

New Lucas-cide #222 RTU kills COVID-19 in 60 seconds

COVID-19 brought best practices for cleanliness to the forefront of the professional beauty, barber and spa businesses. Much like a doctor's office, beauty, wellness and barbering establishments are held to the highest standards of cleanliness for service providers, support staff and clients, and the spotlight is on them to make sure they are following stringent standards.

With sanitation and disinfection protocols not changing much over the decades until COVID-19 forced a re-examination of, well, everything, **Lucas Products** brings an aggressive entrepreneurial approach and focus to drive the category forward, to help ensure that beauty and barbering business are as safe as possible for everyone.

Beauty Industry Report wanted to learn more about the newest breakthroughs, so we invited Lucas Products' President



Robert Urfer, president,
Lucas Products

Robert Urfer to share the details.

BIR: Welcome, Robert. Please inform our audience about your big news.

Robert Urfer (RU): We are very proud to share that our new **Lucas-cide #222 RTU (ready to use)** disinfectant recently received a 60-second kill claim for COVID-19. Sprayed on salon surfaces, including chairs, the back bar area, counters, nail tech stations, massage tables and in waiting areas, this product will help speed the disinfecting time between clients. It's available in gallons and quarts—no mixing necessary. In fact, all of our disinfectants are on the EPA List N, meaning they are effective in killing the coronavirus SARS-CoV-2 (COVID-19). You can learn more about that here: <https://bit.ly/38KjhR3>.

BIR: Tell us about your other key product.

RU: Our **Lucas-cide Concentrate Disinfectant** is a super-concentrate that's extremely economical. One gallon makes 256 gallons of disinfectant when mixed according to directions with water. Because it is pH-neutral, it is safe to use to soak/disinfect makeup brushes, as well as standard salon implements, without fear of "melting"

Along with using it in the traditional way of mixing it with water to soak and disinfect implements, it can also be used to disinfect pedicure spas, on floors and any other non-porous surface. It's food-safe, so it can even be used in salon kitchens and break rooms. The product is available in pink or blue.

BIR: What else is important to know to keep your salon, spa or barbershop "safe?"

RU: During the pandemic, we have answered many questions about "dwell time," also known as "kill time." It's how long your non-porous surface needs to stay wet with disinfectant in order for the disinfectant to be effective. It is also the amount of time you need to wait while soaking implements if you're using your disinfectant product in that manner.

Dwell time varies for every disinfectant. You will want to both verify your disinfectant against the EPA List N and also read the directions for use to determine the proper dwell time to kill COVID-19.

BIR: What is the positioning of Lucas Products?

RU: Proper sanitizing and disinfecting protocols in the salon environment must be at the forefront of salons', spas' and barbershops' client experiences. Lucas Products offers cost-effective, high-quality solutions to meet their needs.

BIR: Please give our audience a brief overview of your company.

RU: Lucas Products offers high-quality products at affordable prices to keep salons, beauty professionals and their clients safe. We are committed to expanding our product offerings in response to the evolving needs of salon, spa, beauty and barbershop professionals while maintaining integrity in safety and price. Plus, we manufacture all of our products in the United States.

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

RU: I have spent my entire career in the professional beauty industry, starting at my family's distributorship in Toledo, Ohio, and then working for several other distributors and manufacturers, before buying Lucas Products in 2010. I immediately saw a need for better/more cost-effective disinfectant products for the beauty industry. I used the 60-year history of Lucas Products' disinfectant manufacturing expertise to create new technology to save salons money and offer high effectiveness.

BIR: What is your distribution strategy?

RU: Our distribution strategy is multi-faceted. We supply many cosmetology schools, independent salons and chain salons worldwide. Our distributors and chain salon partners see our brand as a value proposition and a way to help them keep costs down. In fact, our chain salon customers are seeing huge savings! Every multi-unit salon owner can save thousands, if not tens of thousands of dollars, by making the switch to our disinfectants. I am happy to help them calculate the savings they will see that they can then invest back into other areas of their businesses.

BIR: How do you support your customers?

RU: In addition to our pricing model, Lucas



Lucas-cide #222 RTU (ready to use) recently received a 60-second kill claim for COVID-19, allowing salons to save time cleaning in-between clients (32 oz./salon \$19.95).

Products offers a free, online certification program called **Lucas-cide Safe Space Certification**. It's available in both English and Spanish on our website and teaches many aspects of proper sanitization and disinfection surrounding the salon and spa industry. Upon completion of this free virtual training and certification program, beauty professionals will gain knowledge and confidence, and learn best practices for proper sanitization and disinfection. We also offer classes for continuing education hours in the state of Ohio through our distributor partners.

BIR: What is the most important point for distributors and salons to know in regard to creating safe businesses?

RU: Disinfection is not just about creating safe businesses but about the entire client experience. Relaxation equals comfort, and the only way to create a space where clients feel comfortable is to make sure they know you are using the most modern disinfection products and techniques. I recommend salons use their disinfecting products in front of their clients to reinforce their dedication to safety and cleanliness. It's also ideal to promote their disinfection training certifications, hang signage promoting the disinfectant products



Lucas-cide Salon and Spa Hospital Grade Disinfectant (1 gallon/salon \$69.95, 32 oz./salon \$19.95) in your choice of pink or blue product and packaging kills 99.999% of bacteria, viruses and fungus in ~3 minutes, with a 100% kill rate in 10 minutes. Use it on nail implements, pedicure spas, combs, shears, massage tables and any other hard surfaces that need disinfecting or sanitizing. To use, mix just ½ ounce to 1 gallon of water.

they are using to bring awareness and comfort to clients, and promote them on social media and as part of on-hold or voice mail messages. Signage from the front door to the stations to the restroom creates awareness.

Even if clients don't mention them, you can bet that they will notice.

BIR: What has been your biggest success?

RU: Lucas Products' greatest success to date has been the development of Lucas-cide disinfectant for the salon, spa and barbering businesses. We are so proud of what we are achieving by helping the salons, spas and barbershops that use our products save money and offer superior disinfection

protocols for their customers and their team members. We are proud to manufacture our products in the United States.

BIR: How does our business go forward? Will we ever return to "normal?"

RU: The new normal is one of caution, patience and diligence. The industry will continuously re-evaluate disinfection and cleaning protocols and implement more guidelines for healthy client experiences.

It's important to emphasize: A disinfected salon is the new standard expectation of clients. To communicate that they are offering a safe space, salons will benefit from displaying their disinfection certifications and signage—for example, "This space has been disinfected"—in the same manner they display their other licenses.

BIR: What are your plans for the future?

RU: We are constantly seeking out the newest and best technology to help promote safety for our customers and the industry.

For more information, reach Robert Urfer, president, Lucas Products, at 419-476-5992 or robert@lucasproducts.com. Visit www.lucasproducts.com.

