

ColorProof celebrates four years of product innovation

In 2016, Cheryl and Jim Markham's **ColorProof Evolved Color Care** is celebrating its fourth year of continuous growth via product innovation—which has been Jim's calling card since he began creating professional hair care more than 40 years ago.

Beauty Industry Report has been friends with Cheryl and Jim for years, so we are delighted to share their progress via our recent interview.

BIR: Welcome, Jim. Please provide our readers with a quick overview of ColorProof.

Jim Markham (JM):

Thanks, Mike. ColorProof offers award-winning, next-generation luxury formulas designed exclusively for color-treated hair. Our products, including shampoos, conditioners, stylers and finishers, provide unsurpassed color and heat protection from start to finish. Every product in the line is best-in-class and powered by the highest quality, newest ingredient technology for instantly noticeable results and superior color protection—guaranteed. By providing products that will deliver and even exceed client expectations, we are increasing client loyalty and enabling clients to maintain their color in between salon visits, while boosting salon service dollars for professionals.

In addition to providing groundbreaking new products, we support our products and our customers by offering strong education and lucrative salon programs. We also help create desire and drive consumer demand through advertising, social media, cause marketing and public relations initiatives. Since our launch, we have been extremely fortunate to have received a tremendous amount of public relations support. Just recently, **PBS's "Nightly**

Business Report" featured me in its "How I Made My Millions" segment, which was both an honor and a wonderful way to generate awareness about ColorProof. You can view the segment at

youtube.com/ColorProofHair.

BIR: What products have you added to your collection in 2016?

JM: In the first quarter, we launched our **SignatureBlonde System** and **CraftingPomade Texture + Hold + Shine**. Both have been extremely well received. SignatureBlonde Violet Shampoo even won TotalBeauty.com's Editor's Pick Honorable Mention for Best Shampoo for Color-Treated Hair.

SignatureBlonde Violet Shampoo, Condition and **Restorative Filler** are designed to illuminate, brighten and replenish blonde, bleached or silver color-treated hair, while instantly canceling brassy and yellow tones. CraftingPomade, perfect for both men and women, is a modern cult classic for unstoppable texture, long-lasting pliable hold and extreme shine.

As amazing as those products are, the best is yet to come. I am excited to share that I have recently discovered some new ingredients that deliver incredible strength and protection like never before possible. We will be unveiling two groundbreaking products utilizing this technology (set to launch in the fall) to our distributors and VIPs at meetings during **Cosmoprof North America**.

In addition, we have plenty of additional product surprises for the remainder of the year



Jim Markham demonstrates the Markham Method of men's haircutting.

and the beginning of next that will continue to deliver superior color protection in new formats to complement today's evolving styles. As always, we look forward to expanding our portfolio with both innovation and intention.

BIR: Have you added to your team to support your rapid growth in the field?

JM: Yes, we have. We have an incredibly rich talent base that is empowered to execute at the highest level.

Nicole Nixon joined us at the end of 2015 as director of education. She has done a phenomenal job of recruiting, building the team and providing the internal structure to support our new education initiatives, which include bi-annual Artistic Specialist and Platform Artist Team trainings, the first of which we hosted in January and the second we recently completed in June. They also include versatile salon class curricula, seasonal trend collections and expanded digital education.

On the sales side, we hired **Rick Judson** as national sales manager, **Erica Conan** as western regional sales manager and **Erin Hall** as mid-western regional sales manager. With Rick's guidance and exceptional sales expertise, Erica and Erin, along with our other regional sales managers and distributor specialists, are responsible for strengthening



Jim and Cheryl Markham, ColorProof Evolved Color Care's founders.



SignatureBlonde is ColorProof's newest award-winning launch.

partnerships with distributors and salons, strategic planning, establishing growth, communicating brand culture and motivating their respective teams.

We also have hired a number of support staff to facilitate our initiatives internally. As we grow, we continue to look for the brightest and best talent to join our team.

BIR: Tell me about the recent growth of your distributor network.

JM: We are delighted in our progress, Mike. We will continue our commitment to our existing 26 domestic and international distribution partners while actively seeking distribution in untapped markets. Domestically, we are in 48 states, and internationally, we are distributed throughout Canada, Australia, New Zealand, the United Kingdom and Ireland.

In the United States, we recently launched **Piermarco Group Imports**, which services salons in the five boroughs of New York, Long Island and Westchester County, and **Maka Beauty Systems**, which covers Arizona. In addition, we expanded the territory for **TruBeauty Concepts**, which has done an exceptional job with our brand.

Internationally, we've added **CanRad Beauty** in Ontario, Canada, and **Sweet Squared, LLC** for The United Kingdom and Ireland, who are both doing quite well.

BIR: Of course, as your distributor network becomes stronger, your education team must



ColorProof provides award-winning, luxury products designed exclusively for color-treated hair.

grow to support sales in the field. How are you managing that?

JM: This year, we have placed a renewed emphasis on building our education platform, so that we are consistently offering quality, career-building education to complement the performance of our products. Better-trained people equates to a better-executed message in the field while empowering salon professionals to success and helping them build their business behind the chair.

Our biggest news, in addition to the hiring of Nicole, is that we are utilizing digital education. This summer, we are launching a video series that includes several short product knowledge videos, including detailed information on the features, benefits and application of each formula and step-by-step tutorial videos to provide inspiration and visual instruction on a wide variety of trending styles. Through this medium, we can deliver a consistent message while keeping our audience inspired and connected to the brand, on demand.

View the videos at [youtube.com/colorproofhair](https://www.youtube.com/colorproofhair).

In addition, we are launching two video tutorials featuring the **Markham Method** of Men's haircutting. As a

celebrity stylist, I developed this method for clients like Paul Newman, Johnny Carson, Robert Redford, Steve McQueen, Peter Lawford, Frank Sinatra, Freddie Prinze and many more. This method is a two-part process that introduced the concept of daily shampooing and conditioning for men and paired it with a revolutionary cutting technique in which hair is cut based on taking into consideration a man's lifestyle, his hair's natural growth pattern, as well as his face and head shape.

I believe that the perfect haircut for a man is one that

looks like he hasn't had one and that he doesn't need one. Using the Markham Method, shape is cut into the hair in such a way that allows it to be styled in any direction and still be flattering by emphasizing the man's good features while deemphasizing less attractive features. This technique, which is not currently being taught, is still extremely relevant today with men's grooming and classic styles making a huge comeback. We've created videos in which I demonstrate the Markham Method to deliver modernized versions of the cuts that I used to create signature styles for celebrities in the '70s.

BIR: Jim, you and Cheryl have always been known for giving back.

JM: Mike, Cheryl and I are so proud to provide another way for the professional beauty industry to contribute to important philanthropic endeavors. Our support of worthy causes such as **City of Hope** and **Paul Newman's SeriousFun Children's Network** is fueled by our sales of ColorProof. Professionals and consumers who support ColorProof know that they are contributing to the greater good with every purchase.

For more information on ColorProof Evolved Color Care and to learn about distribution opportunities, contact Jim Markham, founder and CEO, at 949-706-8300 or jim@colorproof.com. Visit colorproof.com.



Philip Wilson, Jim Markham and ColorProof Platform Artists behind the scenes at ColorProof's video shoot.