

## Farouk partners with *Esquire* mag for grooming collection

**F**arouk Shami, the innovator behind the **BioSilk**, **CHI** and **Kardashian Beauty** brands, has another hit on his hands with the launch of the **Esquire Ultimate Grooming Collection**. Developed in partnership with **Hearst**, the publisher of *Esquire* magazine, the new collection is an extension of the magazine's philosophy of "Man at His Best," a lifestyle focused on luxury, sophistication and style. Excited to learn more about our friend's newest launch, **Beauty Industry Report** recently sat down with Farouk for the inside story.

**BIR: Welcome back, Farouk! I understand you have an exciting announcement to share with our readers.**

**Farouk Shami (FS):** Thank you, Mike. I do!

Farouk Systems Inc., and Hearst Magazines, the publisher of *Esquire*, have collaborated to develop **The Esquire Ultimate Grooming Collection**. It debuted in professional salons nationwide in October 2016.



Farouk Shami, founder and CEO, Farouk Systems, Inc.

**BIR: What's the line all about?**

**FS:** The range of products is ideal for barber shops and salons eager to showcase the rising trends in men's grooming, which include the prestige scent of Oud and other key ingredients selected to increase hair density, strength, moisture and shine, as well as promote a healthy scalp and healthy hair growth for men.

*Esquire* has built an 83-year legacy as the essential modern guide for living well, attracting early adopters and high-end consumers who appreciate the art of taking their wardrobe—and now grooming—to the next level. This unique collection of hair styling and grooming products is a tacit endorsement of expertly formulated products that men can rely on.

**BIR: Where is the line available?**

**FS:** We are proud to launch this line through our distribution partners **Beauty Systems Group**, after which the line will then expand to fine barbershops and salons that cater to men.

The ample shelf space will allow our fellow hairdressers to enter into a unique barbershop experience, combined with inspirational imagery, barbering pamphlets and a collection of products that are sulfate-free, paraben-free and gluten-free.

**BIR: Tell me about the products.**

**FS:** I'd love to!

- **The Shampoo** (3 oz./SRP \$6.00, 14 oz./SRP \$14.00, 25 oz./SRP \$26.00) helps hair look and feel fuller while preserving a healthy scalp.

- **The Conditioner** (3 oz./SRP \$8.00, 14 oz./SRP \$16.00, 25 oz./SRP \$28.00) replenishes moisture without compromising hair density. Vitamins B and E protect against dryness.

- **The 3-in-1 Shampoo, Conditioner & Body Wash** (3 oz./SRP \$8.00, 14 oz./SRP \$16.00) cleanses, conditions and eliminates buildup. ProVitaminB5 improves elasticity.

Styling products include **The Thickening Cream** (8 oz./SRP \$14.00), **The Grooming Spray** (14 oz./SRP \$20.00), **The Forming Cream** (3 oz./SRP \$18.00), an extremely pliable medium-hold styling cream; **The Shaper** (3 oz./SRP \$18.00), which adds texture and gives the appearance of thicker and fuller hair; **The Clay** (3 oz./SRP \$18.00), which creates a matte finish and strong hold; **The Defining Paste** (8 oz./SRP \$18.00), which adds fullness and texture with a medium hold and low shine; **The Wax** (3 oz./SRP \$18.00), which polishes and controls frizz and flyaways; **The Pomade** (3 oz./SRP \$18.00), which defines hair with a light hold;



The *Esquire* Ultimate Grooming Collection is an extension of the magazine's philosophy of "Man at His Best."

- **The Medium Texture Gel** (8 oz./SRP \$14.00), a non-flaking gel enriched with vitamins D and E to help strengthen the hair follicles; and **The Firm Gel** (8 oz./SRP \$14.00, 25 oz./SRP \$28.00), for a long-lasting hold and polished finish.

Tools include **The Hand Brush Hair Dryer** (SRP \$98.00), a dryer and brush all in one; **The Classic Professional Clipper** (SRP \$95.00), which comes in a kit with a clipper, 4 guard sizes, blade oil, cleaning brush, comb and scissors; **The Five-Piece Trimmer Set** (SRP \$95.00), which comes with five grooming blades; **The Men's Grooming Brush**

(SRP \$16.00), which provides a scalp massage; **The Men's Classic Straight Comb** (SRP \$12.00) with a tortoise finish; **The Men's Classic Dual Comb** (SRP \$12.00); and **The Travel Size Men's Classic Dual**



The *Esquire* Ultimate Grooming Collection.

**Comb** (SRP \$6.00).

**BIR: Any final thoughts?**

**FS:** We are incredibly excited to be working with a brand as iconic and established as *Esquire*. We believe the brand's philosophy and our own commitment to excellence have merged to create the ultimate men's collection,

For more information, call 800-237-9175 or visit [farouk.com](http://farouk.com).