

# Shauky Gulamani leads growth of FHI Brands

**F**HI Brands is a beauty company that is expanding and growing rapidly, thanks to the leadership of **Shauky Gulamani**, president and CEO, upgraded education to support hairdressers and the professional beauty industry and innovative technologies that will be launching in the second half of the year. To learn how this company continues to grow,

**Beauty Industry Report** recently checked in with Shauky for his personal take. **BIR: Welcome back, Shauky. It's always a pleasure to catch up with you for our yearly update. What's new since we last sat down together?**

**Shauky Gulamani**

**(SG):** Thanks, Mike. FHI Heat was founded in 2003 and transcended into a world-renowned professional hair care company that creates high quality, technologically advanced hair tools for the beauty industry. Since last year, we have transitioned FHI Heat into FHI Brands to include our newest lines and technologies. FHI Brands is the parent company to each of our signature lines—**FHI Heat, Stylus, NeoBond, Hair Veil** and **Daily Beauty**.

**BIR: That's a huge advancement in the history of the company! Please give our readers a brief overview of each of the lines.**

**SG:** First, Stylus, our award-winning thermal styling brush, which was named "Favorite New Innovative Hair Tool" by numerous media outlets, expanded into a line of thermal styling brushes that caused beauty buzz internationally. This year, we are expanding Stylus into a thermal styling care brand.

Hair Veil Powder Hair Filler is a game-changer that gives the appearance of thicker, richer, fuller hair. It eliminates shiny spots and exposed scalp, and camouflages scars. It's perfect for men and women.

Daily Beauty provides smooth, shiny, frizz-free hair with the introduction of **Satin Finish**.

Neo-Bond, a three-step in-salon, professional system with home maintenance, repairs and protects the hair. Simply add it to a chemical service to prevent damage before it can even begin.

**BIR: When we interviewed you in 2015, you were just moving into new headquarters. How has that continued to evolve?**

**SG:** We have a phenomenal team at our international headquarters in Southern California. All of our departments, including New Business and Sales, Operations, Marketing, Public Relations and Social Media, Shows and Education, Customer Service, Graphics, Purchasing, Information Technology, Human Resources, Legal and Accounting, along with our Shipping and Receiving departments, are now in-house under one roof.

We are also adding a state-of-the-art Research and Development facility and Labs, which will allow us to create our liquid hair products in-house. Our goal is to have ultimate quality control to ensure that our customers and their clients continue to receive the highest quality tools and hair care formulas possible.

**BIR: What is new this year?**

**SG:** We have some big announcements to share! First, under our Stylus brand, we have launched **Successor**, a dual-heating, thermal styling brush. The innovative dual-heating system provides two chambers of heat on the front and back of the thermal styling brush. With seven chambers of ceramic heat, four tourmaline ceramic heat conductors and a heated curved ridge back, it creates ultra-smooth, high-shine results.

Successor heats up to 400°F and can smooth, touch-up, de-frizz, style, re-style, control and/or create volume, lift, waves, curls, bumps, flips and bends. The sturdy nylon bristles are coated in tourmaline ceramic to lock in moisture and reduce static. It has a temperature control from 250°F to 400°F, a 1-hour auto shut-off and an extra-long 360° swivel cord geared toward the professional hairdresser.

Also new under our Stylus brand is the **Blow-Out Nano Ceramic Hair Dryer**. The Blow Out Nano Ceramic Hair Dryer Set combines the handle and barrel in a distinctive shape that provides ultimate control for drying and styling. The dryer is custom-designed with an angled nozzle concentrator that speeds drying time to create smooth, polished blow-outs. You can also attach the diffuser to create beautiful, long-lasting curls.



*Successor from FHI Brands is a dual-heating thermal styling brush that creates ultra-smooth, high-shine styles.*



*Shauky Gulamani, president and CEO of FHI Brands, says his major initiative is to be the man behind the brand and the hairdresser for all hairdressers. He uses his experience from 32 years as a hairdresser, salon owner, teacher, educator, distributor, DSC and brand builder to create ground-breaking brands.*



*The Stylus Blow Out Nano Ceramic Hair Dryer combines the handle and nozzle in a distinctive shape that provides ultimate control and ease for fast drying and styling.*

The Stylus Blow Out also has a full-size motor without a handle, making it ultra-lightweight with a twin fan AC motor that generates maximum power. The professional ceramic heater produces increased negative ions that seal the cuticle, locking in moisture, reducing frizz and static electricity. Additionally, it has high and low fan speeds, single heat and cool air settings. Finally, it sits vertically on its base, saving three times the space of a traditional dryer.



