Trust: The foundation of sustainable growth

By John Harms

Wouldn’t you like to move faster, reduce employee turnover, build a loyal client base and have a company people love to work for? Then start with trust. Trust is fundamental to your ability to effect change and get your business growing again. Steven M. R. Covey wrote a book called The Speed of Trust, which basically suggests that many times, the difference between a fast-moving, successful company and one that is simply surviving comes down to trust.

A thriving company empowers its people, eliminates red tape, has open and honest communication and lives its brand promise. Its employees know that high-level service to its clients is not only paramount to their success but simply part of the foundation of their existence. When a manager or supervisor is not available, you don’t hear, “I’ll have to talk to my manager,” because nothing delights an employee more than having compassion for the client’s situation and quickly providing a solution.

If you’re an owner or upper-level manager and you can’t go away on vacation for a week without your phone ringing, then you might be surprised to find out that delegation and empowerment are more clichés than reality in your business. Take an honest look at how quickly decisions are made in your organization. Can a lower-level employee easily approach a higher-ranking manager with concerns or suggestions that could identify areas for improvement? Would that manager feel compelled to act on those concerns or suggestions? I can actually feel it when I walk in to a company that has built trust from the ground up into part of who it is and what its brand represents.

So what does lacking trust in your organization look like? Maybe it’s clients that...
are upset because deliveries never arrived and another date was promised that won’t be possible. Or maybe it’s employees who are constantly negative about management or employees who are unenthusiastic about change. Managers can also lack trust. Maybe you have a manager who is obsessed with catching employees doing something wrong, rather than celebrating when they do something great.

You can make trust a part of your next all-employee meeting by creating a simple survey. Ask them, “Do you trust your manager? Does management show trust in you? Do our clients trust us? Does the industry trust us?” Have them rate their trust on a level of 1 to 5. Then ask, “What can we do to improve trust in our organization?” Take the results and do something about them.

Imagine your company with employees who stay because they trust you, value the culture and feel involved with the company’s success. Imagine clients who come back because you live your brand promise and you stand out from your competition. Imagine you can actually trust your employees to do the right thing, make important decisions and provide feedback that will help you improve.

Are you looking forward to that vacation where the phone doesn’t ring? Trust me, I wrote this article during my second week of vacation without a single phone call from the office, and I know my clients are being taken care of.


BIR invites you to become a Guest Columnist. Send your thoughts in about 450 words, including a one-paragraph author bio, to mike@bironline.com in an MSWord document. We will edit your column for style and space.

Professional Consultants & Resources, the U.S. salon industry’s leading strategic consulting, intelligence and data supply company, has just completed its comprehensive study of the 2009 Professional Salon Industry Appliances Market. The 2009 Professional Salon Industry Appliances Study reveals overall growth of salon appliances at 6.6%. That’s more than four times the overall salon industry’s growth rate of 1.5% for the same time frame. Low softgoods growth is hurting the once vibrant salon industry, but not in the appliances category, for the second straight year. As a result, many softgoods companies have made a successful leap into hardgoods, as they see highly beneficial synergies in the premium appliances sector. Some key findings of burgeoning growth drivers and impacting factors for appliances in the 2009 study are:

- Major struggle for industry domination and leadership continues. Established appliance marketers and new entrants to the professional salon marketplace compete robustly for market share.
- The Top 10 professional salon appliance companies by dollar volume from 1 to 10 are: Helen of Troy [all brands combined, including Belson, Gold n’ Hot, Hot Tools, Revlon, Vidal Sassoon, Wigo, etc.]. Conair [all brands combined, including Babyliss, ConAir Pro, Jillbere de Paris, Plimatic, Rusk, Forfex]. Chi [Farouk Systems], Bio Ionic, Paul Mitchell, T-3 Micro Inc., Cricket, FHI Heat, HAI Elite and GHD. Helen of Troy, the market leader, was negatively impacted, due to product mix, the economy and private label trends. Conair also experienced a shrinking share. Farouk ranks third with its Chi brand (now in Beauty Alliance/Salon Centric distribution) and is heavily diverted.
- Paul Mitchell, Farouk, Joico and TIGI (Unilever) are leading softgoods marketers that are now offering new appliance entries.
- Wahl, Andis, Oster and Forfex are the dominant leaders in the clippers/trimmers category.
- Premium and private label brands have been affected by major distribution realignments, vertical integration and direct sales.
- “Salon-only” appliances grew 4.6%, but pro-beauty gray-market posts much higher growth at 12.6%.
- An important growth factor of the appliance market is the continuing trend to home hair styling during the recession and the required styling maintenance of straightened, curled and processed hair styles.
- New product innovations, higher premium prices and general upgrading to new appliances spur growth.
- Curling and flat ironers grew at 7.6%, blow dryers grew 1.8% and clippers/trimmers at 12.3%.
- Booth-rental salons continue their phenomenal growth and propel sales for open-line appliances at Sally Beauty stores and exclusive appliance lines at Beauty Systems Group, Beauty Alliance/Salon Centric and distributor stores.
- Rampant gray-market diversion accounts for 26.7% of sales, with exclusive salon appliance lines now available at major drug chains, Sephora, Target, Bed Bath & Beyond and other stores.
- Shears, a leading must-have category in every salon, are now reported in the study.
- Major trends and influences on the market are covered in the study, as well as growth projections and upcoming market needs. Trade advertising data for appliances and leading distributor, salon and consumer promotions in 2009 are described, along with profiles of leaders and significant factors affecting them in 2010.
- A special section reveals sales and shipment market shares for top companies and names more than 95 leading brands of professional salon industry appliances.
- For purchasing information or questions regarding the 2009 Professional Salon Appliances Study, contact Cyrus Bulsara, president, Professional Consultants & Resources, at cbulsara@augustmail.com or 972-517-8259 or visit www.proconsultants.us.
- The 2009 Professional Salon Industry Haircare Study is also available. It shows that the salon Industry grew just 1.5% in 2009.
TIGI hair care enters the world of virtual reality, as the company partners with Little Orbit, LLC, and the TONI&GUY Academy for the launch of Busy Scissors, a hairstyling and simulation video game scheduled for release on Nintendo Wii and DS in North America, Europe, and Japan this September. Busy Scissors will allow players to perm, color, shampoo, cut, blow dry and style hair using TIGI tools and hair care products to finish the looks. Players earn a reputation and advance their careers in a Hollywood-based salon by meeting the demands of their glamorous and eccentric clientele. The game progresses as they help unlock each client's inner potential by finding her unique outward style. The game features more than 35 hairstyles, 30 mini-games, 6 career levels, and 4 game modes, which provide a dynamic combination of realistic game play, humor and entertainment. To celebrate this one-of-a-kind-game, Little Orbit has teamed up with Unilever and TIGI to include virtual items from their Bed Head and TIGI Professional product lines. Players can experiment with professional tools, such as flat irons and curl sticks, while sculpting their clients’ looks with Bed Head’s line of shampoos, conditioners, hairsprays, styling gels and more. Reach Vince Davis, senior vice president sales worldwide, at 800-259-8596 or vdadvis@tigilnea.com. Visit www.tigihaircare.com.

According to Kline’s latest research, “Natural Personal Care 2009: Global Market Analysis and Competitive Brand Assessment,” the market for natural personal care products (aka “the naturals”) has persevered through the recession, posting strong gains around the world. Spurred by growing consumer awareness, better raw material supplies and wider availability of more affordable products, the naturals market posted double-digit gains in 2009. It is a sustained pattern of strong growth that has personal care product marketers of all sizes looking to seize the growing opportunities in worldwide markets to tap into this attractive industry. With more than a 15% CAGR over the last five years, “the naturals” trend seems to have solidified its position as more than just a passing fad. While the trend is growing steadily worldwide, what makes it most interesting is the diversity of impact in each region. Therefore, most critical for marketers is developing a thorough understanding of the nuances of each individual market. In Asia, for example, the long-standing tradition of Ayurvedic and herbal remedies makes the naturals concept more familiar, but, as it turns out, most products available here are not all that natural after all. In the United States, consumer demand for naturals is growing, but so is the skepticism that should incite marketers to develop truly natural products that deliver more than marketing hype. Note: The above is an approved reprint from Kline & Company, a well-respected market research and consulting organization. For more information, contact Vera Sandarova at +420-222-316-282 or vera.sandarova@klinegroup.com. Visit www.klinegroup.com.

The following report on Brazil’s Beauty and Personal Care Market is an approved reprint from Carrie Lennard, industry analyst for Euromonitor International, a leading independent provider of business intelligence on industries, countries and consumers. In terms of its value size, the beauty and personal care market in Brazil rivals major developed markets, such as the United States and Japan, reaching about US$29 billion in 2009, making it the third largest beauty and personal care market globally. Brazil has one of the fastest-growing beauty industries in the world. A rise in disposable income has also created a new breed of middle-class consumers, which is driving sales. Consumers with incomes of US$5,000-25,000 a year totalled 15 million in 2002 and by 2008, that number had increased to 32.7 million. Fragrances registered an excellent performance in 2009, with current value growth of 16%, a trend that is set to continue and will make fragrances one of the fastest-growing main categories in the Brazilian beauty and personal care market, along with sun care. As a consequence, in 2014, the size of the country’s beauty and personal care market is expected to be worth more than US$35 billion. Direct selling accounts for a large proportion of beauty sales (24% of total beauty and personal care sales in 2009). Brazil’s sizeable but still relatively low-income population means that beauty value sales are comprised overwhelmingly of many small transactions. Direct selling giants, like Avon and Natura, have been perfectly placed to capitalize on this demand for mass-priced beauty. Mass beauty products will be one of the main growth drivers for beauty and personal care in Brazil from 2009-2014.

IT&LY Hairfashion adds Pure Water Drops. They add a glass-like finish to hair and protect against the sun’s UV rays. They instantly conceal the signs of hair breakage and damage, adding a glasslike finish. Pure Water Drops also are an ideal detangler when applied to damp hair. They contain sandal, barley and philodendron, which have a high hydration and the capacity to prevent split ends (1 ounce/list $11.00/SRP $22.00). Reach Richard Zucckero, president/CEO, at 800-621-4859 or itly2@aol.com. Visit www.italyfashion.com.

New from TIGI is Urban Anti+Dotes Re-Energize Shampoo and Conditioner. The hydrating, medium-weight shampoo cleanses while boosting hair’s overall strength and enhancing shine. It features a tropical-inspired Bahama Mama Shot fragrance (8.45 ounces/list $6.50/SRP $12.95). The supercharged hydrating conditioner helps to strengthen weak, dull hair, while giving it a
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...rush of shine and health. Created with 25% moisture boosting ingredients, this lightweight conditioner blasts shine, while detangling unruly locks and improving overall hair strength. (6.76 ounces/list $6.95/SPR $13.95). Reach Vince Davis, senior vice president of sales worldwide, at 800-259-8596 or vdadvis@tiglinea.com. Visit www.tigihaircare.com

The oil treatment category continues to expand, as Chi Organics introduces seven Instant Conditioning Oil Treatments developed for all hair types and skin with the benefits of essentials oils, natural oils and silk. The aerosol oils restore hair to a brilliant reflection, protect hair against UV damage, repair split ends, eliminate frizz and flyaways, define curls and provide weightless shine. Egyptian Oil Spray contains balancing certified organic neroli absolute, soothing certified organic jasmine absolute and natural vitamin E-rich argan oil. Brazilian Oil Spray contains antiseptic certified bergamot essential oil, analgesic certified organic lemongrass essential oil and natural emollient-rich niaouli oil. Hawaiian Oil Spray contains adaptagenic certified geranium essential oil, balancing certified organic rose essential oil and rejuvenating natural kukui nut oil. French Oil Spray contains healing certified lavender essential oil, anti-inflammatory certified organic chamomile essential oil and immune-boosting natural niaouli oil. Australian Oil Spray contains antiseptic certified tea tree essential oil, cooling certified organic peppermint essential oil and skin-loving macadamia nut oil. Caribbean Oil Spray contains stimulating certified sandalwood essential oil, energizing certified organic cedarwood oil and natural healing tamanu oil. Mediterranean Oil Spray contains regenerative certified organic patchouli oil, toning certified organic cypress oil and naturally moisturizing olive oil (5.3 ounces/list $12.00/SPR $24.00). Reach Gregg Emery, vice president of sales, at 800-237-9175 or gemery@farouk.com. To learn more, visit www.farouk.com.

Former Procter & Gamble Chairman and Chief Executive A.G. Lafley has joined buyout firm Clayton, Dubilier & Rice (CDR). “I want to do things I really enjoy with people I really like,” said the 62-year-old, who was known at P&G for prolific deal making. “For 33 years at P&G, I spent my career starting up new businesses and fixing established ones, and I think that private equity does just that.” The hire is a coup for New York-based Clayton Dubilier, a pioneering private-equity firm that has a stable of brand-name chief executives on its payroll, such as John F. Welch Jr., the former General Electric Co. CEO, and Edward Liddy, the ex-CEO of Allstate Corp. Colin Hession, managing director of specialist beauty consultants. Colin Hession Consulting, said, “This has to signal more M&A activity to come down the pike in consumer packaged goods, not least in the beauty space. CDR has a reputation for carving out complex deals, including spinning off Sally Beauty from Alberto-Culver…a great company in salon hair supplies, with singularly little direct competition, although they haven’t quite got it right in Europe yet. I think there’s a lot to go for internationally on the salon side, where Regis is the only consolidator of note. But it needs a big vision, both stateside and overseas….precisely where AG’s huge experience would be invaluable.” Reach Colin at +44-1202-710377 or ch@hessioncosmetics.com. Visit www.hessioncosmetics.com.

