

OLAPLEX: Building unbreakable bonds

It's been 10 years since **OLAPLEX**, the science-enabled, technology-driven haircare brand, disrupted professional beauty with a bang, turning the bond-building category mainstream and seemingly dominating social media feeds overnight. Soon, some of the biggest names in hairdressing—and their MAJOR celebrity clients—were proclaiming the OLAPLEX gospel. Beauty editors and Influencers alike ran with the story, and before long, the original products—**No. 1**, **No. 2** and soon after **No. 3**—were in distribution coast-to-coast, with top colorists across the country using the formula to prevent damage and revive damaged hair.

As OLAPLEX grew exponentially, it was granted more than 100 patents for its innovative technology that re-links broken bonds in the hair at the molecular level. The company continued to introduce unique salon services and retail products, all with the goal of helping hair stylists become the damage repair experts who could help their clients with the hair they'd always dreamed of—and mean it. The results were so dominating that the brand—and the category it spawned—gave stylists a premium technology that clients were willing to pay for.

In December 2023, **Amanda Baldwin** joined as the new CEO. Most recently at the helm of cult-favorite Supergoop, Baldwin has quite a pedigree in beauty. She immediately jumped in with both feet to start to understand the company's people, history and culture.

Intrigued to learn what's next, **Beauty Industry Report** recently sat down with **John Moroney**, vice president of global education,

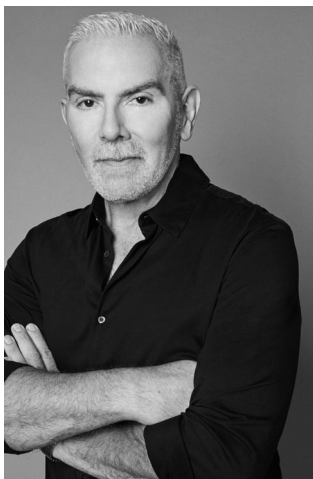


OLAPLEX's No.2 Bond Perfector 100 ml Stand-Alone Treatment is a salon service that repairs damaged hair and maintains strong, healthy hair.

and **Betsy Hamlett**, vice president of North America Pro, both industry veterans who recently brought their expertise to the company to get the inside story on their big plans for 2024.

BIR: Welcome John and Betsy. I know you are both long-time veterans of the

John Moroney: This year, I'm celebrating 40 years as hairdresser! I have an such a passion for stylists and our craft, which is why I've always been drawn to education, starting at companies like Aveda and Sebastian. Over the past 25 years working with color companies Wella and Goldwell, I've had the



from left: OLAPLEX's CEO Amanda Baldwin, John Moroney and Betsy Hamlett

professional beauty channel and joined OLAPLEX in 2023. That speaks volumes to the company's commitment to the professional channel today. Let's start with how you each got to where you are today.

opportunity to go deep into hair chemistry. Diving deep into the science behind care and repair allows me to pair it with education and find new ways to make this information relevant to stylists—not just for improving their technical work and helping their clients look and feel their best,

but in maximizing their potential in the salon. I love that we can be of service to them, so they can be of service to their clients.

Last year, I joined OLAPLEX to make a difference. In 2024, we are going to double

down on education, investing not only in digital education, but in face-to-face education again. You might say that OLAPLEX is focused on creating strong, unbreakable bonds through strengthening our relationships with distributors, stylists and consumers.

Betsy Hamlett:

I've spent most of my career in beauty, working in a variety of sales, marketing, product development and creative roles for Kenra Professional, LORAC Cosmetics and Alfaparf Milano. I joined OLAPLEX last year because of the unique opportunities the company presents to stylists and the strong heritage as a solver of unsolvable problems



The patented OLAPLEX Bond Building Technology works at a molecular level to help improve hair's strength, repair damage and protect all hair types.

services like hair color, lightening, perming or relaxing, they have confidence that their client's hair will remain strong and healthy. We have an opportunity to continue to build our relationship with stylists. As we move forward, I'm excited to lean in on this service

category and bring robust programs to beauty pros around the world. **BIR: How do you continue to grow a company that has had such skyrocketing growth from day one?**

BH: OLAPLEX award-winning products are sold through a global omni-channel platform serving the professional, specialty retail and direct-to-consumer channels. We have created a very comprehensive campaign for consumer awareness, and we look to use the power of OLAPLEX to drive clients into salons.

JM: In fact, OLAPLEX has opened business opportunities for salons across the globe. In the world of research and development across the hair industry, the "Holy Grail" was to find a way to relink the disulfide bonds that were broken during chemical processes. OLAPLEX found that in the invention of our patented Bis-Aminopropyl Diglycol Dimaleate ("Bis-Amino" for short)—the ingredient that has led to inventing OLAPLEX's ground-breaking category

and changed the industry forever. It is patented technology proven to re-link disulfide bonds in two places, to two different hydrogen sulfide bonds.

