible rounded bristles that are set in a unique pattern. The crystals on the back of the brush add luxury and panache. This brush comes in pink, blue and black and includes a free gem clip. Reach **Jeffrey Sporn**, sales, at 800-323-6449 or jeff@spornette.com. Visit spornette.com.



Rubis from Spilo offers a tweezer for every grooming need.

Red Swiss Cross Slanted Tip Tweezer (SRP \$39.99), manufactured in Switzerland, is an all-purpose tweezer for shaping eyebrows, and grips even the finest hairs.

Classic Heart Tweezer with Slanted Tip (SRP \$39.99) features a stylish die-cut heart. This all-purpose tweezer not only looks good in your tool drawer, but also helps to support women's heart health with each purchased.



Pink Techno Tweezers (SRP \$24.99) need no sharpening. High-tech, stay-sharp precision tips made of polymer fiberglass remove even the shortest and finest hairs.

The Colani Slanted Tip Tweezer (SRP \$48.00) features an ergonomic shape that's contoured to fit in your hand. Visit spilo.com.

into skin

Repêchage introduces the Fusion Face Mask Collection (3 oz./90 ml/SRP \$29.00). Four enticing formulas stimulate the senses with aromas of chocolate, green tea,



pumpkin and mixed berry, along with Repêchage's exclusive laminaria digitata extract, while delivering important benefits to the skin. The collection includes

Chocofina Moisturizing Mask, Matchafina Cleansing Mask, Pumpkinfina Multivitamin Mask and Berryfina Brightening Mask to satisfy every skin need. Find a favorite or multi-mask different areas of the face for a truly customized, at-home spa experience for the skin.

News cont. on page 26

News cont. from page 25

In other news, Repêchage hosted its annual networking Champagne Power Lunch at its headquarters in Secaucus, NJ, to provide inspiration and insights for better business in 2017, and launch the Repêchage Fusion Face Mask Collection. More than 100 guests from Russia, Mexico, India, Romania and the United States attended.

Speakers included **Lydia Sarfati**, Repêchage CEO/founder; **Dori Soukup**, Dori Soukup, President & CEO of **InSPAration**



Dori Soukup, Lydia Sarfati and Lois Christie.

Management; Lois Christie, president/CEO, Christie & Co. Salon & Spa, as well as a brief presentation from **Lauren Snow** of **Associated Skin Care Professionals**.

Prior to the presentations, guests were greeted with

champagne and a holiday shopping event, featuring the new Repêchage Fusion Masks and Repêchage holiday gifts.

“Success in 2017 will be about effective retailing, rethinking how to market your spa and services to clients, and maintaining your best employees,” said Lydia. “DataMonitor predicts the facial masks category to have a \$7.4 billion market value by 2020. It is important to take advantage of the retail opportunities this presents for your business. After all, retail should account for 30% to 50% of your net profit.”

Dori addressed how to “Differentiate Yourself from the Competition—Video Marketing.” She said that videos can help spas build a more dynamic website and strong online presence. From treatment launches to success stories to spa tours, videos that are fun, educational and provide value should be part of a spa’s online marketing efforts.

In “Staff Motivations—Why They Leave and What Makes Them Stay,” Lois discussed

how to manage and acquire a staff so your business doesn’t become a revolving door of employees.

“Referring to my team as a tribe is inspiring to my employees. It helps them feel like they have a support system behind them and something to believe in,” she says.

Christie highlighted that all businesses should do the following for their tribes:

- Create inspirational work environments.
- Mentor and teach by example to promote education on an ongoing basis.
- Keep things fun and interactive.
- Always compensate at least 5% more than other salons to prevent them from thinking the grass is greener.
- Have an employee handbook that clearly identifies expectations.
- Allow them to experience your services, too!

Finally, Lauren discussed how important it is for salon owners and skin care pros to have proper business and individual insurance coverage.

The annual Repêchage International Conference takes place on May 1, 2017 in New York City. Contact **Susan Vindics**, vice president of national business development, at 201-549-4200, ext. 234, or susanv@repechage.com. Visit repechage.com.

PCA Skin introduced the PCA Skin Advanced Treatment Booster (salon \$185.00), a new professional retinoid treatment that not only increases post-treatment exfoliation, it also helps to normalize keratinization, accelerate barrier repair and reduce redness. This can be a gentle retinoid treatment used on its own or an excellent booster for any other PCA Skin peel or treatment.

The booster increases exfoliation with a blend of 10% retinoids, restores normal keratinization and textural improvement with lens esculenta (lentil) seed extract and soothes, calms and reduces redness with a blend of panthenol, escin, ruscus aculeatus root extract, centella asiatica extract and calendula officianalis flower extract. Visit pcaskin.com/professionals.

cosmetics chat

Morphe has launched two new 25-shade eye shadow palettes (SRP \$16.99). Copper

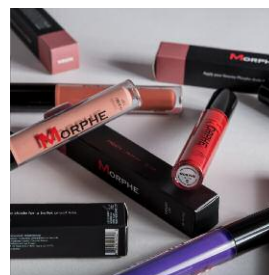
Spice features an exotic and earthy mix of deep browns and spicy shades plus fiery metallics and shimmering taupes. Bronzed Mocha



features shades of mellow cabernet, warm brandy and mocha. Think of a steamy spiced latté on a crisp, cool day. The mix of warm and cool mattes with neutral shimmers ensures easy every-day looks that never get boring.



Also new are **Morphe Liquid Lipsticks**



(SRP \$12.99). With a velvety matte texture and colors that range from darling to dangerous, the 22 colors include nudes,

plums, reds and vibrant shades. The liquid cream formula goes on smooth and dries down to an even finish that wears strong for hours. For more information, visit morphebrushes.com.

sundries

Betty Dain Creations LLC introduces a satin pillowcase (standard size \$7.50/king

size \$8.25). It helps control hair tangling and frizzing,



as it prevents creases and wrinkles from forming on your face while you sleep. It's available in beige, black, light blue, pink and white. Visit bettydain.com.

equipment



The new Designer Series Mats from Smart Step (salon \$139.00 to \$259.00) elevate style and productivity in the salon. Because Smart Step manufactures its own polyurethane mats, they are 100% made in America and backed with a five-year warranty. The company guarantees that Smart Step Mats will never delaminate, separate or bubble; edges will never curl up; and mats will keep their shape and not compress.