**People**

Redken’s New Curl Collection offers customized styling products for every curl type, so women can achieve the runway-ready curls they’ve always wanted. The collection includes Soft Spin 05 curl-enhancing gel, a lightweight gel that boosts fine curls with avocado oil to deliver healthy bounce ($5 ounces/list $7.50/SPR $15.00); new and improved Ringlet 07 curl perfecting lotion, a nourishing lotion with sunflower oil to refine medium-textured ringlets (6 ounces/list $8.50/SPR $15.00) and Curl Wise 14 defining cream, a moisture-rich cream with mango butter to tame coarse, thick curls with luxurious control ($5 ounces/list $8.00/SPR $16.00). All three products feature the exclusive Curl-Care Complex, with protein to strengthen, antioxidants to help protect against environmental aggressors and curl-type moisturizers specific to each product that provide the optimal level of moisture needed. Reach John Woloshyn, senior vice president, at 212-984-4779 or jwoloshyn@redken.com. Visit www.redken.com.

Bain de Terre introduces All About Curls 2-in-1 Camellina Curl Refresh. Designed to redefine curls and deodorize hair between shampoos, it keeps curls looking and smelling fresh. Featuring moisture-lock technology that blocks out humidity for up to 24 hours while simultaneously reducing frizz by 40%, it provides a light and non-sticky flexible hold (8 ounces/list $6.50/SPR $13.00). Reach Shannon Colley, public relations and creative communications assistant, at 203-656-7762 or scolley@zotos.com. Visit www.baindeterre.com

Affinage’s Quick Pig works to correct color or revive color that has faded. Available in red, orange and yellow, the spray is designed to be used with foils for efficient re-coloration without the mess. Formulated with a porosity equalizer, Quick Pig primes strands for even color distribution (8 ounces/SPR $7.50). It can also be used to intensify reds, coppers and golds. Quick Pig works especially well when lowlighting blonde hair. Reach Michael Ifergan, managing director, at 877-597-2929 or michael@affinage.com. Visit www.affinage.com.
LisaRaye McCoy, a Chicagoan and a former model for Johnson Publishing Company (Ebony/Jet magazines/Fashion Fair Cosmetics) and Bronner Brothers beauty show, stars in a new reality show that puts her back on top. TV One’s “LisaRaye, The Real McCoy,” recently debuted. “The show is about me, a celebrity transitioning from being First Lady of a country I knew very little about and that fairy-tale-turned-nightmare. It’s about me returning to Hollywood to pursue my career,” she says. LisaRaye is drop-dead gorgeous and hers is a true Hollywood story: from a breakthrough role as Diamond in the movie “The Players Club” to a starring role in the television show, “All of Us,” (now in re-runs) and later in the real-life role as First Lady of a Caribbean Island when she married the former Chief Minister and Prime Minister of Turks & Caicos. LisaRaye was also the famous face on national print ads and billboards for the global tourist campaign credited with increasing travel to the sparkling Caribbean island nation. She’s lived a “lifetime movie” full of action, drama, tears and fairy tale moments. This month, she’s on the cover of Upscale magazine, published and founded by Atlanta-based Bernard Bronner, CEO of Bronner Brothers. She has graced the cover of Jet magazine and was previously honored and featured in the column, “Role Model Beyond Beauty” in Sophisticate’s Black Hair Styles and Care Guide magazine for her community work. Both are leading magazines among African-American women.

To celebrate Sophisticates’ 26th year anniversary, it featured, “Role Models—the Best of 2000 and Beyond Beauty.” Gorgeous inside and out, the inspiring women are honored for their contributions to society and their on-going efforts to improve the world. The incredible women profiled were Shann Hart, women’s basketball coach of Indiana University-Purdue University at Indianapolis; Shirley Dolland, manager of Betty Crocker Kitchens for General Mills; Barbara Ann Bates, celebrity clothing designer; Glenda Thorton Fincher, General Mills Feeding Dreams Community Champion; Iva Stewart-Barre, Spelman college student leader; Earletha “Cookie” Johnson, founder of CJ Jeans and HIV/AIDS activist with her husband, legendary basketball player, Magic Johnson; and choreographer Yvonne Farrow and her twin sister, playwright Yvette Helinger, founders of the production company, Twinz.

The 2-day World Natural Hair & Beauty Show celebrated its 14th year and took place in Atlanta with a focus on education for stylists and barbers. The show’s mission is to educate professionals about the benefits of adding damage-free natural hair care to their salon or barber shop services. Natural hair care educators shared their knowledge and experiences in free technique workshops. Founder Taliah Wajid conducted natural hair, braiding and weaving solution seminars with techniques and experience workshops on locs, twists, weaving, lace front, barbering, braiding, natural hair care and more. Other seminars and educators included Amber Schoenn, “Unlock the mystery of locking straight hair,” Ayo Keisha Smith, “Hair coloring,” Tajuana Hughes, “Techniques for blending natural hair with commercial hair,” Tomeka James, “Hair replacement/ weaving (non-surgical) and Isis,” 400 years without a comb.” Visit www.naturalhair.org or call 770-716-9056. Taliah is also founder of Black Earth Products, positioned as premium salon-quality natural hair care products for women who choose to wear beautiful, chemical-free, natural hair. The line is available at leading OTC distributors and is sold internationally. For more information, call 770-716-9056.

About a third of black women cite complications of hair care as the reason they do not exercise or exercise less than they would like, according to Amy J. McMichael, M.D., the lead investigator in a study at Wake Forest University School of Medicine that looked at the connection between African-American women, obesity and hairstyling. Unfortunately, a lack of exercise can lead to obesity, which in turn increases the risks for heart attacks and strokes, as well as breast and uterine cancers. So how do you fit in physical activity when your hair isn’t exactly workout friendly? Amy recommends planning more vigorous and longer bouts of exercise near the time of your salon visits. On other days (the day of or after a salon visit), walk for 20 minutes. Walking enables African-American women to reap the benefits of being physically active without the hair problems that occur with vigorous exercise or certain types of moderate exercise. Taking three brisk 10-minute walks throughout the day will accumulate 150 minutes of physical activity per week. The most recent “Physical Activity Guidelines for Americans,” published by the U.S. Department of Health and Human Services, states the objective is to plan at least 150 minutes of moderate-level aerobic physical activity each week for substantial health benefits. Visit www.aarp.org/fit.

Progressive OTC beauty stores across the country recently participated in the American Health and Beauty Aids (AHBAI) Black History Promotion. Store owners were able to make contributions to the Boys and Girls Clubs as part of a promotion where consumers purchased their favorite AHBAI hair and skin care products and registered to win prizes. AHBAI is coordinating a major drive to support the people of Haiti by donating funds to the American Red Cross. Contributions can be mailed to AHBAI, PO Box 19510, Chicago, IL 60619. Call headquarters at 708-633-6328 for more information on how you can help. Reach Geri Jones Duncan, executive director, or Clyde Hammond, chairman and president, of Summit Laboratories.

Nubar, which describes itself in its advertising as the healthy alternative for beautiful nails, has introduced The Going Green Collection, inspired by a consistent commitment to a clean environment, health and safety. This collection offers full-spectrum greens from crème to shimmer to duo-chrome. The company produces products free of DBP, formaldehyde and toluene. Visit www.bytnubar.com or call 818-241-0519.

Lafayette Jones is CEO of SMSi-Urban Call Marketing, a promotion and marketing company, and publisher of Urban Call custom publications. To learn more about his company, visit www.SMSiUrbanCallMarketing.com.
Good to grow: P&G Salon builds salons’ business

Reuben Carranza, CEO of P&G North America Professional Care, is more than enthusiastic about the future of the salon industry. “We’re growing, our salon customers are growing,” he maintains, “and together, we’re poised to grow the channel.” As leader of the Wella, Sebastian, Clairol Professional, Nioxin and Graham Webb brands, he directs a business that cuts across a wide cross-section of the industry. “With the right focus, salons can win, in spite of the economic environment,” he says. The secret, according to Reuben, is partnership. Beauty Industry Report (BIR) recently talked to Reuben from his office in Woodland Hills, CA.

BIR: Reuben, it’s been a year since we last spoke to you. How has the recession been treating P&G Salon Professional?

Reuben Carranza (RC): Over the last year, our results have been nothing short of fantastic. Behind our new initiatives—the introduction of the Sebastian Volupt regimen in February, the Wella Color Touch relaunch, Clairol Professional’s launch of Demi-Permanent Crème Color—we’ve been exceeding our sales goals. Each quarter we’ve seen increases over the previous quarter, and competitively, we continue to pick up share. We’re applying the momentum that we kicked off with the Sebastian brand re-invention, the Wella color relaunch, the Clairol brand extensions and the innovations to Nioxin, and it has started to pick up speed. With the new products and programs we have in the pipeline, we expect that level of growth to continue. That said, we’re very aware that, in general, business continues to be tough at salon level. We’re working hard to partner with our salon customers through joint business planning to help them thrive, not just survive.

BIR: Do you really think that salons’ business can grow in this economy?

RC: It certainly can; we have objective proof. Our fully-committed salon partners have seen growth, up to the 80% level, in spite of the economic challenges. To our thinking, it’s a matter of focus. Salons that are clear on who their client is, that differentiate what they do to provide clients with a uniquely professional experience, have been and will continue to be OK. Those that don’t are at risk of seeing customers migrate to other channels. Today’s salon customer is educated and savvy, with a refined understanding of the salon experience. She sees the hairdresser as providing artistry, inspiration and knowledge. She looks for noticeable and meaningful innovation in products, services or approaches. Salons that meet and exceed those expectations adopt a new approach by delivering an experience.

The salon is looking for innovation to help it create a professional point of difference for the beauty consumer. The smart ones—who saw new approaches and jumped in—had a great year. What works is true, not me-too, innovation, and today’s beauty consumer knows the difference. For instance, salon owners are embracing Sebastian’s new Volupt range, which delivers on its claims of 75% more volume in the hair. Solid claims indicate quality, and quality is a measure of value. We believe this quality-value conversation is what will fuel salon business growth in 2010. The beauty consumer has learned to be choosy about where she spends her dollars, and the salon client sees the greatest return for her investment in services that make a difference, with quality that lasts, supported by a professional’s recommendation for the correct care and styling products.

BIR: You gave a keynote speech at the P&G Salon Owners Business Forum at America’s Beauty Show where you talked about how the industry needs to “take back our client.” What did you mean by that?

RC: All over the consumer products landscape, from the mass merchandisers to outlets like Payless Shoes, marketers have recognized the value of the beauty consumer. This consumer, which we call the “Beauty Enthusiast,” is a high-value shopper, and in this economic environment, markets prize such consumers above all others, and they’ll fight to lure her from her usual channels. But P&G data show that the Beauty Enthusiast is, by all rights, our client. Data prove that she is prepared to spend a disproportionate share of her beauty dollar in the salon. She is a thought-leader who looks for new-to-market products and services; an experience-seeker who regards her total beauty experience to be as important as buying new items; an informant who responds to sophisticated information and follows trends and beauty news.

Beyond her behavior, she regards her hairdresser as an expert—an invaluable advisor and guide to the world of beauty. That attitude places the salon squarely at the center of all of her beauty decisions. This is a phenomenal opportunity for our industry, but one that I’m not sure that we’ve been ready to embrace.

Too often, we look less beautiful than our competition, with accidental retail displays that fail to engage the client, with language that doesn’t measure up to her vision of us as beauty experts and with salon appointments that don’t fulfill her desire for a premium salon experience. Recall last summer’s McMillan-Doolittle Study performed for the Professional Beauty Association, which identified in-salon retailing of care and styling products as the single biggest under-leveraged opportunity in the industry—more than 70% of clients reported that they had never received a recommendation for products to maintain and extend the beauty of the salon-created look. In reality, recommendation and sale of professional products complete the “virtuous circle” of client service that adds value to both the client’s style and to her experience.

Looking at today’s salon marketplace, the core services of cut and color will drive
growth. Those are the services that make it difficult for other channels to compete with the professional salon. There are synergies between services and the products that support them that can ramp up business overall. It’s up to both the manufacturer and the salon to make the most of the opportunities. CVS, Wal-Mart, even Payless wish that they could do what the salon does every day—build a personal bond with the customer. To prevent these other outlets from taking our client away, we’re going to have to make that bond deeper and stronger than ever before. In this tremendously competitive environment, we as an industry have to think differently about how we go about capturing and holding the Beauty Enthusiast’s goodwill and patronage. What it’s going to take is an unprecedented level of partnership across the entire industry.