*Color-coded Stylus Thermal Care protects hair against heat during styling.*

New to Stylus is a thermal style care line that works with heat. You can also reactivate the products in the hair with heat. **Sheer Remedy Liquid Satin Treatment**, an alcohol-free, lightweight serum, nourishes the scalp and protects and restores hair to its natural condition. Rich in emollients, it reduces frizz, while providing brilliant shine. **Fresh Start Protective Prep and Primer Spray** primes and detangles hair instantly to prevent breakage and damage by balancing porosity for longer lasting styles. **Be Protected Weightless Conditioning Foam** helps protect against thermal damage, while detangling hair and reducing dry time.

Products in red can be activated using heat but do not require heat. For example, **High Altitude Root Lift Spray** delivers incredible lift and volume at the roots with soft and natural control throughout the hair. **Full Blown Blow Out Volumizing Mousse** provides smooth-glide styling with amazing volume and maximum body without stiffness. This memory control formula leaves hair fuller and touchable with a brushable finish. For coarser hair, **Pump It Up Express Blow Out Serum's** flexible formula accelerates blow-dry time and increases round brush tension without stickiness or flaking. This lightweight serum with body-building properties creates fullness and memory-locking bonds, making it easy to style and restyle with shine. **Total Control Maximum Hold Gel** is a flake-free, ultra-strong formula that produces ultimate control, shape and definition with staying power. This clear-drying, high-shine gel is ideal for both wet and dry styles.

Next, the cool color family denotes products that lock in styles. **Stay Beautiful** is a working

spray. Its light-hold, dry, featherweight, humidity-resistant formula dries instantly and builds evenly for styling and restyling. Stay Beautiful leaves hair touchable and full of movement, with incredible volume, body and shine. **Stay Styled** is a working spray that can also give you a finish. Its variable-hold, dry, humidity-resistant formula creates volume, shape and definition and lets you layer and lock in styles. **Stay Finished**, a firm-hold dry hair spray, locks in style with its fast-drying formula. It controls flyaways, protects hair from the elements and provides long-lasting hold and support. **Stay Put**, a mega-firm hair spray, provides ultimate hold, support and control. It locks looks in place and eliminates flyaways. Lastly, **Shine Express Lightweight Instant Shine Mist** gives brilliant shine without added weight.

Also new, the **Neo Bond Professional Hair Protection System** repairs and protects the hair in three easy steps. First, it protects the internal structure of the hair, adding nourishment and enhancing elasticity, delivering health, body and shine.



*The 3-step Neo Bond Professional Hair Protection System brings hair closer to its natural state, even after chemical services.*

and wrapping its surface. Together, the natural

active complex and amino acid blend help keep the hair hydrated and repair damage.

Under our Daily Beauty line, we created **Satin Finish**, which is a lightweight, residue-free conditioning treatment that helps to repair and protect hair from thermal heat styling and environmental damage. Its high-grade silicone base with silk proteins and amino acids penetrates and rebuilds the hair.

**BIR: What is new on your agenda? We know you're always up to something.**

**SG:** You know me so well! My major initiative for 2016 is to be the hairdresser for all hairdressers. By that, I mean I am continuing to create and innovate to push the beauty industry forward and benefit every salon professional around the world.



*Daily Beauty Satin Finish is a transformative serum that helps control frizz, increase moisture and reduce flyaways.*

In fact, this year, we are focusing on the hairdresser more than ever. **Chris Campbell**, vice president of shows and education, has hired industry veteran **Christa Goldstein** to focus on training more than 250 educators, artists and artistic and creative team members in the United States, plus 50 additional educators internationally. We are doing more shows and education focused on reaching the hairdresser globally.

Finally, we have expanded our sales team and will continue to add new team members to drive our international growth.

We have strong North American distribution and are continuing to solidify our relationships with our partners. With rapid international growth, we are seeking distributors globally.

For more information, reach Shauky Gulamani, president and CEO of FHI Brands, at [shauky.gulamani@fhibrands.com](mailto:shauky.gulamani@fhibrands.com). Visit [fhibrands.com](http://fhibrands.com).