"Many salons do not use mats because they are simply ugly," says president and owner **Daniel Bouzide**. "Our embossed patterns with a dye-wash finish have brought a new element of aesthetics to the industry."

Contact **Dro Bush**, salon and spa account manager, at dro@smartstepflooring.com. Visit smartstepsalonandspa.com.

service providers

Katherine Frank Creative, a boutique design agency specializing in exhibit and retail displays, signage and show management services, has partnered with Willwork, Inc., an event service provider, to offer a comprehensive package of services ranging from design to show management. In addition, their new exhibit catalog includes 60-plus pages of ready-to-wear displays, catering to exhibitors looking for affordable, portable or modular structures.

Katherine Frank Creative offers access to endless customizable options. Whether it be a large, custom build or a smaller, modular display, they find a solution for every budget. The company begins with conceptual design, then continues through exhibit fabrication and show management, providing a complete solution for all creative and logistical needs.

With the new partnership, the two companies will provide professional and consistent labor crews who remain familiar with all client properties and provide efficient labor, services and warehousing nationwide. This allows them to engage competitively in small-to-mid-size general contracting for events around the country.

To round out their service menu, the agency has released a digital workbook dedicated to portable or modular displays available for rental and purchase. Modular displays can grow along with the company's brand, as components can be configured, and re-configured into a countless shapes and sizes. Visit katherinefrank.com.

salon biz

Great Clips, Inc. has announced an executive transition plan with current CEO **Rhoda Olsen** moving to the Great Clips Board of Directors effective January 1, 2018. President **Steve Hockett** will be promoted to CEO and COO **Rob Goggins** will become president.

"It's time for me to pass on the privilege of leading this wonderful organization," Rhoda says. "I have been given the pleasure of working with the very best people and now is the time to let a few of those individuals take the lead."

Rhoda began consulting with Great Clips in 1984. She joined the corporate team as an executive and owner in 1987. She was named president in 1998 and CEO in 2011. As president/CEO, Rhoda has grown Great Clips from 1,000 salons in 1998 to more than 4,000 salons across the United States and Canada.

"Great Clips thrives because of the people who represent the brand and the culture we've built," says Rhoda. "Our success is possible through millions of happy customers, more than 1,000 exceptional franchisees and their engaged teams, a strong corporate staff and great vendors."

As a compassionate leader and cancer survivor, Rhoda has championed **Clips of Kindness** as a systemwide service. Customers who need a clipper cut due to hair loss from cancer treatment can visit any Great Clips salon for this complimentary service.

Rhoda's contributions to the cosmetology industry, franchising and her mentorship to others, particularly women, are many. This transition allows her to devote more time to volunteer and mentor activities, including her role as president of the **International SalonSpa Business Network** and her work with **Phakamani Foundation**. A member of the Twin Cities business community, Rhoda intends to travel and spend more time with her family. She will continue to hold an ownership stake in Great Clips.

News cont. on page 28

News cont. from page 27

Steve joined Great Clips' corporate team in 1992 as a marketing regional director. He left the organization in 2002, expanding his leadership skills and gaining experience as president of **FranChoice** and president of **Rapid Refill**. Since his return to Great Clips in 2008 as vice president of operations, he was promoted to COO in 2011 and to president in 2014.

When Steve assumes the CEO role, Rob will become president. Rob, a Great Clips executive since 2007, will bring his operational expertise and strong coaching skills into his new role.

He joined Great Clips in 2007 as vice president of development. In 2011, he added the senior vice president of real estate and development responsibilities. Steve was



Great Clips' Steve Hockett, Rhoda Olsen and Rob Goggins.

promoted to COO in 2014, overseeing additional areas, including facilities and purchasing, business services and operations. His COO role will not be filled, as he will continue to oversee those areas, plus marketing and communications.

Ray Barton, chairman of the Great Clips Board of Directors, says, "Rhoda and I have worked together for more than 30 years. Not only is she an exceptional leader, but she is my sister. As many sisters are, Rhoda has been my support; she's challenged me; and she's stood by my side in good and bad times. We'll continue to work together on the Great Clips Board of Directors to ensure Steve, Rob and the rest of the executive team carry on the values and culture that have made Great Clips the hair salon of choice for millions of customers each week." Visit greatclips.com.

show biz

The Bronner Bros. will celebrate their 70th anniversary in high style when the world's largest multicultural beauty show returns to Atlanta on February 11-13.

The Bronner Bros. Beauty Show has been the premier platform for global trends in multicultural beauty and style. From the sophisticated stylings of First Lady Michelle Obama and the throwback tresses of Beyoncé in her hit visual album *Lemonade*, to the magnificent curly mane of Oprah, each of their stylists has participated in the Bronner Bros. show.

The market for multicultural beauty is an estimated \$500B and growing. The Bronner Bros. Beauty Show generates approximately \$30M in revenue for the city of Atlanta and attracts the best and brightest in the industry. During the three-day event, more than 300 manufacturers, distributors and retailers will showcase their latest products and services in front of more than 40,000 cosmetology professionals. The agenda includes competitions, 100 classes, speakers, panel discussions, networking and entertainment. Contact **Erika Respress** at erikatbb@gmail.com. Visit <http://bronnerbros.com>.

Cosmoprof Worldwide Bologna, the leading international hub focused on beauty trends and organized by Bologna Fiere Group, will celebrate its 50th anniversary March 17 to 20, 2017, in Bologna, Italy. It will feature many firsts.

BeOrganic will be dedicated to companies producing certified organic beauty products. They will have the opportunities to meet professionals, buyers and distributors at the International Buyer Lounge in **CosmoPrime** to facilitate new business opportunities.