**BIR: What does it mean to think differently?**

**RC:** Imagine the industry as a whole, not as single competing fragments. Within the whole, each player has a unique role in creating an environment of client loyalty. The manufacturer’s responsibility is to provide the products and service approaches, while the salon provides the delightful experience, the quality of service, the expertise. The client gives loyalty, in the form of a greater share of her beauty spend. The insight is, the client wants to give the salon her loyalty. In return, we, as partners, have to delight her with an outstanding salon experience. To contribute to her delight, we, as a manufacturer, have to have the ability to bring the salon insights about technological innovation, client behavior, best business practices and trends in beauty. Salon owners should judge who they do business with based on how well the partner contributes to building client loyalty. On that journey, salon owners need to remain open to thinking about new ways to delight their client and capture her ongoing loyalty.

**BIR: How does that play out in the salon?**

**RC:** Let me follow the concept through a product launch. In February, Sebastian’s Volupt Collection launched to the salon client with a revolutionary new approach to combining volume and softness that delivers up to 75% more volume vs. untreated hair. Now, dozens of products designed to provide volume are on the market, but with our new Cushion Particle Technology, this collection is the first to fuse the benefits of volume and softness without any trade-offs. The resulting “75% more volume” is a powerful claim that not only demonstrates P&G Salon Professional’s continuing focus on delivering breakthrough technology, but also builds trust and credibility for the brand and our salon customers who carry Sebastian. Delivering on those claims drives satisfaction and repeat salon visits, which contributes to double-digit growth in business we’re seeing among salons that have committed to Sebastian.

**BIR: Isn’t all that growth driving up diversion?**

**RC:** Not for us. February’s Nielsen data showed that Sebastian had dropped 0.1 dollar share to 0.5, for the lowest diverted dollar share in more than four years. The declines have been steady since we instituted our Brand Protection strategy three years ago. Why we’re able to succeed in curbing diversion is due to an innovative approach that brings the battle to the diverter in unconventional ways that make it difficult and expensive for him to continue doing business. For example, last month California Attorney General Jerry Brown announced a court judgment against Pro’s Choice, a re-distributor well-known to us as a diverter of professional products, fining them and requiring their retailers to pull 80% volatile organic compounds (VOC) products—including Sebastian Shaper Plus hair spray.

P&G Salon Professional and Sebastian distribute 55% VOC in states mandating the lower levels and 80% everywhere else. For instance, all P&G Salon Professional products sold through authorized channels in California conform to the state’s 55% VOC regulation. So we knew immediately that the 80% products had to be diverted. But we were also aware because P&G Salon Professional has been working closely with the state of California to enforce VOC violations as well as batch code tampering and trademark violations as viable methods of curbing product diversion. This method of working with the right government officials to curb diversion by enforcing existing law is a new-to-the-industry approach that hits the diverter in the pocketbook, and it’s an integral piece of the value we routinely deliver to our salon and store customers.

The salon industry has changed. In the past, salons accepted diversion as the price they had to pay for client demand. The price was high—retail of professional products carries a 15% profit margin versus services’ 7%, and in this economy, that might mean the margin of success for many salon owners. Sebastian’s business approach changes the equation.

**BIR: You sound enthusiastic.**

**RC:** I am. We’ve done a lot of work over the last five years to build a brand portfolio and a go-to-market strategy designed to expand the professional business across all of North America, and in the past 16 months, we’re starting to see the fruits of our labor. We’ve got incredible momentum, and riding the wave feels just great.

Reach Reuben at 800-829-4422, ext 4727, or carranza.ra@pg.com. Visit www.pg.com.
TRU stands for Trusted, Respected & Unique

John Philipp is the sole owner of TRU Beauty Concepts, a full-service distributor based outside of Philadelphia and servicing the Pennsylvania, New Jersey, Delaware and Maryland markets. John is the epitome of the new breed of distributors who bring renewed energy and excitement to the marketplace and provide manufacturers with a great distribution partner. Beauty Industry Report (BIR) recently caught up with John to learn more.

BIR: Give me the history of TRU Beauty Concepts.

John Philipp (JP): I’ve been in the professional beauty industry for 16 years, when I joined the family business my father started 30 years ago called Buck’s County Beauty Supply. Back then, we were strictly a sundry distributor. I tried to convince my father that we needed to get into exclusive brands. He didn’t agree, so I ordered a line anyway and told him it would sell. After one month when we didn’t sell one piece, he told me we had to ship it back. I told him it was a conceptual line and represented the future. He said the invoice was coming due and told me either to send the product back or take it to my house. So I paid for the product and moved it to my basement where, along with my wife Denise, I created a success story known as Advanced Salon Concepts. After my father’s passing, my mom asked me to run the family business, so I merged the two companies. We grew significantly over the next seven years, acquiring various distributors and forming alliances with key manufacturers, most notable PureOlogy, just before the sale of PureOlogy to L’Oreal, my mother passed away. I became the sole owner. I decided I needed a fresh start, so I launched TRU Beauty Concepts based on our core values of Trusted, Respected and Unique.

BIR: What is the difference between being a sole owner vs. having your family in the business?

JP: It is refreshing to be able to follow my heart and my instincts without having to consult with a group of people, but I certainly miss my mom stopping by with homemade cakes and sticky buns. She had a special knack for baking and making people smile.

BIR: You operate a distributorship in a market in which you have numerous competitors. Why do thousands of salon professionals choose to do business with TRU Beauty?

JP: I believe we offer our customers an unparalleled opportunity to differentiate themselves by offering quality brands that are innovative, unique and not diverted. We provide superior education programs to support our customers. My team is passionate and genuinely cares about the industry and our customers. We pride ourselves on being first to market with new concepts and programs that can help our customers grow.


JP: Having gone through the process before, it was very natural for me. I have known the owners, Stephen and Jules Stein, most of my life. Using standard business practices in evaluating pricing of a distribution company, we agreed on a figure that made sense for both parties. Stephen and Jules had owned Sabott Beauty Supply for more than 40 years. They have worked very hard to build an excellent reputation for their company. Their business was a perfect fit with TRU. It enables us to become a full-service distributor, servicing all components of the beauty industry. My team worked very hard prior to the purchase to make the transition seamless, and I am very proud to be able to carry forward their work.

BIR: Now that the dust has settled from the Sabott purchase, what are some of the benefits TRU Beauty is experiencing?

JP: Through the acquisition, we picked up two marquee brands, MoroccanOil and OPI. Another key component to the acquisition was the ability to service all of our customers’ needs. We are finding we are going deeper with all of our customers and able to cross promote all categories. That will be a huge help for the next phase of our company in which we will be able to open store locations strategically placed throughout our market. I plan on being extremely aggressive and rolling out the stores fairly quickly.

BIR: What is your long-term vision for education?

JP: Mike, I’m glad you asked me that. H.O.P.E. for Beauty is coming. H.O.P.E. is an acronym for Home of Professional Education. We are opening a 17,000-square-foot facility on eight acres conveniently located for all. I am assembling a team of top educators for all aspects of the beauty industry, including business-related subjects, who will share their knowledge and experience. I am launching this important initiative because it is the right thing to do to help our customers grow their businesses, and not for the sake of selling a product.

BIR: John, what inspired you to invest in this H.O.P.E. Concept?

JP: Mike, a few years ago when one of our brands was purchased, I had the opportunity to meet with one of the high level managers of the acquiring company. He gave me a tour of their education facility and explained how I should never get involved with education, because it will suck your profits dry and it is a loss to the bottom line. I thought long and hard about his statement and realized for the future of our company, this was something I needed to do for our company to move forward. I would either need to rely upon my competitor to educate my customers or invest in training them myself. Our company is an entrepreneurial-based company and does not have a thousand-plus shareholders to answer to, unlike our competition in this category. Our advantage is we have passion; we care about our customers and we have a TRU desire to help the industry progress and evolve forward for all, not just “the shareholders”.

BIR: What do you have planned for TRU Beauty for the rest of 2010?

JP: There is currently a huge consolidation taking place within my market. We are the choice for the independent voice. With the consolidation, many opportunities are occurring daily, from inquiries from brands, as well as people looking for opportunities that have been eliminated from other distributors. I have been hiring key, experienced individuals to fortify our infrastructure and position us as the distribution and education leader in our
marketplace. I see this process continuing not only for 2010, but for the foreseeable future.

**BIR: What is your biggest challenge in 2010?**

**JP:** To sleep at night! I am so excited where **TRU** is heading and all the wonderful people who are involved from our employees to our customers to our vendors...the experience is just awesome! We need to continue to find key people for the positions that are available.

**BIR: In your opinion, what is the biggest challenge facing the beauty industry?**

**JP:** Attracting quality people to the industry and enabling them to earn a good income. These cookie-cutter salons in our industry drain the ambition and the drive from young hairdressers. They basically use and abuse these people for their own shareholder gain. Most are just getting by on minimum wage. Hair styling is no longer a career to them; it is a job until they get frustrated and find a career outside of our industry. We need to empower these young people of this industry with ambitions to achieve their personal dreams by giving them the tools and the confidence to succeed. It is a long road, but the road needs to start somewhere and now before the industry is lost.

**BIR: What is one thing that disappoints you about the beauty industry?**

**JP:** Let me start by saying the thing that disappointments me the most is also one of the things that excites me the most. Our industry is about what’s new and that I love; however, most of these new companies responsible for the explosive growth in this industry are small entrepreneurial-run companies, and are forced out before their ideas are able to fully blossom. Of course they are compensated for their ideas, but I would just like to see one of them follow it to fruition like **John Paul Mitchell Systems’ John Paul Dejoria** was able to. These large, multinational corporations are stealing our industry from unique opportunities for change. They purchase these brands and put them on the back burner, or try to change the brands’ identity and make them about marketing, instead of the people who were the fuel, the vision and the passion for the success.

**BIR: What is the best business advice you ever received, and who was it from?**

**JP:** It was from my mother, who told me, “To always treat people the way I would like to be treated and don’t be disappointed when they don’t treat you the same!” Second, **PureOlogy** founder **Jim Markham** said, “Own your market before you expand outside of it.”

**BIR: What was your favorite job position in the beauty industry?**

**JP:** I love my current position and believe I was born to do it. My favorite job was calling on salons. I made tons of friends and often thought how lucky I was to get paid for doing something I had so much fun doing. I try to instill that philosophy into my own sales team. I tell them if it feels like a job and it’s hard for them, then they’re probably not the right fit for the position. The industry is filled with great, fun, carefree people who enjoy life and are happy when you enjoy it, as well.

**BIR: Do you have any mentors or people who have influenced your business philosophy?**

**JP:** One of my best friends is **Jim Markham**. I have learned a world of knowledge from talks we have had and experiences he has shared. He has helped me understand the balance between working hard and playing hard. It’s important to rejuvenate yourself. It allows you to stay focused and inspired.

**BIR: Coming from a family business and knowing what you know now, would you pass the business on to your children when you retire?**

**JP:** Wow, Mike! I just recently turned 40 and I see how hard people like **Jimmy Emiliani** and **Stan Klet**, work and how passionate they still are about their companies. Like them, I can’t imagine ever wanting to step down. This business gets into your veins and is a fountain of youth that keeps you feeling young. I have three children, and I wish them all to be happy in what they do. If after going to school and earning their degrees they decide they would like to do this, I would welcome them with open arms. For now though, my 8-year-old daughter is very happy we became an **OPI** distributor. She has the latest “Hong Kong Collection” on display in her bedroom. She couldn’t decide on just one color, so of course, I gave them all to her!

**BIR: What advice would you offer to a new distributor that could make a difference and help it grow into a successful business?**

**JP:** Stay out of my market! LOL! Seriously, pick partners (vendors) who are great people who care about your growth as much as they care about their own. Choose great people you trust and like being around to work with. Follow your heart and don’t do it for the money. Follow the first few suggestions and that will take care of itself!

To learn more or become involved, reach John Philipp at 888-371-5040, ext. 104, or johnp@trubeautyconcepts.com.
The Beauty Industry Report Visit www.bironline.com

Quality connections made at IBS/IECSC New York

The International Beauty Show, New York (IBSNY), which took place March 7-9 at the Jacob Javits Center in New York City, is a drastically changed show from its glory days. Over the years, the show floor layout and exhibitor mix have reflected the exodus of major hair care companies that have significantly cut back on their trade show budgets. But that’s good news for the smaller and boutique brands who choose to exhibit, because they are able to spend quality time talking to their customers and can make a memorable impression. This year, there were more than 400 hair care, nail care, cosmetics, tools, furniture, apparel and beauty technology manufacturers and marketers on the show floor, led by Conair (Rusk, Satin Smooth, ConairPro and Babyliss); the Pibbs family with large displays from Pibbs, Turbo Power and La Brasiliana; MoroccanOil; Paramount Beauty Supply and Pier Marco’s Alfaparf and Nitrance exhibits.

Surprisingly, with significantly fewer large exhibitors, the affect on the total floor space was negligible—it actually increased slightly. Nicole Peck, group marketing director, provided the following hard numbers: This year’s IBSNY attracted 53,700 attendees and had 417 companies exhibiting in 152,000 net square feet, a slight increase over last year’s show.

Paramount Beauty Supply featured 12 companies, including Keratin Complex, OPI, TS-2, Hot Tools, Belson Brazilian Heat; Kim Vo Hair Care, Bamboo, TheraPearl, Centrix, Joico, Belvada Cosmetics and Folia. Jeff Hagler, one of Paramount’s partners, told BIR, “This year’s IBSNY, although it seemed smaller, was one of our best selling-shows in many years.

