

Hempz offers a total body experience: hair, body, SPF

Hempz started 2016 with a bang, continuing the roll-out of its hair care, which launched fourth quarter 2015, and moving into the launch of its **Daily SPF Collection**. Known for its performance-driven body care and skin care products marketed to and through the professional beauty and tanning industries, Hempz, with these launches, can now create a total body experience for salon pros and consumers alike. Just like its popular body care, these new products are formulated with hemp seed oil. With all the excitement surrounding the brand,

Beauty Industry Report checked in with **Lou Georgelos**, senior vice president of sales, marketing and education, for an update.



Lou Georgelos is senior vice president of sales, marketing and education for Hempz.

BIR: Welcome, Lou. What is so magical about hemp seed oil?

Lou Georgelos (LG): The Hempz brand ignites curiosity! The leaf on the bottle prompts everyone to ask, "What is this brand all about?" That gives us the opportunity to educate them about our key ingredient, hemp seed oil, which is rich in vitamins E, C, B1, B2, B3 and B6 for softer, healthier hair and skin.

BIR: 2016 is certainly off to a busy start!

LG: Boy, is it, Mike! 2016 is off and running with innovation in hair care, SPF and overall brand expansion. Our new hair care collection consists of **Triple Moisture, Vanilla Plum, Original and Pomegranate Shampoos and Conditioners.**

With the launch of this collection, salon pros and end consumers have a full body regimen,



The Hempz Hair Care Collection is available in 9- and 33-oz sizes, with SRPs ranging from \$17.95 to \$29.95.

including **shampoo, conditioner, body wash, scrub and moisturizer**, so they can create a Total Hempz Body Experience. We have great confidence in this range and will add styling in the fall.

In May 2016, we will launch our **Daily SPF Body Care Collection**, with products that provide broad spectrum sunscreen protection and feature unique yuzi and starfruit fragrances. This gives a full spectrum to our brand.

BIR: What's hot from your marketing department this year?

LG: Great question! First is our packaging. The Hempz name has tremendous power to entice consumers to pick up our products and see what they're about. We are just launching our brand with **Salon Services** in the United Kingdom, so we are doing a lot of marketing and advertising to bring awareness to the brand.

Second, we offer aggressive sampling and tester programs, because

we are so confident that anyone who tries our products will be hooked! We are constantly evolving with unique, trending fragrances for our moisturizers through limited editions. That gives our distributors point-of-sale opportunities at the register. Our limited editions and exclusives enhance our core skus, providing



Hempz Body Care features cleanser, bath & body oil, moisturizer, sugar body scrub and body wash.

distributors and salons with higher ticket sales and customer satisfaction. We also have teamed up with other manufacturers to offer promotions with their brands and ours together to give a point-of-difference to individual distributors.

Finally, to support our customers, Hempz has launched an advertising campaign in top magazines such as **InStyle, Elle, In Touch, Dr. Oz, Modern Salon** and **American Salon**. **BIR: Tell me about your team.**

LG: Rick Hough is majority owner of Hempz and president/CEO of **Cosway Company**, one of the largest contract manufacturers in the industry. Rick's leadership, partnership, fortitude and passion have given our team the opportunity to build Hempz into the strong brand that it is today. He works with more than 30 chemists, who bring us new innovations for hair, body and skin care.

Our directors of business development are focused on continued growth with our valued



The new Daily SPF range includes Daily Herbal Body Moisturizer SPF 30 (2.25 fl.oz./SRP \$8.95, 8.5 fl. oz./SRP \$29.95), Herbal Facial Moisturizer SPF 30, fragrance free (1.42 oz./SRP \$19.95), Daily Herbal Hydrating Stick SPF 30 (1.6 oz./SRP \$15.95), Daily Herbal Moisturizing Dry Oil Body Spray SPF 30 (6.76 oz./SRP \$19.95) and Daily Herbal Lip Balm SPF 15 (44 oz./SRP \$8.99).

distributors. That team includes **Shawna Mejia, Phil Hodges and Lisa Boduch**, along with **Tim Clouse**, regional sales manager; **Gino Checchi**, director of national accounts; and **Joseph DeMartino**, director of marketing, product development and public relations. They have changed the dynamics of our brand in the field and built strong bonds with our distributors.

BIR: Any final thoughts?

LG: Whether beauty pros use our products personally or retail them to clients, Hempz is a brand they enjoy—it's fun to use, fun to talk about and most of all, the products perform.

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