Also new, Cosmoprof Worldwide Bologna and the **International SPA Association**

have organized a Spa Symposium. This two-day educational conference on March 17 and 18, 2017, during Cosmoprof Worldwide Bologna, will offer ample opportunities for networking and learning with key decision-makers. Nine industry leaders will share valuable insights and experiences during the presentations and panel discussions.

"ISPA is recognized for delivering top-notch education to the spa industry. Being able to bring this education around the world further strengthens the spa community," says ISPA President **Lynne McNeese**. "We are grateful for the strong partnership we are building with Cosmoprof."

"ISPA is world-renowned for its outstanding education and impact on key decision-makers in the spa community," adds **Enrico Zannini**, director of Cosmoprof Worldwide Bologna. "We are pleased to start collaborating with ISPA at Cosmoprof Worldwide Bologna for a two-day spa symposium, and we will work in order to evolve the collaboration, with a focus on the spa industry at a global level."

ISPA speakers include **Sharilyn Abbajay**, founder, **Abbajay & Associates**; **Todd Hewitt**, corporate director of spa, **Shangri-La Hotels and Resorts**; **Jeremy McCarthy**, group director of spa, **Mandarin Oriental Hotel Group**; **Garrett Mersberger**, director, **Kohler Waters Spas & Development, Kohler Co.**; **Frank Pitsikalis**, founder/CEO, **ResortSuite**; **Todd Shaw**, spa director of **The Peaks Resort & Spa**; **Ella Stimpson**, director of spa, fitness and racquet sports, **The Spa at Sea Island**; **Michael Tompkins**, partner at **Huffman Hospitality Concepts**; and **Bryan K Williams**, owner, **B.Williams Enterprise**.

Topics include the ISPA Consumer Report, Using Analytics to Take Your Spa to the Next Level, Retail and Revenue: Building Teams that Sell, Customer Service is the Heart of the Spa Experience and What's Trending in the Spa World.

Sponsors include **Black Pearl, Comfort Zone, ESPA, Noel Asmar Group, ResortSuite**, and **Technogym**. For more information or to purchase tickets, visit cosmoprof.com and experienceispa.com.

Across the pond, **Cosmoprof North America** will launch **Discover Pack**, a new area dedicated to novel suppliers, at its annual event on July 9-11, 2017 at the Mandalay Bay Convention



Center in Las Vegas. To ensure showcase novelty, **only first-time CPNA exhibitors qualify to exhibit in the new area.** The program is open to suppliers of innovative packaging, ingredients and raw materials, novel contract manufacturing, innovative fillers, unique delivery encapsulation systems, converters, labelers and unique decoration process providers.

“As only 12 exhibitors will be featured, the area promises to deliver a tailored and well-rounded showcase of the newest packaging innovations, from packaging to contract manufacturing. Participating companies will benefit from guaranteed face-to-face meetings with key U.S. and international buyers, in addition to receiving prime placement on the show floor.

“The packaging section has experienced steady growth year-over-year,” says **Daniela Ciocan**, marketing director, CPNA. “We created Discover Pack to meet growing demand while simultaneously taking advantage of the fact that CPNA features more than 1,000 finished goods companies and welcomes a large number of visitors from the prime beauty hub of California, giving exhibitors a built-in client base and direct access to up-and-coming indie beauty brands seeking innovation.”

She adds, “What’s made our other special areas so sought after by key buyers and exhibitors alike, is the fact that they feature a carefully curated display of the latest innovations in their category. Discover Pack is no different, and we are committed to making it equally successful.”

To support its packaging efforts further,

CPNA will expand its robust conference schedule to include sessions specifically focused on packaging and branding. The organizers are also planning to create guided show tours that put a spotlight on growing trends and help attendees find solutions for upcoming projects.

Contact **Simona Georgescu** at marketing@cosmoprofnorthamerica.com. Visit cosmoprofnorthamerica.com

Also making its debut is **Discover Pro Beauty**. This special area is dedicated to innovative start-ups in the professional beauty space. The new showcase will be located in the professional pavilion and be designed with a high-end feel to set it apart from the general exhibiting space. The exclusive area will host only 12 exhibitors that are pre-selected to ensure a match with participating buyers who represent national and regional distributors, as well as chain



salon operators. Participating companies will benefit from guaranteed face-to-face meetings with

distributors, which to date include **BSG CosmoProf, Ulta, JC Penney Salons and Armstrong McCall.**

“Our special areas have been so successful because they provide the ideal scenario for everyone involved—buyers have come to trust our formula and know our areas provide a short-cut to leading brands; exhibitors get prime visibility, built-in business leads and easy set-up; and attendees get one more value-added stop on their CPNA tour,” says Daniela. “Our aim is to be a valuable resource for every player in the beauty space through careful curations, education and key partnerships.”

To learn more about exhibiting or becoming a qualified buyer to the area, contact cpna@cosmoprofnorthamerica.com. Visit cosmoprofnorthamerica.com

finance

Ulta Beauty [NASDAQ: ULTA] implemented a holding company reorganization on January 29, 2017, the beginning of the company’s new fiscal year. The primary purpose of the reorganization is to create a more efficient corporate structure. Business operations will not change as a result.

Pursuant to this reorganization, Ulta Beauty, Inc. will replace Ulta Salon, Cosmetics & Fragrance, Inc. as the publicly-traded entity. All outstanding shares of common stock of Ulta Salon, Cosmetics & Fragrance, Inc. will automatically convert into the same number of shares of common stock of Ulta Beauty, Inc. with all of the same rights, powers and preferences, and qualifications, limitations and restrictions. The common stock will continue to trade on The NASDAQ Global Select Market under the symbol “ULTA.” There is no change to the company’s directors and executive officers as a result of the creation of the holding company. At the end of January, Ulta Beauty operated 974 retail stores across 48 states and the District of Columbia. Visit ulta.com.