Moroccanoil put on a terrific fashion show and our Keratin Complex classroom certified hundreds of new hairdressers. The show was a good sign that the salon business is rebounding, which is very encouraging for everyone.” Reach Jeff at 800-755-7475 or jeff@paramountbeauty.com.

It was no surprise that two of the dominant categories being exhibited were oil treatments and keratin straightening systems. The success of Moroccanoil’s argan oil treatment has spawned a new and popular category of products. Not resting on its laurels, Moroccanoil introduced its wall display fixture that’s offered free to salons with a substantial product purchase. Two of the other more successful oil treatment marketers, Macadamia Nut Oil and DermOrganic, also had large exhibits.

Obliphica is the brand of professional hair care derived from the plant by the same name, also referred to as sea buckthorn, which grows in the Himalayas and in Siberia. The oil produced by the obiliphica plant is used to create cosmetics and medicines for skin and hair. For thousands of years, humans who live where the obiliphica fruit grows have used it for nutrition, to prevent disease, as a dietary supplement and a treatment for hair and skin. Its anti-oxidant qualities help to reduce the damage to hair and skin caused by exposure to sunlight and air pollution. At the show, Roni Josef, CEO/owner, was selling Obliphica Treatment Hair Serum. Rich in vitamins, carotenoids and vitamin E, Obliphica Serum restores damaged hair, brings back luster and makes combing a breeze (4.25 ounces/list $22.50/SPR $45.00). Reach Roni at 888-881-8155 or ronijosef@obliphica.com. Visit www.obliphica.com.

With 16 companies exhibiting keratin straightening product lines, it’s evidence of the increasing role this fast-growing service is playing in salons. Marketers included CoCo’s, Keragreen, Organic Thermo Fusion, Bio Keratin, La Brasiliana, Inova, Keratin Complex, Bio Naza, Magik Protection Keratin, Keral Hair, Brazilian Blowout, Marcia Teixeira Brazilian Keratin Treatment, Global Keratin, Truss Brazilian Keratin Treatment, Rejuvenol and Lazio. Rejuvenol used its large RV type vehicle painted with attention-getting graphics as the anchor to its large exhibit. At Rejuvenol, President/owner Bart Michaels told BIR that his company, which has been focusing on export and does significant business in the Middle East, is now aggressively marketing its product line in the domestic market. He said, “Our Brazilian Keratin Treatment contains collagen to help maintain the strength and flexibility of the hair and our treatment promises to soften, smooth, and relax all hair types.” Reach Bart at 631-789-1309, ext. 12, or shampoobart@aol.com. Visit www.rejuvenol.com. Another relatively new player in the category is Inova Professional Pure Keratin-Ultra Hair Smoothing Treatment.

Simon Aminov, president, said in questioning customers about keratin treatments, they found two major concerns: formulation and fumes emitted during application. He said, “Our treatment features hair smoothing technology formulated with nano-molecules of keratin, amino acids, collagen and mineral oil to repair damage from chemical treatments, heat styling or naturally frizzy hair. Once heat is applied, hair is transformed from dull, dry, tangled and frizzy into healthy, smooth and shiny hair. Our Ultra Hair Smoothing Treatment is also a post-treatment process that complements other treatments, such as color, chemical relaxing and thermo-reconditioning, and can be used to soothe and protect hair for a healthy, smooth, and shiny appearance without harming previous processes. One consistent comment we received from technicians was the low level of fumes emitted during the flat ironing stage, which results in greater client comfort.” (l-liter/list $220.00). Call 646-403-4504 or visit www.inovaprofessional.com.

The category leader, Keratin Complex, featured Intense Rx Ionic Keratin Protein Restructuring Serum, which uses 25% pure keratin protein to rebuild the hair’s tensile strength, return elasticity and reduce breakage in just one treatment. Intense Rx will repair damaged, over-processed, highlighted, permed, straightened or relaxed hair. Through electrostatic penetration, Intense Rx fuses to existing protein bonds, restructuring and extending the life of extremely damaged and chemically compromised hair. It’s available in three sizes (30ml/list $20.00/SPR $40.00; 50ml/list $30.00/SPR $60.00; 120ml/list $60.00/SPR $120.00). Reach Lindsay Solomon at 888-409-4445 or lbsonomon@keratincomplex.com. Visit www.keratincomplex.com.

Hair extensions was another dominant category, with more than 20 companies...
Swedish-headquartered Reference Hair Care (REF) made a return to the U.S. salon market. Using a hair care formula based on three numbers makes finding the right product for a specific hair type easier. The numbers describe the unique characteristics of each product. Which hold? Which Shine? Which Volume? You just find your reference number and the numbers show you the way. Ulrika Johansson and Jan Ernstberger told BIR the company is now warehousing its line in the United States and is seeking distributors. Reach Ulrika at 203-428-1060 or ulrika@referencethaircare.com. Visit www.referencethaircare.com.

At the Spencer Forrest exhibit, Evan Shafran, who is an educator and model for XFusion, showed the company’s new Xfusion Hair Building wet line, featuring an introductory starter package of XFusion Building Shampoo, XFusion Conditioner and Xfusion Hair Fattener, a leave-in treatment that plumps up the hair. These three products contain no sulfates or parabens and were offered at a $20.00 special introductory price, a $27.00 savings over the regular $27.00 price. Reach Evan at 207-233-0069 or eshafran@gmail.com. Visit www.spencerforrest.com.

Austin Kyle, a hair stylist/salon owner from Dover, NJ, used the show to officially launch his eponymous line. Austin Kyle consists of five basic products—Clean shampoo, Balance conditioner, Beautiful styling serum, Fixx gel and Spray Set volume setting spray. Reach Norah Edelstein at 888-917-8953 or info@austinkyle.com. Visit www.austinkyle.com.

Ramy Jamnik branched out from his multi-unit New York metro Essentials beauty store to introduce Hot Dog Appliances. Ramy showed a new hair dryer (#HDT 2000 salon list $85.00). Reach Ramy at 516-316-1257 or ramy@hotdogprototools.com.

Also new was InStyleNails, the first and only distributor of ArtPro Nail digital printers. The ArtPro Nail Printer is a desktop nail art machine that prints various nail art designs and patterns quickly and easily. The unit sells for $2,500.00. Reach Pavel Fiodarau at 800-917-7932 or sales@instylenails.com. Visit www.instylenails.com.

The Main Stage line up featured Nick Arrojo, Vivienne Mackinder, Martin Parsons and Robert Cromanes and his A Robert Cromanes Salon team. The show floor also featured the Latin-American main stage sponsored by Roberto Paniagua and his San Juan Beauty Show. The area around the stage featured 26 exhibitors with product lines that are targeted primarily to Hispanic clients. Reach Roberto at 787-756-8019 or info@sanjuanbeautyschool.net. Visit www.sanjuanbeautyschool.net.

Along with the show floor draw, there were more than 90 free classes covering hair, makeup, nails, business and special topics for beauty school students.

The companion show to IBS is the International Esthetics, Cosmetics and Spa Conference (IECS), which took place concurrently. It included 232 exhibitors in 32,000 net square feet, with 10,954 IECS specific attendees. Major exhibitors included Repechage, followed by G.M. Collin Skin Care Inc. and Conair’s Satin Smooth.

Herbasway Spa Beauty offers tea and fruit concentrations that the company claims slow premature aging, keep the complexion radiant and smooth, and help find the balance between inner and outer beauty. Robert Wolfson, president, said that Herbslim Spa appetit suppressant and fat burner is completely natural and contains no sugar, artificial sweeteners, caffeine, fats or calories. The two-ounce concentrate is a month’s supply (list $14.95/SRP $29.95). Reach Robert at 866-846-0446, ext. 313, or rwolfson@herbasway.com. Visit www.herbaswayspa.com.

Argana Mon Tresor is the brainchild of hairstylist Gad Cohen, who has utilized argan oil as the main ingredient in his Cosmetic Argan Oil for Face (2 ounces/list $19.00/SRP $38.00, 4 ounces/list $42.00/SRP $84.00), Cosmetic Argan Face Cream (1/4 ounce/list $37.00/SRP $74.00) and Cosmetic Argan Body Oil (4 ounces/list $42.00/SRP $84.00). Reach Mireille Cohen, president, at 305-935-6801 or visit www.arganaspa.com.

Dana Lupton, Questex vice president and group show director, said, “We were over-joyed with the turnout, energy and overall vibe experienced at IBS and IECS New York this year. Our strong attendance led to record sales for many exhibitors.”
NEBRA combines good business with hospitality

The North East Beauty Rep Association’s (NEBRA) annual show feels more like a tailgate party or a Texas barbecue than a trade show, but make no mistake, there’s serious business being done amid the fun. The organization’s members are wonderful hosts and treat attendees to free hotel rooms and food. In addition, the Sheraton Meadowlands hotel is conveniently located in East Rutherford, NJ, only 20 minutes from Newark Airport. With the hotel just off of I-95, it’s an easy drive for attendees from New England and from the mid-Atlantic.

As a result of consolidation in the manufacturers’ rep group ranks, NEBRA members now include three multi-territory rep organizations with headquarters outside of the Northeast territory. Van Nest Coleman (acquired Sterling Sales); The Kirschner Group (acquired The Wild Company); and Halaby Sales (acquired The Martin Group) join original NEBRA members Gerry Udell Inc., CFN Sales & Marketing, BTB Sales & Marketing and Herb Mayer Sales.

With just 100 exhibitors, it makes show coverage a snap. Here’s a rundown of some of the best products and promotions.

Lee Ann Cook, Intrinsics national sales manager, showed the new Gentle Cleansing Towel made from 100% cotton. It’s used to cleanse and exfoliate the skin before facial services. The companion item is the Moisturizing Towel, which is used to moisturize the skin after treatments or to soothe the skin after waxing services. These wipes come 72 per package (Cleansing Towel #407200/ Moisturizing Towel #407220/ list $11.99). Reach Lea Ann at 800-277-0377, ext. 1220, or leaann.cook@intrinsics.net.

Rick Ross, president of Body Toolz Inc., featured the Diamond Tip Tweezer. Made of stainless steel and coated with extremely fine diamond particles on the inside tips, it’s perfectly aligned to grip easily and polished with a gem stone embedded in the tweezer head. The tweezers come in a clear tube and are available in a counter display of 12 (#BT-30/salon list $72.00 or $6.00 each/SRP $12.00). Reach Rick at 866-475-0431 or bodytoolzinc@aol.com. Visit www.bodytoolz.com.

Phil Greco, president of J&D Beauty Products, displayed the hot Diva Tweezers’ newest collection, the ethnic series. These stainless steel, 3-inch tweezers, each decorated with a diva caricature, are displayed on a 36-piece counter unit (#SPTW 1002/dealer cost $63.00/ SRP $69.99-$99.99). Reach Phil at 800-523-2889, ext. 303, or philg@jdbeauty.com. Visit www.jdbeauty.com.

Bryan Yo is the head man at Sewicob, Inc., which offers Vincent brand clipper heads and razors (including double-edge and straight-edge old-fashioned barber razors) for the professional market. The company also offers blister-carded consumer packaged triple and double-blade disposable razors and professional quality shears in a large variety of styles. Other basics include combs, neck dusters, barber and salon decals and apparel for both barbers and stylists. Reach Bryan at 610-626-1858 or sales@sewicob.com. Visit www.sewicob.com.

Ron Razeggi, CEO of 360° Hair, has a track record for being involved with unusual and different products. At NEBRA, he introduced Mojo, the first perfume packaged in a high-fashion decorated velvet bag and merchandised as a fashion accessory. These-to-go perfumes come in five scents: be candy, be different, be sexy, be magic and be glamorous. Each scent is contained in its own decorated mini tote bag and boxed. Ron is importing the line from the manufacturer located in Cologne, Germany. SRP is $39.00 and there are three different displays available. Reach Ron at 805-405-7199 or ronrazeggi@yahoo.com. Visit www mojo.mysecret.com.

Ed Hardy, famous in his own right for his tattoo designs, has become even more recognizable since Christian Audigier licensed the rights to produce the Ed Hardy clothing line, which is based on Ed’s imagery. IGP Sales holds the Ed Hardy license for hair appliances and hair accessories. Jennifer Wilson showed some flat irons and hair dryers decorated with Ed Hardy’s wild designs (list $65.00/ SRP $130.00). Reach Jen at 630-862-8128 or jennifer@ginemmarketinggroup.com.

Andy Hillas, national sales manager for Pacific World, the company that recently acquired Woodward Labs, featured Bio Oil. It incorporates PurCellin Oil, which comes from ducks, with natural plant oils and vitamins A and E. It is the No. 1 selling product in England to prevent pregnancy stretch marks. It’s available in a number of displays, including 12-piece power wings, a 4-piece tube unit and 6- or 12-piece counter units (2 ounces/list $719/ SRP $16.99). Reach Andy at 800-780-6999, ext 141, or andyh@woodwardlabs.com.

Bridget Frame was exhibiting her line of Double Hinge Claw Clips under the Zhoë brand. The Double Hinge Claw Clips not only look great in the hair but lie flat, unlike regular claw clips, and are ideal for holding hair. There are two sizes available in three styles (small/distributor cost $2.00/ SRP $8.00; large/distributor cost $2.75/ SRP $10.00). The display deal is #30060. Reach Bridget at 307-382-9022 or info@zhoaeaccessories.com.

