

Cezanne offers lifestyle smoothing brand

Cezanne Professional Products is a hidden gem and one of the most exciting beauty companies that you've probably never heard of. Launched in 2013, the company offers treatments and products that produce the same results as treatments with formaldehyde, but without harmful chemicals. **Beauty Industry Report** recently caught up with **Shay Hoelscher, CEO**, to learn more.

BIR: Welcome, Shay. Let's share your secret with BIR's readers!

Shay Hoelscher (SH): Thanks, Mike. We are a new company with a singular focus on creating a lifestyle brand in smoothing products. Our smoothing treatment delivers transformational results without any harmful chemicals and is 100% formaldehyde-free.

Plus, we're laser-focused on the stylist. Our product is sold in the most aspirational salons in leading markets. We are solely a professional brand that goes to the core of what the professional beauty industry stands for today and in the future.



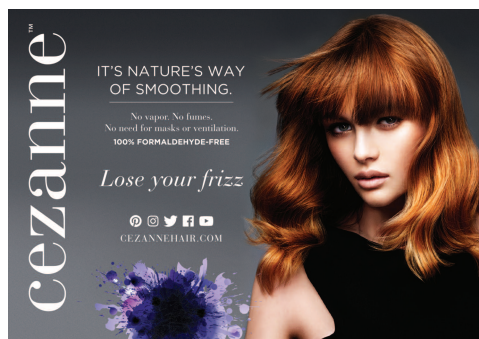
Shay Hoelscher, CEO, Cezanne Professional Products

BIR: Tell me about your products.

SH: Cezanne's portfolio has two salon treatments and six take-home after-care products, with two aerosol products launching soon. Our flagship smoothing treatment delivers hair that is more manageable, smoother, healthier and shinier. It achieves results without toxic ingredients and is 100% formaldehyde-free. It delivers the same long-lasting results as a traditional formaldehyde treatment but without the use of formaldehyde nor any aldehyde derivatives.



Cezanne's treatments and retail products provide and maintain smoothing services—one of the industry's fastest-growing categories.



Cezanne provides salons with marketing support like these beautiful and informative mirror clings.

Our price-point for the treatment is "affordable luxury." Our after-care products need to be used to ensure the performance of the professional treatment.

BIR: Who are your products for?

SH: If you have erratically textured or frizzy hair, our products are for you. We will transform your hair to be smooth and manageable with no harmful chemicals and no toxins.

BIR: Where are your products available?

SH: Cezanne is a luxury smoothing lifestyle brand, and as such, we are in the most aspirational salons in key markets. In addition, Cezanne is currently distributed in the United States, Canada, Taiwan, Russia, New Zealand, Australia, the United Kingdom, the Baltic states, Singapore and in Korea, plus soon in the United Arab Emirates and India.

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

SH: I love the professional beauty industry and have more than 30 years experience at companies ranging from start-ups to large companies in

sales management in salon distribution, salon national accounts and direct-to-salon sales.

Before joining Cezanne, my experiences included Alterna Haircare (a Henkel company), TIGI Haircare (a Unilever company), Nioxin Research Laboratories Inc., Sebastian International and The Wella Corp. (now all Coty companies). In addition, I've had startup experience at Aroma Vera, Inc., and worked at one of the industry's leading salons, Gene Juarez Salon and Spas. While at TIGI, I was a vice president of sales and a major contributor who helped scale the company to sell to Unilever. At Unilever, I launched the direct sales division and headed up the national accounts division.



Cezanne turns curly, kinky, wavy or damaged hair into smooth, shiny, manageable locks.

Today, I'm excited to lead Cezanne and to be back to my roots in professional beauty. I love connecting with the hairdresser—the heartbeat of our industry.

BIR: Where do you see the future of our rapidly changing industry going?

SH: I see acceleration of a trend that has been present in our industry for the past 10 years. The beauty industry is dividing into two: a large mass-market and a high-end. Where we used to have a large middle of professional salons and products, I see the industry being pushed toward two extremes: a retail market with big-box stores and professional distributor stores accessible to everyone one on end, and at the other end, a luxury high-end professional experience. That leaves the small- to medium-size professional salons in a bind. At Cezanne, we will work with our distributors to ensure a great experience for our customers.

To learn more, contact Lita Kaufman at 561-288-3000 or lkaufman@cezannehair.com. Visit cezannehair.com.