Sally Beauty Holdings, Inc. (NYSE: SBH) (the “Company”) has announced financial results for the fiscal 2017 first quarter.

Consolidated net sales were \$999.6 million in the fiscal first quarter, an increase of 0.2% from the prior year’s first quarter. Same-store sales growth of 0.4% and incremental sales from new stores were partially offset by the unfavorable impact from foreign currency exchange rates of \$15.7 million, or approximately 1.6% of sales.

Gross margin for the quarter was 49.2%, a decline of 30 basis points from the prior year’s first quarter, due to unfavorable product and customer mix shift, lower vendor allowances and higher promotions than the prior year.

News cont. on page 30

News cont. from page 29

Selling, general and administrative expense during the quarter, excluding depreciation and amortization expense, was 34.8% of sales, an increase of 80 basis points from the prior year, driven by wage increases for store sales associates, higher expenses due to ongoing upgrades to information technology systems and incremental expenses from new store openings.

Operating earnings were \$117.5 million, down 10.3% from \$130.9 million in the prior year quarter, primarily due to an increase in cost of goods sold and SG&A expenses outpacing the increase in sales.

Net earnings were \$55.8 million, up 32.2% compared to reported net earnings of \$42.2 million in the prior year first quarter and down 14.2% compared to the prior year first quarter adjusted net earnings of \$65.1 million.

Diluted earnings per share were \$0.39 compared to the prior year first quarter reported and adjusted diluted earnings per share of \$0.28 and \$0.43, respectively.

Cash flow from operations was \$90.5 million in the first quarter compared to \$69.1 million, an increase of \$21.3 million, over the prior year fiscal first quarter. Operating free cash flow was a strong \$62.4 million in the fiscal first quarter, an increase of \$33.9 million or 118.7% compared to the prior year quarter. The Company repurchased (and subsequently retired) a total of 2.5 million shares of common stock during the quarter at an aggregate cost of \$67.0 million. Approximately \$498.2 million authorization remains available under the current \$1 billion share repurchase program.

"We had a disappointing start to fiscal 2017, as sales growth and gross margins fell below expectations," says **Chris Brickman**, president and CEO. "In our core **Sally** business, our financial performance was negatively impacted by the challenging retail environment and promotional activity that failed to drive sufficient traffic to the stores. In response, we are announcing a comprehensive restructuring plan and other aggressive cost reduction initiatives that we expect will meaningfully lower our cost structure without compromising our ability

to serve the customer and execute on our strategic priorities. These actions should enable us to deliver low-to-mid single digit adjusted operating income growth in fiscal 2017 despite lowering our full-year same-store sales outlook to a range of flat to low-single-digit growth."

He adds, "Looking forward, the Sally team will test a new loyalty program this spring and continue to focus on improving customer engagement and conversion, while **Beauty Systems Group** continues to strive towards gaining channel share and becoming the indisputable partner of choice for both stylists and manufacturers. Over the long-term, we remain focused on evolving our business model to better meet the needs of our customers, drive profitable growth and create value for our shareholders."

Additional Fiscal 2017 First Quarter Details: Interest expense for the fiscal 2017 first quarter was \$26.8 million, down \$37.1 million from the fiscal 2016 first quarter. In the prior year's first quarter, the Company recorded in interest expense the loss on the extinguishment of debt of \$33.3 million in connection with the December 2015 redemption of its \$750 million of 6.875% Senior Notes Due 2019 and the overlapping interest expense on such senior notes of \$2.1 million.

The Company's effective tax rate in fiscal 2017 first quarter was 38.4%, up 150 basis points compared to the prior year's effective tax rate in the fiscal 2016 first quarter of 36.9%. The increase in the effective tax rate was due primarily to the absence of a prior year tax benefit from the retroactive reinstatement of certain tax credits. Adjusted EBITDA for the fiscal 2017 first quarter was \$148.1 million, a decrease of \$11.8 million, or 7.4%, from the prior year's first quarter. Adjusted EBITDA margin was 14.8% in the quarter vs. 16.0% in the prior year's quarter.

Inventory at quarter end was \$907.8 million, down \$4.6 million, or 0.5%, vs. the prior year first quarter, reflecting the Company's aggressive approach to inventory management during the challenging retail environment. Capital expenditures in the

fiscal first quarter were \$28.0 million, primarily for information technology projects, new stores openings and distribution facility upgrades.

Restructuring Plan and Other Cost Reduction Initiatives: On January 26, 2017, the Board of Directors of the Company approved a comprehensive restructuring plan that includes a wide range of organizational efficiency initiatives and cost reduction opportunities. The Company expects that it will incur total aggregate charges of about \$12 million to \$14 million from the Restructuring Plan, including estimated severance and related costs of approximately \$7 million. The Company expects to recognize most of these charges in the second quarter of 2017.

The Restructuring Plan is expected to generate annualized pretax benefits in the range of \$17 million to \$19 million, with pretax benefits in fiscal 2017 estimated in the range of \$10 million to \$12 million. Other cost reduction initiatives, not included in the Restructuring Plan, are expected to further reduce planned operating expenses by approximately \$20 million over the remainder of fiscal year 2017.

Revised Fiscal 2017 Guidance: The Company now expects full-year same-store sales in the range of flat to low-single-digit growth versus prior guidance of approximately 3%.

Net new store openings are expected to grow in the range of 2.0% to 3.0%, unchanged from prior guidance.

Full-year consolidated gross margin is now expected to expand in the range of 20 to 30 basis points versus prior guidance of gross margin expansion in the range of 30 to 40 basis points.

Including the Restructuring Plan and other cost reduction initiatives, the Company now expects adjusted SG&A in the range of 34.1% to 34.4% of sales and adjusted operating income growth in the low-to-mid single digits in fiscal 2017.

Capital expenditures for the full fiscal year are expected in a range of \$115 million to \$120 million versus prior guidance of approximately \$135 million.