Bonnie Maltz, account executive working the show for HairUWear, highlighted one-piece clip-in ultra-invisible 16-inch extensions. The piece is available for Hairdo’s new Styleables collection and reflects the latest in clip-in extension technology. The hair is stitched to a thin polyurethane layer, resulting in a lighter, thinner, virtually undetectable piece that lies flat to the head for a comfortable, natural look. The one-piece construction means you can add instant length and volume without the hassle of working with several individual wefts. Made from synthetic hair, the piece can be curled or straightened with thermal styling tools, and it’s available in 16 shades (list $39.60/ SRP $99.00). Reach Bonnie at 877-303-5522 or bonniem@hairuwear.com.

Rick Elliott, national sales manager for HAI Elite, previewed the new eco-friendly Pure Heat collection. The models are made from recycled components, have reduced packaging composed of recycled material and feature energy-saving technology. In addition, Pure Heat has partnered with EarthShare, which is dedicated to finding alternative eco-friendly energy resources. The line consists of the
Earthstik adjustable-heat flat iron, the Breeze 1800-watt hair dryer, a round brush available in four sizes with a vented barrel for faster drying, the Wet-to-Dry flat iron with multiple flow directors that release hot air for faster drying, a 3-in-1 Crimper available with three different ceramic styling plates, a 3-in-1 Curling Iron with three barrel sizes and quick lock adapter for easy barrel exchange, and a Cordless Flat Iron with 45 minutes of operating time. Reach Rick at 954-560-6110 or rick@hai-elite.com. Visit www.pureheattools.com.

The Moni Poni ponytail holder offers a new way to create a ponytail. Designed to hold any amount or type of hair, the Moni Poni is named after international hairstylist, Moni, who recognized that hair holders based on the principle of pressure are not adjustable and can damage the hair. Moni discovered that putting a handle on the end of a spiral allows the spiral to be fed into the center of a ponytail so that it distributes pressure into the inner layers, creating a strong, but gentle hold. Moni offered a 42-piece assortment on a cardboard counter top. The unit contains 30 pieces of the original Moni Poni, 6 pieces of the mini Moni Ponies and 6 pieces of Moni Poni Linx (unit cost $100.80 or $2.40 each/SPR $5.99). Reach Moni at 646-688-3444 or info@moni-poni.com. Visit www.moni-poni.com.

At the William Marvy Company booth, Scott Marvy featured decorated disinfectant jars. Taking a basic item that is in every salon, and decorating it has turned a boring jar into an appealing item. It’s available in two sizes and six styles (#2 short size/list $23.95/styles: Maneure Time, Martini Nail; #4 regular size/list $25.95/styles: Cosmo Girl, Robed Client, Penguin Gal and Penguin Guy). To learn more, reach Scott at 800-874-2651 or scott@wmmarvyco.com.

Since the U.S. Transportation Security Administration began limiting the amount of liquids that can be taken on board planes, there has been a big demand for travel containers that will meet the requirements. At Sprayco, Grace Christphine, the company’s beauty division national sales manager, showed the 15-piece Carry-On Kit. Packed in a plastic tote bag are 15 miniature plastic see-thru jars and bottles (#TK15/list $4.00/SPR $8.99-$9.99). Reach Grace at 800-547-4575 or gcchristphine@sprayco.com. Grace also shared the good news that she and Tom Harrison, Van Ness Coleman Midwest manager/partner, were married at the end of last year and are living in Dallas.

Grant Berry, president of InterMark USA, the company that markets the Styli-Style cosmetic line, presented Styli-Steals, an assortment of basic eye and lip cosmetics, including pencils, liquid liner, eye shadow, lip gloss and lipsticks. Each sku is packaged in slim, clear plastic packages and hung on a peg planogram display that measures 5 feet high by 18 inches wide. Each has a $2.99 retail price point (Deal #SPW300 contains 243 pieces/dealer cost $364.50/SPR total $729.00). Reach Grant at 914-273-3532 or berrylgb@aol.com. Visit www.styli-style.com.

Bart Simon, owner of Phillips Brush, featured two of his top selling items. Tease/Tease2 is available in bulk or on a 12-piece wood block display. Tease is a pure bristle, slim teasing brush featuring concave bristles that fit the shape of the head. It has staggered bristle height for improved control. Tease2 is an identical brush with mixed boar and tipped nylon bristles. Both models have identical pricing (distributor list $2.50/salon list $4.25/SPR $8.50). Zebra by Phillips is a flexible rubber cushion, poly-tipped bristle paddle brush that comes on a 12-piece display (salon list $6.74/SPR $13.50). Reach Bart at 800-875-3623 or phbrush@prodigy.net. Visit www.phillipsbrush.com.

From Pibbs Industries’ Turbo Power division are the Magnesium Thermic Booster Brushes. Their heating element is composed of 2.5 mm diameter vertical rods in magnesium composite, with wide vents to channel the flow of hot hair. The brush will dry and straighten hair evenly and quickly. Giancarlo Petruccelli showed the five-piece attaché case deal, which includes one of each of the five sizes from 1 inch to 2.4 inches (M2BDI salon list $110.00, SRPs range from $36.00 to $52.00). To learn more, reach Giancarlo at 800-551-5020 or giancarlo@pibbs.com. Visit www.pibbs.com.

This report represents just the beginning of the new business opportunities that exhibitors presented during the NEBRA show. NEBRA and its counterpart, the Western Buying Rep Association’s (WBRA) Western Buying Conference, provide ideal venues for manufacturers to get in front of customers they usually don’t call on.”
The Beauty Industry Report Visit www.bironline.com

Natural Products Expo offers new opportunities

The natural products category continues to grow, as consumers seek out products that are good for them and good for the earth/environment and allow them to do good through the products they purchase. Natural Products Expo West and its East Coast counterpart, the Natural Products Expo East are the premiere trade shows for the $100 billion-plus natural products category. Both are owned by New Hope Natural Media (www.newhope.com). This organization is much more advanced in providing show attendees trade show information than our professional beauty field show producers. Both shows provide opportunities to learn about new products, industry and retail trends, packaging and more. The New Product Buyers Guide, available online, gives buyers the opportunity to create a custom itinerary for covering the show floor and to supplement the show directory map with this new paper-free approach.

Natural Products Expo West (www.expowest.com) celebrated its 30th anniversary March 11-14 in Anaheim, CA. More than 1,700 exhibitors in 3,000 booths filled the entire Anaheim Convention Center with products from all aspects of the natural products category. Beauty Industry Report (BiR) uncovered numerous products that could be that perfect fit for beauty stores, salons and spas that are looking to attract and delight customers committed to this growing category.

At the Earth Mama booth, Melinda Olson, the Mama in Charge, showed her Angel Baby Organics line. It includes Angel Baby Lotion, Angel Baby Shampoo & Body Wash, Earth Mama Bottom Balm, New Mama Bottom Spray, Angel Baby Bottom Balm, Angel Baby Oil and Natural Nipple Butter & Stretch Oil. Reach Melinda at 503-607-0607 or mama@earthmamaangelbaby.com. Visit www.earthmamaangelbaby.com.

Anne Geller, president of Thunder Ridge Emu Products, is passionate about the benefits of emu oil. Rich in essential fatty acids and a natural moisturizer for any skin type, emu oil also has anti-inflammatory, anti-aging and healing properties that expedite recovery from stiff, swollen joints, burns and chronic skin conditions, such as eczema and psoriasis. After marketing exclusively to the natural products industry, Anne is expanding the distribution of her 14 products for face, body and foot care into traditional beauty and mass outlets. In addition, Emu Oil Gel Caps provide the body with essential fatty acids. SRPs range from $3.99 for Lip Refresher to $29.99 for the large size of Intensive Pain Relief. Reach Anne at 800-457-0617 or anne@thunderridge.com. Visit www.thunderridge.com.

What could be more natural than good clean love? Good Clean Love is the company owned by Wendy Starg, CEO and loveologist. It offers sustainable sexual solutions that contain no petrochemicals, no paraben and no synthetic fragrances. The line includes organic personal lubricants, all natural oil and body candy. SRPs range from $3.00 for 1-ounce personal lubricants to $22.00 for the Love Oil Gift Pack. Reach Wendy at 541-344-4483 or wendy@goodcleanlove.com. Visit www.goodcleanlove.com.

Every Man Jack is a very cool men’s grooming line. Fred Cefalu explained that the products are honest, straightforward and stripped of all the things you don’t need, like harsh chemicals and unbelievable promises. The packaging is simple, clean, masculine and recyclable. Fred stressed formulations are dermatologist approved and contain no parabens, sodium laurel sulfate, phthalates, aluminum, dyes or synthetic fragrances. The line consists of products for hair, body, skin and shave plus kits (starter, shave and skin). The company provides merchandise units and advertises in a number of consumer magazines, including Men’s Health and Maxim. This is a line that will make an excellent addition to a beauty store’s men’s section. Reach Fred at 415-346-0230 or fred@everymanjack.com. Visit www.everymanjack.com.

At the Blue Planet Recycled Eyewear booth, Ron Weinstein was exhibiting sunglasses and readers for the conscientious consumer. Blue Planet eyewear features recycled frames and first-quality lenses, nickel-free metal plating and lead-free paints, dyes and coloring, so the disposal isn’t toxic to the earth, humans or animals via land fills. In addition, Blue Planet uses at least 65% post consumer material in its boxes, inner and outer packaging and hang tags. Ron told me that readers have become one of the leading impulse items as a result of the aging population. They are now being merchandised at numerous outlets, including beauty stores. Reach Ron at 818-882-4247 or hairdocco@aol.com. Visit www.blueplanet.com.

Naturcolor showed a line of boxed hair color. Owner Trica Grose explained that her permanent herbal-based hair color gel uses a micronized plant pigment color base to impart color. It’s ammonia free, easy to use and saves time and money. It comes in 31 shades—10 natural shades, 6 ash, 4 mahogany, 6 copper and 5 golden. The product was originally designed for use by chemically-sensitive people. The natural herbal ingredients have been blended to achieve beautiful, lasting color without resorting to harsh or dangerous chemicals. Naturcolor comes in a complete home coloring kit (list $8.50/ SRP $14.95). Reach Trica at 800-784-8212 or eric@herbaceuticals.biz. Visit www.naturcolor.com.

For more than 40 years, Beauty Without Cruelty has been a company with a mission—to provide ethical, cruelty-free products that are made with natural, organic and safe ingredients that are superior in performance and offer an exceptional value. The line consists of organic and natural hair, skin and body care and color cosmetics. All Beauty Without Cruelty color cosmetics are suitable for vegans and are fragrance free. The range of paraben-free mascaras includes Full Volume Mascara in black and cocoa (list $8.97/ SRP $14.95), Waterproof Mascara in black and cocoa (list $8.97/ SRP $14.95) and Ultimate Natural Mascara in black and walnut (list $10.17/ SRP $16.95). A 36-piece prepack mascara display is available (cost $337.44). Beauty Without Cruelty makeup removers are also ideal items for beauty stores. Botanical Eye Make-up Remover with herbal
extracts and vegetable glycerin gently removes all types of makeup, including water-resistant, completely and easily without irritation, leaving no oily residue. Makeup can be re-applied immediately after use (list $4.77/SPR $7.95).

Creamy Eye Make-up Remover with gentle, organic herbal extracts and emollients will remove all types of makeup, including water resistant, completely and easily without irritation, leaving nature’s own moisturizers to soothe the delicate eye area (list $5.97/SPR $9.95). Reach Santosh Krinsky, president, at 262-889-8561 or santosh@lotuspress.com. Visit www.beautywithoutcruelty.com.

Sam Schwartz has been selling Therapeutic Dead Sea Mineral Bath Salts to the beauty store and spa market for many years. Recently, he did a makeover on his packaging and label to make it more eye-appealing. The product line is 100% natural and physician recommended. Baths using Dead Sea Mineral Bath Salts are noted for providing relaxation and easing muscle aches and pains. In addition, the ingredients contribute to stimulating circulation, drawing out toxins and softening and revitalizing the skin. Masada Bath Salts are available in bathtub-safe, non-breakable PET plastic jars. The four types available are unscented, lavender, eucalyptus and a new fragrance, lily & jasmine. For spas, 2- and 4-pound tubs are available (list $10.79/SPR $17.99). The company also has a complete natural foot care line. Reach Sam at 800-368-8811 or info@masada-spa.com. Visit www.masada-spa.com.

Mary Futher, the founder of Kaia Naturals, is a product developer and brand innovator with more than 20 years in the beauty business working for brands like Revlon, Elizabeth Arden, Yves Saint Laurent and major Canadian drug retailer, Shoppers Drug Mart. She has developed a 100% bamboo, biodegradable, disposable, natural makeup remover and cleansing cloth. Perfect for consumers with sensitive skin, it features all-natural ingredients, including eight pure citrus essential oils, organic honey and sunflower seed oil. These 4-in-1 cloths replace eye makeup remover, toner, cleanser and cotton/rayon (wood fiber) beauty pads. They’re beautifully merchandised on a bamboo-inspired display that’s available with the purchase of 36 units of 100% Bamboo Facial Cleansing Cloths (#0403/list $17.99 each, deal cost $388.44/SPR $1799). A trial/travel display holds 50 individual packets (#0301/list $37.50 or .75 ea/SPR $1.25). Reach Mary at 416-929-3236 or maryf@kaianaturals.com. Visit www.kaianaturals.com.

