

# Terax family brings legacy brand into modern age

**T**erax Original Crema is a legacy conditioner in the beauty industry with a 50-year history that dates back to its roots in Bologna, Italy. The Musumeci family has been involved with the brand since 1984, when they began importing it for their salon/spa in Upstate New York. Soon after, they began distributing the line across the United States and eventually, internationally.

What you might not know is that in addition to Original Crema, Terax offers a compact conditioning-based line focused on creating healthy hair from the inside out. With more products set to launch this year, the company is seeking domestic and international distribution partners to reintroduce this time-honored brand. *Beauty Industry Report* recently checked in with **Marco Musumeci**, president/owner, to learn more.



Marco Musumeci, president/owner, Terax Beauty LLC

**BIR: Welcome, Marco. Tell us about Terax and what it offers to the beauty industry.**

**Marco Musumeci (MM):** Thanks, Mike. Terax Beauty is an ideal brand for most salons. We have a super-focused, compact assortment that is easy to stock, learn and use. This is especially important for salons today, as they already have concept brands and those that specialize in styling and/or cleansing.

Our philosophy is that conditioning is the backbone of any beauty regimen and provides the basis for beautiful hair. By making sure the internal properties of the hair shaft are healthy and strong, the stylist and client have the best foundation from which to create beautiful style. Our products are designed for free-flowing and natural hair styles, enabling the artistry of the stylist to shine through.

**BIR: Tell me about the brand's resurgence.**

**MM:** We recently launched our long-awaited **Crema Shampoo**, the perfect cleansing counterpart to our award-

winning **Original Crema Conditioner**. We've had great response so far and look forward to a full launch throughout our distribution network.

**BIR: How did you get to where you are today?**

**MM:** My family has been involved with Terax since 1984. My father brought the brand over from Italy in the early 1980s for his salon/spa in Upstate New York and began distribution throughout New York state soon after. He added a few accounts around the United States, as colleagues requested the brand for their salons. Soon after, he was awarded the U.S. distribution rights and began partnering with distributors all over the country.

My entire family has worked in this company at some point, and in 1996, I joined Terax on a part-time basis. After graduating from Syracuse University School of Law in 1999, I joined the company permanently as vice president operations. At that point, we started to formalize the distribution network, education and product assortment by increasing the scope of each face of the company. In addition, we increased the international distribution channel to include several European countries, Australia, Canada and the Caribbean.

In 2004, my family acquired the original manufacturer and moved the entire factory to Upstate New York, where we had built a custom cosmetic manufacturing facility. We implemented the same Italian production machinery and chemical equipment that had produced the brand for decades.



*Terax products are celebrity-tested and model-approved for all types of healthy or damaged hair. Retail sizes range from \$22.00 to \$54.00, with a backbar assortment available, as well.*

We learned so much about the brand from having hands-on experience in the testing, chemistry, filling and fulfillment of the full product line. We also learned that running and maintaining a full-service manufacturing facility was an enormous task and was taking a toll on our brand innovation.

As a result, in 2014, we handed off manufacturing responsibilities to a partner facility, which continues the small batch production we

believe is so important in creating fresh, precise beauty products. That has allowed our team to redirect its focus on new product development, sales and marketing. We have completed the transition from boutique manufacturer and stand poised to reintroduce our time-honored brand to the beauty industry.

**BIR: What is your distribution strategy?**

**MM:** We work primarily with salon distribution throughout the United States. We are looking for new representation in the Pacific Northwest, Rocky Mountains, Mid-Atlantic, South and New England. We also work with some specialty retail stores, as well as unique boutique beauty stores and spas.

**BIR: What's next?**

**MM:** We will be adding a range of styling products and a full suite of supporting backbar skus, travel sizes for the holidays and holiday kits and bundles. Those will provide a great opportunity to introduce our products to a new generation of stylists and clients.

*For more information or to set up a meeting during Cosmoprof North America, contact Marco Musumeci, president/owner, at 315-317-6280 or [marco@teraxhaircare.com](mailto:marco@teraxhaircare.com). Visit [teraxhaircare.com](http://teraxhaircare.com).*



*Terax Crema + Keratin Reparative Daily Conditioner fights frizz. The formula is free of sulfates.*