

# Brazil's best-selling Truss debuts to USA

Brazil is one of the largest consumer markets in the world and women there are among the most discerning when it comes to their beauty products. In 2003, **Manuela Bossa** founded **Truss**, a professional product innovation that combines the newest hair care technology with effective ingredients to meet women's wants and needs. Today, the company has 104 distributors across Brazil and is a leader in the market. With celebrities, top bloggers and selective consumers in love with the brand, and posting hashtags like #loucasportruss (#crazyfortruss) across social media, Manuela decided the time was right to launch her brand in the United States.

**Beauty Industry Report** recently sat down with her to learn what makes Truss so special. **BIR: Welcome, Manuela. Please introduce our readers to Truss.**



Manuela Bossa, founder of Truss

**Manuela Bossa (MB):** Thanks, Mike. Several factors have contributed to the success of Truss. Those same factors, I believe, will help us find a niche in the U.S. market.

First, we pioneered a variety of technologies in the hair care category and continue to invest heavily in our research and development, proprietary technologies and our formulas. Our ingredients are created by leading laboratories worldwide. Truss formulas combine highly technological and natural assets that guarantee amazing results from the first application. These factors allow Truss to deliver a unique, results-oriented sensorial experience to our customers. As a result, salon owners and stylists are very loyal to Truss. They are confident in the outstanding results every time and for every client. As a result, we have enjoyed a strong word-of-mouth grassroots buzz that drives Truss in the marketplace.

Truss stands out as a result of its numerous innovations. They include:

- **Our ability to smooth blonde hair safely, thanks to RT**, a Japanese formula with a thioglycolate ammonia base. Truss was the first brand to develop the formulation in Brazil. Our Blond range includes **Shampoo, Conditioner** and **Masque**. Together, with RT, they allow hair stylists to smooth bleached hair without discoloration, ensuring blonde and bleached hair stay on tone.

- **Steam Activated Treatments.** We created the first method to promote "capillary cauterization," heating the fiber to some extent, using steam infused with natural keratin. The **steam flat iron** developed by Truss is now available in the United States.

- **A limited edition Chocolate Gold Line**, which was developed following the British trend in using chocolate's high moisturizing properties in hair care.

- **Thermal-activated keratin** that allows stylists to deliver smooth hair results and provide perfect blow-outs for their clients. It's found in **K Recovery Complex** (salon \$63.00).

**BIR: What is your point-of-difference?**

**MB:** Our formulas combine technological breakthroughs and organic actives that guarantee visible results from the first application. Also important is the high quality of the water we use. It has the highest degree of purity, because it's extracted from the Guarani Aquifer, the largest drinkable water reservoir in the world, which is located in Brazil.

We are proud to have a high concentration of active ingredients in our products that deliver immediate results, which sets us apart. Our experience and constant market research show that consumers will pay a bit more when the result is guaranteed. Our mission is to provide our customers with an experience of total satisfaction when it comes to hair care.

**BIR: What is your newest product?**

**MB:** It's a bond-building, damage-minimizing, plant-derived complex called **8 X Powder** (7.05 oz./salon \$82.00). By utilizing natural beeswax, Truss combines nature's ingredients with advanced protection technology to deliver optimum, visible results with each and every service to maintain the hair's integrity, vibrancy and quality of the hair strands with guaranteed results.

- 8 X Powder offer 8 key attributes:
1. The powder formula improves texture for easier application and spreadability.
  2. Increases stability during the lightening process without concerns of puffing/swelling.
  3. Accelerates lifting and supports precise color results.
  4. Decreases heating during foil highlighting
  5. Provides ultra-protection during bleaching
  6. Provides extra hydration.
  7. Offers easy detangling.
  8. Leaves the hair with extra shine.

Plus, it's easy-to-use. Simply mix one part of Truss 8 X Powder with one part of **Truss Bleaching Powder** and two parts of cream developer of your choice. Or you can mix one part directly into any hair color.

We previewed it at Premiere Orlando to rave reviews and are officially launching it to the U.S. market during Cosmoprof North America.