Not only does it offer very sellable products, but PeaceKeeper Cause-metics donates all of its profits after taxes to women’s health and human rights advocacy issues. Jody Weiss, the founder/CEO, and the company have received a great deal of media for her total commitment to building a bridge between extraordinary women in the land of plenty and extraordinary women who, by chance of birth, don’t have our resources or opportunities. The company mission says it all: “PeaceKeeper Cause-metics is the first cosmetics company to give donations to women's urgent human rights issues. We focus on women who live at the base of the pyramid on a dollar or two a day or on women living in exploitation or servitude. PeaceKeeper is not a project created by a few women and the men who love us. For PeaceKeeper to work, many women (and the men who love us) are involved on all levels. Therefore, just by buying a few products, you become a PeaceKeeper. The women and men in our lives who sell PeaceKeeper in stores are part of this movement to raise funds for those most in need. With the women and men who write about us and the buyers who make the decision to bring us into their stores...together, we can look back in 20 years and feel we contributed to raising $200 to $300 million to help lift up women and children in the greatest need. Now That’s Beautiful!” In the world of merchandising and selling, the PeaceKeeper line is first rate and top quality. The company’s slogan is “Look good, feel good, do good, and when you wear our products, you do!” The line is merchandised on a variety of self-serve displays from a full-line floor unit to individual modular displays for lip gloss, lip paint, nail paint and French Manicure. Reach Jody at 212-673-2223 or jody@iamapeacekeeper.com. Visit www.iamapeacekeeper.com.

If you missed Natural Products Expo West, Natural Products Expo East is scheduled October 13-16 in Boston. For information, visit www.expoeast.com.
On the eve of the kickoff of America’s Beauty Show (ABS) in downtown Chicago, the Professional Beauty Association (PBA) announced that it will launch the International Salon & Spa Expo (ISSE) Midwest, a competing event in the Chicago suburb of Rosemont, IL, former home of ABS, in 2011—just two weeks after ABS’s 2011 dates. That set off a series of thoughtful discussions, heated debates, emotional accusations, posturing and campaigning for the justification of each show and/or just plain head-scratching, depending on where you stand—or don’t—in the industry’s political hierarchy. That’s continued and even escalated in the last month.

After reading statements from both the PBA and ABS management (below) and interviewing numerous people from board members to manufacturers, distributors to salon owners to educators, more questions than answers remain at this time. However, it’s safe to say that no one wants two Chicago shows within the same month—regardless of location or producer. That simply doesn’t make sense and would ensure that both shows would either fail or come out of the situation damaged.

Some history: It has been three years since the Chicago Midwest Beauty Show (now named America’s Beauty Show) moved from Rosemont, IL, to McCormick Place in downtown Chicago. Is the show doing better in terms of size (net square feet of exhibit space) and number of attendees? You got me. It appears that it’s “beauty is in the eyes of the beholder,” scenario, as PBA states emphatically, “No!” while ABS contends, “Yes, the overall show is bigger and better.” PBA claims that its members are not happy with the ABS as it stands, due to increased show expenses and decreased sales during the show, and as a result are advocating moving the show back to Rosemont. Needless to say, ABS doesn’t see it that way.

The industry has already been down this path on the West Coast. A few years ago, the PBA moved its annual ISSE from the downtown Los Angeles Convention Center to the much more user-friendly Long Beach Convention Center—which historically had been the site of the popular Long Beauty Hairdressers Guild’s annual show. ISSE inherited that legacy—and beauty professionals’ support.

After a couple of years, the Beauty Revolution Show appeared on the scene. What a brilliant idea: Southern California could easily handle two major trade shows during a year. However, the Beauty Revolution organization chose to schedule its show in another Southern California location at the same time as the ISSE in Long Beach.

Having two major shows at the same time was a problem for both attendees and exhibitors. Exhibitors had to choose whether to be in one or both shows and if choosing to do the two shows, they ended up with double the show expenses without twice the sales. Many decided “none of the above.” Attendees also had to choose between the two events. Given all the problems inherent in traveling to downtown Los Angeles, beauty professionals opted for Long Beach. After a few years, the Beauty Revolution Show went away without so much as a murmur, and ISSE continued be the major salon trade show in the area.

Flash forward to the present. Before creating another scenario similar to what happened between ISSE Long Beach and The Beauty Revolution Show, how about the two sides get together and figure out how to combine their interests and create one large show that’s good for the industry?

The following are excerpts from each show management group’s recent communications:

“The PBA recently announced the addition of the International Salon and Spa Exposition (ISSE)—Midwest, launching March 26-28, 2011. According to PBA, ISSE—Midwest will not only provide significant cost savings compared to other shows in the market, but it will also return to the popular Donald E. Stephens Convention Center in Rosemont, IL. While some may view this as a slight to ABS and Cosmetologists Chicago (CC), PBA maintains that it has reached out to show organizers and continues to desire a partnership with CC in order to create a more unified industry event that provides greater return back to their organization and the entire industry. “Driven by members and non-members alike, the decision to launch ISSE—Midwest was determined due to multiple requests from manufacturers, distributors and beauty professionals for an alternative show in the Chicago market. The issues that drove the requests primarily focused on the desire for an event that was more cost effective, that would be held at the convention center in Rosemont, that offered expanded education, and that was organized by a group with a track record of successful professional beauty events.

“The PBA further maintains it did not engage in predatory practices and is simply responding to the desires of the industry by initiating value-added, proactive programs and services on behalf of its members. As such, one of the most significant cost savings is PBA’s offer to cover drayage (when shipped directly to show site, excluding warehouse fees) at ISSE—Midwest. Any show exhibitor knows this is significant, and compared with fees in the downtown Chicago market, which are some of the highest in the country.

“With several leading manufacturers already committed to ISSE—Midwest, including Conair Pro, Rusk, Babyliss Pro, Satin Smooth, Forfex, and OPI, exhibitors and attendees can be assured the event will be filled with quality exhibitors and attendees.”

In a letter to their exhibitors dated April 8, Frank Gironda, president of CC, and Paul Dykstra, CEO, clarified their position for ABS 2011. Following is an excerpt.

“We thank you for your continued support and loyalty to America’s Beauty Show a.k.a., The Midwest Beauty Show. ABS 2010 was a banner year in tickets sold to professionals. Along with the co-located Face and Body Midwest show, ABS 2010 logged 58,727 non-exhibitor admissions over the three days.

“We understand that The PBA has made a number of statements recently about plans for a competing event to be held within two weeks of our scheduled ABS in 2011. We want to clear any confusion about Cosmetologists
Chicago, next year’s ABS and our place in this industry, CC is a not-for-profit association of 6,000+ members—your customers—all working cosmetologists, salon owners, school owners and students. CC and ABS provide tremendous benefits to the industry, including free admission to ABS to all of its members; provided more than $250,000 in cash scholarships; funded monitoring and lobbying efforts to protect salon professional licenses; donated cash funds ($45,000) to help salons affected by Hurricane Katrina; helped fund the USA Alternative Hair Show for eight years, benefitting worldwide Leukemia Research.

"PBA’s proposed competing 2011 event in Rosemont is purported to be the result of 'requests' for lowering costs for exhibitors over downtown Chicago costs.

"First, ABS 2011 exhibit rates will be the same as for ABS 2010. In most cases, these rates are actually lower than rates listed in PBA’s exhibitor application. Also, CC does not require exhibitors to become members to lease space at the ABS 2011. PBA materials state exhibitors must be PBA members to obtain exhibit space.

"McCormick Place’s single exhibit hall with its spectacular 40-foot ceilings and award-winning architectural style, allows CC to produce an exhibit environment unmatched in this region. The post show ABS 2010 attendee survey indicates that 3 out of 4 respondents choose McCormick Place for ABS. Our role as ABS producers is to bring the customers to your exhibits and work closely with you to ensure you can reach them. Based on our survey, your customers continue to choose McCormick Place and downtown Chicago.

"Finally, we were surprised by PBA’s statements that it is their ‘desire to work with CC’ and that PBA ‘is not trying to undermine the ABS show and believes by working with ISSE—Midwest. CC can actually benefit…’ PBA has never provided us with any formal business plan for a relationship between the two groups or how CC could benefit from such an arrangement. At the only formal meeting between PBA and CC’s management about this issue—on March 15, just one week before ABS 2010—PBA failed to provide any explanation as to what benefit CC, its members, or ABS exhibitors would receive in return for CC’s sharing its years of brand equity with PBA.”

Salon professionals are investing their money strategically. Chances are they are not going to buy tickets to two shows in one month.

As you can see there is a big disconnect between PBA and ABS.

ABS has a long history of producing its show in March and over the years, the show results support management’s claim that it’s one of the top salon trade shows in the country. It’s the only trade show owned by a salon organization, (though yes, PBA’s membership does have a salon owner section and now with its merger with the National Cosmetology Association, a licensed beauty professional section), and year after year, the show has delivered on its promises to the majority of exhibitors and attendees.

Certainly, the PBA has the right to expand its ISSE brand. Based on its performance, its West Coast model for a well-run productive show has the potential to be replicated in another strategic location. It also has every right to make an offer to ABS show management to consider joining forces. However ABS also has the same right to tell ISSE to “take a hike!”

Consider the options. Can each show go ahead as currently planned two weeks apart? Not likely. No one will win that battle. Should ABS, the incumbent show, agree to merge and move its venue and combine with PBA and have one large show back in Rosemont? Should ISSE consider having its Midwest show at a different time of the year?

Perhaps what is needed is to leave the choice to the attendees. After all, aren’t they who the show is for? They want education and they want to see what’s new, but just like most Americans today, salon professionals are spending and investing their money strategically. Chances are they are not going to buy tickets to or spend money on products and advanced training at two shows and take time away from their clients over two weekends in the same month to attend both. Give them a voice, show them they’re important and they might just show some love in return.

Finally, let’s be honest. The major manufacturers don’t participate much in the large shows any more, unless they have a strategic goal (for example, L’Oréal creating awareness of INOA), opting instead to support their distributors’ events or do their own VIP events or large national gatherings where they’re the center of attention and get attendees’ full commitment. Continued conflict between show producers could give them a great excuse to pull out altogether. While that gives new or smaller companies the opportunity to make a big statement at a show, long term, that’s not good for the industry and it’s not good for salon professionals.

BIR will continue its coverage of this topic in upcoming issues and would love to hear your thoughts, ideas and suggestions for a smart solution. Please send them to mike@bironline.com and mark them “on the record,” meaning BIR may quote you in a future article or “for background only,” meaning BIR may use your comments, but your name will remain confidential. We will not publish any comments that are sent anonymously.
LOMA is celebrating its 10th year in the now hot category of serums and oils. David Hanen, the founder and manufacturer of Fortifying Repairative Serum, the original color catalyst and wearable reconstructor, introduces the Nourishing Oil Treatment, a blend of six organic oils rich in anti-oxidants blended with pure vanilla bean and orange oils to protect the hair naturally at temperatures up to 450 degrees. The creative- rich formula also extends the life of Brazilian straightening treatments. This wearable treatment is manufactured at the LOMA manufacturing plant in Seattle, allowing the company to pass along the savings to salons and clients alike. (100mL/list $15.00/ SRP $29.96). Reach David at 866-306-7436 or lomahair@msn.com. Visit www.lomaforthair.com.

Diamond Beauty Supply’s Quickty Color Accelerator processes hair color in just 7 to 10 minutes when added to any brand of color or bleach, and with no heat needed. It allows hair to become super-silky and conditioned immediately (1.7 ounces/list $9.45 SRP $19.95). Reach Roni Josef, owner, at 888-881-8155 or ronijosef@diamondeauty supply.com.

The Vibe by Hot Styler with vibrating plate technology allows the hair to glide easily between the plates with minimal effort, eliminating excessive pulling and breaking. This vibrating motion also diminishes pressure-point hot spots, resulting in noticeably less straightening effort due to reduced hair-to-plate friction. Vibrations also evenly realign the hair with less straightening effort and close raised cuticles for shiny, smooth results. It reaches a maximum temperature of 428°F, and features automatic shut-off after 30 minutes, digital temperature display and 1-inch ceramic tourmaline plates to seal in natural moisture (IRN 32000/list $89.95/ SRP $169.95). Reach Jeff Bogard, national sales manager, at 800-382-8204 or jbobgard@hotstylers.com. Visit www.hotstylers.com.

Denman, the company known for its hair brushes, adds a flat iron to its line up. The Titanium Pro is the product of three years’ research and development, combining the talents of electrical and mechanical engineers with the expertise and creativity of hairdressers. High-gloss titanium plates glide over the hair with no snagging, while the ultra-smooth soft action of the floating plates creates curls and flicks in one pass to prevent damage. Solid ceramic extra-long heating elements ensure even heat distribution across the titanium plates with negative ion conditioning technology, eliminating frizz and static and helping lock in moisture. The Titanium Pro also features cool-touch ends for comfortable two-handed control and a heated outer body for easy final smoothing and styling. It heats in seconds with a pro variable digital temperature control of 140 to 410°F, making it ideal for all hair types (DKST03US/list $195.00/ SRP $280.00). Reach Claire Copeland, sales and marketing, at 781-391-3433 or c.copeland@denmanbrush.com. Visit www.denmanbrush.com.

