

Ernie Brauchli creates tools designed to be sold

Erne Rolf Brauchli was born into the beauty business. His grandparents were hairdressers in Switzerland. His father, **Rolf Brauchli**, moved to the United States, where he worked as a hairdresser, salon owner and educator, and importer for **Solis** appliances from Switzerland. Eventually, he created the **Solano** brand.

Ernie followed in his family's path and today, leads a growing company that distributes, imports and manufactures professional appliances. His mission is to create high-performance, ultra-durable tools that distributors can sell competitively and salons will love to use and want to retail. **Beauty Industry Report** recently checked in to find out how he helps distributors and salons increase their sales.

BIR: Welcome, Ernie. How did you get to where you are today?

Ernie Rolf Brauchli (EB): In 1985, **Creative Beauty Concepts** was incorporated to work with salons to test-market and develop new products that anticipate hairdressers' needs. When trends arrive, we are ready with the product or appliance to serve the artistic vision of stylists and their clients. In 1995, I became sole owner and president.

In 2004, I created **Artizen** appliances for salon professionals who think in terms of Art, with a Zen-like passion for their work. Our tools balance breakthrough technologies with classic fundamentals of hairdressing.

We launched with a new flat iron that has Surround Heating to create curls, romantic looks, updos and sleek, straight styles. We also offered new ionic dryers manufactured in Italy. We developed new technology called Hydro-ionic ceramics, which was built in to all of our heated appliances, including our 1.25-inch **Artizen Dolphin Iron** (SRP \$179.00). This iron also has digital controls and heats up to 450°F. This gives the hair more shine on the surface and relinks the hydrogen bonds in the hair into a new shape that stays until the next shampoo.

BIR: How are your tools priced?

EB: Our goal is for salons to retail these tools to their clients, so we priced Artizen very competitively. That gives distributors their margins and allows salons a nice retail markup.

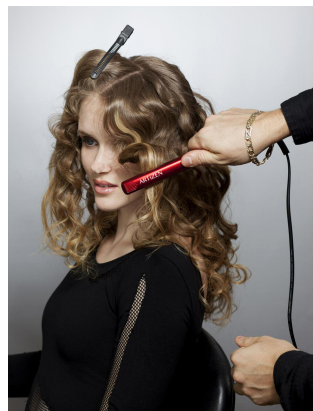
BIR: What are your newest tools?

EB: We are very excited to launch a new hair dryer (right), as well as a line of professional curling irons. Listening to our clients complain about the selection of curling irons available to them led us to develop an iron that meets all of their needs. Our new **Artizen Curling Irons** (SRP \$79.00) will offer digital temperature controls, ceramic barrels and rolling handles. They're lightweight and comfortable to hold.

BIR: Tell us about your import business.

EB: We import **Valera** Swiss-made appliances. Valera's expertise has always

been based on a close collaboration with the professional hairdressing community. Valera designs professional appliances to the highest standards of quality and reliability. They make



The unique size of the Artizen MyStyler iron (SRP \$79.00) creates unusual curl patterns and textures.

from Germany. They are designed and manufactured for efficient and long-term use in salons and cosmetic studios.

BIR: You're known for providing a high level of service.

EB: We believe in accessibility. We answer every call, so our product-educated personnel can help our customers easily. We ship immediately and have accurate order processing. We also support our clients with customized point-of-sale materials, in-salon signage, social media posts and product/service training and education. Our motto is "Something, unseen, untold is not sold."

In addition, we service what we sell. Our appliance service center team has a 48-hour turn-around time. We have all of the component parts to rebuild and refurbish our appliances. This allows us to provide an extended service guarantee to our sellers and end-users. We train our vendors to offer service, doing something the internet cannot do. When salon professionals return for service, they also purchase additional appliances from their distributors.

BIR: What does the future hold for the appliance category in our rapidly changing professional beauty industry?

EB: I see consumers being more educated and wanting to use high-end appliances. The difference they see when they dry their hair or style with a professional tool amazes them. After experiencing large growth with appliance retail, more and more salons will be dedicated to providing their clients with tools they love to use!

For more information, reach Ernie Rolf Brauchli at 847-676-1950 or info@creativebeautyconcepts.com. Visit artizenusa.com and valerausa.com.



The new Artizen ION Ceramic dryer (SRP \$199.00) packs the heat and power of a full-size dryer in an easy-to-hold compact size. The high-velocity motor plus an ionic generator will speed drying by 65%.