The OLAPLEX product suite works to repair disulfide bonds destroyed through hair treatments, maintenance, the environment and the aging process.

This ingredient works

on the molecular level to protect, strengthen and repair disulfide bonds. It's so effective, it starts to work from the very first use! Our technology is how we will continue to innovate—and grow.

BIR: Where do salons fit in?

BH: We have navigated a very balanced omni-channel approach, and we continue to build our investment in the professional business. I want to emphasize that the professional hairdresser is so important to us, and we care deeply about helping stylists and salons succeed, and enable their clients' satisfaction. Regardless of where they are purchasing our products, we love to drive traffic directly to OLAPLEX Certified Salons for services. The power of OLAPLEX is not just in our patented technology; the power is in the relationship among us, the stylist and their clients. The salon is the foundation for creativity, because no matter what you're doing to hair—coloring, perming, relaxing—you must start with strong, healthy hair to have strong, healthy hair at the end of the service. By adding OLAPLEX to nearly every service in the salon, either as stand-alone treatments or inside chemical processes, salons can not only get better results, they can raise the prices of all of their color services by 15% or more, as determined by the salon. That's positive for the entire channel.

BIR: What else can we expect from OLAPLEX in 2024?

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OLAPLEX continues to build its investment in the professional channel.

for stylists. I wanted to be part of the team that continues to bring that to life.

OLAPLEX is a once-in-a-generation phenomenon that has significantly improved the hair of clients who sit in the chair at the salon—and the financial growth of both distributors and salons at the same time. When using OLAPLEX, stylists can help to ensure whenever they are offering chemical

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JM: We are ramping up our education in a big way. With our investment in our commitment to professional innovation and education, we will be announcing a major innovation in the pro-services category in 2024. It's all about driving clients in and helping salons set themselves apart from the competition.

BH: In addition, we are significantly expanding our team to support our customers at distributors and salons. We built a deep field team throughout 2023. Staffing a full-time field sales and education team is a huge investment—and almost unheard of post pandemic. We hope that investment really speaks to stylists as one of many ways we are showing up for them at the grassroots level. John and I feel it's the single most important strategy.

JM: And we're following that same model globally, as well.

BH: Through dedicated field sales and education teams, we are forging deeper relationships with distributor partners and salons. We can talk with stylists and learn what's missing and what's most meaningful to them, and bring programs that truly support them. Ultimately, it's a key priority to nurture our very strong OLAPLEX Pro community.

BIR: What are other new perspectives and initiatives for 2024?

JM: I want to change the conversation at the chair by helping stylists learn to stop thinking of OLAPLEX as an add-on service and start thinking of it as an intrinsic part of every color or chemical service that you can only get in the salon. In other words, the right mindset is to think of the condition and appearance of each client's hair, as well as what the client thinks and feels about their own hair. Why? When clients see their own hair as healthy-looking and strong, they will return and refer new customers. I want stylists to choose to include OLAPLEX in all services because it's the right thing to do for their

clients. By doing that, they differentiate themselves from their competition and fill their books with referrals and repeat business.

BH: That's exactly right. We want them to see OLAPLEX as just as vital to their color formula as the developer. It's not an option.



The OLAPLEX Hair Care Collection offers proven technology that helps to repair, strengthen and protect hair.

To that end, we are continuing to drive the certification process. Nearly 40,000 stylists are OLAPLEX Certified, and we plan to double that this year. There's a lot of misinformation about bond repair out there, and many products claim to do things that they don't. Our Certification helps stylists understand the truth and science about bond building and how it really works, then use that knowledge to advance their success in the salon. All they need to do is visit pro.olaplex.com, download the manual, and then answer the questions after every module to facilitate learning and comprehension. It will take less than 30 minutes to develop an in-depth

understanding. We reward them with automatic points in their OLAPLEX Reward balance, and a certificate they can download and use for merchandising in the salon to start the conversation about the benefits of bond building with their clients.

JM: From there, education is so vitally important, because it guarantees sell-through and repurchase, while continuing to build brand loyalty. We'll enhance that with the power of passion shared via our educators. Because we work with every color line, we will also build an independent network of educator stylists.

BIR: How does retail fit in?

JM: The portfolio's take-home regimen has grown, because that was the clear consumer demand. The company has been very intelligent about measured expansion. The strategy focused on giving each product enough breathing room to be successful on the salon shelf.

Now that we have such a strong core, what you'll see in 2024 is a return to a

focus on salon services with the addition of OLAPLEX to every chemical service. We will continue to focus on teaching the truth about bond building until every distributor, DSC, stylist and consumer understands our true point of difference, and demands the services and products for themselves. We have an exciting year ahead, and we're energized by our new leadership, our commitment to the professional community and our upcoming innovation.

For more information, contact Betsy Hamlett, vice president of North America Pro, at betsy.hamlett@olaplex.com. Visit www.olaplex.com.