Olivia Garden introduces the NanoThermic Ceramic + Ion Collection with a luxurious gold and chocolate color combination. Each brush features a turbo barrel with extra large vents to aid in airflow, minimizing drying time. Using nano silver technology to provide anti-bacterial protection and ceramic technology, these brushes heat up faster and retain heat longer, aiding in faster dry times and long-lasting hairstyles. Bristles feature tourmaline ion technology to hydrate the cuticle, which adds luster and shine, while taming flyaways and frizz. The velvety-feel handle has an easy-to-grip ergonomic shape for added comfort and is connected to the barrel with a snag-free neck ring. A retractable sectioning pick makes styling a breeze. The collection comes in a variety of sizes (NT-18 ¾-inch-barrel/list $8.35/ SRP $16.75; NT-24 1-inch barrel/list $8.35/ SRP $16.75; NT-34 ¼-inch barrel/list $8.35/ SRP $16.75; NT-44 ¾-inch barrel/list $10.45/ SRP $20.90; NT-64 2¼-inch barrel/list $12.95/ SRP $25.90; NT-82 3½-inch barrel/list $15.75/ SRP $31.75). Reach Pierre Rennette, vice president, at 800-922-2301 or pr@oliviagarden.com. Visit www.oliviagarden.com.

Want to learn the secret to keeping curly hair clients? Sam Villa says, “It’s all about catering to the curl and gaining trust. Curly hair clients are unique, because they are very knowledgeable about their hair, so listen more and talk less. Take time to learn about their curl pattern and how the curls fit together, and evaluate shrinkage. The more you understand their hair, the more they will trust you.” Sam says when cutting curly hair, use a wide-toothed comb, like the Sam Villa Wide Cutting Comb (#30012/list $4.50), when cutting hair. It minimizes hair stretching and promotes natural curl pattern. Reducing the overall volume and increase definition by cutting hair with the Sam Villa Signature Series 6.25 Shear (#10625/list $350.00) to achieve clean, blunt ends. Take zig zag sections, for a more disconnected, natural shape. Reach Beth Carson, vice president of sales, at 425-821-5900 or beth@samvilla.com. Visit www.samvilla.com.
Solano's new SuperSolano 3700 Moda Dryer is “compacted” with power. While smaller by design, it features a mighty output of accelerated air flow, drying hair quickly, and a unique shorter barrel, offering the ultimate in maneuverability and control. Other features include a weight-balanced AC motor for optimal power and performance, as well as far infrared heat, tourmaline, ceramic and ionic technologies. Solano provides a “Care and Repair” warranty program, which offers a two-year limited warranty on its tools and a guaranteed 48-hour turnaround on repairs (salon price $159.00/SRP $220.00). Reach Rodney Feltner, sales director, at 770-418-7326 or rodney.feltner@solanointernational.com. Visit www.solanopower.com.

Essie introduces The Discovery Set, an introduction to Essie ejuvenate. It comes with the full collection in 1-ounce, trial sizes, as well as a brochure on the treatment system. Each set yields up to eight manicure treatments. Essie ejuvenate combines advanced technology with age-defying, spa-quality ingredients to help promote younger, smoother hands and nails. The formulations, which cleanse, exfoliate, treat and hydrate, leave hands visibly radiant and younger-looking. Each set contains Hydro-Therapy Hand Revitalize, Microdermabrasion Hand Refiner, Advanced Radiance Hand Treatment and Intensive Recovery Hand Cream (list $12.50/SRP $25.00). Contact Lori Skroski, vice president/business development, at 800-232-1155 or lsksroski@essie.com. Visit www.essie.com.

Last year, NSI launched illusion, a soak-off gel system. The chemistry for Illusion offers increased shine, durability and ease of use, all while allowing you to soak off gel nails in 20 minutes or less. This year, NSI offers 12 new beautiful, mixable color gels that include rich creams, metallics, neutrals (for pink and white options) and glitter gels. Nail techs can try each new color with NSI’s Illusion Combo Kit for just $34.95 (available for a limited time). For details on this special promotion or to view the new colors, go to www.nsinails.com/cheers. Reach Jessie Burkhardt at 800-354-6741 or jessie@nsinails.com.

Just in time for bikini season, hemp skin care and hair care company, Earthly Body, announces its new line of shaving skin care—Dare to be Bare. Dare to be Bare Shave Cream is formulated with hemp seed oil and argan oil from Morocco. This light cream softens hair and conditions skin while protecting from shave rashes and skin bumps. It’s available in two scents—Skinny Dip and original unisex fragrance (8 ounces/ list $5.50/SRP $10.99). Dare to be Bare is also available in a value-priced combination set: Miracle Oil Shave Cream (list $10.00/SRP $19.99). Reach Georgene Smith, national sales manager, at 877-EB4-HEMP or sales@earthlybody.com. Visit www.earthlybody.com.

Innovative Beauty Products introduces Godefroy 28 Day Mascara, a non-toxic eyelash tint that contains no coal tar derivatives or hydrogen peroxide agents. This fast-acting, gentle formula does not damage eyelashes and delivers rich, long-lasting color for up to four weeks. The salon cost for this professional service product that comes in black and brown is $24.95 for a 25-application kit. Reach Clay Campbell at 800-854-9809 or claybp@sbcglobal.net.

BIR received this update from Kryolan CEO, Claudia Longo. Kryolan Professional Makeup is the official cosmetics supplier for the Miss USA 2010 pageant. The company’s makeup team of eight professional artists will be in Las Vegas to help the 51 contestants look their best using Kryolan products, including the High Definition Makeup line. The live telecast will air on May 16 at on NBC. In addition, Claudia reports Kryolan Professional Makeup is the first color cosmetics company to be awarded the ECARF (European Center for Allergy Research Foundation) Quality Seal. “It is important to test decorative cosmetics, as they often have long and intensive contact with skin. The use of cosmetics in professional contexts can be particularly problematic for persons with sensitive skin,” explained Prof. Dr. med Torsten Zuberbier, head of ECARF. The products tested include the High Definition Makeup line, as well as Aquacolor Wet Makeup. Reach Claudia at 800-579-6526 or claudia.longo@sbcglobal.net. Visit www.kryolan.com.

Athena Cosmetics, Inc., maker of RevitaLash, the cosmetic eyelash conditioner, introduces RevitaBrow. Harnessing the power of peptides and botanicals for strengthening, conditioning and nourishing, along with advanced technology, RevitaBrow helps revitalize eyebrows, so they look thicker and fuller. Thousands of women suffer with sparse, damaged eyebrows from years of over tweezing and waxing or simply as part of the aging process. After applying the products daily on a clean brow, users should start to see fuller, thicker and healthier looking brows within four to eight weeks (list $60.00/SRP $120.00). Reach Hannah Murray, vice president of marketing, at 877-909-5274 or hannahm@revitalash.com. Visit www.revitalash.com.

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To accommodate anticipated growth, The Burmax Company is adding more than 15,000 square feet of warehouse space and a wing of new offices to its corporate headquarters. “We are excited about our new space, which will allow us to continue to grow. Last year, we added close to 500 new items to our inventory. We are expecting to do the same this year. The additional space will allow for more inventory on hand to ship out immediately,” says Burmax vice president Deborah Goldschmid, one of the company’s owners. “Our mission is to provide best-in-class service, and we are confident this will help us to continue to provide our customers with the level of service they deserve.” Renovations should be completed by August. Reach Laura Allen, director of marketing, at 800-645-5118 or l.allen@burmax.com, and visit www.burmax.com.

To help clients recreate their salon looks at home this summer, Melissa Peverini, founder of Fringe Cosmetics, invented the VersiComb, Melissa, a celebrity stylist and product innovator, created this patented two-sided tool that makes it easy to style all hair types, textures and styles. More than a brush and a comb, it smooths curls into silky waves, separates layers and gives bangs new body and bounce. A combination of narrow comb teeth with boar hair and nylon bristles on one side detangles and teases, while wide comb teeth with boar hair and nylon bristles on the other side make smoothing and separating waves and layers effortless. VersiComb folds to fit into a pocket or purse, perfect for both home and on the go (list $7.50/SRP $14.95). It’s a great impulse item for beauty stores. To learn more, reach Rich Stella at 201-317-1017 or richard.stella@rstellacconsulting.info. Visit www.versicomb.com.

Fine beauty brand distributor viaBeaute adds Orofluido, R Session and Salon Tech to its portfolio. Orofluido, a beauty elixir for hair that combines three natural oils to enhance the texture and shine, is marketed by a division of Colomer USA. This luxury line, popular in Spain and France, is now available to California salons. viaBeaute first encountered R Session backstage at New York fashion week. Editorial stylists are using R Sessions’ Naluwaver (double-barrel curling iron) and Root Control. Fueling stylists’ creative potential remains the company’s No. 1 goal. Salon Tech offers professional salon appliances with a focus on three key elements—time, value and technology. Reach Cynthia Heisser, senior vice president of Ultimate Beauty Companies, at 877-566-4567, ext. 250, or cynthiaheisser@hotmail.com.

In March, SalonCentric stores conducted their first management training session with the newly created Midwest Region. The 11-store region covers eight states and is comprised of stores from the former Marshall’s Salon Services and Maly’s Midwest, as well as former Beauty Alliance stores in the Chicago area. The focus of the meeting was basic management training, including customer service, merchandising, loss prevention and basic store finance. Several new manufacturing partners were also there to offer training in new product lines for that territory. SalonCentric now has 440 stores operating in the United States, and is part of a chain of almost 700 stores and 1,100 DSCs in the L’Oréal national network. Reach Paul Shamsky, SalonCentric president, at 727-561-0622, ext. 233, or pshamsky@us.loreal.com. Visit www.saloncentric.com.

Ultimate Beauty Companies announces three new additions to its sales team—Marcy Romo, Scott Jacobs and Starr May.

Marcy joins UBC as an account executive for Exclusive Salon Distributors and will be responsible for the Pasadena and South Bay area in Southern California. With an extensive background in beauty product sales, Marcy will work with salons and beauty supplies in partnership with the Exclusive portfolio of brands, including OPI, Onesta, MOP, Salon Tech and more. Scott joins UBC as a Beaute Ambassador for viaBeaute Fine Beauty Brands. As a former sales executive with L’Oréal, Scott brings a track record for opening new doors within the luxury market. In his new role, he will manage the San Diego territory, working with viaBeaute’s luxury lines—Number 4 High Performance Hair Care, Philip B, Orofluido and R Session. Starr will represent UBC as a brand manager and will work to manage and maintain UBC’s core brands. She joins the company with experience as a national platform artist and senior educator. Reach Cynthia Heisser, senior vice president, Ultimate Beauty Companies, at 877-566-4567, ext. 250, or cynthiaheisser@hotmail.com. Visit www.ultimatebeautycompanies.com.

Tweezerman Professional has appointed The Krisher Group Inc. as its manufacturers’ representative in the Southwest. The Krisher Group has represented Tweezerman Professional in the Midwest, Southeast and West for five years and has received top honors for opening the most new accounts in 2009, as well as having the biggest increase in sales. “Tweezerman is thrilled to have The Krisher Group bring its professionalism, experience and energy to the Southwest territory,” says Kathy Harvey, director of professional sales at Tweezerman. “We look forward to expanding in that territory.” Reach Kathy at 800-645-3340, ext 166, or KHarvey@tweezerman.com.
The SPOT (Salon Professionals of Texas) is a new organization for salon professionals in the state of Texas. BIR talked with Wendy Anderson, the project director, who said, “Our members consist of salon owners, cosmetologists, estheticians, barbers, barbershop owners, schools, and students. Our emphasis is on advanced education and a volunteer program to help boost self esteem for foster children in Texas. Our goal is to have exclusive member benefits, access to the newest and the best products in the industry, and hair and spa expos and competitions.” Reach Wendy at 832-620-6280 or spot.online@yahoo.com, and visit www.thespot-online.org to learn more about this new association.

The American Board of Certified Haircolorists (ABCH) will host its Energizing Summit next month. Scheduled for June 13-14 at the Marriott Hotel at Los Angeles International Airport, the two-day event provides premier education for hair colorists. Andre Nizetic, ABCH president, tells BIR, “The Energizing Summit is the only educational hair color event taught using generic hair color terms. Generic education is really the best way to learn hair color. Some of the top educators in the country are attending and participating in the event. Many teach for hair color manufacturers, but enjoy having the opportunity to teach without having to be confined to the company script. For instance, Tom Dispenza has his own line of hair color and won’t even talk about it at the Summit. He teaches hair color—plain and simple. The agenda features 37 hands-on classes, and colorists can choose from a total of 141 classes over the two days. Unlike many events, attendees can take only the classes they want; there is no mandatory rotation.” To register and for more information, visit www.haircolorist.com. Reach Andre at 310-547-3991 or andre@haircolorist.com.

