

Bio Creative Labs features certified organic ingredients

Bio Creative Labs has enjoyed double- and triple-digit annual growth, thanks to an ever-expanding range of products for nails, skin, body, face and bath with a focus on natural and organic ingredients. **Beauty Industry Report** recently sat down with **Jason Freeman**, managing director, to learn more.

BIR: Welcome, Jason. Bio Creative Labs is seeing phenomenal growth. Why is that?

Jason Freeman (JF): Timing is a huge factor. When we started our **BCL SPA** business in 2011, Bio Creative Labs was the only manufacturer to offer a complete line of manicure and pedicure products with organic ingredients. We're proud that we were the first.



Jason Freeman, Bio Creative Labs' managing director

Innovation is also key to our success. We hand-select our ingredients to create treatment-based products that address different skin types and moods.

On the retail side, our **Petal Fresh** brand also contains formulas with natural, certified organic ingredients, and consumers really resonate with our brand's tagline, to "Live pure, free and simple."

We're based in sunny Southern California, and our team is a group of passionate individuals embodying the SoCal optimism and pursuing a more natural and healthy lifestyle. Our products are merely an output of our overall life goal to live in a mindful way. We believe that what you put on your body is just as important as what you put in it, so we infuse our formulas with the most natural, certified organic ingredients to create effective, salon-quality products, naturally.

BIR: Tell me about the brands you offer.

JF: **BCL Spa** is the first brand in the industry

to introduce certified organic ingredients into a complete spa manicure and pedicure system. Products are made in the USA and are free of sulfates, parabens, GMOs and phthalates. Our **Mandarin + Mango Sugar Scrub** (16 oz./salon \$22.00) is the No. 1 sugar scrub in the industry. Other best-sellers in the line include **Lemongrass + Green Tea Sugar Scrub** (16 oz./salon \$22.00) and **Mandarin + Mango Massage Cream** (16 oz./salon \$19.00.) We distribute this line through professional beauty distributors.

Our **Petal Fresh** line boasts advanced formulas with the highest quality standards, using certified organic fruit and botanicals with restorative and age-defying properties without any parabens or artificial coloring. Best-sellers include **Petal Fresh Pure Tea Tree Shampoo** (16 oz./SRP \$9.00), **Petal Fresh Pure Lavender Shampoo** (16 oz./SRP \$9.00) and **Petal Fresh Pure Lavender Bath & Shower Gel** (16 oz./SRP \$6.00). We carefully select all of the ingredients in the formulas to specifically address and treat a different hair or skin

condition. The result is safe, eco-friendly herbal remedies for all of your body care needs from head to toe.

BIR: What are your newest products?

JF: This fall, we launched **BCL SPA Critical Repair Cream** featuring two new fragrances. New **Citrus Coconut** targets dark spots from age and sun damage. **Pitaya Dragon Fruit** targets wrinkles by

boosting skin elasticity and firmness with antioxidants and polysaccharides.

Our new spa system, **BCL SPA Jasmine**



New Be Care Love Spa Critical Repair Cream features two new fragrances—Citrus Coconut and Pitaya Dragon Fruit.

Coconut, is now available in our 4-Step System and includes a Dead Sea salt soak, rice scrub, moisture mask and massage cream. We are the only system with a rice scrub in our industry.

BIR: Please give our readers a preview of your 2017 plans.

JF: The **Be Care Love Naturals Hair Care** line (SRP \$10.99 to \$11.99) has eight skus with luxurious professional spa formulas that provide moisture for healthy hair, naturally. It will be exclusive at **Sally Beauty Supply**, starting in January.

Be Care Love Essential Oils will include six essential oils, four roll-on blends and a carrier lotion that will allow pros to create their own body and massage creams. They will be on display at **CosmoProf** beginning in January 2017.

BIR: How do you give back?

JF: **Be Care Love**, our 501(c) (3) organization, donates 1% of profits to help people with insufficient means, poor life skills or low self esteem gain access to academic education, general learning and social education.

BIR: What does the future hold?

JF: We were one of the first companies to use natural and organic ingredients, but as the awareness of natural and organic ingredients becomes mainstream, using these ingredients will be merely the entry point to the beauty industry. To stand apart, we will need to be on the forefront of global trends and innovation.

BIR: Any final thoughts?

JF: From my journey, I've learned that life is all about relationships. And while it's important whom you know, it's even more important what people say about you. I try to live an authentic life with integrity with the ultimate goal of becoming the best version of myself.

For more information, contact Jason Freeman, managing director, Bio Creative Labs, at 714-352-3600 or sales@biocreativelabs.com. Visit bclspa.com, petalfresh.com and becarelove.org.



Be Care Love Mandarin + Mango Collection features the brand's best-sellers.