Fiscal 2017 First Quarter Segment

Results: Sally Beauty Supply: Sales were \$589.9 million, down 1.9% from \$601.4 million in the fiscal 2016 first quarter. Sally's sales performance was negatively impacted by the challenging retail environment and promotional activity that failed to drive sufficient traffic to the stores. Unfavorable foreign currency exchange rates of \$15.7 million, or 260 basis points of sales growth, was partially offset by incremental sales from new store openings. Same-store sales declined 0.6% in the quarter. Net store count at quarter end increased by 104 from the prior year first quarter, to 3,815.

Gross margin was 55.0%, a 10 basis point increase from the prior year's first quarter, driven by gross margin improvements in the UK and continental Europe, partially offset by incremental promotional environment in the U.S. Operating earnings were \$92.5 million, down 13.1% from the prior year's first quarter, driven by the sales decline, labor cost inflation and new store opening costs, partially offset by modest gross margin improvement.

Beauty Systems Group: Sales were \$409.8 million, up 3.3% from \$396.6 million in the fiscal 2016 first quarter, driven by same-store sales growth of 2.6%, new store openings and the acquisition of **Peerless Beauty** in September 2016. Foreign currency exchange rates did not have a material impact on BSG's reported revenue growth. Net store count at quarter end increased by 37 from the prior year to 1,340.

Gross margin declined 40 basis points from the fiscal 2016 first quarter to 40.9%, driven by unfavorable product mix shift and higher promotions than the prior year first quarter, and partially offset by favorable customer mix.

Operating earnings were \$63.6 million, down 2.9% from the prior first year, driven by lower gross margin and higher SG&A costs (wages, store rent and computer expense) partially offset by sales growth.

Total BSG distributor sales consultants at quarter end were 900 versus 930 at the end of the prior year's first quarter.

The Company recently held a conference call and audio webcast to discuss its financial results and its business. A website replay of the call is available on investor.sallybeautyholdings.com. For more information, visit sallybeautyholdings.com.

Regis Corporation (NYSE: RGS) recently reported results for its second fiscal quarter ended December 31, 2016.

As a result of the Company's valuation allowance against most of its deferred tax assets, associated reported and, as adjusted, after-tax results of operations are not comparable to prior periods.

Sales were \$424.0 million, a decline of \$26.4 million. Same-store sales decreased 3.6% with same-store service sales decreasing 2.8% and same-store product sales decreasing 6.7%. The Company estimates the shift of Christmas from Friday last year to Sunday this year negatively impacted same-store sales by 120 basis points in the quarter.

Same-store sales for Value concepts (excluding **MasterCuts**) declined 2.5%, a 1.2% decrease after adjusting for the Christmas shift. Same-store sales for mall concepts (Premium and MasterCuts) declined 7.0%, a 5.8% decrease after adjusting for the Christmas shift. Franchisees posted positive same-store sales in the quarter.

Reported G&A declined \$6.7 million and adjusted G&A declined \$5.3 million. Operating loss of \$0.8 million compared to \$2.9 million in the prior year quarter. Net loss was \$2.2 million or \$0.05 per diluted share. It includes (\$0.02) per diluted share unfavorable impact due to the deferred tax valuation allowance on income tax expense.

EBITDA, as adjusted, of \$17.4 million compared to \$17.2 million in the prior year quarter. The Company showed a decrease of (\$6.2) million from same-store sales declines. An increase of \$6.4 million came mainly from lapping certain costs in the prior year quarter, cost savings, lower self-insurance reserves, timing and reduced salon counts, partly offset by minimum wage and inflation, stylist productivity, royalties and fees, and planned strategic investments.

Year-to-date EBITDA, as adjusted, of \$41.5 million compared to \$40.3 million in the prior year.

Diluted EPS, as adjusted, was (\$0.03) compared to \$0.02 in the prior year quarter.

Excluding the impact of the deferred tax valuation allowance, Diluted EPS, as adjusted, improved \$0.03 per share compared to the prior year period. Primary drivers of this improvement were lower depreciation and interest expense, lapping non-cash equity in losses of **Empire Education Group**, and the EBITDA impacts listed above.

Dan Hanrahan, president/CEO, commented, "The strength of our franchise business was demonstrated in a challenging second quarter retail environment, as our franchisees once again posted positive same-store sales results. Our franchisees have now posted positive annual same-store sales growth for 10 consecutive fiscal years. We have made a serious commitment to transform our business operationally and strategically to drive improved shareholder value. We intend to operate our salons successfully, sell certain salons to franchisees and continue to close underperforming salons. As I mentioned last quarter, we are committed to a thoughtful, well-planned strategic transformation that increases the scale of our franchise business.

"To accelerate our goal of improved performance across a broader base of our salons, we announced last quarter we intended to expand our franchise model and that we had formally engaged Huron Business Advisory to assist in the analysis and development of the best means of delivering an accelerated and expanded franchise business model. While still in the early stages, we are pleased by our progress to date working in collaboration with Huron. We expect our initial focus will be on franchising our underperforming company-owned **SmartStyle** salons located in **Walmart**. We believe this presents an opportunity for our existing and new franchisees as these locations have built-in Walmart guest traffic, which can be coupled with franchise operators who have proven

News cont. on page 32

News cont. from page 31

capabilities to react nimbly to local conditions and the market knowledge to implement necessary changes to operations, stylist labor, wages and pricing to improve front-line salon performance. In December, we issued our Franchise Disclosure Document for SmartStyle salons in Walmart. This enables us to actively market and franchise this concept and the initial response from our franchisees and new prospective franchisees for this concept has been positive.”

Dan continued, “After adjusting for the Christmas calendar shift, same-store sales for our company-owned salons declined 2.4% in the second quarter. Adjusted same-store sales for our non-mall brands were down 1.2% and continued to outperform our mall businesses, which posted adjusted same-store sales declines of 5.8% in the second quarter. For the second quarter, adjusted EBITDA of \$174 million increased slightly over last year. On a year-to-date basis, adjusted EBITDA increased to \$41.5 million versus the \$40.3 million we reported for the first six months of fiscal 2016. We believe these results demonstrate our organization’s focus and commitment to control operating costs and non-essential G&A expense. Many of our top leaders and salons continue to perform well. In fact, their results are driven by strong field leaders who execute in a manner similar to our most successful franchise operators and are driving improvement by using the tools, processes and metrics we provide. That said, consolidated results are not yet meeting expectations and further support our evolving strategy to accelerate and expand our franchise model, close or franchise non-performing salons and maximize operating performance.