Truss Blond Mask (6.35 fl.oz./SRP \$29.40) has violet pigments to neutralize orange tones in blonde or bleached hair and copper tones in gray hair.



New Truss 8 X Powder provides extra protection to the hair during bleaching and coloring.



The Truss Miracle Box includes vitamin E and essential-oil-enriched microspheres to deliver gloss and conditioning with emerald-like shine.

**BIR: What are some of your best sellers?**

**MB:** Our **Miracle Box** (SRP \$96.00) is a professional at-home treatment that delivers gloss and conditioning in one 5-minute application. Each box includes a 1.58-fluid-oz. **Microsphere Emerald** formula, a 6.35-oz. **Miracle Mask** and a mixing bowl with spatula. Microsphere Emerald combines vitamin E and essential-oil-enriched microspheres to restore, soften and protect hair, leaving it with a reflective, emerald-like shine. Miracle Mask contains amino acids, which reconstruct hair's capillary fiber, and a miracle oil blend that restores and repairs damaged hair, leaving it soft and shiny.

Also unique is our **Keratin-Infused Steam Flat Iron** (SRP \$300.00), which uses the Truss Recovery Complex containing micro particles of active ingredients that are infused into the hair fiber through keratin steam at the ideal temperature to rebuild, moisturize, seal, protect and smooth hair.

The flat iron, which can be used with **Truss Recovery Complex** (SRP \$30.00), features advanced tourmaline ceramic technology, which moistens and conditions the hair while straightening the cuticle layers, providing thermal protection and finalizing the treatment of the hair. Recovery Complex conditions, while ionic steam hydrates the hair. Ions neutralize

static electricity, preventing frizz. The dry Vapor Flat Iron seals-in moisture for enhanced shine.

**#CRAZYFORTRUSS Mini Hydration Kit** (SRP \$31.40), a 3-product, 3-step kit was developed for women who want a simple hair care system that delivers what it promises. This kit provides an easy-to-use, practical, 7-minute "shock" restorative treatment that provides immediate reparative results and stunningly beautiful, shiny, well-conditioned hair.

This trio includes **Bi-dimensional Shampoo**, **Intensive Restore** to repair and condition and **Discipline Treatment**, which seals in the treatment benefits.

Formulas are rich in keratin, collagen, creatine, panthenol and phospholipids, as well as the proprietary Truss 3D Glow System, 7 Miracle Oil Blend and Nano Repair. Products are ideal for all hair types and textures, as well as chemically-treated hair.

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

**MB:** After graduating with a degree in Fashion, Business Management and Marketing, I worked for a short period in the product development area of Calvin Klein. I noticed that the demand for effective hair treatments was increasing dramatically. After thoroughly researching the marketplace, I decided to launch a brand for professional stylists, and in 2003, Truss was born. Today, we have 104 distributors



Consumers and hair stylists in Brazil are #CRAZYFORTRUSS (3.51 fl. oz./SRP \$62.80) and those in the United States are about to learn why. This trio provides a 7-minute shock treatment to the hair for immediately visible repair and shine.

in Brazil, with a combined sales team of more than 1,000 people. Our products are available in nine other countries. Now, we are excited to introduce Truss to the U.S. professional market.

**BIR: How are you approaching U.S. distributors?**

**MB:** We are looking to work with large and medium-sized distributors and stores. I've put together a powerful team to ensure that they will have all the support needed to grow Truss in their territories.

Thank you for being on that team, Mike! In addition, **Dina Elliot and her company Exit One Solutions** is creating the marketing and press that will help distributors drive their Truss business to great success in their respective markets.

For more information about Truss professional products and distribution opportunities, contact Manuela Bossa, CEO, Truss Professional, at 561-923 8711 or [assistant@trussprofessional.com](mailto:assistant@trussprofessional.com). Visit [usa.trussprofessional.com](http://usa.trussprofessional.com) to learn more and stop by to see Truss Professional and hear the story first hand at Booth 35025 at Cosmoprof North America.



The Truss Keratin-Infused Steam Flat Iron (SRP \$300.00) works with Recovery Complex (2.11 fl. oz./SRP \$30.00) to recondition and restore damaged hair.