

Lavacqua Final Rinse restores hair's natural beauty

Stellario D'Urso and **Geppie Enfiomusi** both come from Sicily, whose geography is dominated by Mount Etna, the largest and most active volcano in Europe. Whenever they went back to visit their families, Stellario's and Geppie's wives and daughter observed that they were having "their best hair days ever." Conversely, when their relatives came to the United States, they noticed that their hair was much less manageable than when they were home. Stellario and Geppie set out to see if they could make a connection.

They traced the effect to the mineral-rich waters collected from this volcano, which they learned can be used to enhance hair quality, health and beauty. After research and testing, **Lavacqua** was born. This natural product taps the powers of ancient natural resources to provide an everyday solution to most common hair problems.



from left: *Stellario D'Urso, CEO, and Geppie Enfiomusi, president, founders of Lavacqua*

When Geppie told **Beauty Industry Report** about Lavacqua during a recent trip to New York, we knew we had to give our readers the opportunity to get in on the ground floor with what we see as the next big hit for professional hair care. Read on for the story.

BIR: Welcome, Stellario and Geppie. The development of Lavacqua is very exciting for an industry that thrives on what's new and what's next. What's the story?

Stellario D'Urso (SD): Thanks, Mike. Lavacqua was born with the mission of exploring the benefit of volcanic waters as they pertain to the care of hair, particularly colored and treated hair. It takes centuries for water to flow through the Earth's surface and finally collect in the aquifers from which we draw it. If those layers happen to be near volcanoes, the water, on its journey, accumulates precious minerals that enhance its properties.

Minerals such as iron, selenium, copper and zinc are invaluable to add shine, brilliance and pliability to any hair type, but especially to colored and chemically treated hair. Not all volcanic waters have the same combination of minerals, but with the help of qualified geologists, we have identified the correct sources from various locations in the world. Those waters are the basis of our first product, **Lavacqua Final Rinse** (16 oz./salon \$15.00/SRP \$29.99). Sprayed onto the hair after cleansing, it eliminates the dulling effects of other minerals and additives normally present in city waters, while restoring hair's natural beauty.

BIR: How is Lavacqua superior to regular water when it comes to daily hair care?

SD: Great question! Washing with regular tap water subjects hair to impurities and chemicals that dull color and reduce pliancy. Chlorine and calcium are the worst offenders. Lavacqua's water is naturally filtered on its journey through layers of volcanic soil and lava, making it naturally pure. Its use as the very last rinse before styling breaks down and removes impurities, and its mineral content enhances shine, brilliance and silkiness.

But we did not stop there. Concerned with the overall health of the hair and scalp, we also formulated a botanical cocktail. Thyme, coltsfoot, yarrow, birch bark, horsetail, nettle, rosemary, peppermint, honey and vinegar in the right blend promote hair strength, stimulate follicles and naturally soften and condition hair.

BIR: But we've always been led to believe that minerals build up in the hair.

Geppie Enfiomusi (GE): Zinc, copper, iron and selenium are trace elements and are essential minerals to the body. In our volcano water, they are found in their purest form, which makes them non-accumulative, meaning they do not build up in the hair. In fact, they aid in the removal of minerals like calcium, which is often found in hard water, that do build up in the hair.

BIR: What came next?

SD: We manufactured a small batch of product that was extensively tested by hairdressers across the United States. The results were unanimously positive and the



Lavacqua Final Rinse leaves hair with enhanced shine, color, pliability and brilliance.

benefits were clear and immediate. We knew we were on to something and started developing the brand story, positioning and packaging. Now, we are seeking exclusive distributors with a strong appetite for innovative products.

BIR: What are your long-term plans?

SD: By the end of our first year, we plan to have secured a national network of exclusive distributors. By the end of year 3, we will have launched complementary products and secured international distribution in key European, South American and Asian markets. By the end of year 5, we will have

established Lavacqua as the world-wide leader in volcanic-based hair care.

BIR: What is your story?

GE: I started as a hairdresser and then became a salon owner. Today, I am president of **Piermarco Group Imports**, a distributor of professional products in New York and New Jersey. For Lavacqua, I will manage sales, distribution and commercial activities, plus product development with Stellario.

SD: I'm a marketing executive with 30-plus years' experience in consumer products. I am the CEO and am responsible for marketing, communication and branding, plus sourcing.

BIR: What's next?

SD: We are working to instill the benefits of volcanic water in other products. Our team of geologists is locating waters in volcanic regions around the world to provide unique properties.

To learn more about distribution opportunities, contact Stellario D'Urso, CEO, at stellario@lavacqua.com, or Geppie Enfiomusi, president, at geppie@lavacqua.com. Call 844-885-2266 and visit lavacqua.com.