“Over time, expanding our franchise model should enable improved capital efficiency by focusing and simplifying our business, allowing our best operators to manage fewer salons more effectively, and simultaneously providing the best opportunity for our salons to meet and exceed the expectations of our stylists and our guests. Although we are in the early

stages of our work with Huron, we are moving forward with a sense of urgency. At this point, it is not yet possible to provide further details on the pace of conversions or the potential financial impact on our results. In future quarters, as our plans are solidified and we gain greater visibility, we expect to provide additional clarity as to the pace and potential impact of our franchise expansion along with enhanced disclosures on the overall profitability and performance of our franchise businesses.”

Second Quarter Results: Prior year adjusted results have been restated to exclude the prior year self-insurance reserve adjustment of \$0.2 million.

Same-store sales decreased 3.6% compared to the prior year quarter. The Company estimates the shift of Christmas from Friday last year to Sunday this year negatively impacted the same-store sales rate by 120 basis points in the quarter. The Company’s same-store sales methodology calculates same-store sales on a daily basis which requires a salon to be open on comparable days in both the current and prior year. As a result, the reported second quarter same-store sales rate excluded results from Friday, December 23 this year and Sunday, December 27 last year. If both days were included in the calculation, same-store sales would have declined 2.4% in the quarter.

Revenue in the quarter of \$424.0 million declined \$26.4 million, or 5.9%, compared to the prior year quarter. Same-store sales decreased 3.6% compared to the prior year quarter. The remaining 230 basis point, or \$11.5 million, decline in revenue, compared to the prior year quarter, was primarily due to the closing of unprofitable salons and foreign currency, partly offset by calendar shifts.

Service revenue was \$323.2 million, a \$17.3 million, or 5.1% decrease, compared to the prior year quarter. Same-store service sales decreased 2.8%, driven by a decline in same-store guest visits of 6.1%, partly offset by an increase in average ticket price of 3.3%. The remaining 230 basis point, or \$8.1 million, decline in service revenues compared to the

prior year quarter was primarily due to the closing of unprofitable salons and foreign currency, partly offset by calendar shifts.

Product revenue was \$89.4 million, a decrease of \$8.9 million, or 9.0%, compared to the prior year quarter. Product same-store sales for the quarter decreased 6.7%, driven by a decrease in same-store transactions of 6.9%, partly offset by an increase in average ticket price of 0.2%. The remaining 230 basis point, or \$3.2 million, decline in product revenues compared to the prior year quarter was primarily due to the closing of unprofitable salons and foreign currency, partly offset by calendar shifts.

Royalties and fees were \$11.4 million, a decrease of \$0.3 million, or 2.1% compared to the prior year quarter. Royalties increased 4.3% driven primarily by increased franchise salon counts and same-store sales growth. Franchisees have posted positive annual same-store sales growth for 10 consecutive fiscal years. Offsetting this increase was a lower level of initial franchise fees due to the timing of new salon openings and lapping higher franchise termination fees in the prior year. The Company added 41 new franchised salons in the quarter as compared to 67 in the prior year quarter. In the prior year, franchise growth and the associated fees with new franchise openings was skewed to the first half of the year whereas the Company expects new openings to be weighted more toward the back half of the current year.

Cost of service and product, as a percent of service and product revenues, increased 90 basis points to 61.8% when compared to the prior year quarter.

Cost of service as a percent of service revenues for the quarter increased 100 basis points versus the prior year quarter, to 64.6%. The primary drivers were stylist productivity, state minimum wage increases, and lapping a rebate in the prior year quarter, partly offset by lower salon-level incentives.

Cost of product as a percent of product revenues was 51.4%. The increase of 10 basis points when compared to the prior year quarter was mainly the result of a mix shift

into lower margin product sales to franchisees.

Site operating expenses of \$42.7 million decreased \$4.7 million compared to the prior year quarter. This was primarily driven by lower self-insurance reserves, a net reduction of 270 salons, and cost savings, partly offset by the timing of marketing expenses.

General and administrative expenses of \$40.7 million decreased \$6.7 million compared to the prior year quarter. Excluding the impact of discrete items in the current and prior year quarters, general and administrative expenses decreased \$5.3 million. The decrease was a result of one-time benefits related to lower sales volumes in the quarter, cost savings, and lapping certain costs in the prior year quarter, partly offset by planned strategic investments in technical training.

Rent expense of \$70.6 million decreased \$3.9 million compared to the prior year quarter. This decrease was primarily the result of a net reduction of 270 salons and foreign exchange, partly offset by rent inflation and lease termination costs.

Depreciation and amortization was \$16.0 million compared to \$17.0 million in the prior year quarter, a decrease of \$1.0 million. The decrease was primarily due to a net reduction of 270 salons. During the three months ended December 31, 2016 and 2015, the Company recognized tax (expense) benefit of (\$0.7) and \$4.2 million, respectively, at effective tax rates of (47.9%) and 98.6%, respectively.

The recorded tax provision and effective tax rates for the three months ended December 31, 2016 and 2015 were different than what would normally be expected, primarily due to the impact of the deferred tax valuation allowance. The majority of the tax provision related to a non-cash tax expense for tax benefits on certain indefinite-lived assets the Company cannot recognize for reporting purposes. Income tax expense for the three and six months ended December 31, 2016 included non-cash tax expense of \$1.3 million and \$3.3 million respectively related to this matter. This non-

cash impact will continue as long as the Company has a valuation allowance in place against most of its deferred tax assets and is expected to approximate \$7.8 million of expense for the year ending June 30, 2017.