Martha Hoffman has been named president/CEO of the United Aesthetics Organization, LLC. Martha founded the organization to enhance the image and practices of professionals in the aesthetics field and encourages its members to adhere to the highest standards. The organization offers ongoing education; discounts for goods and services; job postings; networking opportunities with other professionals; a mentoring program; quarterly meetings and newsletters; guest speakers; individualized promotional opportunities for each member and limited financial assistance for ongoing education. Membership fee is $50.00 a year. Sponsorships are also available. Martha was the first Spanish-speaking aesthetician in Arizona to receive her CIDESCO diploma. Reach Martha at 602-402-8760 or marthahoffman14@aol.com, and visit www.unitedaestheticsorganization.com.

During the recent Beauty International Trade Show in Dusseldorf, Germany, March 26-28, more than 1,200 exhibitors and brands from 25 countries made the 25th anniversary of the event especially successful. “This year, 50,100 trade visitors from 46 nations underlined the trade fair’s importance as a platform for innovation, training and trends,” stated Joachim Schaefer, managing director of Messe Düsseldorf. About 10,000 trade visitors took part in ancillary programs, including the German and International Makeup Championships and the National and International Nail Championships. 103 candidates from 25 countries competed. Among the winners was Trang Nguyen from the United States, who won second place in the International Nail Championship (powder liquid category). The next Beauty International Dusseldorf takes place March 18-20, 2011. Reach Anne Meerboth-Maltz at 312-781-5185 or ameerboth@mdna.com, and visit www.mdna.com.

The recently reported third quarter preliminary results for Regis Corporation show that sales continued to slip for the third quarter, although the drop is not as pronounced as previous results. Regis Corporation reported on April 8, 2010, that its consolidated revenues decreased 2.7% in the third fiscal quarter of 2010 to $588 million, compared to $604 million a year ago. Third quarter total same-store sales decreased 1.8%. In the third fiscal quarter of 2009, the company completed the sale of its Trade Secret retail product division to Premier Salons Beauty, Inc. As part of the sale agreement, the company agreed to provide certain transitional administrative and other support services to Premier, including the supply of certain retail products. As a result, reported third quarter 2009 North American product revenues included $13 million of sales to Premier at Regis’ cost. Absent these sales, third quarter 2010 total revenues declined 0.7%. “As we had expected, we are slowly beginning to see improvement in our same-store sales results,” commented Paul D. Finkelstein, chairman/CEO. “March was our best month in a long time, with flat North American same-store sales. The earlier Easter did not impact our March results, as we report same-store sales on a calendar basis. In the quarter, we experienced 39 days with positive comps, including 16 days in March, more than three times the number of positive days in the preceding second quarter. We also had seven poor days in January, which accounted for half of the quarterly same-store sales decline. Our value concepts continued to outperform our higher-price-point Regis division, and we were very pleased with our retail product business.” To learn more, reach Paul at 952-947-7910 or paul.finkelstein@regiscorp.com. For more details, visit www.regiscorp.com.
Caring is sexy. That’s why Sexy Hair has formed a partnership with the Personal Care Products Council Foundation to benefit Look Good...Feel Better, a national public service program helping patients struggling with the appearance-related challenges of cancer treatment. “Sexy Hair is dedicated to supporting organizations that make people feel better—both inside and out,” said Karl-Heinz Pitsch, Sexy Hair’s president and CEO. “We are extremely excited to embark on this relationship with Look Good...Feel Better, an organization that has made an incredible impact on the lives of cancer patients throughout the world. Their work is truly inspirational, and Sexy Hair looks forward to helping them continue to make a difference.” As part of the collaboration, Sexy Hair will debut a special Look Good...Feel Better edition can of Spray & Play, the company’s No. 1 selling hairspray. It will be available in salons during June and July. Additionally, this fall, in honor of Breast Cancer Awareness Month, Sexy Hair will create limited edition pink cans of Spray & Play, Spray & Play Harder, Root Pump and Root Pump Plus. Ten cents from each special bottle sold from both promotions will be donated to Look Good...Feel Better. The donations will help Look Good...Feel Better provide support for women, teens and men coping with cancer. “Over the past 20 years, we have provided vital support to nearly 700,000 cancer survivors,” said Louanne Roark, executive director of the Personal Care Products Council Foundation and the Look Good...Feel Better program. “We are pleased to partner with Sexy Hair to increase awareness of our program and also raise needed funds to support and expand our services. Our partnership is a wonderful opportunity to reach the many thousands of customers and beauty professionals that Sexy Hair touches each day in salons across the country. We look forward to a long and mutually beneficial relationship.” Reach Karl Heinz at 800-848-3383 or karlheinzp@sexyhair.com. Visit www.sexyhair.com.

Farouk Systems would like to help Taylor, a 14-year-old girl battling a rare form of kidney cancer, whose dream is to raise awareness about childhood cancer. September is Childhood Cancer Awareness Month and Farouk Systems is offering a kit in Taylor’s honor. It contains BioSilk Kids BubbleGum Bubbles No Tear Shampoo and No Kink Conditioner. A portion of the proceeds will be donated to MD Anderson on behalf of Taylor. “I have been diagnosed with a rare case of kidney cancer called renal cell carcinoma. After the removal of my right kidney, I was able to live cancer-free for three months until three tumors were found on my right lung. The tumors were taken away along with 5% of my lung. During that time, I became very passionate about bringing childhood cancer awareness to anyone and everyone. I focused my time and effort toward making hundreds of gold ribbons, the symbol of child cancer awareness. My hope and dream is to see my ‘Gold Project’ become a reality worldwide. My goal is to spread that awareness,” says Taylor. Reach Elizabeth Yong, public relations manager, at 281-740-0326 or eyong@farouk.com. Visit www.farouk.com.

It was a red carpet event in Akron, OH, when stylist and product artist Philip Pelusi visited the grand opening of Studio V for the celebration of the opening of the second salon created by Lucy Mahoney, Coleen Mahoney Morlock and Mary Kay Hallas, who also own VCS Salon and Spa in Medina, OH. VCS Salon and Studio V are Philip Pelusi Partner Salons. Philip and Studio V introduced new guests to Spa Hair Therapy, a series of luxurious treatments unique to Philip Pelusi Concept and Partner Salons. In addition, two lucky guests were recipients of a one-on-one consultation and haircut from Philip. Haircuts by Philip command $850.00 at his Tela Design Studio in New York City.

Through advanced VIP ticket sales and raffle tickets for a haircut by Philip, the true success of the evening was the almost $20,000 raised for the Susan G. Komen Foundation. “That we can get together, have a gala event, make new friends and greet old friends while raising money for a great charity is what being a Pelusi Partner Salon is all about,” said Philip. Reach him at 412-488-8951, ext. 216, or phyto@philippeluisci.com.

Millennium by Harms Software Inc. is partnering with Paul Mitchell Schools. Over the next year, all Paul Mitchell Schools will be running on Millennium-The Paul Mitchell Education Edition, a unique version of Millennium designed to work with Paul Mitchell Schools. This edition puts the most important screens and indicators at the students’ fingertips, including average ticket, frequency of visit, retention, and productivity. Future professionals will have easy access to the freedom interface within Millennium that lets them see their grades, hours and other key metrics related to graduating and funding without having to go to the admissions office. Reach Matt Martinelli, Millennium Public Relations, at 973-402-9500 or matt@harmssoftware.com, and visit www.harmssoftware.com/education.
with clear and clean graphic elements, with quick links to valuable information for the everyday man and the trained professional. As the site opens, a prompt divides the professionals from the consumers, making sure both groups can access their desired information. The Woody’s brand is dedicated to simple, no-frills products for men and now, a simple, no-frills website. Reach Anne Moratto, director of public relations and advertising, at 323-728-2999, ext. 178, or a-moratto@ailbeauty.com.

The Guinness Book of World Records has a new entry, courtesy of the professional beauty industry. On April 10, 552 licensed hair stylists cutting 552 heads of hair joined Phillip Wilson, the international creative director for Phénix International Academies, a Pivot Point Member School, to set the record for “World’s Largest Hands-on Workshop.” The previous record was for 250 stylists cutting 250 heads. The educational extravaganza took place at Peels’s Spring Show at the Mid-American Center in Council Bluffs, IA. Phillip led the event, cutting hair centerstage with the Phénix Heat FreeForm Damascus shears, while the Xenon educators assisted among the crowd. All cuts were done on live models simultaneously. "This was truly the highlight of my 40-year career as a stylist, salon owner, educator and platform artist,” said Phillip. "It was a dream come true to go into the record book with so many of my hairdresser friends from the Midwest. Congratulations to the entire Peels’s team and all of the hairdressers who traveled to the event for a spectacular success!”

Cosmetologists and models arrived on buses together from Nebraska, Iowa, South Dakota, North Dakota, Colorado, Kansas, Minnesota and Missouri. The excitement of the day was very high. Phillip started the record-setting event with a five-minute countdown, as stylists prepared their models. Lindsey Rys and Erin Parsley, representing Peels’s education department, led the group as the countdown was set on the arena Jumbotron. Both Lindsey and Erin coached and cheered the participants on as the timer counted down the valuable minutes needed to set the record. Guinness required the event be at least 15 minutes to set the record. Mike Janlea, the adjudicator from Guinness World Records New York office, walked among the stylists as they cut to assure that they stayed on task to meet Guinness’ strict requirements. After a careful and extensive count and the completion in the required time, Mike awarded the certificate of completion of “the Most People Cutting Hair” to Bill Peels, president of Peels’s Salon Services. “We thought we’d try to do something fun and different,” said Linda Melia, vice president of Peels’s. Added Mike, “It’s really rewarding to see people achieve their dreams. They pulled it off.”

CHI has been known for ceramic innovations and technology in professional heat hair styling tools for more than 10 years. In 2009, CHI Home licensed the CHI name and technology from Farouk Systems and integrated ceramic, ionic, far infrared, nano silver and UV-C technologies into new lines of items for daily use throughout the home. CHI Home, LLC, premiered to 60,000 attendees at the 2010 International Home + Housewares Show, where it launched more than 100 products under the brands of CHI Air (styling tools), CHI Cuisine (kitchen knives, peelers, choppers, electric Wok and a variety of cookware), CHI Home (clothing iron, vacuum cleaner and steam vac) and CHI Life (a range of UV-C light sanitizers, travel toothbrush, knife block, razor and sweeper).

“CHI Home’s mission statement of ‘An Environmental Lifestyle offering today’s smart consumer unique, superior products at everyday affordable pricing’ is the foundation of every product,” says CHI Home president, Shauky Gulamani. “We have been working to develop these products for the last three years. Each is developed with thought, purpose and distinction. CHI Home will continue to develop and introduce new products.” Reach Shauky at 800-237-9175, ext. 3122, or gulamani@farouk.com. Visit www.chihome.com.

The attraction of professional hair dryers is detailed in a news report BIR received about a theft from an Ulta Beauty store in Hatfield, PA. “Rosie Tran, 45, will have to serve a three-year probation sentence after admitting she tried to rip off a beauty supply store and salon. She pleaded guilty to a felony charge of retail theft. She was caught when the manager, closing the store at the end of the day discovered an empty box that held a $200.00 T-3 Bespoke Labs hair dryer. A video surveillance tape showed a woman later identified as Rosie selecting a Revlon hair dryer with a value of $1799, opening the sealed box, removing that hair dryer and replacing it with the more expensive one. She then took the box to the counter, paying $1799.” Store personnel identified Rosie, because she left her contact information when she made a salon appointment. Rosie must perform 48 hours of community service and pay a $100.00 fine plus court costs as conditions of her probation.

BIR received this announcement from Debra Grund, CFO, GHC Systems Inc.: “This is to notify all interested parties that Wayne Grund is in no way associated with ProDesign International and has not been since July 2008. In 2009, ProDesign rebranded their products under the name ProDesign. Wayne is CEO of his family-owned company, GHC Systems Inc, dba Surface Hair, which was established in July 2008.”
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As BIR went to press, Essie Cosmetics, Ltd. signed an agreement with L’Oréal USA for acquisition. Essie’s net sales were $28 million over the last 12 months. Founded in 1981 by Essie Weingarten, who still serves as president, Essie offers nail colors, treatments, accessories, spa products and lip glosses.

George Keune, CEO of Keune Haircosmetics USA, advised that L’Oréal-owned Marshall’s Salon Service is no longer a Keune authorized distributor. Nancy Coss, Keune president, said, “The fact is that Keune received a resignation letter from L’Oréal on the same day I was signing a contract with two other distributors for the Midwest market. Guess they heard the rumor we were making a change. Keune is now distributed by Steve Cohn’s Premier Beauty Supply and Mike Hicks’ National Beauty Resources.” Reach Nancy at 800-330-9302, ext. 256, or ncos@keuneusa.com.

A big anti-diversion victory, as a number of professional salon products distributed to chain retailers in California by Pro Choice, a division of Quality King, were found in violation of the state’s VOC (volatile organic compounds) regulations. Jerry Brown, the state attorney general, notified Pro Choice that a number of salon brand products, including Big Sexy Hair, Redken Fabricate, Sebastian Shaper Plus, John Paul Mitchell Systems Freeze and Shine Super Spray Firm Hold and Short & Sexy Hair Hard Up Gel, must be removed from retailers’ shelves. The chains mentioned were Rite-Aid, Long’s Drug Stores, CVS Pharmacy, Walgreens, Ralphs, Kmart and Target.

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