Equity in loss of affiliated companies improved \$13.9 million due to lapping a \$13.9 million loss in the prior year quarter.

EBITDA, as Adjusted. EBITDA, as adjusted, was \$17.4 million, a decline of \$0.2 million compared to EBITDA, as adjusted, in the prior year quarter.

Discrete Items. Discrete items for the current quarter were \$0.7 million of professional fee expense.

A complete reconciliation of reported earnings to adjusted earnings is available on regiscorp.com. Regis Corporation recently hosted a conference call via webcast discussing second quarter results. A replay of the presentation is available at 888-203-1112, access code 9251692. To join Regis Corporation's email alert list, visit <http://www.b2i.us/irpass.asp?BzID=913&to=e&Nav=1&S=0&L=1>



Hair Cuttery, the largest family-owned and operated chain of hair salons in the country, kicked off the 18th year of its Share-A-Haircut program recently with haircuts for the homeless. The company has donated more than 2.01 million free haircut certificates valued at nearly \$33 million since the program began. For every haircut purchased, a free haircut certificate was donated back to a homeless adult or child in the community of one of Hair Cuttery's nearly 900 salons. To distribute the certificates, Hair Cuttery partners with local shelters and community organizations.

"This helps bring the simple pleasure of a haircut to those less fortunate," says **Dennis Ratner**, founder/CEO. For more information, visit haircuttery.com

Sephora is expanding its **Sephora Stands** initiative in 2017 after surpassing key objectives in its first year. Sephora Stands is the company's broad social impact strategy to inspire confidence and fearlessness among women. Through this platform, Sephora puts its values to work for the greater good with three core programs designed to address the needs of entrepreneurs (Sephora Accelerate), local communities (Classes for Confidence), and Sephora employees (Sephora Stands Together).

The company recently announced an open application process for the Sephora Accelerate program for beauty businesses in two categories: sustainability (new!) and technology; applications from product merchandising businesses remain invite-only. Later this spring, Sephora will introduce a Classes for Confidence experience, **Brave Beauty in the Face of Cancer**, to support those living with cancer.

In 2016, its inaugural year, Sephora Stands:

- Provided over 300 hours of mentorship and helped its first cohort of female founders gain traction with their businesses through Sephora Accelerate (including four that secured retail partnerships).
- Executed over 200 Classes for Confidence, reaching nearly 2,000 individuals facing major life transitions.
- Inspired more than 4,000 SEPHORA employees to connect with their local communities.

"We're incredibly proud of what Sephora Stands has accomplished in its first year—it's inspiring and motivating," says **Corrie Conrad**, Sephora's head of social impact. "The new components of the program in 2017 are a direct result of the feedback we received from our Sephora Accelerate Fellows, our employees, and our partners and participants in Classes for Confidence. Together, we plan to make 2017 our strongest year yet."

The goal of SEPHORA Accelerate is, by 2020, to support more than 50 women-led beauty businesses with a social impact through bootcamps, mentorship and loans.

For more information on any of these programs, visit sephora.com.

News cont. on page 34

News cont. from page 33



Mark Spinks, president of Beauty Systems Group/CosmoProf and the 2017 City of Hope Spirit of Life Honoree, and his colleagues recently toured the City of Hope campus, accompanied by the National Professional Salon Industry Group's Council.



from left: SalonCentric's Steve Orzel; Creative Age Publications' Deborah Carver; Mark Spinks, the 2017 City of Hope Spirit of Life Honoree; and former honorees Joico's Sara Jones and The Kirschner Group's Harlan Kirschner.

Luxury Brand Partners launches the **EmpowHERment Project**—a series of gatherings, networking opportunities and mentorship programs that help promote the empowerment, equal influence and leadership of the hair industry's top women. The initiative will focus specifically on women in front of and behind the chair, whether they are colorists, stylists, CEOs, marketers or salon owners, and will ultimately help define steps that are actionable and result in real change.

"There has been an awareness of the disparity in women's recognition, influence, pay and opportunity for a while now, but social media has given people a place to talk about it—and they absolutely are," says **Lyndsey Bardnell**, LBP's vice president of strategic projects and industry development, and president of the EmpowHERment

Project. "This program will leverage regional grassroots events and the power of social media to create and foster a supportive, collaborative and action-driven community across all ages, genders, skill levels, roles, brands and locations."

The EmpowHERment Project encourages the community to share stories of powerful women by posting a photo or video story of the women who have inspired them using #followHERFriday and tagging @empowHERment.project. Additionally, #getempowHERed will also be leveraged to encourage the community to post photos, feature quotes from inspirational women and share thoughts on the movement and why it's important. Visit <http://empowhermentproject.com/>.

Sport Clips Haircuts made a \$1 million donation to the **Veterans of Foreign Wars Foundation** recently to support its **Help A Hero** scholarships for U.S. service members and veterans. The funds were raised through Sport Clips' clients and product partner donations, as well as its own Veterans Day contributions of \$1.00 per haircut service.

Sport Clips' original Help A Hero focus was on providing phone calls home for deployed and hospitalized military when the program began in 2007. The goal now is to support those who serve in the military by providing scholarships up to \$5,000 each toward the next steps in their civilian careers. To date, more than 700 VFW-administered Sport Clips Help A Hero Scholarships have

assisted active duty service members and veterans who wish to pursue college and graduate degrees or vocational certifications.

"We are so grateful for the sacrifices made by our military and their families, and to be able to help them in their education and career goals through Help A Hero scholarships is one of the best ways we know how to say 'thank you for your service,'" says Sport Clips Founder/CEO **Gordon Logan**, a U.S. Air Force veteran and life member of the VFW. "To date, we've raised a total of \$5 million, making significant impacts in the lives of those who bravely serve our country."

As part of this year's fundraising efforts, Sport Clips' partners **Nioxin**, **American Crew**, **John Paul Mitchell**

Systems and **Sexy Hair** made a combined donation of \$140,000 to the Help A Hero scholarship program.

Sport Clips is the Official Haircutter of the VFW, and its Help A Hero campaign is just one of the many ways it supports active duty military and veterans. For more information, visit sportclips.com.





ColorProof's Jim and Cheryl Markham with Nicole Nixon and Phillip Wilson

ColorProof Evolved Color Care Founders Jim and Cheryl Markham welcomed friends and colleagues to their Newport Coast, CA, home for ColorProof's annual holiday open house

to celebrate the season, reflect on a remarkable year, and most importantly, fulfill the wishes of hundreds of disadvantaged children. Each guest had the opportunity to donate unwrapped toys for **Toys for Tots**, a charitable program run by the U.S. Marine Corps Reserve. Toys for Tots provides toys to children in need during the holiday season. With more than 250 guests in attendance, the toy bins were overflowing with gifts sure to bring much-needed joy and happiness to children in need. Guests mingled over cocktails and dinner and later enjoyed a special appearance by the Grinch and three of his Santa's helpers, who put on a captivating performance that had guests rolling with laughter.

"Every year, we look forward to opening our home to show our gratitude and celebrate the season with friends and colleagues, old and new," says Jim. "Our annual party gives everyone a chance to relax and have fun, while also providing the opportunity to spread a little goodwill to children who might have been overlooked. The holidays are a time for giving back, and we were overjoyed to see the incredible generosity of our guests. Their donations are sure to make it a very merry Christmas for many, many kids."



from left: Craig and Sarah Barton with Cheryl and Jim Markham and members of the U.S. Marine Corps Reserve.



BIR's Susan Silo Nave and Mike Nave at the Markham's party.



The Grinch with his Santa's helpers greet Cheryl and Jim Markham.

parties

One of the holiday highlights for **BIR** is attending the annual holiday get together that is hosted by the partners of the **Conkle, Kremer & Engel Law** firm. For almost a quarter of century, **John Conkle, Mark Kremer** and **Eric Engel** have hosted their firm's Christmas party at the Riviera Country Club in Pacific Palisades, CA.

The law firm has been active in the salon market for years, and a number of their friends and clients were at the event. The party included a lovely champagne reception and a sumptuous stationed brunch—a great way to welcome the holiday season.



from left: John Conkle, BIR's Mike Nave and Susan Silo Nave, Eric Engel and Mark Kremer at the Conkle firm's holiday party.

For more than three decades, the Conkle Firm has provided its clients with expert guidance toward their objectives in intellectual property and brand protection, and toward successful resolutions of all types of business and insurance disputes. Conkle, Kremer & Engel's attorneys apply decades of experience in nearly all aspects of intellectual property registrations and transactions, manufacturer-distributor relations, and dispute resolution by litigation in federal and state courts, arbitration and mediation. Visit conklelaw.com.



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

Under CEO Fabian Garcia, Revlon has announced that it's focused on brand growth, with plans to become a \$5-billion company in five years. To that end, the company has announced a dramatic reorganization that puts the brands—as opposed to the distribution channels—in the spotlight.

Going forward, the company's four divisions will include Revlon, Elizabeth Arden, Fragrances and the Portfolio division, which will include the company's professional brands such as **American Crew, Creative Nail** and others. **Sennen Pamich**, who has led Revlon's professional division, will oversee the Portfolio segment.

"Our brands need to get vital again, to get more compelling to their current customer base and appeal to this elusive millennial customer, who shops everywhere and lives on Instagram," Fabian told *Women's Wear Daily*.

At American Crew, the goal is expansion. "Sennen's remit has changed from expanding in the professional beauty channel to building this brand anywhere consumers buy," Fabian said.

last minute blasts

Henkel Beauty Care Hair Professional North America will open a new facility in the Los Angeles area. It will house the U.S. headquarters for Henkel's North American professional hair care brands—**Schwarzkopf Professional, Alterna, Kenra Professional** and **Sexy Hair**. The company will relocate operations from current headquarters in Culver City, CA, New York City, Indianapolis and Chatsworth, CA, respectively, to the new facility in mid-2017.

Ulta CEO Mary Dillon says the company plans to open its first Manhattan location in Fall 2017. It will be located on the Upper East Side at 184 East 86th Street at Third Avenue, not far from **Sephora** and **Blue Mercury** stores. The beauty retailer has close to 40 stores in the greater New York/New Jersey area. Visit ulta.com.

Consider this: Amazon took home 43% of all revenue from U.S. online retail sales in 2016.

In addition, the company's sales, which include those from third-party sellers, also accounted for 53% of all online sales growth in the country, according to statistics from **Slice Intelligence**, a company that catalogues and analyzes online purchases.

E-commerce in the U.S. grew by 24% last year, and Slice expects the sector to account for at least 10% of all consumer sales in 2017. E-commerce reportedly accounted for slightly less than 8% of total sales in 2016.

Having an environmentally friendly ethos is important to consumers. A Nielsen study found that 75% of millennials are willing to pay extra for sustainable offerings, including a defined social and societal impact.

First Lady Melania Trump has yet to move into the White House, but according to her makeup artist, Nicole Bryl, she'll have her own glam room.

"There will absolutely be a

room designated for hair, makeup and wardrobe," Bryl, who has worked with Trump for more than a decade, tells *USWeekly* via *Stylish*. "Melania wants a room with the most perfect lighting, which will make our jobs as a creative team that much more efficient, since great lighting can make or break any look."

Over in the West Wing, President Donald Trump is raising the profile of hair loss and rosacea by combating the conditions while simultaneously fighting terrorism, illegal immigration and the media. His longtime doctor, **Harold N. Bornstein**, revealed to the *New York Times* that President Trump takes the antibiotic tetracycline to counter rosacea, which causes redness and bumps on the skin, and Propecia to keep his hair voluminous. So much for following HIPAA's privacy requirements.

"The ombré trend was a hair-industry-wide pay cut... #over"—words of wisdom from California stylist **Brig Van Osten** on Facebook

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